

CAPITAL APPEAL & SPECIAL EDITION



Severn  
Hospice  
*here and at home*

**YEARBOOK 2018**



Paul Cronin

## Thank you and farewell

*A personal message from Paul Cronin, retiring Chief Executive*

It has been an absolute privilege to have been Chief Executive of Severn Hospice for the past 15 years.

I am so proud of everyone I have worked with in that time and truly humbled by their commitment and compassion in caring for the families who need our help.

Our supporters have left me simply inspired by their generosity, loyalty and love for the hospice. I can never thank them enough.

It is only when one looks back one sees that the hospice has been continually developing, growing and changing.

We have grown from very small beginnings to be a regional centre of excellence and a hospice of national standing and I am honoured to have been allowed to play a part in that happening.

This year, our support for people with motor neurone disease was recognised with an 'Extra Mile' award from the Motor Neurone Disease Association and a Public

Health England report found that people in the West Midlands have some of the best access to hospice care in the country.

It is rewarding enough to know we make a difference daily to families coping with the most difficult of situations but to see that underlined by the official facts and figures is something which really cements our reputation.

We are writing the next chapter in our history now as we put our Living Well ambitions into practice and I am delighted that Heather has been chosen to oversee this exciting development.

The hospice is truly a service for the people by the people. Each year a small miracle occurs in Shropshire and Mid Wales when our supporters once again commit to raising the money needed to deliver our essential services.

Thank you for supporting Severn Hospice – it is because you care that we can.

## Our President

Sir Algernon Heber-Percy  
HM Lord Lieutenant of Shropshire

## Our Board of Trustees

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John Wardle  
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Francis Yates



Heather Palin, Chief Executive

## Hello and welcome

I am immensely proud to be taking over as Chief Executive, and especially so at such an important time in our history.

We care for more people today than ever before. We are caring for them for longer and they are seeking our help with an increased range of conditions and complexity of needs.

We have a plan in place to meet this challenge and it is one I have helped shape, with others, as the hospice's Director of Care and Paul's deputy. It is this shared vision I am now looking forward to making a reality.

Our Living Well plans capture the idea that Severn Hospice is a concept of care, not just a place of care. Our care is everywhere, here and at home.

That work has started already in the way we provide our caring service in the home and with changes to our day hospice. We can now provide enhanced at-home care around the clock and when people come to see us but don't need to stay overnight, we are able to offer them much more choice and a much more personalised, caring service.

You will see that we need to change our buildings too, ensuring that we have the physical capacity and the standard of facilities in which to provide our enhanced services at Telford and Shrewsbury. At Telford, the first stage of that is now complete, adding more bedrooms and making improvements for our visiting families.

Severn Hospice is a community charity and we are nothing without your support. Our plans for the future of hospice care will cost £5 million to take them from the drawing board to building. We are fortunate that we can use existing donations to start the work but we will need to replace what we draw down, and we can't do this without the community's support.

Each year, more than 2,000 people come to us for the first time having learned the most devastating news. I hope this yearbook gives you some insight into the difference we are able to make for them and how vital your help is in making that possible.

## Senior Management Team



Becky Richardson – Director of Care



Norma Ross – Director of Income Generation



Prof Derek Willis – Medical Director



Kerry Davies – Director of Finance and Information



# Wow! What an amazing year

It was an honour to care for true war hero David Davies from Shrewsbury. During his time with us, the 93-year-old great-grandfather of five was presented with the Ushakov medal in recognition of his service on the Arctic convoys during WWII.



Making memories

We teamed up with Flicks in the Sticks to transform our day hospice in Telford into a mini-cinema complete with big screen and popcorn. Patients and their carers enjoyed a fabulous movie night before tucking into a fish and chip supper.



Lights, camera, action!



Crafty fundraisers

A group of our gardening volunteers and day hospice patients joined forces with local group Shelter Wildlife Together for a special project turning unwanted pallets into beautifully decorated bird boxes and bug hotels for sale at our garden open days.

Hundreds of supporters donned their super-pants and embraced their inner hero for our first giant inflatable obstacle course Kapow!



Bish, bash, bosh



Brightening up Bicton

Local artist Rory McCann has painted murals for various charities all over the world. Rory kindly donated his time to create a beautiful mural for our hospice in Bicton in memory of his dad.

Paul Morris's story touched the hearts of thousands. The father of four from Shrewsbury planned to run the 2018 Virgin Money London Marathon in aid of us, despite his terminal cancer diagnosis. Sadly Paul passed away on March 31 and never got to complete the marathon but his family and friends have carried on his fundraising legacy.



Run for colour

Shropshire's most colourful 5km turned Telford Town Park into a kaleidoscope of colour as more than 1,000 people stepped out for our super popular Colour Run.

Building on the success of our forget me not flowers we expanded the range to include beautiful handmade silver charm bracelets and glass ornaments all delivered by our friends at CJ Wildlife.



Handmade with love



Team Moz London Marathon

Hadley & Leegomery Parish Council kindly funded a planting project to add colour and interest all year round in the areas immediately outside our hospice in Telford. A merry band of volunteers made up of our gardening team and Friends of Apley Woods planted the shrubs and bulbs which will provide an avenue of colour as you approach the hospice.



Blooming marvellous donation



Christmas wishes

Each light on our Christmas Lights of Love tree shines out not only for the loved ones we miss each and every day but also for the families we support today and in the future.

During his year as Mayor of Telford and Wrekin Cllr Stephen Reynolds still found the time to lend a hand in our day hospice in Telford where he has been a volunteer for over six years.



Volunteer support



Corporate welcome

Our wonderful corporate supporters swapped their office jobs for a day volunteering in our award-winning gardens.

As part of her 70th birthday celebrations, Sandra Patterson decided she wanted to jump out of a plane at 12,000ft. Sandra was amongst a number of daredevils who took on one of our tandem skydive challenges.



Challenging our fundraisers

Thank you so much!



No snow days for our nurses

The Beast from the East didn't slow down our community-based nursing teams who, thanks to local 4x4 owners, were still able to visit the homes of patients in need of our care.

There are so many ways to help us – turn to page 14

## Cheque out these fantastic supporters



Cheers!

Our Market Drayton support group raised a staggering £10,000 at their hugely successful gin tasting evening.

Brass band fans enjoyed a weekend of fabulous music at the ever-popular Ironbridge Gorge Brass Band Festival raising £2,223 for us.



Hitting the right notes



A very grand gesture

Super-fundraiser Cllr Raj Mehta achieved his goal of raising £10,000 for our hospice and John Taylor hospice in Birmingham.

Busch Vacuum Pumps and Systems chose us as their charity of the year and donated more than £5,200. A cracking effort!



Pumping up the pounds



A successful first year

In their first year of existence our Oswestry-based support group raised a fantastic £10,000 to support our vital work across Shropshire and Mid Wales.

## Remembering Lorraine with love and a lasting legacy

*Matthew Pattison first heard about us as a teenager, when we began our appeal for our Shrewsbury hospice, and like most people it was a place he never really thought about.*

After we cared for his wife Lorraine last year, Severn Hospice is now somewhere he and his family care passionately for and have done so much to support.

“We used to have holidays in a caravan years ago and Lorraine used to say how much she wished she was in a five-star hotel. Last autumn we joked that’s what Severn Hospice was like, but it really was,” said Matt.

**He described the quality of our care for Lorraine as “outstanding” and said its embrace extended to him and their girls Emma, Katie and Lula.**

“It’s an extraordinary place; it just feels so calm and caring, and so different to a hospital. You have your own room and space, there are things for the kids to do, you can come and go any time, and for the last week Lorraine had family with her 24 hours a day.

“It is all these little things that really made a difference, even the gardens, you can just see how much care and thought has gone into everything.

“It’s been such a comfort to know that we will still be supported, especially the girls,” said Matt.

“It staggers me it’s all done for free and funded by charity,” he added.

To honour Lorraine’s memory – and acknowledge the difference we made to them in their heartbreak – the Pattisons have pledged to support the hospice, through a combination of their own fundraising efforts and a gift from Lorraine’s life cover.

“We reckon it would have cost about £15,000 for her care at the hospice and we want to show our gratitude, it’s as simple as that. We had a collection at her memorial service and I knew I would be donating the life cover but I wanted to do something more,” said Matt.

Matt and the girls, the wider family, and Lorraine’s legion of friends have variously taken part in events such as our Colour Run and Kapow! and helped organise other fundraising events like the Rodington Community Fun Day.

**“Lorraine used to go every morning to The Shrewsbury Club to swim for an hour at opening time. This was her time of peace and quiet, and they’ve been absolutely fantastic in how they’ve helped us and remembered her,” said Matt**



The Pattison family are the heart of the fundraising Team Lorraine

As well as members joining in with the family’s fundraising, the club has hung one of Lorraine’s own paintings in its entrance in memory of her.

Meanwhile, at the girls’ old school in Upton Magna, a commemorative bench acknowledges Lorraine’s impact on the lives she touched when the family lived there.

In the blog that Matt has taken over from Lorraine ([lorrainepattison.wordpress.com](http://lorrainepattison.wordpress.com)) he explains simply that he wants to support the hospice in return for the “fantastic care” it has given his family. By June, they had raised and donated almost £30,000 to our hospice.



We need to add space and services at Shrewsbury



Our Living Well plan would transform our Telford Hospice

## Taking our care beyond wards

*Community is at the heart of what we do and we know the needs of our community are changing.*

Today, we care for four out of five people in their homes rather than on our wards, with more people being looked after for longer, and with a greater range of conditions and more complex needs.

We are responding to this change with our Living Well plans, taking our care beyond wards and making sure we are ready for the future.

**We ended 2017 with a new look for our community nursing teams, adding again to the level of round-the-clock care we can provide someone in their home.**

We started 2018 with changes to our day hospice – for families who are not staying with us – so they are offered more choice, flexibility and support in the way that best suits them.

Now we are taking the next step with our buildings.

**Our £5 million expansion and enhancement plans will give us more capacity to provide the types of services and facilities our patients need today.**

At Apley Castle, Telford, we are extending the building and enhancing visitor and communal spaces to allow a larger therapy area for day patients.

At Bicton, Shrewsbury, we are planning a whole new building to house therapy suites, treatment rooms, visitor facilities, learning resources and rehabilitation services.

# Living Well with Severn Hospice – local, personal, specialist

*Our Living Well plan takes into the future all that is best, all that is different and all that is special about Severn Hospice.*

Our approach to care is to enable those who need our help to live as well as they can within the constraints of a life-limiting illness.

This commitment is the foundation of our Living Well vision.

Our model for caring is unique and has been developed by us for the community we serve.

We pioneered the Hospice at Home service in 2003 and with the support of our new Outreach community nursing service we can now offer higher quality care around the clock.

## **Living Well with Severn Hospice means we care for people, not patients.**

When someone is referred to us we care for them, not just their clinical needs.

Our specialist caring team works with the whole healthcare network and ensures that we take account of someone's whole well-being.



How we care for them is personal – whether they are staying with us or still at home, they are involved in choices and decisions about their care, and we listen to their families and those closest to them too.

## **Each year, more than 2,000 people come to us and we know this number will continue to rise.**

Increasingly, the people who need our help don't need to stay with us, they can visit us for the day or we can visit them at home. We have changed our care services so they are focused much more on this 'community setting', enabling people to live well at home with their families.

We want to keep pace with these changes because we want to care for and support families who are living with the most heartbreaking news anyone can hear.

## **Then & Now**

*Gifts in wills make such a difference.  
In our first full year of operation, we received a  
single legacy gift of £235,000.*

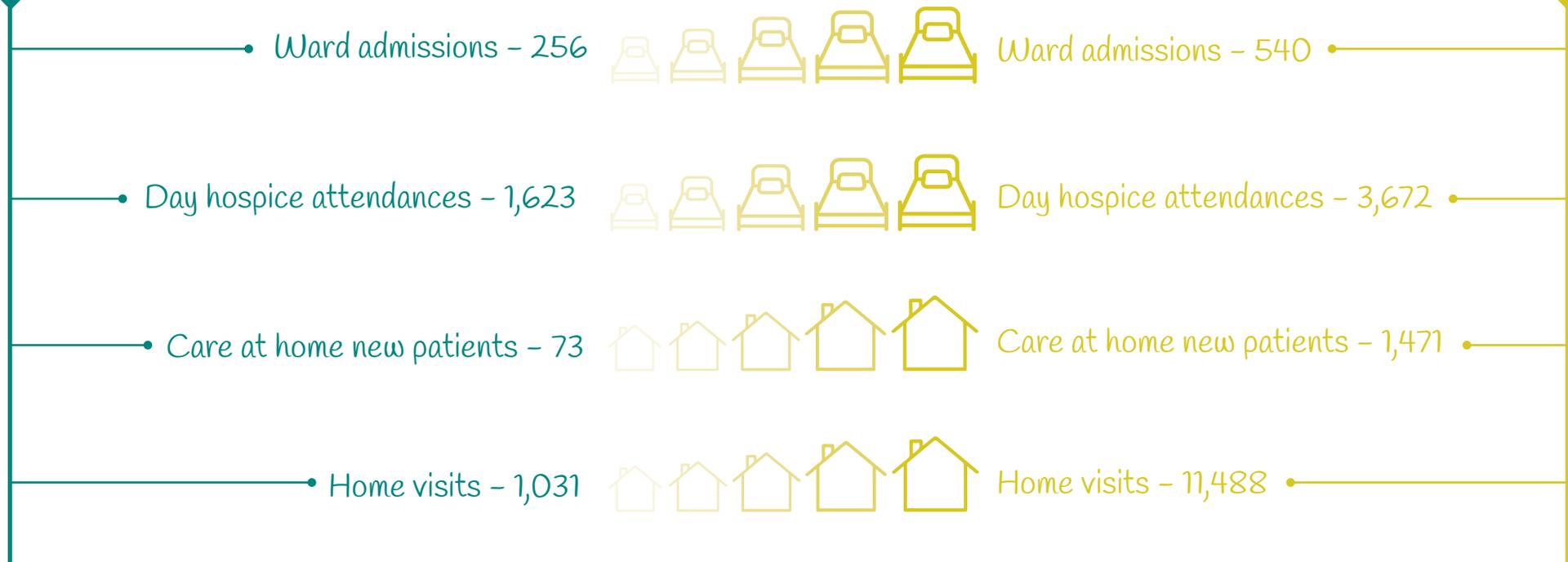
*Last year, our care was supported by more than  
£2 million from 58 individual legacies.*



# Then and now

1990 - 1996

2017 - 2018



Figures from our clinical services annual reports

## Then & Now

Over the last 20 years the number of people that have been referred to the hospice each year who do not have cancer has increased from 46 to 662.

## Providing care when and where it matters, here and at home

*Our care goes beyond wards and this story shows the difference that makes for the people we look after.*

*'Geoff' is not a real person, but he could be – and he could be someone you love.*

Geoff has lung cancer and his disease has spread to his liver; he cannot be cured. Like four out of five of our patients he is living at home. His GP has referred him to our specialist care following his diagnosis.

His illness is causing him pain and affecting his quality of life and after having a chat on the phone with Eirian, one of our triage nurses, a member of our Outreach team is going to visit him and wife Val.

Nurse Sharon is able to sit with Geoff and Val and talk them through how the hospice can help. Firstly, she's able to adjust his medication, in discussion with the GP, and refer Geoff to our new day hospice service, designed especially for people like Geoff and Val, where there's no need to stay overnight. Living Well with Severn Hospice means we help people live as well as possible within the limitations of their illness, offering them a range of services that provide emotional, physical and spiritual support.

The day service means Geoff has access to our team of nurses, complementary and creative therapists, doctors, health care assistants, occupational therapists, physiotherapists, social workers, chaplains and volunteers.

### All these services are free and run every weekday.

He talks with his dedicated nurse Kate, and Val, and they agree which of these services is most useful to him. For Geoff, it, means his whole well-being is looked after; everything from managing fatigue and sleep, to mindfulness, to relaxation techniques, personal matters and coping with anxiety.

When he has a couple of bad days, and Val's struggling with it all, he comes to stay at our Telford hospice for a few days where round-the-clock care on our wards helps get his symptoms back under control.

They both have some happy hours together, sitting up and sitting out in the gardens just outside his room. His beloved Border collie Jess comes in sometimes too and Geoff starts to feel better.

### Within the week, they're all back home, with Geoff's care plan updated and adapted to suit the changes in his condition.

His symptoms continue to improve, especially as he has equipment and care put in at home. He's still using the day hospice and really enjoys the craft workshops and chatting with different guest speakers – learning more about his local resources.

Two months pass and there is a change in Geoff. He's too poorly to come to the day hospice and he needs more medication. He's struggling to walk, and now sleeping on the sofa rather than going upstairs to bed.

We talk to him, Val and his GP and arrange for a syringe pump, which will deliver his medication over 24-hours and remove the need for him to take the tablets he'd started to have trouble swallowing.

We also arrange with the community equipment service, run by Shropshire Community Health, to deliver a hospital bed and special airwave mattress to his home. It arrives and is set up that afternoon. The ambulance service is contacted and a paramedic team is tasked with transferring Geoff into it.

The Outreach team update all the healthcare professionals supporting Geoff and Val: District Nurse, GP, hospice consultant and their Hospice at Home colleagues.

The Hospice at Home team are there for people like Geoff who don't need to stay in a hospice bed and want to die at home.



*Caring across Shropshire and Mid Wales  
Our community nursing team*

Soon, Geoff's condition deteriorates.

He's stopped eating and drinking and is not really able to speak. He's become frail and can't move about his home any more. There are other medical complications now too but timely interventions and partnership working between the hospice care team, the District Nurse and Geoff's GP mean he doesn't need to go to hospital to resolve them.

Val is grateful neither she nor Geoff have the added distress of a hospital stay at this stage but she is exhausted by it all and finding it difficult to cope. She thought she had prepared herself but her emotions are taking over. Hospice at Home nurse Pam will attend Geoff overnight, providing full waking care throughout. Val is able to sleep and feels brighter after sharing happy memories with Pam and knowing Geoff is in caring, professional hands.

With his nursing needs manageable, Severn Hospice is able to care for Geoff in his own home, with Val by his side. We are with them when Geoff dies peacefully in his sleep two days later, Jess in her favourite spot by his feet. And we are there with Val in the days and weeks afterwards, helping where we can, supporting where we need to. Because our care goes beyond wards.

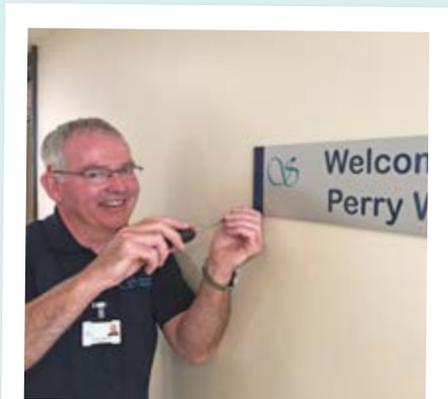
# Achievements & milestones



Celebrating ten years of care

## Many happy returns Apley

It seems like only yesterday we got the keys for our brand new purpose-built hospice in Telford but unbelievably that was ten years ago. Since then we have cared for thousands of people from the surrounding areas.



A new look for Perry

## Refurbishment of our Perry Ward

When the hospice in Shrewsbury first opened back in 1989 we had just one ward, Perry. As part of a rolling programme of refurbishments to ensure our facilities best meet the needs of our patients, their families and staff members Perry ward underwent a transformation. We upgraded patient bedrooms making them all ensuite with beautiful views of the garden including our first ever dementia-friendly bedroom.

## Reaching out to our local community

We have launched a new community nursing service and started the first of our new-style day hospices at Shrewsbury and Telford, part of our major review of care provision.

The new Outreach service, formerly called Clinical Nurse Specialists, builds on the enhancements we made to our in-the-home care package. Taken together, these improvements mean patients living at home have access to our specialist care teams around the clock.

The new day hospices, for people who are not staying with us overnight, are one of the ways we have improved the personalised care we can offer, giving people much more choice and flexibility to suit their needs.



Enhancing our services



Open for business

## Welcome Severn Hospice

Shoppers in Ellesmere welcomed a new face on the high street when we opened our 25th shop.

Thanks to our shoppers supporting us in all our shops across Shropshire and Mid Wales, more than £1 million is raised towards our caring services.

We like to think our shops are much more than just places for a bargain or where you can support our work, they are community hubs which add to the vibrancy and success of our town centres.

## Bags of Help for Severn Hospice

Shoppers at local branches of Tesco voted for us to benefit from the supermarket's Bags of Help fundraising initiative, which uses proceeds from carrier bag sales to support good causes in the local community. We used the money to build a new playground at our Telford hospice, offering families with young children somewhere they can have a break from what can often be a very difficult time.



Bags of help for our hospice

## Happy 1st Birthday Hosbis Hafren

Our hospice has had a presence in Newtown since 1998 providing a hub for those living in Mid Wales who need our help. In October we celebrated the first anniversary of moving to our new home with a hotly contested mini bake-off competition.



Penblwydd hapus 1af Hosbis Hafren



Top of the Cop

### Wyle Cop shop ready for the future

We first opened a shop on Wyle Cop in Shrewsbury back in 1989, not long after we opened our first hospice. Since then it has become a key part of the community in the town. After several weeks of refitting and redesigning the shop it opened with a modern look in keeping with the other shops on Wyle Cop.

### Motor Neurone Disease Association award

When we welcomed members of the MNDA to our hospice in Shrewsbury they didn't just pop round for a cup of tea and slice of cake. They were there to present our hospice and members of our team with an Extra Mile Award in recognition of our 'exceptional dedication to care and support' for people living with Motor Neurone Disease. At the hospice we don't do what we do for rewards or acknowledgement but it's nice to know that what we do on a daily basis not only makes a difference but also sets a standard.



Our staff go the extra mile

### Round the clock care at home

With more of our patients choosing to be cared for at home we have expanded and developed our Hospice at Home service offering specialist care day and night for those who wish to die at home. Our Hospice at Home team forms part of our wider community team providing care and support 365 days of the year.



Hospice at Home



Evidence of our reputation

### Informing their Lordships

Our reputation for specialist care and standing among our professional peers resulted in us being asked to give evidence to a House of Lords inquiry.

Medical Director Derek Willis represented palliative care specialists nationally when he gave evidence based on our first-hand experience of caring for adults with neuromuscular conditions. We are one of only a few hospices nationally working in partnership with neuromuscular specialists to research the palliative care needs in this area.

Meanwhile, the hospice's contribution to helping the next generation of clinicians was recognised when Derek was made a Professor of Palliative Medicine and Bioethics by the University of Chester. Professor Willis is the only hospice-based professor in the whole of the West Midlands.

### Beating national standards locally

Latest figures from Public Health England show that people who live in Shropshire or Telford and Wrekin have some of the best access to hospice care in the country.

In Telford and Wrekin, one in ten adults had end-of-life care at a hospice compared to a national average of one in 20. For Shropshire residents it was 7.5 per cent, still 50 per cent better than the national average.

Severn Hospice is the only hospice for adults in Shropshire and Telford and Wrekin.



More patients benefit



Mardol makeover

### Stock it to us

Supporters raided wardrobes, cupboards and shelves to ensure our newly refurbished shop on Mardol in Shrewsbury was ready for its grand opening. We joined forces with traders from Shrewsbury's award winning Market Hall to make it a real community event with town crier Martin Wood lending his very vocal support. The shop got off to a flying start taking over £1,500 on its first day of opening.

# We'd love you to help Severn Hospice

## It's easy, here's how

**Our care is everywhere, not just on our wards and not just for the last few weeks of life. We don't just care for our patients, we care for their families and those closest to them.**

**We are with our families from the moment they are referred to our care for as long as they need us, and we do this every day, all day for anyone in Shropshire and Mid Wales who needs that help.**

**We do all of this for them for free, but it is not without cost and we can't do it without you by our side.**

## There's always something you can do

### Donate

- ♥ We have to raise £2 for every £3 we spend
- ♥ Set up a monthly direct debit. It's easy online at [justgiving.com/severnhospice](https://www.justgiving.com/severnhospice)
- ♥ Add 25 per cent to your support instantly by GiftAiding if you are a UK taxpayer
- ♥ Our network of 26 community shops, including a furniture store and a new superstore, stock everything – homewares, clothing, shoes, bags, jewellery, books, records, CDs, DVDs, accessories – all generously donated by people just like you
- ♥ Our weekly lottery is only £1 to play and you could win £2,000 or any one of more than 40 other cash prizes

### Join in

- ♥ We organise a whole year's worth of events so there's something for everyone
- ♥ Raise sponsorship for an event you're taking part in
- ♥ Organise your own event in support of us

### Join us

- ♥ Volunteering with us is the gift of time that keeps on giving
- ♥ We have more than 1,400 volunteers helping us in our shops, on our wards, at our events, in our gardens and in our offices

### Remember us

- ♥ Leaving something to us in a will is the gift of a lifetime and a lasting legacy for the families we care for
- ♥ One in five of our patients wouldn't be cared for without someone remembering us in their will
- ♥ Talk to your solicitor about how you can remember Severn Hospice and still provide for those close to you

## Then & Now

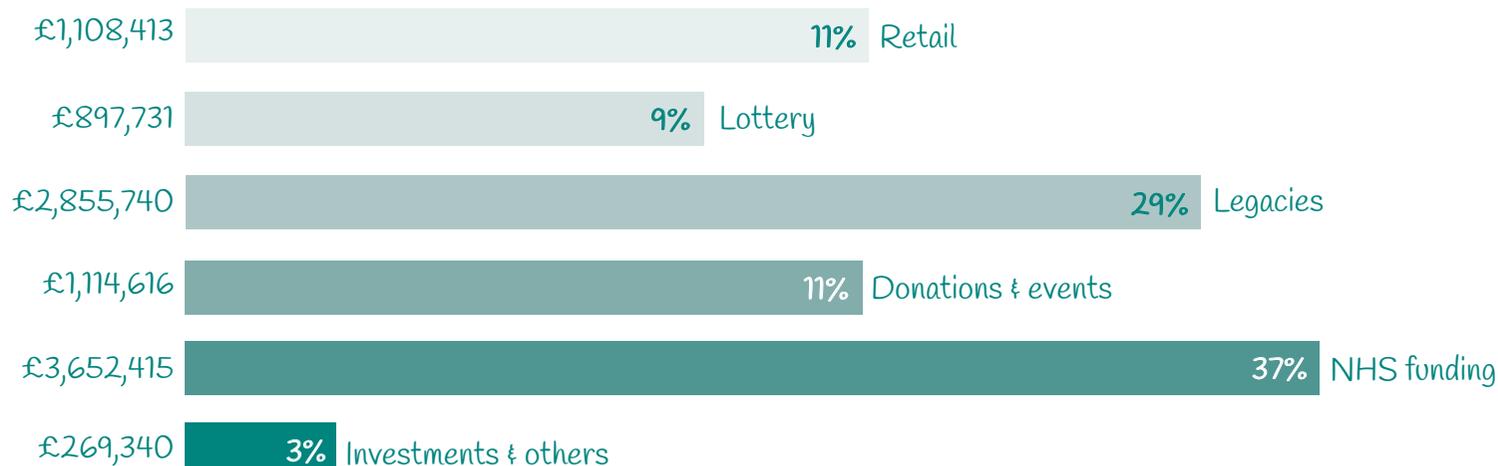
In 1990, our first full year, our supporters kindly donated £611,304.  
Last year it was £8.98million.

## It's thanks to you

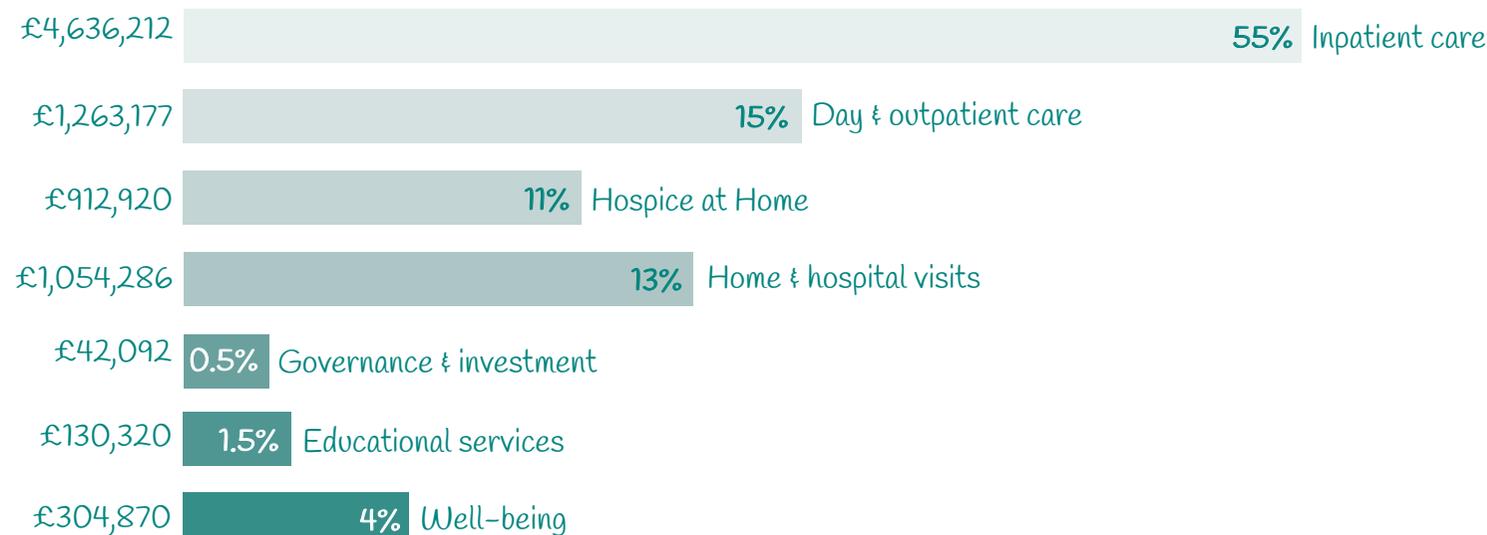
Last year, we were able to spend **£8.3 million** directly on care – that's **£22,739** a day – and allocate **£1.5 million** to future developments.

**88p from every £1 donated goes towards funding our services, we use the other 12p to help us make another £1**

## Contributions to our services



## How we spend the money on our services



Figures for financial year 2017-18, subject to audit.

### Shrewsbury

Severn Hospice  
Bicton Heath, Shrewsbury  
SY3 8HS

#### Main switchboard

01743 236565

#### Fundraising

01743 354450

### Telford

Severn Hospice  
Apley Castle, Telford  
TF1 6RH

#### Main switchboard

01952 221350

#### Fundraising

01952 221351

MID WALES

TELFORD  
& WREKIN

SHROPSHIRE

CEREDIGION

### Ceredigion

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#### Telephone

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Connect with us: [severnhospice.org.uk](http://severnhospice.org.uk) [fundraising@severnhospice.org.uk](mailto:fundraising@severnhospice.org.uk)  /severnhospice  @severnhospice

Thanks to all the families, volunteers and staff who have given their permission to share their photos and stories.