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Princess Alice Hospice

**Unleashing our  
community's  
potential**

**CHURCHILL  
FELLOWSHIP  
FOR KATHY**

Rebecca, 12,  
performs  
Wimbledon  
finals coin  
toss

New animated film 'Family Time' - p4

Lynda La Plante at Women of Our Time - p9



*your hospice*

*Caring when it matters*

# Introduction by Nicki Shaw

A warm welcome to your latest edition of *intouch*

It is difficult to believe that this time last year I was telling you about our new five-year strategy (2017 – 2022) and our vision underpinning all of our work which is to ensure that our communities have the best care and support before, during and after death.

As you can see from the front cover we held an event in January 2018 at Pembroke Lodge, Richmond Park, hosted by the Chair of the Board of Trustees, Professor Fiona Ross CBE, to set out our plans for the future. We were joined by eminent news broadcaster Sir Martyn Lewis CBE – a champion for the hospice movement and many other British charities – who delivered a passionate speech about the huge challenges hospices face in a nation with an increasingly ageing population. Sir Martyn said that in developing our plans for these challenges we had addressed some very difficult questions head-on. Sir Martyn's comments and the feedback we received following the event helped to reinforce our determination to achieve everything we have set out to do by 2022.

Work on our three primary goals – to lead on new models of care and support; to nurture compassionate communities and to share our expertise locally, nationally and internationally – is well underway.

Within our Hospice at Home service, we have established new locality teams, which match the footprint of our

four Clinical Commissioning Groups (CCGs) in Kingston, Richmond, Surrey Downs and North West Surrey. This move has increased the responsiveness of the personalised care and support we provide to people in the last few weeks of life who want to remain at home in familiar surroundings with their loved ones. We are looking at ways to open up our Bereavement Support Services to more individuals, diverse communities and groups and are planning to open a further seven drop-in Bereavement Cafés, which will run monthly, within our care area in the coming year in addition to the five already established.

The Community Engagement team has been busy developing and sharing ideas with our partners and other hospices to create an exciting new programme of opportunities to help us reach more people who need our help. I was proud to launch our Compassionate Neighbours Programme in January 2018 by undertaking the training myself and by offering all staff the chance to attend the course to either learn new skills to support a family member, friend or colleague or volunteer to go on to become a fully-fledged Compassionate Neighbour. We kicked off our public recruitment drive in Kingston in February 2018 and have since trained the first cohort who are being matched with community members.

Over the last year we have created several new volunteering roles such as Community Hub Volunteers and Discharge Buddies. There are an incredible 100 different volunteering roles at the Hospice, in our shops and in the community. We simply could not continue to operate or provide the range of services we do without their commitment in time, skills and energy. If you are interested in making a difference by volunteering and would like to know more, see the articles on pages 6 and 7.

The Education and Research team are working to increase the dissemination of best practice in end of life care, locally, nationally and internationally. They have proactively sought to partner and collaborate on new projects such as Hospice UK's Project Echo, which will enable us to train and support nurses and other clinical colleagues who work in settings such as care or nursing homes. Please take a look at pages 10 and 11 to find out more about some of the interesting projects the team is involved in.

We know that to achieve our goals we must grow our annual net income – from over £9 million to £12 million. One way is by producing more engaging and captivating marketing, media and fundraising campaigns. At our Chair's Reception in January we premiered a powerful new animated film called 'Family Time' which tells the story

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of a family who is being supported by the Hospice and shows how we help families stay involved and together to the very end. We had some lovely feedback after the film featured on our social media channels and in the media. In April 2018 we embarked on a campaign to raise awareness of our Hospice at Home Service – see the advert on the back cover – and to increase donations to help us to expand the service so that we can look after more people; currently 800 at any one time in the community (pages 4 and 5).

Since last year's printed edition of *intouch*, we have opened four new shops under the banner of 'Alice's Attic' in West Ealing, Croydon, Enfield and Bromley. This now brings our shop portfolio to a grand total of 47, and there are plans to open more stores outside our care area in order to generate further income.

*There are so many examples of the commitment and focus of our staff and volunteers to move our ambitions forward, but in particular I have some highlights I would like to share with you.*

I was delighted to take part in last summer's Pride in London Parade with several other hospices under the banner of 'Hospices Across London' and I'm pleased to say that we are signed up to join the group again this summer. By marching in the parade, we hope to send a clear message that hospices are here for everyone, whatever their background or community, whenever we are needed. We also aim to show that hospices are inclusive

and welcoming environments for people from LGBTQ communities who wish to work for us.

There was a lovely story from the ward in November 2017 where nurses worked with the IT team and a patient's family to facilitate the screening of the film *Paddington 2* so that the patient could watch it with her children without leaving the Hospice. This is a perfect example of brilliant teamwork in action – we are always prepared to go above and beyond to help make things happen for our patients, carers and families.

Many of you may have seen a story in the local press about our Day Services Programme Lead, Kathy Birch, who was awarded the prestigious Churchill Fellowship by the Winston Churchill Memorial Trust (WCMT). As you receive this magazine, Kathy will be on route to Singapore, Australia and New Zealand to explore different approaches to palliative care overseas, which she will bring back to share with her colleagues, locally and nationally. Take a look at our new website to read Kathy's blog.

Finally, when reflecting on what's been happening over the last year there is much to be proud of and it goes without saying that we could not have done any of it without your continuing loyal support.

Thank you on behalf of everyone at Princess Alice Hospice.

**Nicki Shaw**, Chief Executive

# Constructing compelling campaigns

## Families Together

Our campaigns are designed to provide integrated marketing and communications support to the organisation's five-year strategy (2017 – 2022) and its overarching ambition which is to reach out to more people by delivering outstanding care, nurturing compassionate communities, sharing our knowledge and expertise and influencing the debate around death, dying, grief and loss.

*counselling and kindness. I am now a volunteer at the Hospice and I am a member of the coffee shop team in support of such a fabulous place."*

Nigel Seymour, Director of Fundraising, Marketing and Communications said: "Helping families stay involved and together up to the very end, is the message behind the film which was created for us by award-winning animation studio Plastic Milk, based in Kingston.

"Family Time tells the story of the Pearcey family and how the Hospice offered comfort and advice at every stage of their loved one, Sarah's, illness and death. It shows how



'Families Together' was launched at the Chair's Reception in Richmond in January 2018 with keynote guest speaker, Sir Martyn Lewis CBE. The event gave us the opportunity to set out our plans for the future, seek feedback and explore collaborations to help us achieve our goals. We also premiered our powerful animated film 'Family Time', which has been extremely well received, reaching more than 37,000 people via social media channels. Here are just two of the hundreds of comments we received via Facebook:

*"This is so moving; I'm in tears. Thank you so much for always being there for me and my family, and big love to my late and great mum Janet who is dancing up there with the stars in the cosmos."*

*"I have just watched your new animated film and it has reduced me to tears. The journey it follows is so true and I shall always be eternally grateful to Princess Alice for all they did for my beloved wife Sue. Whilst she was only there for a short time they were truly wonderful and magnificent, so caring, supportive and tender in everything they did. Also since Sue died they have been there always for me and my treasured close family with*

*children need and want to be involved and how creating memories and sharing special moments with the family is vital to a patient's wellbeing."*

Duncan Raitt, Head of Animation at Plastic Milk explains, "Such an emotional story works really well as an animation, as it allows us to tell it in a way live action wouldn't. We put a great deal of time and effort into making the film, as we not only wanted to do justice to the family's story but also to capture the warmth and joyfulness of the Hospice and staff."

 To view the animation 'Family Time' please visit our website [pah.org.uk/familiestogether](http://pah.org.uk/familiestogether)



# Hospice at Home

The right care in the place you want to be

Our campaign to raise awareness of our Hospice at Home service 'kicked off' in April and will run until the end of June 2018. We know that when time is short, most people would prefer to be cared for at home, surrounded by the people and things that mean the world to them.

The aim of this campaign is to raise awareness of the huge amount of work the Hospice does in our communities; change the perception of many who think the Hospice is one single location solely looking after people who live in the borough of Elmbridge; promote the crucial contribution made by our volunteers in the community in a number of different roles such as Hospice Neighbours, Discharge Buddies, Carers Companions, bereavement support and chaplaincy services etc. and encourage donations to continue to support this vital service.

Here are some surprising statistics:

- Our Hospice at Home service – a team of 59 full and part-time staff consisting of specialist palliative care community doctors, nurses, therapists, social workers and a welfare benefits adviser – bring their skills and expertise straight into the home to support people with this wish.
- The team looks after 800 people at any one time in our communities. Right now, it is quite likely that Princess Alice Hospice at Home is visiting a person in need only doors away from you, or providing vital support to a member of your family, a friend or a colleague.
- Last year approximately 80% of the people we looked after were in our communities – only 20% of the people we looked after were cared for on our wards.
- Our Hospice building – the beating heart of our services – is based in Esher, Surrey but our care area is vast; at more than 600 square miles covering a large part of Surrey, south west London and Middlesex.
- Last year our staff made 15,200 visits caring for 2,200 people, travelling nearly 180,000 miles which is equivalent to circumnavigating the Earth seven times. They work on a daily basis with our four main Clinical Commissioning Groups (CCGs), nine local authorities – more at the boundaries of our care area – and hundreds of health and social care professionals in hospitals, medical centres, care homes etc.



- Last year our Hospice at Home Night Nurses – who operate 365 nights every year – made 1,333 visits within our Night Response care area of Surrey Downs and Kingston. That equates to more than three visits per night.

Nina Kale, Hospice at Home Team Leader said: “The best way to describe our role is that we oversee everything for our patients; we’re experts in palliative care so we assess their symptoms on an ongoing basis and help them to find the support they need. It’s important that we build a close relationship with them.

“We also talk to them about advance care planning – so thinking about where they want to be when they die. It is so very important that people are properly looked after when they reach the end of their lives. It’s something I feel strongly about.”

 Please visit our website for further information  
[pah.org.uk/hospiceathome](http://pah.org.uk/hospiceathome)

Follow us on Twitter or Facebook, or keep an eye on our new website for further campaign updates.



# Creating *compassionate* communities

## Making a huge difference to people at the end of their lives

Last year the Hospice restructured some of its services to create the Community Engagement team which is made up of the volunteers team, our bereavement service, spiritual care, children and young person's support, carers support, Hospice Neighbour volunteer programme as well as our new Compassionate Neighbours programme plus the Man Shed and community choir.

The team has been tasked to deliver several of the organisation's key strategic objectives by working to nurture 'compassionate communities', furnishing individuals, groups and communities with the skills and confidence to have conversations about living and dying well and to support each other in emotional and practical ways.

Deputy Director of Community Engagement, Zoe Byrne said: "By building links with schools, community groups, businesses and other organisations we hope to challenge the taboo around death and dying and encourage open and honest conversations with a view to changing perceptions which will cascade to others.

"By 2022 we will have developed a 'Compassionate Community Charter' supported by a toolkit which will motivate people to get involved and provide care and support and we will expand our bereavement support services and increase the number of drop-in Bereavement Cafés – inviting new faith, youth and other voluntary sector organisations to get involved with us.

"With our expertise and guidance a compassionate community can make a huge difference to a person at the end of their life, and their family, carer(s) and friends; recognising that all natural cycles of birth and death and love and loss occur every day and affect each and every one of us.

"By enabling our communities to upskill, and mobilise the untapped potential that sits within them, we will deliver a better understanding of the growing issues around end of life care – particularly as a nation with an ageing population – and the alarming increase in the number

of people with a life-limiting illness who experience loneliness and isolation."

Always ready for a challenge the team set to work and are making significant progress particularly with the roll out of the Compassionate Neighbours Programme. In January, staff and volunteers were invited to sign-up for the training, which is delivered over a day and a half, and the first members of the public – aged from 20 to over 60 – received their training at Kingston College in March. The process to match them to a community member has begun.

If you can spare an hour a week to offer friendship and a listening ear to someone who lives near you and you would like to be part of an even bigger social movement, then please get in touch. We are currently piloting the project in Kingston and running 'coffee, cake and compassion' sessions on a regular basis in the area – follow our Facebook and Twitter or check the website for further information. Come along and have a chat with us; we would love to see you.



### This is what a newly trained Compassionate Neighbour, Doug Burns, had to say...

At the age of 39, Doug has taken a break from a high-pressured 18-year career in the fashion industry giving him the chance to look at volunteering. He says the Compassionate Neighbour role appealed to him because 'illness can be a lonely time, where people may suffer from social isolation, alone with their feelings and fears. It's something I feel strongly about and I don't believe anyone should be lonely'.



He says: "My grandfather died from cancer and, when I was at college, I worked as a carer, so I was around people who were at the end of their life. A lot of people are scared of death but when you're around it, it can be a beautiful part of life too, and it can be quite a privilege to be with that person. I knew that I would like to do volunteering in that field but have never had the time until now."

The Hospice held an introduction to volunteering day, which is where he heard about the Compassionate Neighbour role. Doug explains, "With it being for just an hour a week it's a perfect step into volunteering for me."

"The training was amazing. I met a lot of like-minded people and it opened my mind to a whole set of topics – for example conversations around death and people's boundaries around the subject."

Doug is now waiting to be matched with his first community member.

### Celebrating a volunteer milestone

At the start of this year we reached an important milestone – the introduction of our 100th volunteer role. It's an exciting time for us as we develop more roles within the community as part of our goal to nurture compassionate communities. This newest role is that of Community Hub Volunteer.

### Community Hub Volunteers

Working with the Central Surrey Health (CSH) Surrey Community Hubs, we're providing volunteers who will support patients to help them complete Advance Care Plans. These are patients who are elderly, frail or living with chronic, multiple or life-limiting conditions and the volunteer will help guide them through a process of thinking about their choices and wishes for the end of their life. This helps to ensure that their wishes are met and that those close to them – family, carers and professionals – are aware of what they want and what is important to them.

Volunteer Manager Vanessa Hill says: "This is a fantastic initiative because it empowers people and, by going through the process with a Community Hub Volunteer, it makes it easier for them to have what can be really difficult conversations with their families."

The volunteers are recruited and trained by the Hospice and the first of them are now in place at the East Elmbridge Hub. Once matched with a patient, they will visit them weekly for four to six weeks and facilitate discussions about their end of life care. We'll be recruiting additional volunteers as the role expands to two other hubs during the year.

### Discharge buddies

A new volunteer initiative at the end of 2017, again in the community, was the launch of the Discharge Buddy programme, which is already proving to make a big difference to Hospice patients and their families.

Since January 2018, Discharge Buddies have been supporting patients and their families as the patient makes the transition from the Hospice either back home or to a care home. Their role is to make that move easier by explaining the process and guiding them through their first few weeks away from the Hospice. They can answer questions, reassure them and their families and point them in the direction of practical help and assistance.



### Retail roles

Of course a far more established volunteering role within the community is that of the retail volunteer supporting our shops. We now have over 500 volunteers helping in 47 shops – not only are the shops vital in generating funds, they also act as the face of the Hospice on the high streets in our communities.

The role is hugely varied – from stock processing to serving customers to raising awareness of the work the Hospice does – and is a great way to meet new friends. If you're looking to volunteer and would like to do something local, do pop into your local shop and talk to the manager – they would be delighted to see you!



Find out more about our many volunteering opportunities by emailing [volunteering@pah.org.uk](mailto:volunteering@pah.org.uk) or calling 01372 461856

# Latest news

Keeping you up to date with our news and achievements

## Ladies take their place in the Man Shed

The original idea of the Man Shed was to reach out to the 'missing men' within our communities including bereaved



husbands who have lost their sense of purpose, men who are caring for their partner and need someone to talk to, and men coming to terms with their own terminal illness.

Man Shed has proved so successful that we have

now opened up regular sessions for ladies. Every Tuesday, several ladies attend morning and afternoon sessions where they learn all about working with wood, how to use power tools safely and make items for their homes and gardens.

Lynda Garrard and Ann Parker said they were 'very happy about learning new skills and receiving shoulder to shoulder support'.

**The Ladies Sessions in the Man Shed run from 10.30am -12.30pm and 1pm - 3pm every Tuesday.**

**For further information please email [manshed@pah.org.uk](mailto:manshed@pah.org.uk)**

## Recycle, Re-use, Reduce

At the Hospice, we are always looking to recycle and save money. With this in mind, we have recently embarked



on a new recycling regime which includes food waste. The Facilities team completely re-organised the service area to accommodate the extra bins and we now have food caddies at every tea point for tea bags and foodstuffs. We've discovered that we're actually pretty good at recycling.

Last year we recycled 10,200 plastic milk containers, 2,877 kilos of paper and 710 litres of oil from the kitchen. We also recycled printer cartridges, batteries and old electronic items but, the introduction of food waste recycling will be a big change and will have a huge impact on our carbon footprint.

## Wedding Belles

Last September our Shepperton shop held its first ever Wedding Show at the famous Shepperton Studios.

The evening was attended by the Mayor of Spelthorne, Vivien Leighton, Chief Executive, Nicki Shaw, and approximately 200 members of the local community.

Models, including the very glamorous Diana Moran (The Green Goddess), showed off the large range of incredible dresses which were donated to the shop. Volunteers, family and friends of the shop's manager, Linda Kemp, all took part in the evening and raised more than £2,000 for the Hospice.



Linda said: "We are thrilled to have hosted this event. People will be amazed at the kind donations we receive, including brand new wedding dresses."

The evening was rounded off with a breathtaking performance by electric violinist Lisa Rollin, Director of Red Hot Strings. The event generated coverage in local press, radio and social media.

## If you can't stand the heat...

...stay out of the kitchen is what they say! Our fantastic Catering team however are used to it being hot. Over the last year they have catered for afternoon teas, Ladies Group lunches, fundraising evenings and weddings plus 50-60 daily meals in the dining room, meals for the Ward and Day Hospice and 60-70 sandwiches for the coffee shop.



On top of that they provided staff, volunteers and Day Hospice patients with 430 delicious Christmas lunches in 2017 and even had time to introduce two new services - a snack menu and evening supper menu.

Nothing is too much trouble for the team. Often the day will end with one of them popping to the supermarket on the way home to pick up something a patient has expressed a taste for.

## Children in Need

Rebecca Jones, 12, whose father died two years ago, took centre stage at the 2017 Wimbledon Ladies' Finals after being chosen to perform the pre-match coin toss.



Rebecca, who loves to play tennis herself, performed the coin toss in front of an estimated worldwide audience of 1.2 billion while standing next to Venus Williams and Garbiñe Muguruza.

Rebecca said: "I felt a real mix of nervousness and excitement because I didn't want to mess up in front of everyone. It was amazing to stand next to such brilliant players."

Twins Ellen and Sam Pearcey, 13, who have been attending the Dovetail Group since their mother, Sarah, died at the Hospice in 2011, were chosen to take part in CiN's documentary, 'Saying Goodbye', which looked at childhood bereavement.

Following the programme's broadcast on BBC1 in November 2017, their father, Martin Pearcey said: "Without a grant from CiN the Hospice would not be able to provide the vital services that are needed by children and families before and after bereavement. The Dovetail Group has certainly played its part in equipping my children to convey their thoughts and emotions. I'm immensely proud."

## Off into the sunset...

Liz, Anne and Amanda have worked for Princess Alice Hospice for a collective 30 years. This year they are all retiring but there is little rest and relaxation on their agendas.



Liz Rodgers, Senior Staff Nurse in the Day Hospice is travelling to Lourdes with a group of disabled and disadvantaged children followed by her first Mediterranean cruise in the summer with her husband.

Amanda Free, Specialty Doctor is planning to pursue her love of travelling and has already booked her trip to go trekking in Nepal. Anne Cullen, Community Engagement Programme Lead will be finishing her PhD in 'The Concept and Practice of Leadership in Social Work' before focusing on visiting family and friends and decorating her house.

We would like to wish them all the very best for the future and say 'thank you' for all of their hard work over the years.

## Women of Our Time

BAFTA-winning screenwriter and author Lynda La Plante CBE delivered a highly entertaining talk at the 35th Women of Our Time Luncheon, hosted by the Friends at the Duchess Stand, Epsom Racecourse, in November 2017.

The annual event was attended by four hundred women including the Mayor of Elmbridge, Cllr Rachael Lake, the Mayor of Epsom and Ewell, Cllr Liz Frost and Chief Executive, Nicki Shaw.



Lynda, who is best known for writing the Widows and Prime Suspect crime television series, gave plenty of witty anecdotes from her life as a young actress.

Veronica Eagles, Chairman of the Women of Our Time Committee said: The Friends are thrilled to be able to run successful events like the luncheon which raised an impressive £15,000 for the Hospice. Lynda La Plante provided such brilliant entertainment."

## Made with Love



If you fancy getting crafty and would like to raise money for the Hospice why not join our Day Hospice Creative Craft Group which meets every Friday?

One of the ladies, June Bond, has been busy making 'Memory Bears' from the clothes of loved ones who have been cared for by the Hospice.



June was asked if she could make a bear for the bereaved family of David Williams. She made three bears, each one bearing a tiny metal tag stating 'Made with Love'. David's widow, Carole, said: "They are so beautifully made and such precious keepsakes. I was moved to tears."

# Project ECHO



Helping to open up hospice care

We are about to embark on an exciting initiative called Project ECHO. Originally created in Albuquerque, New Mexico and introduced to the UK by Hospice UK, Project ECHO, which stands for Extension of Community Healthcare Outcomes, has enabled healthcare organisations across the world to reach more patients, to improve clinical decision making and to better support isolated health care professionals.



Princess Alice Hospice will eventually become an ECHO Hub and will be holding video conferences that can be accessed by healthcare professionals

remotely, enabling them to benefit from our specialist knowledge and advice regarding patients in their care.

The steering group for the project includes Jane Berg, Deputy Director, Skills, Knowledge and Research, Carole Cousins, Practice Educator, Dr Jana Jeyakumar, Consultant, and Phil Martin, Head of ICT Services. Three of the team will travel to Belfast in May for training. Once they return to the UK, and we are established as an ECHO Hub, we will start to hold regular video conferences where healthcare professionals can benefit from our expertise without having to leave their place of work.

The conferences will begin with a lecture on the chosen subject followed by anonymised case-study based discussions, and our specialists will provide advice to those healthcare professionals attending the conference.

We hope that Project ECHO will give us a tool to develop new ways of sharing our specialist palliative care knowledge and of collaborating with all those involved in supporting the care of patients in the last phase of their lives.



## A collaboration to train home care staff in end of life care

In collaboration with four other hospices in Surrey, the Hospice has been instrumental in setting up a new training course aimed at domiciliary carers.

The course has been commissioned by Surrey Downs Clinical Commissioning Group (CCG), on behalf of all Surrey CCGs, who recognised the need for training in domiciliary care agencies looking after clients at the end of life.

The four hospices involved, Princess Alice Hospice, Woking Hospice, St Catherine's Hospice and Phyllis Tuckwell Hospice, have been meeting regularly to produce a training package. The five agencies, NHES Care, Baxter's Home Care, Amazed Care, Trinity Home Care and Whitehouse Care all have an interest in end of life care and have been involved in the design process and the pilot

Jane Berg, Deputy Director Skills, Knowledge & Research says, "Carole Cousins, Practice Educator at the Hospice and Helen Pybuss, Clinical Trainer from Woking Hospice piloted the scheme in March with a group of 12 health care professionals and are in the process of evaluating this training.

"Once the training programme has been approved it will be rolled out to all Surrey CCGs so hospices can then continue to train agency healthcare professionals in their area."



# All in a day's work for our Scholars, Fellows and Keynote Speakers

## Expertise and knowledge

In January 2017 Lesley Spencer, Director of Patient Care and Strategic Development, was awarded a 12-month leadership scholarship with the Florence Nightingale Foundation.

She said: "Last year was an intensive year and included undertaking the 'Strategic Leadership' programme at Cranfield University School of Management alongside senior managers working within the corporate sector. It demonstrated to me that as a charitable organisation, we are a match in terms of the calibre of our people, our culture, our innovation and our flexibility.



"The scholarship also included presentation and communication skills training at the Royal Academy for Dramatic Arts (RADA) and 'The Westminster Experience' which gave me an extremely valuable insight into the health agenda within government and politics."

**Lesley will be publishing an article about her scholarship improvement project in the European Journal of Palliative Care.**

### The Winston Churchill Memorial Trust (WCMT)

announced in March that Kathy Birch, Programme Lead for Day Services, has been awarded a Churchill Fellowship in the 'Health and Wellbeing' category for her project 'Extending the scope and reach of palliative day services'.



Kathy is one of up to 150 candidates chosen from approximately 1,000 applicants; the 2018 Fellows will travel to 48 countries across six continents to explore global best practice, gain knowledge and experience and bring back fresh ideas to benefit others in their UK professions, communities, and society as a whole.

Kathy will travel to Singapore, Australia and New Zealand for six weeks in May. She said: "I feel very honoured to have been given this once in a lifetime opportunity. I know that different approaches to palliative care have been developed and adopted overseas and I am keen to learn and to explore new ways of supporting and reaching out to more people through day and outpatient services."

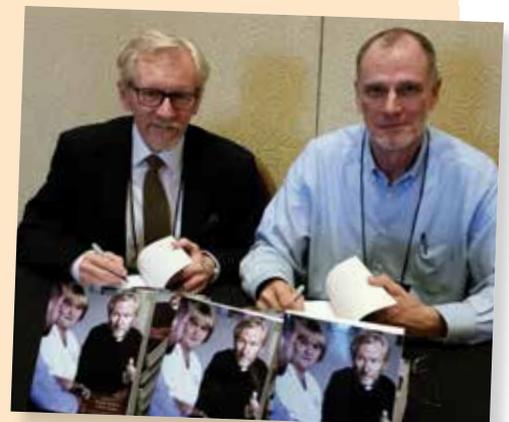
**Follow Kathy's blog [kathybirchblog.wordpress.com/](http://kathybirchblog.wordpress.com/)**

**Reverend Dr Steve Nolan**, Chaplain at the Hospice, is travelling to Anaheim, California in July to attend a joint conference hosted by the Association of Professional Chaplains (APC) and the National Association of Catholic Chaplains (NACC). Steve is one of four plenary speakers and the title of his presentation is 'Lifting the Lid on Chaplaincy: A First Look at Findings from Chaplains' Case Study Research' which will look at the learning from chaplains' first-hand case study accounts.

He said: "I believe I may be the first non-American chaplain to be invited to speak at the conference which is attended by more than 500 chaplains.

"In 2015 I co-edited a book called 'Spiritual Care in Practice: Case Studies in Healthcare Chaplaincy' with Professor George Fitchett from Rush University Medical Center, Illinois, Chicago. This book contained nine case

studies which make a compelling case for the importance of effective spiritual care in healthcare and provided unprecedented insight into the essential role of the chaplain within the healthcare team.



"We will be shortly publishing a second book which contains a further nine case studies revealing the vital role chaplains play in end of life care."



## Launch of new Hospice website

We are delighted to announce that we have launched a brand new Princess Alice Hospice website.

Nigel Seymour, Director of Fundraising, Marketing and Communications said: "Our aim is to deliver an industry leading website which improves customer experience and significantly increases the income we generate through the website.

Another goal is to maximise the employee talent that we attract through our digital channels."

The design will ensure information is easier to find, content and photography is eye-catching and for the first time, people will be able to complete forms online, for example signing up for events, and organising furniture collections.

 Visit the new website today [pah.org.uk](http://pah.org.uk)

## Applause for Alice's Attic

The first Alice's Attic opened in West Ealing in July 2017 followed by three further shops in Croydon, Enfield and Bromley.



Retail Director Phil Seal said: "In order to support the delivery of our goals over the next five years we must increase our net income. We have a long established history of developing our shop portfolio to generate income for the Hospice and this was considered to be one of our key areas of expertise which we can capitalise on.

"We are already trading harmoniously alongside other adult and children's hospice shops in our own care area but in areas where we do not deliver care, we decided to trade as 'Alice's Attic'. I'm pleased to report that they've been well received and are proving to be very popular within their local communities."

 To find out where your nearest shop is visit [pah.org.uk/shops](http://pah.org.uk/shops)



## Legacies: planting the seeds of care

Gifts in Wills make a huge amount of difference to us by contributing over a third of our current net income. These gifts are 'seeds' that grow into vital services that offer care and support to thousands of people and their families' at the most difficult time in their lives. They are crucial as they give us the opportunity to plan and shape our services for future generations to come.

Gifts in supporters' Wills come in many sizes; a gift of any size will make a difference. Larger gifts enable us to take on major projects, like recruiting new specialist teams while smaller ones help us do the things that make a person's last days special.

Val Knight has volunteered at the Hospice for many years following the death of her husband, Robert, at the Hospice 23 years ago. She says, "Robert was so happy here - so I don't see it as a sad place. He loved chatting to everyone and the nurses made quite a fuss of him."

"If the Hospice hadn't have been involved, it would have made Robert's last few years and his death so much more painful," Val says, "They made it easier for both of us."

Val decided to leave a gift to the Hospice in her Will. "Places like Princess Alice desperately need help to keep going. They do so much to help people in their care area," she says.

**If you would like to learn more about including the Hospice in your Will, please get in touch by calling 01372 461808 or email [supportercare@pah.org.uk](mailto:supportercare@pah.org.uk)**



Or if you'd prefer you can visit our website [pah.org.uk/legacies](http://pah.org.uk/legacies)

# Graduate and Apprenticeship schemes

As part of our plan to nurture great talent, we have worked with an organisation called CharityWorks who advertise in universities to attract applications for graduate placements. We are also offering apprenticeships across a wide variety of areas including nursing, retail, customer service, hospitality, digital skills and business administration. We currently have two graduates and eight apprentices and hope to recruit more in the future.



Megan Andrews fell in love with the charity sector while still at University studying for an English degree. She found time to volunteer as a coordinator on a project helping isolated elderly people and after graduating, she spent three months working as a volunteer in Nepal.

Megan was thrilled to be offered a position at Princess Alice Hospice, "It's an amazing environment to be working in and I'm involved in some really interesting projects. As an Executive Assistant, I provide admin and research support for the five programme boards at the Hospice which are responsible for implementing major projects."

When her placement at the Hospice finishes, Megan would like to continue working in the charity sector, possibly in international development.

One of our new apprentices, Carol Aykac, who is part of our Marketing and Communications team, is undertaking a Level 4 Diploma in Public Relations (QCF).



Carol, who has been at the Hospice for eight years, previously in Supporter Care, moved into the team about a year ago. Having worked in publishing before joining the Hospice, she liked the idea of using some of her old skill set and so applied for the scheme.

Carol says, "When I first learned that the apprenticeship scheme was open to all staff, of any age, I was very excited. I'm looking forward to learning, studying and gaining confidence. I have the support of some real talent and extensive experience in the team."

# Jason's story

"I met my wife Amy at a works do in London in 1999 and we clicked straight away. We got married in 2004 and our daughter, Emma, was born in 2007.

"When Emma was about a year old, we had settled down into our routine and Amy had gone back to work, and then one April morning in 2008, our world was shattered in the blink of an eye.

"Amy was on a busy train to work in London – her normal daily commute – when she suddenly collapsed. Luckily there were several doctors and nurses in her carriage who went to help her and looked after her until the train pulled into the next station where an ambulance was waiting. Amy was taken to Charing Cross Hospital where an MRI scan revealed that she had a stage four tumour – the most aggressive kind – behind her left ear. Amy was completely oblivious until that point.

"Amy underwent surgery, chemotherapy and radiotherapy. In her spare time she had been studying to become a nutritionist; during her treatment she did lots of research into her condition and decided to make some radical changes to her lifestyle, cutting out alcohol, dairy and meat from her diet. Amy's prognosis at that time was six months – her doctors were amazed that she lived for another three years and put it down to the changes she had made.

"For a while, Amy was stable and managing her symptoms but in late 2010, her health started to deteriorate quite quickly and she underwent a second operation. At that point I decided to take time away from work to look after her and Emma.

"Amy decided that she didn't want any further treatment. That was hard for me to hear – of course, I wanted her to carry on. However, she had made up her mind. She wanted to make the most of the time she had left.

"Amy didn't want to spend her last weeks or days at home. She wanted our home to remain a sanctuary for Emma – not full of memories of illness and sorrow. We knew about Princess Alice Hospice so we arranged a visit. I know there is sadness attached to a hospice but we found it to be a very uplifting, happy and serene environment. Amy knew straight away that it was the place she preferred to be and her specialists at Charing Cross hospital referred her to the Hospice through her GP.

"A Princess Alice Nurse from the Hospice at Home service visited Amy and co-ordinated appointments with an Occupational Therapist from the Therapies team and for Amy to start attending the Day Hospice where she had physiotherapy and complementary therapy.



"In June 2011, Amy was admitted to the ward at the Hospice. At first, we thought she'd come home once her symptoms were under control but that wasn't to be the case. The staff and volunteers were tremendous; they couldn't do enough for us. We were able to visit when we wanted, stay as long as we wanted and just have time together with no pressure. Amy and I had occasional massages, which helped us to relax. I had one-to-one time with a member of the Patient and Family Support team, who was there whenever I needed to talk. She helped me to keep grounded and try to come to terms with what was happening to us. Amy died on 1 August 2011, aged 41.

"Emma started school in September, a month after Amy died, and at first she was okay. However, six months later things started to take their toll. I was trying to be both a mother and a father and Emma was struggling with the loss of her mum. I contacted the Patient and Family Support team for advice. They suggested that we both attend the monthly Dovetail Group which supports children, young people and adults. Emma is now 11 and still absolutely loves it and the friends she has made during the last six years. I still get as much out of the group now as I did in 2012.



"I cannot express how important Princess Alice Hospice is to us. It gave Amy the most wonderful care and peace of mind when she needed it the most, and the support they continue to give me and Emma has been a lifeline."

To see other care stories visit [pah.org.uk/ourcare](http://pah.org.uk/ourcare)

# Do something amazing

If you are looking for a once in a lifetime adventure or a way to challenge yourself while supporting the Hospice, look no further.

We have introduced two new challenges for 2019 - a breathtaking trek along the Great Wall of China, one of the Seven Wonders of the World, and a London to Paris Cycle ending in the opportunity to watch the finale of the Tour De France on the Champs Elysees.

People of all ages and physical ability can take part in these challenges - you will come home with memories and new friends that will stay with you for life.



## London to Paris Cycle

17 July - 21 July 2019

This exciting ride will take you through the beautiful English countryside and into stunning rural France before you reach Paris and end your challenge under the Eiffel Tower. Whether you are an experienced rider or a complete beginner, you will find other cyclists at your level.

Before your return home, you will spend a day in Paris where you'll be in a prime location to see the Tour de France riders head towards the finish line.

**The registration fee is £125 with a sponsorship target of £1,650.**

The Friends of Princess Alice Hospice, all volunteers, organise local community events which are a major source of funds. This year they include the Women of Our Time Luncheon, which is in its 36th year, fundraising suppers, bridge events and much more.

## Great Wall of China Trek

12 September - 20 September 2019

During the nine-day trip, you will discover China's hidden charms, astounding cultural past, traditions and mythology. The trek will take you along the Huangyaguan section of the Wall before finishing in the bustling city of Beijing where you'll visit Tiananmen Square and the Forbidden City.

**The registration fee is £349 with a sponsorship target of £2,880.**



We have lots of challenges and events ranging from the Towpath Trundle to skydive.

 For further information about what you can do to support the Hospice visit [pah.org.uk/events](http://pah.org.uk/events).

You can also contact our Fundraising team on **01372 461808** or email [supportercare@pah.org.uk](mailto:supportercare@pah.org.uk)

### Caring about you ✓ personal data

The General Data Protection Regulation replaces the previous Data Protection Act and covers processing personal data and information about individuals.

We would like to reassure you that we have made adjustments to our processes to meet the new regulations about individuals' rights and personal data.

 To find out how we manage and respect your data visit [pah.org.uk/privacy](http://pah.org.uk/privacy)

## Princess Alice Hospice at Home.

The right care in the place you want to be.

When time is short, most people would prefer to be cared for at home – in the place they love, surrounded by the things they hold dear. Princess Alice Hospice at Home supports people with this wish, providing care that lets them stay in their home when it matters most. Right now, we're supporting 800 people in your local community.

We are a charity and rely on donations to keep our services going. Please help us continue to care for the people who need us.



Make a *donation* today at:

[pah.org.uk/hospiceathome](http://pah.org.uk/hospiceathome)

*Caring when it matters*

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