

Towergate Charitable Foundation update

Help the Hospices would again like to thank the Towergate Charitable Foundation for its ongoing support. In 2009/10 the income raised has been focussed on four main areas:

1. The Masters in Hospice Leadership
2. Professional Development Grants
3. The Help the Hospices DVD
4. Providing strategic hospice support



1. Masters in Hospice Leadership

With thanks to the Towergate Charitable Foundation we have been able to award a further 10 bursaries so that senior hospice managers can undertake a Masters in Hospice Leadership at the Lancaster University Management School. The course is designed to address the development needs and challenges facing leaders in palliative and end-of-life care, both now and in the future. The recipients are as follows:

<i>Name</i>	<i>Job Title</i>	<i>Hospice</i>	<i>Grant Awarded</i>
Diane Corrin	Nurse	Hospice Isle of Man	£2,190
Joanne Hayes Carby	Community Palliative Care Nurse Specialist – Team Manager	Wigan & Leigh Hospice	£5,000
Christine Bloomer	Community Service Manager	Hospice Isle of Man	£5,000
Michelle Farish	Community Services Manager	Pasque Charity	£5,000
Fiona Stobart	Clinical Services Manager	Hospice at Home, Carlisle and North Lakeland (Associate member)	£3,750
Julie Ferry	Clinical Services Manager	The Prince of Wales Hospice	£5,000

Name	Job Title	Hospice	Grant Awarded
Gail Linehan	Deputy Matron	St Raphael's	£5,000
Andrea Cail	Director of Service Development	The Children's Hospice Association Scotland	£5,000
Cath Miller	Director of Nursing	St. Gemma's, Leeds	£5,000
Nuala O'Kane	Chief Executive	Treetops	£5,000

We are currently marketing the next cohort with applications due to close in September 2010.

Feedback from an applicant who undertook the Masters Bursaries

As often is the case with these things the networking, peer support and camaraderie that has been built up throughout the group has been outstanding. We all now have a unique and select database of "Hospice" people we can ask questions to and share ideas with etc.

Being part of the course has certainly opened my mind to think differently and see things from a different perspective. Things I would have accepted I now question and challenge e.g. how, why, when and where we provide a service. I have brought new ideas and working practices to my Hospice and been more critical in my appraisal of situations. I see the people I work with differently (more objectively) and I look at the organisation from a different view point.



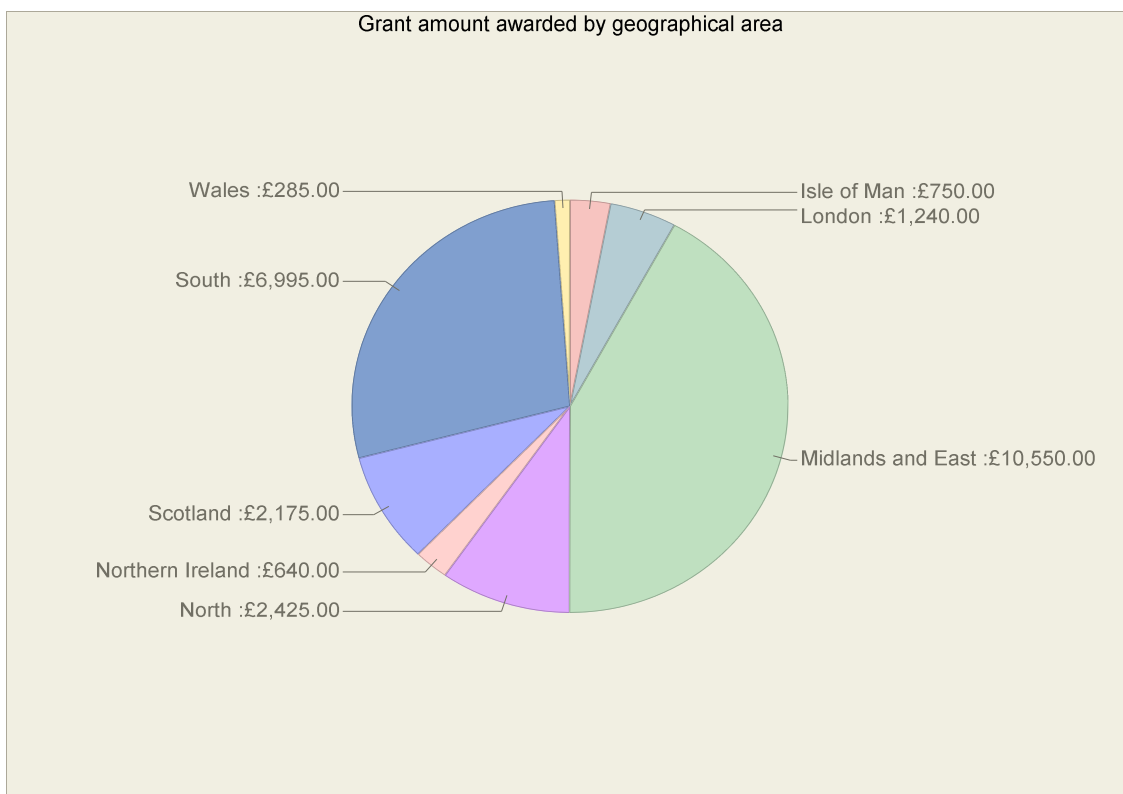
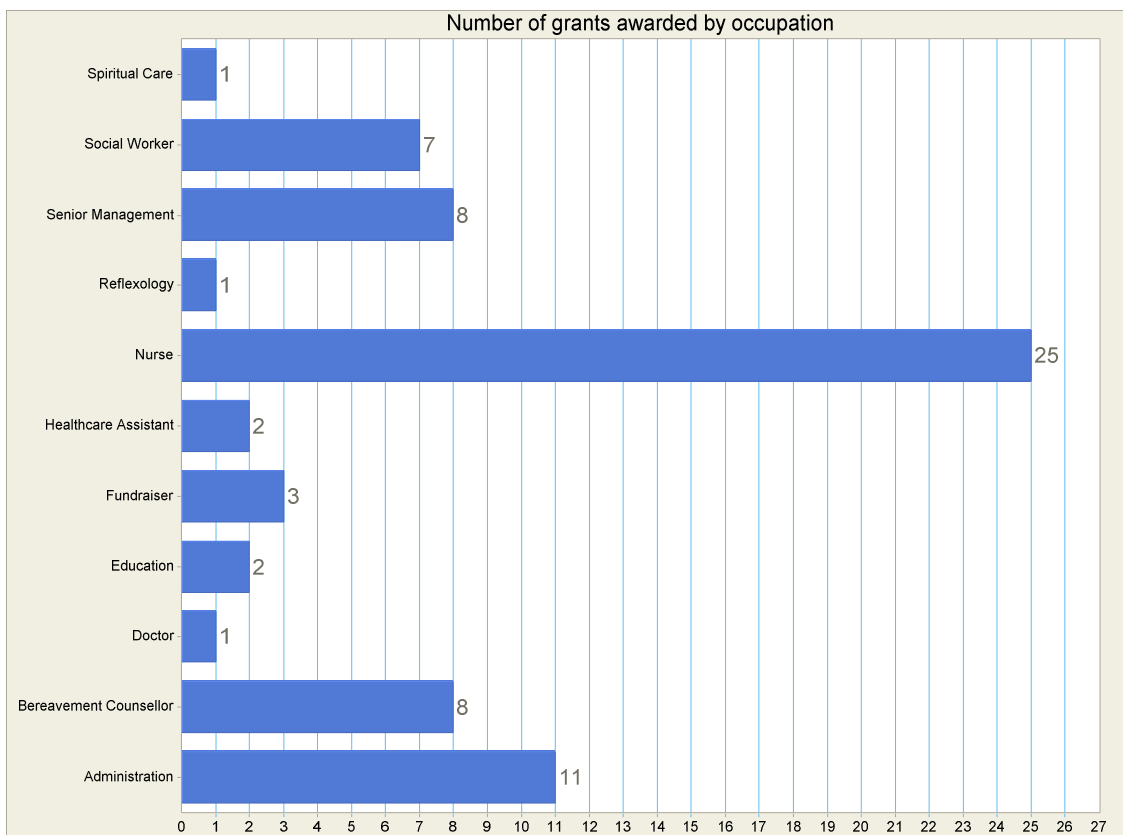
Prior to the course I (subconsciously) tried to emulate my predecessors and manage the organisation. Now I recognise my role is to Lead the organisation into the next decade and manage the changes this will bring. The course has given me the confidence to do this. I understand myself more.

2. Professional development grants (PDG's)

In addition, the Townergate Charitable Foundation has enabled us to award **70 grants** (£24,980) to hospice workers such as doctors, nurses and counsellors so that they can continue to provide the very best care for people facing life limiting and terminal illnesses. Just a couple of examples include a nurse at Ashgate hospice who received £250 towards the 'Nature of Cancer and its Management' course and a

social worker at Rachel House Children's Hospice in Scotland who received £525 towards a Graduate Certificate in Counselling Skills.

The below charts outline the grants given by job type and geographical area:



Both these grant schemes are hugely popular with our member hospices and all recipients are made aware that these grants have only been made possible by the generous support of the Foundation.

Feedback from an applicant who undertook an MSc Integrated Governance in Health and Social Care 1:

So far I have completed the Clinical Governance module and passed my assignment (provisionally) with a merit. The module enabled me to read around clinical governance models whilst relating it to my area of work. It fits very well with my role of lead nurse patient safety and quality. I chose to look at communication issues between the acute care sector and the hospice. Other course participants come from varied back grounds including clinical governance managers, directors of nursing, independent consultants, and managers of theatres. This eclectic bunch provides a rich resource for the discussions we have as a group in class. I and my colleague Tracy Tremble (also from Pilgrims) always provide a hospice slant to the discussions equally we are challenged and learning from our NHS colleagues in wider aspects of clinical governance.

I would thoroughly recommend this degree and would like to thank Help the Hospices and Townergate for helping to fund my degree.

3. Help the Hospices DVD

The donation of £20,000 by the Townergate Charitable Foundation has enabled us to produce a new corporate film outlining the work of Help the Hospices. Peter Cullum was featured on the DVD, helping to give valuable insight into the benefits of forming a charity partnership. This film will play an integral role in communicating our work to potential supporters, helping us to cultivate future relationships with both individuals and companies.

We will send copies of the DVD to the Trustees in April and we hope that Townergate will be able to use it to demonstrate to staff the work they are supporting.

4. Strategic Hospice Support

The economic downturn has placed increasing pressure on hospices around the UK. The Townergate Charitable Foundation's generous support has enabled Help the Hospices to execute a strategic hospice support programme aimed at alleviating this pressure. The programme has included a **hospice roadshow**, **assistance with PCT negotiations**, and the **production of case studies and toolkits** to share best practice and offer **fundraising support**. A breakdown of the activities in each of these areas is outlined below.

Hospice Roadshow: During autumn 2009, Help the Hospices organised and facilitated 12 roadshows with member hospices across the UK to discuss a number of important and challenging issues. Issues covered included raising the national profile of hospice care and providing support for hospices during the recession. The development of a Statement of Recommended Practice (SORP) to benchmark the costings of hospice services, and the importance of accurate clinical data to show the real impact of hospice care, were also covered. These activities will help

hospices build their case in negotiation with PCT's locally and will help us in lobbying nationally. A total of 265 hospice staff or trustees attended the events. The breakdown of attendance by region is shown in the table below.

Attendance at the 2009 Help the Hospices Roadshows

Region	No. of attendees
London and East of England	17
South West	24
South East	22
Yorkshire and Humber	30
South Central	12
East Midlands	14
West Midlands	14
North West	74
North East	20
Northern Ireland	9
Scotland	14
Wales	15
Total	265

Assisting PCT Negotiations:

In addition to the roadshow, Help the Hospices Finance Director visited more than a dozen hospices around the UK, helping them to cost their services correctly. Following the publication of the government's End of Life Care Strategy, having such accurate information improves the likelihood of increased income support from their local Primary Care Trust.



Case Studies and Toolkits/Fundraising Support: We have developed the following resources to share best practice and assist hospice fundraising:

- All of our member hospices were given access to our national Light Up a Life (LUAL) Christmas fundraising resources. From this, 60 hospices used the national logo, and 319 events were registered on the site by 104 hospices.
- Items from the LUAL toolkit were downloaded 615 times by member hospices in 2009. The most popular was a case study on 'A guide on how to set up and run your event', which was downloaded 101 times.
- We now have 26 case studies and toolkits on the site for hospice fundraisers to access. At the end of December 2009 they had been downloaded 1,084 times since the site was launched in March 2009.

In supporting hospices in building the case to assist their PCT negotiations, and assisting with fundraising, we hope to help hospices strengthen both now and into the future.

Summary

In 2009/10 the Towergate Charitable Foundation's support has enabled us to award another 10 bursaries for the Masters in Hospice Leadership, and 70 Professional Development grants. We have also been able to produce the Help the Hospices DVD and run a Strategic Hospice Support programme. These activities simply would not have been possible without your generous support.