

Heart  
of Kent  
Hospice



*Your* Hospice,  
the ***difference***  
we're making in  
*your* **community**

## A message from Sarah Pugh, our Chief Executive

In the late 1980s and early 1990s an army of local people came together to raise over £1.3million in the Wishing Well Appeal. Their kindness and dedication enabled us to build Heart of Kent Hospice and now, over 27 years later, we are still serving our community thanks to the support of people living within it.

As you can read inside, 2017-2018 was a busy and hugely successful year at the Hospice. We cared for almost 1,500 patients and their families, hosted our first annual conference for healthcare professionals, received over £700,000 from gifts in Wills, were awarded for our specialist dementia care in the Dementia Friendly Kent Awards and achieved so much more. I am proud of the outstanding support we were able to give people with a terminal illness in Maidstone, Tonbridge & Malling, Aylesford and surrounding villages.

As our community continues to grow and develop, we will need to do a lot more in the future to ensure that we can give everyone the help they need, how, when and where they need it. This year we launched an ambitious new strategy and five strategic priorities to guide our work going forward, but we need your involvement to fulfil them.

There are many different ways for you to support our work and raise awareness of Heart of Kent Hospice. From leaving a *gift in your Will* to *volunteering*, *organising a fundraising event* or simply *letting people know we are here*, you can help local people with a terminal illness to live as well as possible until they die by supporting your local Hospice.

Thank you so much.



Sarah Pugh  
Chief Executive  
October 2018



"Hold on to the Hospice and the  
Hospice will hold on to you."

Hospice patient and family



We are specialists in palliative and end-of-life care and are independent of the NHS.

We provide expert advice, support and guidance to our patients,  
their families and the other healthcare providers they are connected with.

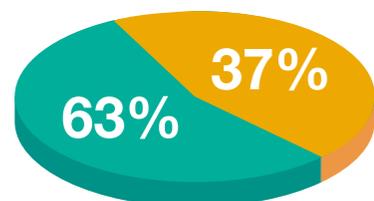
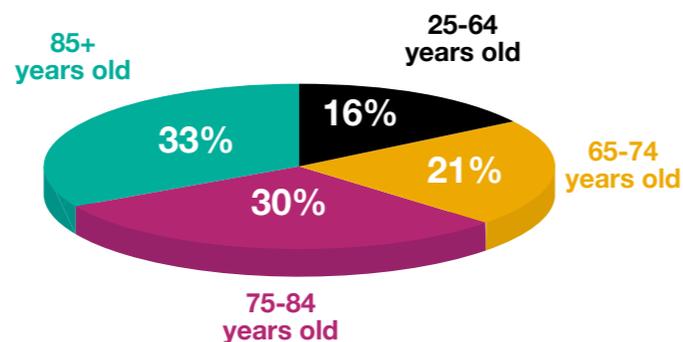
## What we do

Heart of Kent Hospice cares for people living with a terminal illness. We also offer support to our patients' families, both before and after their bereavement. Our services are completely free, and our specialist colleagues and highly trained volunteers do everything they can to help our patients, to ensure they can achieve the best quality of life.

## In 2017-2018:

**we cared for**  
**1,473**  
patients and their families

**we supported people of all different ages**



**37%** of our patients were living with **non-cancer related illnesses.**  
**63%** were living with **cancer.**

## How we do it

Our highly experienced and specialist **Hospice Community Team** support people living in our community. They work alongside GPs, district nurses, hospital colleagues and other healthcare professionals to help people to remain as well and as independent as they can.

Our care focuses on both our patients and those people who are important to them. Our **Living Well** programme is designed to improve and enhance comfort, health and happiness and offers a varied range of activities which are educationally, emotionally, socially or physically supportive or just fun!

*“A special thank you for giving me such fantastic support with information, advice, humour and reassurance that I was normal! Without your help I would have found Tony’s progressive illness very frightening, but you took away that fear by explaining what was happening and what was going to happen.*

*Special thanks for your clinical knowledge, humour and hugs!”*

Judy

**46**  
**families were supported**  
by our **Stepping Stones** bereavement group last year

Our **Family Support Team** provides comfort and advice to patients and their loved ones. They provide practical guidance on issues like welfare advice and offer emotional and spiritual support to patients and the people who are most important to them.

We have...



...bedrooms  
in our Inpatient Unit

Some people stay on our **Inpatient Unit** for a short while before returning home. It enables us to help them to manage their symptoms or a change in their diagnosis. Others choose to spend their final days with us so we can support them and their families.

## Maria and David's story

After David was diagnosed with Alzheimer's disease in 2016 he was referred to the Hospice.

David and Maria particularly enjoyed coming to our monthly **Dementia Cafés** and **Making Memories** programme

*"I met an amazing group of people, but it was so much more than that; in the carers' group we could share our experiences and learn about the next stages of our journey"* explained Maria.

When David's health began to deteriorate Maria struggled to cope, but thankfully our Dementia Specialist Nurses were there to help.

Maria added *"Heart of Kent Hospice was there for me and David every step of the way"*

**Dementia Care** is provided by our team of Dementia Nurse Specialists and trained dementia care volunteers. They support people with dementia and those who are important to them as their illness progresses. We offer a range of opportunities for educational, stimulative and social interaction for both patients and those closest to them; like our drop-in **Dementia Café** and **Making Memories** programme.

**Making Memories** offers advice and support to the carers of people with dementia about how their loved one's illness may progress. This helps them to be forearmed with the knowledge and tools to cope.



We share our expertise with healthcare professionals in our community and across the UK through our **Education** work, helping them to improve the end-of-life care they give to people. We also constantly review and audit our own services to make sure we are looking after our patients and their families in the best possible way.



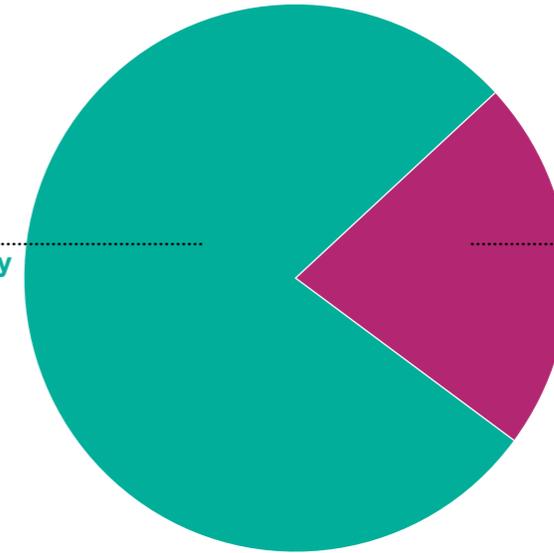
**In October 2017 we held our first annual conference for healthcare professionals**



## Our finances in 2017-2018

### Our income and where it came from

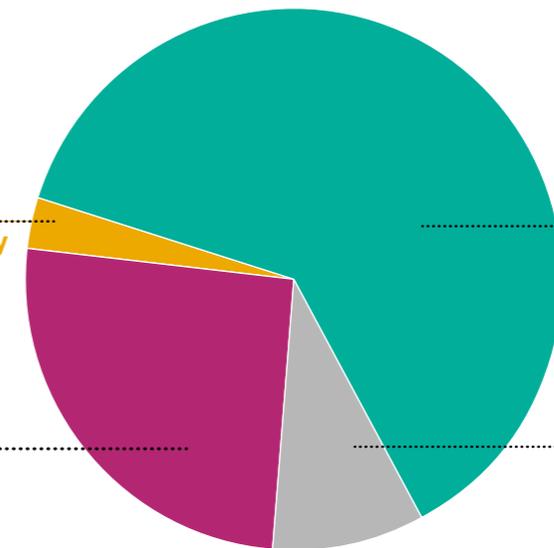
**77.8%**  
Income from our community  
£4,076,180  
2016/17: £3,808,798



**22.2%**  
Government funding  
£1,162,611  
2016/17: £1,123,615

### How we spent our money

**3.0%**  
Cost of operating our lottery  
£149,427  
2016/17: £159,685



**62.4%**  
Providing support to our patients and their families  
£3,120,087  
2016/17: £3,441,268

**25.5%**  
Cost of running our shops  
£1,274,508  
2016/17: £1,308,749

**9.1%**  
Raising funds  
£455,781  
2016/17: £596,299

# Our achievements

Thanks to the generosity and commitment of our supporters, funders, colleagues and partners in our local community, in 2017-2018 we:

Helped patients to access over  
**£70,000**  
in welfare benefits



Helped **74%** of patients who had received care on our **Inpatient Unit** to return home



*Organised 3 weddings on our Inpatient Unit*



Partnered with  
**Kent Community Healthcare NHS Foundation Trust**  
to improve end-of-life care in our community



*None of this would have been possible without the kindness and dedication of our supporters*



Launched our first  
**Health & Wellbeing Week**  
for colleagues and volunteers



Raised **£254,000**  
**FROM FUNDRAISING EVENTS**  
organised by our local community



Celebrated **Tracy Jackson**, our Dementia Nurse Specialist who was runner up in the **Emma Kent Award for Outstanding Contribution** in the **Kent Friendly Dementia Awards**

Were winners of the  
**Small Specialist Organisation**  
in the **Kent Friendly Dementia Awards**

## But what does the future hold?

Our local community is set to change in the coming years.

### More people will need us

The population of  
**MAIDSTONE**  
is predicted to  
**rise 11%**  
between  
**2016-2026**

The population of  
**TONBRIDGE  
& MALLING**  
is predicted to  
**rise 9%**  
between  
**2016-2026**

**22.4%**  
more people  
in **MAIDSTONE**  
will be aged **85+**  
in five years time

We anticipate that  
**10%**  
**MORE PEOPLE**  
will benefit from  
*our specialist care*

### We want to support our diverse and changing community

*Homelessness*  
in Maidstone is  
**increasing**



**Over 9%**  
of residents in  
**MAIDSTONE**  
were born  
**outside of**  
**the UK**

**Over a quarter**  
of *residents* in  
**MAIDSTONE,**  
**TONBRIDGE & MALLING**  
**DO NOT**  
follow a religion

### The needs of our community may become more complicated

The number of people living with  
**cancer and dementia** is set to  
**GROW**  
as more people  
**LIVE LONGER**

An estimated **12,788**  
people in **WEST KENT** are living  
with and beyond cancer for up to  
**20 years** after their diagnosis.  
*They may need longer-term palliative care*



We are determined to meet the changing needs of our community by focusing on five key priorities:

To achieve this in 2018-2019 we will:



**1 LOCAL CARE** making our **care and services more widely available** in our **local communities**

**1 LOCAL CARE** expand our **Patient Care Volunteer Scheme** and have **12 volunteers** supporting patients in their own homes

**2 FLEXIBLE, PERSON-CENTRED CARE** **being responsive** to the changing needs of **patients and their families** as **illnesses progress**

**2 FLEXIBLE, PERSON-CENTRED CARE** roll-out new **Living Well** and **drop-in sessions** to help more patients to **live independently** and **manage symptoms**

**3 SPECIALIST CARE** constantly looking for **new and improved ways** we can **help our patients**, and **sharing this knowledge** with others

**3 SPECIALIST CARE** train **200 healthcare professionals** in **end-of-life care**, **improving their skills** and **understanding** and **influencing best practice**

**4 SKILLED, COMPASSIONATE CARE** recruiting the **very BEST** people to care for **patients**, **developing skills** and offering a variety of **volunteering opportunities**

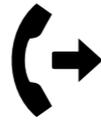
**4 SKILLED, COMPASSIONATE CARE** pilot a range of **short-term volunteering opportunities**, offering **greater flexibility** to those that wish to **give a gift of time** to the Hospice

**5 CARE FOR OUR CAUSE** **encouraging our local community** to volunteer and get **involved in our fundraising**

**5 CARE FOR OUR CAUSE** **launch a new awareness campaign** to **increase understanding** about the **important difference** we make in our local community

# How you can help

Tell friends, family and colleagues about the **Hospice** and encourage them to *get in touch*



**Patients** or **family members** can join our *Patient and Carer Engagement Group*



Organise a *fundraising activity* in support of the **Hospice**



Find out about becoming a **volunteer**



Consider leaving a *gift in your Will* to **Heart of Kent Hospice**



*With your continued and loyal support  
we can achieve these goals and so much more  
for people with a **terminal illness** who are living in our community*

 01622 792200

 [www.hokh.org](http://www.hokh.org)

 [enquiries@hokh.co.uk](mailto:enquiries@hokh.co.uk)

*"I send my heartfelt thanks to everyone who gives their time and support to Heart of Kent Hospice.*

*Without you we would not be able to make every day precious for our patients and their families."*

*Marianna Monckton of Brenchley*

Marianna, Viscountess Monckton of Brenchley, Patron



*"I will never find the words to say thank you to everyone for everything you did for Matt"*

Claire

# Our Executive team

<b>Sarah Pugh</b>	Chief Executive
<b>Kerry Harrison</b>	Director of Patient Services
<b>Rachel Street</b>	Director of Finance
<b>Ann-Marie Kelly</b>	Director of Income Generation
<b>Georgina Parker</b>	Lead Palliative Care Consultant

# Our Trustees

<b>Jim Barker-McCardle</b>	Chair
<b>Vicky Stoodley</b>	Company Secretary
<b>Helen Corbett</b>	Honorary Treasurer
<b>Tim Cathcart</b>	
<b>Dr Mick Dibble</b>	
<b>Gary Hodnett</b>	
<b>Elizabeth Howe</b>	
<b>George Hunter</b>	
<b>Simon Langworthy</b>	
<b>Joanne Lindsay</b>	
<b>Sandy Malone</b>	
<b>Lorna Potts</b>	
<b>Roger Sykes</b>	
<b>Paula Wilkins</b>	

**Marianna, Viscountess Monckton of Brenchley**  
**Kathrin Smallwood**

Patron  
Honorary Ambassador

*Copies of the Trustees' Report and consolidated Financial Statements for the year ended 31 March 2018 are available on our website and by request from the Hospice*

Heart of Kent Hospice, Preston Hall, Aylesford, Kent ME20 7PU

