

HELPING PEOPLE WITH LIFE-LIMITING ILLNESSES ACROSS  
SOUTH DEVON TO MAKE EVERY DAY THE BEST DAY POSSIBLE

# Rowcroft Hospice Impact Report 2020–21



To find out more visit:  
[rowcrofthospice.org.uk](http://rowcrofthospice.org.uk)

rowcroft  
hospice



“It was truly of comfort to know that our dear mother, our rock, our provider, was receiving the expert care and attention she needed.”

Family of Rowcroft patient



Looking back over recent times, it's been so difficult and challenging for us all. And yet through the darkness of the pandemic, we have seen our community shine brighter than ever. We are eternally grateful for the incredible generosity of our local community – to all the hundreds of people who have given time, expertise, hard work and financial support to help us get through this pandemic and continue caring for our patients and families across South Devon.

**Mark Hawkins**

CEO, Rowcroft Hospice

## Our vision

To make every day the best it can be for patients and their families living with life-limiting illnesses in South Devon

## Home is where the heart is

In spring 2020, when Martin Drein was alone in hospital with just days to live, his family was unable to visit him due to COVID restrictions. But with the help of Rowcroft's Hospice at Home Team, Martin was able to transfer back to his home in Paignton, to be cared for in his final days with his loved ones by his side. It was the expert care provided by the Hospice at Home team and the loving comfort of having the family around that made the world of difference in helping Martin to pass away peacefully.

"What it meant to be able to see him and talk to him in the final days is hard to put into words," says Martin's son Joe. "It meant we could say goodbye on our terms and in our way and it allowed him to be in a place where he was able to relax and be himself rather than spending his final days in hospital. It gave us those final few days to get to hear his laugh again, see his smile again and enjoy his company again. We were able to have our family as a whole again for one last time.

"The team were incredibly caring. My dad felt at ease with the Rowcroft team so there was no awkwardness or uncertainty, which meant he was comfortable and relaxed. This meant the world to us. Because he was relaxed, he could be his usual, larger-than-life self. We will be forever in Rowcroft's debt for giving us such an amazing service and enabling us to spend those final moments with my dad."







## Our work

As a charity, we offer our services free of charge to all adults with a life-limiting illness in South Devon.

- Our Community Team offers a range of services including specialist nursing to support patients in their own home or care home.
- Our Hospice at Home Team offers 24/7 nursing care and support to patients in their last two weeks of life in their own home or care home.
- Our 12-bed Inpatient Unit in Torquay offers care for patients whose complex needs cannot be met in their home or care home.
- Occupational therapists and physiotherapists help patients maintain and improve their mobility and independence, and ease pain.
- Complementary therapies such as reflexology and massage reduce stress and anxiety, and music therapy also supports emotional wellbeing.
- Our Bereavement Service volunteers offer support to grieving relatives.
- Our Education Team provides training in palliative and end-of-life care to local health and social care staff and volunteers.
- Our Spiritual Care Specialist provides support to patients and their loved ones, and the Sanctuary offers an inclusive space for quiet reflection.



# Our impact 2020–21\*

Thanks to our amazing supporters, all of our care was provided free of charge to patients, families and carers across 300 square miles of South Devon. We were there for families day and night, throughout the year.



Rowcroft's care has been rated as 'outstanding' (the highest possible rating) by the Care Quality Commission

\*All figures are for the period starting April 2020 to the end of March 2021.

## 2,941

referrals were received by Rowcroft's dedicated teams. Some patients were referred to differing Rowcroft services as their needs and prognosis progressed; and some patients were referred to the same service multiple times.

## 300

patients with complex needs were cared for in our Inpatient Unit in Torquay.

## 528

referrals were received by our Hospice at Home Team, so that patients were able to spend their final days at home, cared for day and night.

## 115

bereaved family members and carers were referred to our bereavement support teams to help them in their journey through grief.

## MORE THAN 80%

of our patients were cared for in their own homes, as per their wishes.

## 2,137

people – including patients and family members – received Rowcroft's care and support.

## 1,998

referrals were received by our Community Team – who provided expert advice and support to help patients maintain their independence and wellbeing.

## 400

health and social care professionals enhanced their palliative care knowledge by attending Rowcroft-run educational events and courses.

## 6,801

face-to-face patient consultations were carried out by our community and Hospice at Home teams (this included 434 video consultations).

## 16,646

telephone consultations took place in relation to patient care.


# Care in a crisis

The first year of the pandemic hit Rowcroft hard, creating challenges and pressures for the hospice on a scale never before seen. While the numbers of referrals to our Inpatient Unit fell\*, we experienced a rapid escalation in demand for our community and Hospice at Home services because many people preferred to be cared for at home rather than hospital where they feared contracting COVID. At the same time, we suffered a substantial loss of income due to the temporary closures of our charity shops through three lockdowns and the cancellation of our mass-participation fundraising events.

For our clinical teams, patient safety remained a top priority and numerous safeguards were adopted in line with government guidance including: wearing PPE (personal protective equipment), introducing new rigorous cleaning and infection control practices and procedures, and conducting remote patient consultations via the video platform AccurX or by telephone – thus reducing the number of home visits to keep patients and families safe. Some services including our music therapy and complementary therapies had to be temporarily suspended during times of lockdown.

Despite the endless challenges caused by COVID, Rowcroft's clinical and supporting teams across the organisation worked tirelessly, enabling us to continue to provide expert and compassionate care to our patients and families, even during such difficult times.

\*While patient referrals to our Inpatient Unit were lower than in previous years, the average length of our patients' stays increased because we were sometimes unable to discharge patients to other care settings. Patient numbers were also reduced because some patients preferred to be cared for at home.



Through the  
COVID crisis, we  
have faced unprecedented  
numbers of referrals.



# A huge thank you to our amazing volunteers

Our fabulous volunteers donate their time in so many incredible ways – from volunteering in our shops, to offering support to patients and their families, and helping out in our hospice gardens and offices. Throughout this pandemic, while some volunteers have been able to continue with their roles, others have had to wait patiently in the wings until they can return. We are truly grateful to all our volunteers for standing by us through such challenging times.

*Thank you for  
being there for us.*

"It's an honour and a privilege to volunteer for such a wonderful organisation. I've never experienced so much warmth and love, and it comes from all parts of the hospice - from all the volunteers right through to the Chief Executive. My decision to become a bereavement volunteer at Rowcroft was the best decision I've ever made!"

**Nick Coffey**

Bereavement Volunteer,  
Rowcroft Hospice



*Supported by an amazing  
team of volunteers, Rowcroft  
has 14 shops and cafes  
across South Devon  
raising vital income  
for the hospice*







# Our wonderful community

We couldn't do what we do without the wonderful support from our local community who support us in so many different ways including through: regular monthly donations; legacies; shopping in Rowcroft's high street shops and online via our eBay, Etsy and Depop channels; donating goods to our shops; supporting our cafes including Ella's Mobile Café; playing our Lottery; and donating to our appeals.

Over the last year, Rowcroft's community fundraisers moved mountains to raise crucial funds for the hospice. They leapt into action with fundraising activities such as sponsored walks, runs, standup paddle boarding, virtual discos, head shaves, cakes sales, rowing marathons and skydives. One devoted fundraiser even walked from London's Big Ben to Torquay's 'Little Ben'!

"Thank you to the amazing people of South Devon for your incredible support in helping us get through this pandemic."

**Rachael Bryett**

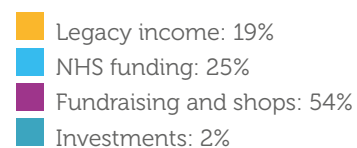
Head of Fundraising, Rowcroft Hospice



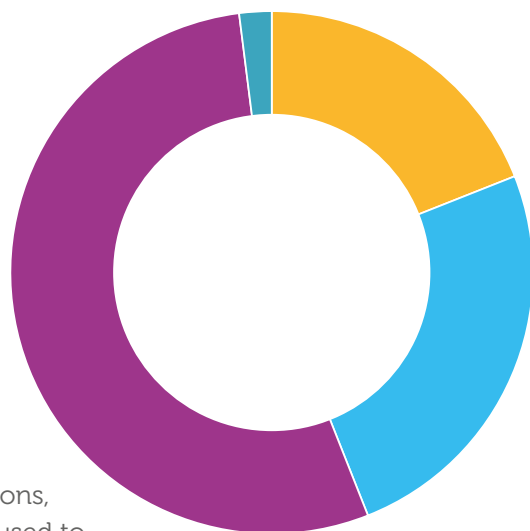
# Income and Expenditure

As a charity, we're so grateful to our generous South Devon community who fund the majority of our care. We would also like to thank our local partners – the Devon Clinical Commissioning Group and the Torbay and South Devon NHS Foundation Trust – for their significant support.

## Income



For every **£1** raised from donations, legacies and the lottery, **79p** is used to fund patient care. The remaining **21p** is used to raise more income.



*Our values of respect, generosity of spirit, teamwork, honesty and integrity are integral to everything we do.*

## Expenditure

**£2.9m**

Total cost of running Rowcroft's Inpatient Unit in Torquay

**£1.5m**

Total cost of running our Community Services

**£800,000**

Total cost of running Rowcroft's Hospice at Home Service

\*All figures are from the financial year 2019 to 2020.



# Our Hospice at Home expansion

Last year, our devoted Hospice at Home nurses and healthcare assistants cared for nearly 500 patients at home during their last two weeks of life, providing specialist nursing care and 24/7 support and advice to families. Demand for the vital Hospice at Home service has been heightened by the pandemic, with patient referrals increasing by around a third. Pressures are set to increase over the next 15 years because the local ageing population is forecast to rise by 50%.

Through our Hospice at Home Appeal and expansion plans, we have ambitious goals for the next decade to recruit more nurses and healthcare assistants so that we can care for more local families in their homes. Currently we support one in three people with life-limiting illnesses in South Devon. By building our capacity over time, we hope to support one in two people with life-limiting illnesses by 2023, and two in three by 2030.

“The expansion of our Hospice at Home service means that more people will be able to feel the love and support of Rowcroft’s care in the place where they want it most – at home.”

**Karenne Weaver**

Manager of Hospice at Home, Rowcroft Hospice

Pictured to the right: Claire Redhead, Hospice at Home Nurse, Rowcroft Hospice





## 5 Star service

Everything was perfect

All of the staff are delightful

Nothing was too much trouble

It's hard to put words down to express how grateful we are

I found the team responsive, caring, completely professional

They continued talking to him as they did when they cared for him

The nursing team allowed us seven beautiful weeks with him on the IPU

He was so much happier at home with Rowcroft's help

Just a big thankyou for all of the support given to us

All staff and volunteers are invaluable and dedicated

When we lost him the team were wonderfully considerate

The entire Rowcroft Team were amazing

It made an absolutely heart-breaking  
time just about bearable for us

They are a very good team

I do not feel alone

A huge thanks  
to you all



rowcroft  
hospice

