

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

Rowcroft Hospice Impact Report 2021–22



To find out more visit:
rowcrofthospice.org.uk

rowcroft
hospice 

Registered Charity No: 282723

“An astonishing and wonderful service staffed by compassionate, highly trained and skilled people. I’m so grateful to you.”

Family of Rowcroft patient



More than 80% of Rowcroft’s patients are cared for in their own homes or care homes by our Community and Hospice at Home Teams.



“It’s been an exciting year that’s seen us mark an important milestone – 40 years of Rowcroft Hospice. As we celebrate this special anniversary, we reflect on four decades in which our local community has gone above and beyond to support the hospice. It is thanks to this incredible generosity that we are able to continue to deliver our expert care services, supporting local patients and their loved ones and helping to make every day the best day possible. While these are tough times for everyone, we are confident that with our community by our side, we can continue to face the challenges of the future and we will continue to be there for the people who need us.”

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

Making the most of precious moments

Chemotherapy had helped to keep Marlies' cancer in check, but when her health took a further turn for the worse, Marlies spent her last two weeks as an inpatient at Rowcroft Hospice.

"The loving nurses did everything they could to make Mum comfortable, and to be there for my dad and the rest of the family," says Dean, Marlies' son. "The care she received from everyone at the hospice, and the fact that nothing was too much trouble, really hit a chord with her. I remember her telling Dad she wouldn't want to be anywhere else."

With Rowcroft's support, Marlies was able to make the most of the time she had with her family, especially her granddaughter. Through support that included physiotherapy, Marlies was able to manage her pain and free up her movement so that she could pick up and cuddle her granddaughter and enjoy the baby's giggles and hugs until the end.





Our services

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

- Our Community Team offers a range of services including expert care by clinical nurse specialists and doctors to support patients in their own home or care home, helping them to remain as independent and comfortable as possible and offering vital support and advice to loved ones.
- 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 needs, such as symptom control or end-of-life care, 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.
- Social workers offer advice and support in a wide range of areas including housing, benefits, child welfare and advance care planning.
- Complementary therapies such as reflexology and massage reduce stress and anxiety, and music therapy supports emotional wellbeing.
- Our Bereavement Service staff and volunteers offer support to those who are bereaved, helping them to adapt and cope with the enormity of their loss and to face the future ahead.
- Our Education Team provides award-winning training in palliative and end-of-life care to local health and social care professionals.
- Our Spiritual Care Specialist provides support to patients and their loved ones, and the Sanctuary offers an inclusive space for quiet reflection.

Our impact 2021–22

Thanks to our amazing supporters and funding partners, 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 people day and night, throughout the year.

A year of responding to increasingly complex needs

OVER 2000
patients received Rowcroft's care and support.

300
patients were cared for in our Inpatient Unit in Torquay.

OVER 1,400
patients received expert advice and support from our Community Team, helping them maintain their independence and wellbeing.

661
health and social care professionals enhanced their palliative care knowledge by attending Rowcroft-run educational events and courses.

536
patients in their last few weeks of life received care and support at home from our Hospice at Home Team.

26,928
telephone consultations took place in relation to patient care (This is the total figure from our combined teams.)

173
bereaved family members and carers were supported by our Bereavement Team to help them in their journey through grief.

10,765
face-to-face patient consultations were carried out by our Community and Hospice at Home Teams.



Specialist care

Our expert teams pride themselves on delivering specialist care where patients' needs and choices are at the heart of everything we do. Our care strongly reflects Rowcroft's core values of respect, generosity of spirit, teamwork, honesty and integrity.

Despite the endless challenges caused by the pandemic, Rowcroft's clinical and supporting teams have worked tirelessly to continue to deliver compassionate care to our patients and families across South Devon.

What our patients and families say...

"Exceptional end-of-life care."

"It was just being led and hand-held. They made a very sad and stressful situation so much easier."

"It has been humbling to have experienced the level of care and communication. So many dedicated, kind and human professionals."



A huge thank you to our amazing volunteers

Each year, around 350 regular volunteers donate their time to Rowcroft. Their essential contribution takes many different shapes and forms – from volunteering in our shops, to offering support to patients and their families, lending a hand in our hospice gardens and offices, and even looking after Rowcroft’s bees! In addition, several hundred more volunteers help out at our fundraising events.

“I’ve benefitted from volunteering by learning new skills, attending Rowcroft’s excellent induction programme and feeling as though I am doing something worthwhile. If you have some spare time to help your local community, then I’d recommend Rowcroft as a great place to volunteer.”

Elaine

Volunteer at Rowcroft’s Wellswood Boutique



Supported by a fantastic team of volunteers, Rowcroft has 16 South Devon shops and cafés that raise vital income for the hospice.



Our wonderful community

As an independent charity reliant on the goodwill and generosity of others, we couldn't do what we do without the fabulous support of our local community.

As we celebrate our 40th anniversary, we'd like to thank all the brilliant groups, organisations, clubs, businesses and individuals who have supported us over the years. Support has manifested in so many inspiring and creative ways, with our amazing fundraisers moving mountains to raise crucial funds for the hospice. Over the last year, they have leapt into action through fundraising activities such as opening their gardens to the public and taking part in wing-walks, cycling rides, marathons and skydives – not to mention all the hundreds of people who took part in our events or ran their own.

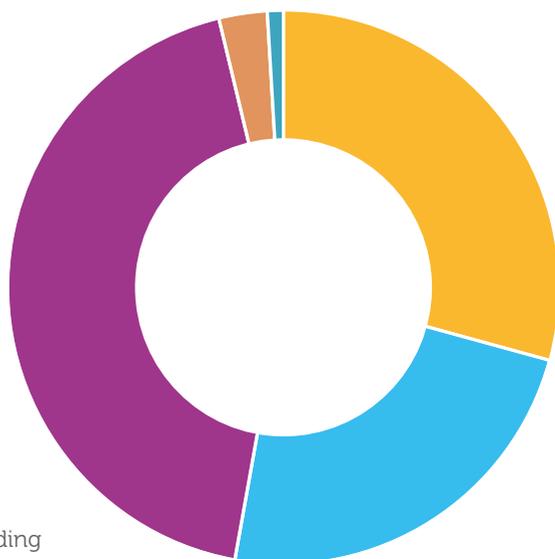
We'd also like to thank all those who support us in so many other ways including through: regular monthly donations; legacies; supporting Rowcroft's shops, boutiques, cafés and online stores; playing our lottery; and donating to our appeals.

A huge thank you also to all the local and national grant-making trusts who recognise the importance of our work and provide much-needed funds.



Income and expenditure 2021–22

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 – One Devon (formerly the Devon Clinical Commissioning Group) and the Torbay and South Devon NHS Foundation Trust – for their significant support.



Income: £10.6m

- Legacy income: £3.1m
- NHS funding: £2.5m
- Shops and fundraising (including Rowcroft Lottery): £4.6m
- Government COVID funding: £0.3m
- Investments: £0.1m

Expenditure: £9.3m

Cost of Rowcroft's services per patient

£10,051

Cost to support one patient with complex needs in Rowcroft's specialist Inpatient Unit.

£626

Cost of our Community Team to support one patient at home, helping them to maintain their mobility and independence and to gain the best possible quality of life.

£1,726

Cost of our Hospice at Home team to support a patient at home in their last two weeks of life, helping them to keep comfortable and pain-free and enabling loved ones to make the most of precious moments.

The urgent need for care

Rowcroft currently cares for around one in three people with life-limiting illnesses across South Devon, yet we are striving to expand our care to reach more people. We are, however, facing considerable challenges due to a number of factors including: increasing pressures facing our clinical teams such as a greater complexity of need presented by patients requiring higher levels of support; escalating running costs due to the rising cost of living and the hike in the price of fuel, food and other goods; and a fall in public donations caused by the financial squeeze felt by people across South Devon and the UK.

“As a charity funded predominantly by the generosity of our local community, it’s crucial for us to continue to raise much-needed income to care for our patients and families. Our community’s support at this time is essential so that we can continue to deliver our expert care to more families who need us.”

Vicky Bartlett

Director of Patient Care, Rowcroft Hospice



With an increasingly ageing population that is set to rise by 50% over the next 15 years, the demand for Rowcroft’s care has never been greater.

Care is excellent

Perfect place to come to

Everyone took great care of me

Amazing place, amazing people

Staff are all good, nice, and helpful, able to give confidence to people

All staff were there to help you and nothing was too much trouble

Myself and my family felt supported at all times, every member of staff was well informed about me and I felt comfortable to be here

I was extremely happy with all the people at Rowcroft Hospice. Kind caring and very respectful in every aspect of my husband's care

For my father to die at home comfortably when he was ready to go is something I shall be eternally grateful to you all

Gives me confidence that anything can be sorted

Best nursing staff ever - all of them are 10/10

Nothing was too trivial or too much trouble

I can't praise the team enough!

They are a very good team

Care has been amazing

First class support!



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