



a closer look...

2016/2017

...at the people we touched



**rowcroft**  
hospice



## 2016/17

Last year we faced significant challenges. We took major steps to protect the hospice from closure and the local community generously rallied to our aid, enabling us to continue caring for over 2,000 local patients and their families.

**A big thank you!**

## Our Vision

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

**The Care Quality Commission rated  
Rowcroft as 'Outstanding' in 2016  
– the highest possible rating.**

They said: "We were struck by the extent to which the hospice placed the people at the heart of everything it does. More than anything else, the way in which the team held the ethos of 'making every day special' and think of each person as a unique individual and respond accordingly, is why this hospice has received the highest rating we can give." Deborah Ivanova, Deputy Chief Inspector of Adult Social Care at the Care Quality Commission.

Patient feedback using the I Want Great Care web service continues to rate Rowcroft services as 'Excellent'.

**Naturally, we're  
very proud  
of this!**







# John's Story

"The care the hospice gave my wife, both in respite and during her final days was exceptional. Little did I know that two and a half years later I would suffer a reaction to losing my lovely wife which literally knocked me for six. But with the untiring help of a Bereavement Counsellor at Rowcroft and my friend, I came through a very dark period escaping out of the tunnel and into the daylight.

When my wife passed away in Rowcroft Hospice my emotions were very much bottled up, but wind the clock forward 26 months and they burst through the surface when I retired from work. It was a real jolt. While I was looking forward to calling it a day, I found I was missing my colleagues, and the daily office banter.

Our marriage had been a very happy 34 years and on my retirement we intended spending several weeks touring Britain, but cruelly fate intervened and it ended up as a shattered dream. I was suddenly encapsulated into lonely surroundings carrying me beyond the parameters of a boundary I had never previously stepped across. Now the bombshell dropped that my other half was no longer with me and I found myself spiralling into the depths of despair.

The delayed mourning had resulted in severe shock and post-traumatic stress, and I owe my wonderful friend and the excellent counsellor at Rowcroft a deep debt of gratitude for putting me back on track."



"It is an amazing place and, like its bereavement support service, must never be allowed to fade away."



# Our Work

In 2016/17 we faced the challenge of an increase in demand for our services coupled with a shortfall in income from Gifts in Wills.

Through service redesign, greater efficiencies and an urgent appeal, we were able to largely protect patient numbers and continue caring for over 2,000 local people.

## Because of your support:

401

patients were able to spend the final weeks of their lives in their own homes, according to their wishes.

144

grieving relatives took the opportunity to talk through their emotions with one of our bereavement counsellors and learn new strategies to cope with their feelings.

1,142

patients were supported by members of our Community Team, receiving, for example, the practical tools they needed to maintain their independence and wellbeing when accomplishing everyday tasks and other meaningful activities.

334

patients with more complex, specialist needs were able to receive dedicated support from our multidisciplinary team working on the Inpatient Unit.

You also helped us make a big contribution to the South Devon Health and Social Care communities:

1,340

local health and social care professionals were able to enhance their knowledge and delivery of palliative care by attending one of our education events.

75%

of our overall care was provided in patients and families' homes, including residential and care homes.

Our Community and Hospice@Home teams conducted a total of **9,400 visits** and **5,900 calls** to patients referred to us.

**Because of you,** all of our care was provided free of charge to patients, families and carers. Our reach extended across 300-square miles of South Devon, from the moors to the sea. We were there for patients day and night, throughout the year.





# Our Supporters

You readily responded to our urgent appeal and donated a staggering £605,000 – £20,000 more than our target! A massive thank you to you all, including those who...

- Peddled hard or abseiled from a great height during our two new events – Ride for Rowcroft and Over the Edge
- Set a new Guinness World Record by playing pool continuously for 106 hours
- Spent just 44 days, 14 hours and 43 minutes rowing all the way across the Atlantic
- Rode 10,000 miles from Brighton to Russia on a 250cc 1993 Yamaha dirt bike
- Cycled non-stop from Paignton Green to Gretna Green
- Raised enough bail money to guarantee their release from our Rowcroft Jail or Bail.

Thank you also to each and every one of you who supported the hospice throughout the year by making a monthly donation, supporting our shops, taking part in one of our events, playing the lottery and so much more. With all your amazing support we raised £5.7m.

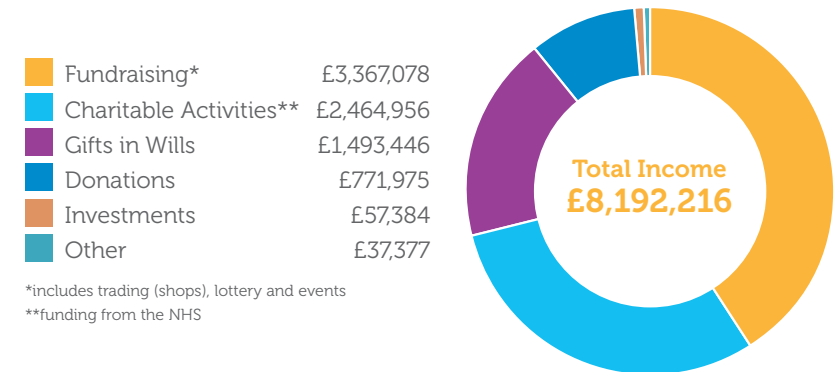
Last year  
our volunteers  
donated over  
52,500 hours of  
their time, valued  
at more than  
£400,000.  
You are truly  
wonderful!

Last year it cost just over £8.2m to run Rowcroft Hospice; that's £22,507 per day.

We continued to depend upon voluntary donations and Gifts in Wills to provide our specialist care. In 2016/17, three out of every four patients' care was funded in this way, with an NHS grant funding the remainder.

We are grateful for the significant support we received from our local partners - the NHS South Devon & Torbay Clinical Commissioning Group and the Torbay & South Devon NHS Foundation Trust.

In 2016-17 we had an operating deficit of **£22,872**. After revaluing fixed asset investments Rowcroft made a surplus of **£242,532** last year.



Gifts in Wills fund the care of 1 in 5 patients.



## Our Future Focus

In 2017, Rowcroft celebrated its 35<sup>th</sup> anniversary, and in that time we have supported tens of thousands of patients and families.

However, the environment in which Rowcroft operates is changing. An ageing population means that more people are living longer, many with multiple, complex health conditions.

These changes present huge challenges for Rowcroft as demand for high quality palliative and end of life care continues to grow.

## To meet this demand we have developed a five year strategic plan to ensure:

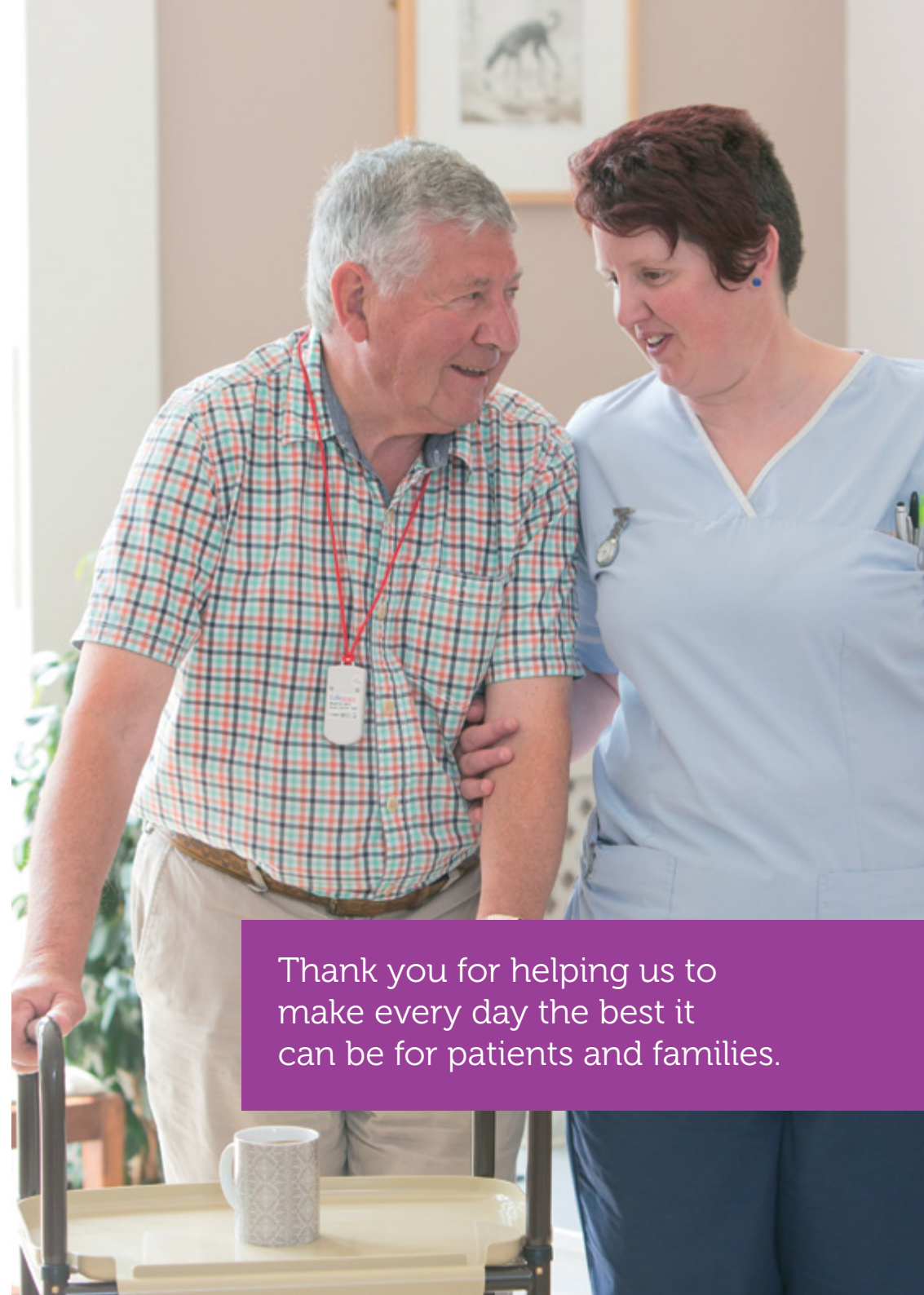
- We have the capacity to meet demand.
- We have the right mix of talent and skills within our workforce; recruiting the best talent, training our teams and empowering them to be the best they can be. In addition, we seek to unlock the passion of volunteers and recruit more to deliver our vision.
- We have the right environment for our patients and employees.
- We build strong partnerships with health and social care colleagues to enable us to lead the End of Life Care agenda across the region.
- We embrace technology.
- We can fund the growth in services – raising an extra £1.5m per annum by 2023. We need to be innovative and entrepreneurial, developing commercial ventures that will deliver new income streams, to minimise risk to the organisation.

## Thank you...

"You will never know how uplifting it was when a Rowcroft Nurse walked through the door."

"The support from Rowcroft was always above and beyond, allowing us both dignity, trust and love at a sad and difficult time. Help was even given to allow us to arrange to be married at home; so beautiful and emotional."

"Dad feels safe here and the support shown by your staff to us as a family will be remembered forever. We are very lucky to have Rowcroft look after our wonderful dad. Thank you all."



Thank you for helping us to make every day the best it can be for patients and families.

Thank you for the kind support in the production of this  
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