



ANNUAL IMPACT REPORT 2024-25

Together, we're making every moment matter

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MOMENTS THAT MATTERED



OUR STRATEGY FOR 2025-28



We are Birmingham Hospice

We are your local hospice charity, providing exceptional care for people across Birmingham, Solihull, Sutton Coldfield and Sandwell.

At Birmingham Hospice, we're here for patients and families wherever and whenever our support is needed - whether that's in people's own homes, in the community, or at our Selly Park and Erdington sites.

Our care remains tailored to each person's individual needs. We support adults at every stage of their journey, improving quality of life and ensuring that families and loved ones feel supported too. Our expert teams deliver care directly and work closely with other healthcare professionals to make sure that care is person-centred.

We're delighted by the recognition our hospice has received from local communities. This reflects the dedication of our teams and the vital role our hospice plays in society. Every person plays a crucial part in delivering our mission - whether that's our corporate services who keep everything running smoothly or fundraising and retail teams who generate vital income. Their commitment and expertise enable us to focus on what matters most: delivering exceptional care.

We're also proud of our continued commitment to inclusion - being recognised with both Investors in Diversity and Disability Confident accreditations. We know that some communities face barriers to accessing hospice care, and we are working to change that by ensuring our services are inclusive, adaptable and responsive.

Like hospices across the country, this past year brought us real challenges. What truly made the difference was our incredible supporters - from fundraising efforts to volunteering time; from spreading the word about our work to simply being there when we needed it most. Hospice care is truly a community effort; it's what makes our care possible.



Looking ahead to 2025-26, we see more families than ever who need our help. The reality is that too many people who could benefit from palliative care - around 100,000 each year across the UK - don't receive it when they need it most. As people live longer, they often face more complex health challenges, meaning the demand for expert hospice care keeps growing. Our local health services are already doing extraordinary work under enormous pressure, which makes what we do here even more important. We're determined to reach more people and are working alongside our healthcare partners to make that happen.

While we face ongoing financial pressures like many charities, we remain focused on growing our income, expanding our reach, and developing services that are rooted in the needs of our communities. We can't do any of this without you. Your continued support makes a real and lasting difference - thank you.

Paul Bytheway, Chief Executive



Hospice care in the UK

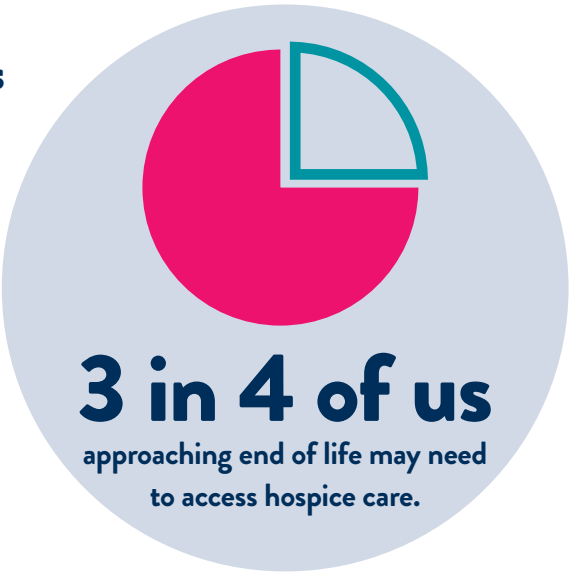
Hospice care in the UK provides compassionate, end of life care for thousands, through physical, emotional and psychological support for patients and their families. With increasing demand, this report highlights the crucial impact hospices have, and the ongoing need for support.



There are over

200 hospices

in the UK. These include both adult and children's hospices.





As many as

90% of people

who die in the UK could benefit from receiving palliative care. Demand for this expert care continues to rise as people live longer, and with increasingly complex needs.



Hospices provided direct support services to


92,000

family members, friends and carers in 2023-24.

By 2040, around

130,000

more people in the UK will die each year than in 2023.





In 2023-24, hospices across the UK provided palliative and end of life care for

310,000 people.

*Source: Hospice UK. These figures were published in May 2024, and updated in January 2025.

Care that counts: Birmingham Hospice in 2024-25



We have been providing compassionate and trusted care for over

100 years.

It cost

£18.8 million

to run Birmingham Hospice's services. That's £1,566,666 per month or £51,506 per day.





There were

2,540 attendances

by patients at our Living Well Centres to help them live well with their illness.



42% of our costs

need to be covered through voluntary income such as fundraising activity, income from our shops and voluntary donations.



Our Wellbeing Team made almost

6,000 contacts

with people to offer vital pre- and post-bereavement support for both adults and children connected to the hospice.



We have around

670 patients

in our care on average every day across our services.

Our Patient Feedback Surveys over the last year show that

99% of respondents

would recommend our hospice services to others should they need them.





369

patients were cared for in our Inpatient Units by our expert doctors and nurses.



Our Community Team, made up of specialist nurses and healthcare professionals, made around

47,800 contacts

with patients, their families and other healthcare professionals to offer expert care in patients' own homes.



660 volunteers

at the hospice contributed 70,000 hours of work – that's the equivalent of 35 full-time members of staff.

Hospice volunteers work in a wide variety of roles, including in catering, our Living Well Centres, spiritual and counselling support, charity shops, reception teams, our Hive cafés, administration and driving.

Our vision, mission and values

OUR VISION

Our vision is a future where everyone with a life-limiting illness will live and die with dignity and in comfort.

OUR MISSION

Our mission is to enable more people from all communities to access the care of their choice at the end of life.

OUR VALUES

Our values are at the heart of everything we do. They guide how we care for people and how we support one another.



Kindness Togetherness Positivity



Openness Respect Innovation



Dayal's story

For Dayal Jassal and his family, Birmingham Hospice provided the peace and comfort they needed to say goodbye to their beloved mother, Satya Devi, in her final days. Satya, who, with her husband Sarwan Ram, raised five children, was the heart of the family.

When Satya was diagnosed with a brain tumour in April 2024, it shocked the family. “We didn’t see it coming; she hadn’t had any medical issues up until then,” Dayal said. “Mom was so sharp and on the ball. When she was diagnosed with a brain tumour and changed as a person almost overnight it was a big shock.”

As her condition worsened, the family sought palliative care, with several friends recommending Birmingham Hospice.

In July 2024, the family arranged for Satya to stay in Birmingham Hospice’s Inpatient Unit (IPU), seeking a peaceful environment for her final days. “It was a relief for Mom to go into the hospice,” Dayal

said. “Once we arrived, we knew she would have more dignity and space. Everyone was so caring - as soon as we walked in it felt like a different environment. It felt right and a peaceful place for Mom to be.”

Loved ones were able to stay overnight with Satya, and the family were given time and space to say goodbye before she died peacefully aged 73 on August 12.

“Any expectations people may have, the people at Birmingham Hospice go beyond it,” explained Dayal. “They helped us so much and the hospice will always be a part of me. They gave Mom dignity and peace and the opportunity to say goodbye properly. We were able to do it our way because of the hospice.”



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Dayal



Inpatient Units

In 2024, both Inpatient Units faced a reduction in our people and bed availability, with eight beds now available at each site.

Despite these challenges, the dedicated teams maintained excellent care standards, going above and beyond to ensure that safety and patient and family care remained paramount.

To address the reduction in our people, IPU Teams implemented new working practices with Multidisciplinary Teams (MDTs), keeping patient care unaffected. Regular bed meetings with local hospices and acute trusts facilitated swift admissions, supported by strong relationships between lead nurses and external providers. The teams are also placement providers for pre-registration nursing students across both hospice sites.

At our Erdington site, significant refurbishments to four rooms and new flooring further enhanced our facilities, providing people with the privacy, dignity, comfort and relaxation they deserve.

Collaboration between the two hospice sites remains excellent. As patient complexity continues to increase, the teams have adapted services accordingly. With patients presenting more complex symptoms, family dynamics and social circumstances, close work with the Education Team ensures that staff training and competencies evolve in response to these growing challenges.



Medical Team

This year, the hospice Medical Team has shown exceptional resilience, adaptability and leadership across clinical care, education, governance and research.

Operating with fewer people, the team successfully transitioned to a cross-site working model, ensuring safe, responsive and continuous medical cover across both hospice sites. This model has strengthened collaboration and resource-sharing while maintaining high standards of care.

Quality remained central to the team’s work, with excellent outcomes in the annual FAMCARE audit reflecting high levels of satisfaction among patients and families on care quality. The team also played an active role in clinical governance, reviewing and updating key medical policies, leading patient safety groups and work to support people with learning disabilities, and contributing to the development of regional specialist palliative care guidelines - enhancing consistency and clinical excellence across services.

Education provision expanded significantly this year. In addition to delivering high-quality undergraduate teaching to two local universities and providing sessions to local healthcare professionals, the team introduced new opportunities for in-depth learning. This included offering new structured supervision and placements for medical students completing audit and postgraduate trainees seeking focused experience in palliative care.

The team also remained engaged in national research initiatives, contributing to the advancement of evidence-based practice. Collectively, these achievements reflect a dedicated, multi-faceted team driving improvement across all domains of hospice care.

Jamie’s story

When Jamie Tinsley was diagnosed with a terminal heart condition, aged just 36, his first priority was to minimise the impact on his family, and he decided to spend his final days at Birmingham Hospice.

Known as a ‘loveable rogue’ who liked to make people laugh, Jamie was a devoted family man who enjoyed outings with his two sons and daughter.

After suffering cardiomyopathy heart failure, he spent two weeks in hospital, followed by a brief period at home before coming to the hospice Inpatient Unit, where he died four weeks later.

His wife Tracie said: “He was the best husband and father I could have ever wished for. He was my best friend, my soulmate, my everything. He would always put me and the children first and, even up until the day we lost him, he made sure he told everyone to promise that they would look after me and the children for him. Jamie did request that when he became more poorly he wanted to go into a hospice as he didn’t want the children to see him deteriorate or pass away.”

Jamie had made peace with the decision, but Tracie was uncertain about what to expect. However, the hospice team couldn’t have done more to put their minds at ease. She said: “Jamie was so calm about

going into a hospice, but I was very apprehensive. To me it was just a place that someone goes to at the end of life, but I couldn’t have been more wrong. We both felt so welcomed by the staff; they made it feel just like home. When the nurses introduced themselves, I remember one saying to me ‘it’s our turn to look after Jamie, you be his wife again’. This is something that I have never forgotten as it just meant so much to me and really touched my heart.”

When nurses discovered his three children - aged 10, 11 and 13 - would be visiting regularly, Jamie was moved to the Family Room that same evening.

Tracie said: “I couldn’t believe how lovely the family room was; it was like a little holiday apartment and it didn’t feel like we were in a hospice. Being able to have the doors open to the garden was just perfect and we took Jamie out into the garden every day which he thoroughly enjoyed.

“Being in the hospice was so beneficial for Jamie as he had 24-hour round-the-clock care. When he was at home, I was having to make a



lot of calls to the district nurse due to him being unsettled - we often didn’t know how long we would be waiting and it wasn’t nice to see him in discomfort. At the hospice, staff made sure he was always comfortable and never in pain. The care he received was nothing short of exceptional, and words will never be enough to express my gratitude.”

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Allied Health Professional (AHP) Team

The Allied Health Professional (AHP) Team at Birmingham Hospice comprises the Therapies and Pharmacy teams. Together, they play a vital role in supporting patients and families across the Inpatient Units, Living Well Centres, and in people’s own homes.

Therapies Team

In 2024, the Therapies Team experienced a 50% reduction in people due to the funding challenges faced by Birmingham Hospice. As a result, the team focused on redefining and redesigning its service offer to ensure the most impactful use of resources and to reach the patients most in need.

The team redesigned and reintroduced the Fatigue, Anxiety and Breathlessness (FAB) programme, now running alternately across both the Selly Park and Erdington sites. The programme has been broadened to include a wider cohort of patients, promoting inclusivity and increasing attendance. It empowers individuals to better self-manage symptoms and enhances their confidence and independence.

Therapists contributed to workforce development by supporting the education and training of Clinical Nurse Specialists, particularly in medical equipment ordering, onward referrals and by providing continued support. The team also contributed to the Healthcare Assistant training programme, delivered FAB education to a local community trust, and supported the hospice’s work experience programme.

One of the team’s Occupational Therapists has gone above and beyond by providing translation services to the wider organisation, in addition to their clinical role. The team also collaborated with external providers to supply bespoke equipment and enable patients to achieve personal goals - such as helping a patient to fulfil her wish of going out to play bingo once more - demonstrating their commitment to person-centred care.

Pharmacy Team

In 2024-25, the hospice reintroduced face-to-face medicines management training for Inpatient Unit (IPU) nursing teams and delivered Healthcare Assistant (HCA) training, increasing the number of controlled drug second checkers and enhancing the overall skill mix within the nursing teams.

A new drug chart was designed and implemented across both Selly Park and Erdington sites. This initiative aimed to standardise prescribing practices, reduce the risk of medication errors, and improve patient safety - particularly important as cross-site working continues to expand.

The team increased the provision of clinical pharmacy support to Community Nurse Specialists based at Selly Park, offering timely advice and input to optimise medication use in the community setting.

A new stock exchange system was introduced between sites, reducing medication waste and minimising the number of expired drugs - supporting both environmental sustainability and cost-efficiency.

These developments reflect the Pharmacy Team’s commitment to innovation, safety, and the continuous improvement of patient care across all settings.



Jean’s story

When Jean, 85, was diagnosed with cancer in October 2023, she was left in pain from radiotherapy. Referred to Birmingham Hospice’s Clinical Nurse Specialist (CNS) Team, Jean received support that allowed her to remain at home and live independently.

The CNS Team, composed of highly qualified nurses, provides essential care in managing symptoms, offering psychological support, and assisting with Advance Care Planning (ACP).

Since early 2024, Ruth Roberts, a member of the Birmingham Hospice CNS Team, has been visiting Jean regularly at home. As Jean’s symptoms have changed over this time, Ruth has tailored her care, ensuring the right medications and treatments are in place.

Jean praised the hospice team, calling Ruth an ‘angel’ for arranging her medication adjustments and even having them delivered directly to

her home. Beyond medical care, the CNS Team also helps with practical matters like benefits, disability parking, and accessing equipment such as walking frames and wheelchairs.

The support from Birmingham Hospice has given Jean a new lease of life and, for daughters Julie and Lynne, it has taken some of the pressure off them. Thanks to the care from the hospice, Jean was able to travel, including a special trip to Ireland for her granddaughter’s wedding. Her daughters find comfort knowing they can reach the hospice at any time, especially during moments of uncertainty or pain.



“
Ruth and everyone at the hospice are amazing. Quite frankly, I don’t know how we’d cope without their help
Julie, Jean’s daughter



Hospice at Home Team

This year, the hospice has successfully integrated into the East Birmingham Locality Hub, a key part of the Birmingham and Solihull Community Care Collaborative.

The Hospice at Home Team Leader participates in the hub’s daily huddle and attends face-to-face sessions once a week. This will enhance the referral process to Birmingham Hospice and improve the sharing of information with system partners.

To support smooth referrals, the team communicates its daily capacity to partners across the city, ensuring timely support and seamless care coordination. The team has also maintained ongoing engagement with hospital discharge teams to raise awareness of Hospice at Home services and emphasise the importance of supporting patients’ preferred place of care and death.

Cross-site working has strengthened the team’s responsiveness to the evolving needs of patients and staff, allowing for more effective management of changing care requirements. Despite having fewer people, the team has remained committed to high-quality, responsive end of life care, ensuring that patients can be supported in their homes in line with their preferences.

Additionally, the team continues to engage in fundraising activities to support the delivery of vital hospice services, ensuring sustainability for the care provided.

Community Team

Our Community Team has transformed how we deliver care across Birmingham this year, bringing services closer to the people who need them most.

At the heart of these improvements is our new Triage Clinical Nurse Specialist role, which ensures every new referral receives expert assessment from the start. We’ve strengthened communication between our Selly Park and Erdington sites, with better coordination at weekends and successful implementation of team leadership structures that support both locations.

The team has embraced more collaborative working, particularly between our Clinical Nurse Specialists, Hospice at Home services, and Personal Health Budget support. Our Hospices of Birmingham and Solihull (HoBS) Administration Team has also improved cross-site working and they’ve adapted to working with fewer people while maintaining excellent service.

Looking ahead, we’re excited to be launching our pioneering 24/7 Specialist Palliative Urgent Response (SPUR) service. This initiative will provide wraparound support to help patients stay in their preferred place of care and reduce unnecessary hospital admissions. SPUR also means working more closely with our system partners, strengthening the care network across Birmingham and Solihull. This represents our commitment to being there for families when they need us most, offering expert care around the clock in the comfort of home.



Craig’s story

Craig Liggitt celebrated a truly memorable 45th birthday when Birmingham Hospice threw a party in his honour.

Craig, who had been admitted to the Inpatient Unit (IPU) for symptom control, had built a strong relationship with the Hospice at Home Team alongside his parents, Chris and Bill.

Craig’s battle with brain tumours began at age 21, and he has faced numerous challenges, including a spinal tumour and multiple brain tumours, leaving him unable to walk. The Hospice at Home Team provided the support that Craig and his family desperately needed.

The team went all out to make Craig’s birthday unforgettable, organising a special celebration in the IPU conservatory complete with refreshments, music, decorations and fun games. They even wore Aston Villa gear and t-shirts featuring Tupac Shakur in tribute to Craig’s favourite football team and rapper.

“The party was wonderful, and it surpassed our expectations,” said Craig’s mum, Chris. “The hospice has gone out of its way to ensure Craig enjoyed a really special birthday. Everything they’ve done for us has been amazing, and the girls from Hospice at Home have been superb.



They’re angels and they love Craig. After everything they have done for us, they will be forever part of our family.”

Jess Horabin, a Sister with the Hospice at Home Team, also reached out to His Royal Highness the Prince of Wales about Craig’s bravery and his birthday. Both Jess and Craig received reply letters, with the Prince wishing Craig a lovely birthday.

“

Craig is a truly inspirational character with the most wonderful sense of humour, and is loved by all who are fortunate enough to meet him. His birthday was a real focus for him and his family, and we wanted to make it memorable, so we embraced everything that was important to him

Jess Horabin, Sister in the Hospice at Home Team



Wellbeing Team

Our dedicated Wellbeing Team - made up of counsellors, therapists, and bereavement and spiritual care volunteers - has continued to provide vital emotional and spiritual support for patients, families and carers throughout 2024-25.

A highlight of the year was the launch of the Dragonfly Garden at our Selly Park site in November 2024. Created by the Children’s Healing and Therapeutic Support (CHATS) Team, this therapeutic garden offers a calming, outdoor space for grieving children to reflect, express and heal. The team has also been developing a new resource: ‘Creatively Supporting Children Through Grief’ which is a practical workbook full of age-appropriate activities designed to help children understand and express their feelings.

Our bereavement groups, including Good Grief at Selly Park and Stepping Stones at Erdington, continue to provide compassionate spaces for people facing loss or living with a palliative diagnosis. A new group, launched in March 2025, offers support for women grieving the loss of their mothers, focusing on self-expression and emotional wellbeing.

The team also introduced a private counselling (fee-paying) service this year, expanding access to bereavement counselling for those not eligible for free support. All profits from this service are reinvested into the hospice, helping to sustain and grow our vital care.

Personal Health Budget and Social Team

Those living in the most deprived areas can often experience the greatest health inequalities¹. With Birmingham ranked as the seventh most deprived local authority in England², our PHB and Social Team has prioritised finding innovative ways to reach and support the city’s most vulnerable individuals.

Despite increased referrals and having fewer people during 2024-25, the team has supported more patients than ever, helping people to remain in their preferred place of care (PPC), achieve their preferred place of death (PPD), and avoid unnecessary hospital admissions, while also supporting timely hospital discharges.

The team comprises nurses and Palliative Care Social Workers, with the social workers taking the lead in supporting colleagues with safeguarding. Working alongside the Multidisciplinary Team, they have provided holistic care - addressing not only physical needs, but also the emotional and social needs of patients and families. The Social Team delivers face-to-

face Level 2 and 3 safeguarding training, supporting colleagues with the reporting of Deprivation of Liberty Safeguards (DoLS), and providing training around mental capacity assessments.

Through strong leadership and innovation, the team has supported student placements, generated vital income and mentored new colleagues. Their expertise was nationally recognised through a poster presentation at the National Palliative Care Conference in London, and two features in Hospice UK publications - highlighting their work on PHBs as an example of best practice in tackling hardship.

¹Kumar, 2023
²Analysis of 2019 Indices of Deprivation



Jo’s story

Jo’s story is shared in her own words

My husband David was a romantic, a true gentleman and very hard working, as well as a cricket lover with an amazing sense of humour. There aren’t many people who can make me genuinely laugh - but he could make me buckle over.

When we met, we both knew it was just right. We were inseparable. There was nothing more important to us than cementing our relationship, getting married and beginning the family we always wanted.

We had Daniel in 2021, and David was jumping with joy to have a little boy - he simply couldn’t put him down. When we found out I was pregnant again, this time with a little girl, it felt like we had everything we ever wanted.

But then, in 2023, everything changed. Aged just 37, David was diagnosed with stage 3 lung cancer. It was such a shock as he’d never smoked and kept himself active with sport throughout his life.

The next few months we went back and forth to hospital appointments and I was there by his side for every single one. During this time, we also attended my prenatal appointments and David was there at the birth of our daughter, Lyanna. David had surgery to remove two thirds of his left lung and we hoped that would be it. After three months of chemotherapy, we learned the



treatment hadn’t worked. The doctors then suggested stopping treatment and going home to enjoy Christmas together.

We found out about Birmingham Hospice where David could receive the end of life care he needed. When a bed at the hospice became available, everything changed for us. They expertly managed his pain, which was a huge relief, and soon we were all able to move into the Family Centre together in the hospice Inpatient Unit, which felt like a home away from home.

Time, as a family, is what the hospice gave us. They put a bed next to David’s so I could lay next to him and hold his hand, with Lyanna’s cot next to me. He’d spend a few hours awake at a time and in those moments having our children with us made the time so special.



I’m so grateful for the days we had together in those last few weeks and for everything the hospice did for us. The hospice gave David time to be ‘Dad’; to maintain his dignity and independence to the end.

In the Family Centre he was able to have family visits, and he had friends over on a couple of evenings to watch the football. The most important part was having the reassurance of medical care around the clock. When David died, I was so grateful to be there, holding his hand. Although my heart was broken, it was a peaceful experience thanks to Birmingham Hospice.

“
The hospice gave David time to be ‘Dad’; to maintain his dignity and independence to the end

Living Well Centres

This past year has been one of both challenge and transformation for the Living Well Centres.

In response to ongoing funding pressures and limited resources, the team made the difficult decision to restructure services. This included a reduction in our people and in operational hours. While the therapeutic programme came to a close, the centres have continued to provide a warm, welcoming space for patients - a place of connection, community and care.

Despite reduced capacity, the team has preserved core emotional and practical support services and strengthened signposting pathways and partnerships with local organisations. New patients and families continue to be welcomed, and a dedicated team of volunteers plays an essential role in sustaining the centres' work.

Services provided by the centres include:

Social support space:

- Weekly sessions offering patients the opportunity to connect with others.
- Group activities fostering community, companionship and shared experiences.
- Light refreshments in a peaceful environment for rest and conversation.

Emotional and practical support:

- One-to-one emotional support for patients and family members.
- Advice and guidance on living with a life-limiting illness, available in person or by phone.
- Referrals for bereavement support and signposting to external services.

While financial and operational challenges remain for 2025-26, the team's vision remains unchanged: to provide compassionate, person-centred support for those living with life-limiting conditions. In the year ahead, the team will continue to listen to the voices of patients and families, adapt the support offered to meet their needs, and strengthen community partnerships to extend their reach and impact.



Education and Research Team

Birmingham Hospice is a recognised regional leader in palliative and end of life care education.

In 2024-25, over 350 educational sessions were delivered, reaching more than 3,400 healthcare professionals, students and community partners, across 800 hours of formal teaching. Our education programme underpins our commitment to training our own workforce and healthcare partners in the community, working together to improve the quality of care for patients and their families.

This year marked the launch of our new nursing competency framework, aligning clinical roles to national standards and ensuring safe, contemporary practice. We also introduced a structured preceptorship for newly qualified nurses, supporting their transition into specialist roles through protected learning time and hands-on training.

Externally, our collaboration with the BSol Integrated Care Board (ICB) enabled over 600 healthcare

professionals to access our trusted palliative care webinars, focusing on integrated services and advance care planning. In partnership with Birmingham Community Healthcare (BCHC) NHS Trust, we delivered 24 practical training sessions with over 280 clinicians, strengthening community-based care and reducing hospital admissions.

We also co-developed the Birmingham & Solihull End of Life Care Toolkit - an innovative digital resource recognised at the HSJ Digital Awards for sharing best practice across the region.

Our research portfolio included contribution to the CHELsea II trial, supporting evidence-based approaches to symptom management in the last few days of life. Key projects this year, including our undergraduate medical training course and community engagement projects, were showcased at the national Hospice UK Conference.

Retail Team

The last few years have seen our retail business grow and develop into an award-winning retail experience, accounting for 16% of the hospice's income in 2024-25.

In the last year, we expanded to 23 shops across the West Midlands. Despite significant economic challenges, including rising living costs and inflation, our Retail Team achieved their most successful year to date, with retail income reaching £3.1 million - a 28.4% increase on the previous 12 months.

The team is always looking to improve the retail offer across all Birmingham Hospice shops, ensuring each store provides a high-quality, welcoming experience for every donor and customer. A standout achievement was our Reloved Brum superstore in Harborne being crowned the UK's Charity Shop of the Year 2024-25 by the Charity Retail Association - a testament to the dedication and effort of the entire Retail Team.

Innovation continues to drive retail performance, with the Birmingham Hospice House Clearance Team delivering excellent results. The team offers a trusted, professional service for families and individuals. By carefully sorting, valuing and redistributing items from clearances, they not only generate vital income through service fees but also ensure high-quality stock is made available across our retail network.

None of this success would be possible without the incredible support of our local communities, who generously donate items to sell. We are equally grateful to our dedicated retail volunteers, who gave over 57,976 hours of their time this year to help raise vital funds for local hospice care.



Communications and Marketing

Our Communications and Marketing Team plays a vital role in raising awareness, engaging supporters, and championing the work of Birmingham Hospice across the region and beyond.

In 2024-25, the team achieved 158 pieces of media coverage across online, print and broadcast channels - locally, regionally, and nationally. They supported numerous fundraising campaigns, events and appeals, helping to drive income. They also produced and distributed 20,000 supporter magazines, keeping our community informed, inspired and connected.

A highlight of the year was Dining for Dignity in September 2024 - an exclusive event hosted by the team, bringing together influential figures including the Deputy Lieutenant, High Sheriff, Mayor of the West Midlands and local MPs. The event celebrated our hospice's legacy while spotlighting the funding challenges faced by the sector.

In recognition of their creativity and impact, the team was shortlisted

for a Midlands Marketing Award in the Small Budget Impact category, following a high-profile awareness event at Birmingham New Street Station.

During the year, the team launched a new TikTok strategy, driving engagement through trend-led content and achieving nearly 200,000 video views over the first 12 months.

Working closely with colleagues across corporate, clinical and medical teams, the Communications and Marketing Team delivered high-quality content to promote our services and share powerful patient and family stories. This ongoing work plays a crucial role in growing our reach, strengthening brand awareness, and generating the vital income needed to provide hospice care for local communities.

Fundraising

Support from local communities continues to play a vital role in sustaining Birmingham Hospice’s services.

In 2024-25, generous funding helped us meet core running costs amid ongoing financial pressure. Thanks to generous grant funders, we were also able to deliver several key projects, including the refurbishment of our Erdington Inpatient Unit, the creation of a Children’s Healing and Therapy Garden at Selly Park, and kitchen upgrades at both hospice sites.

Corporate partnerships also flourished this year, with growing engagement and support from Birmingham’s business community. Companies supported us through fundraising, volunteering, retail stock donations, and participation in our events such as ‘I’m a CEO... Get Me Out of Here’. In return, we delivered our Corporate Bereavement Awareness Training to help workplaces better support employees coping with grief and loss.

In-memory fundraising is an area of high importance to us, enabling us to care



for even more families in honour of their loved ones. Funeral donations raised over £150,000, and our Light up a Life events saw record attendance at both services. Individual Giving also grew significantly, bolstered by our spring Crisis Appeal and the launch of our first door-to-door fundraising campaign, which received a strong response from the local community.

Our door-to-door campaign welcomed 498 new regular givers during its first year. This boosted our community of regular donors to 842 – an increase of 145%.

Legacy income was exceptional this year and continues to represent around 20% of our overall fundraising income. A national campaign with Hospice UK helped raise awareness of gifts in wills, encouraging



more people to leave a lasting legacy. We are deeply grateful to all who choose to support us in this meaningful way.

Events and community fundraising had an extraordinary year, bringing people together through creative campaigns and memorable event experiences to raise vital funds for our hospice.

March 2025 marked the return of The Chocolate 5k. Relaunched in 2024 after a five-year rest, our 2025 event became our biggest ever, with over 800 participants and nearly £45,000 raised.

Treecycling continues to be our largest community fundraising campaign, with 6,400 Christmas trees collected in January 2025 - a 4.4% increase from the previous year. The campaign raised an incredible £148,858.

Our Bulls in the City art trail - which had been two years in the planning - stamped into Birmingham in summer 2025. In total, 128 vibrant bull sculptures were displayed across Birmingham for eight weeks, raising awareness of Birmingham Hospice and celebrating local creativity. The project also attracted generous in-kind donations, including painting spaces, storage, a hub shop unit, digital billboard advertising and a logistics partner - bringing the community together and introducing many new supporters to our work.



Together, we’re making every moment matter

Behind every moment of compassionate care are the dedicated teams working tirelessly behind the scenes to keep hospice services running smoothly.

These teams directly impact patient care and are essential to everything we do. While they may not always be front-facing, their contribution is vital to ensuring we can deliver outstanding care.

Our **ICT Team** ensures systems and equipment run efficiently while embracing new technology to create a digital future for the hospice. Our **Finance Team** manages resources carefully and plans strategically for the future, ensuring the hospice remains sustainable and can continue growing its services. The **Facilities Team** oversees the maintenance, safety and compliance of the hospice’s physical environment, ensuring our buildings provide a safe and comfortable space for care.

The **Housekeeping Team** keeps our environments clean and welcoming, while our **Reception Team** greets every visitor with kindness - together creating a safe, respectful and accessible space for patients and families. Our **Data, Administration and Governance** teams ensure accuracy, compliance and continuous improvement, supporting the highest standards of care. The **People Team** supports wellbeing and organisational culture, while our **Catering Team** provides nourishing meals tailored to patients’ needs.

Together, these teams are the backbone of Birmingham Hospice - enabling outstanding care and helping us make every moment matter for the communities we serve.

People engagement

Our commitment to Equality, Diversity and Inclusion (EDI) is deeply embedded across the organisation and continues to shape how we work with our people, patients and communities.

This year, Birmingham Hospice revamped its recruitment and onboarding processes to improve role visibility and attract a more diverse range of candidates. By working in partnership with local community groups, roles have been piloted and shaped with their input - ensuring they are inclusive, accessible and reflective of the communities we serve.

Our Inclusive Recognition of Inspirational Service (IRIS) peer award scheme has also gone from strength to strength, with over 300 nominations since the scheme launched in September 2023. Winners are celebrated quarterly and at an annual awards ceremony, helping to build a culture of gratitude and respect across the organisation.

During 2024-25, the hospice has been proud to hold the Investors in Diversity Silver accreditation and to be recognised as a Disability Confident Employer.

Our active EDI Group continues to lead educational events, training and cultural celebrations such as Eid, Diwali and Vaisakhi, while also representing the hospice at city-wide events like the Birmingham Pride parade. Internal groups such as Better Together, the Neurodiversity Group and the Patient Experience Group have grown from this work, building further engagement across the hospice. Training on cultural sensitivity, unconscious bias and transgender awareness has strengthened our ability to provide compassionate, person-centred care for all.



Key achievements

From record-breaking fundraising to national recognition, 2024-25 was a year of innovation by hospice teams and incredible generosity from local communities. Here are some key highlights and achievements that show the difference we've made together.



We secured sponsorship for **40 large** bull sculptures and **88 mini** bulls from businesses, schools and community groups - all of which took over Birmingham in July 2025 for our Bulls in the City art trail.



498 new regular givers signed up during the first year of our door-to-door campaign. This boosted our community of regular donors to 842 - an increase of 145%.

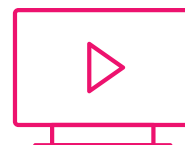


CHRISTMAS TREECYCLING
By Birmingham Hospice
— 11 and 12 January 2025 —

Treecycling continues to be our largest community campaign, collecting an incredible 6,400 trees and raising **£148,858**.



During Birmingham Hospice's first year on TikTok, the channel had nearly **200,000** video views.



We helped to highlight the importance of gifts in wills for hospice care - reaching **8.6 million** adults through a national TV advert with Hospice UK.



800 people took part in The Chocolate 5k in March 2025, raising nearly **£45,000**.



Education and research activity generated over **£257,000** in income.



In 2024-25, we proudly took home **4 major awards:**

Charity Shop of the Year 2024-25 for our Reloved Brum store in Harborne.

A national **Order of Mercy** recognising distinguished voluntary work from a long-standing hospice supporter.

A **High Sheriff's Award** for one of our charity shop managers.

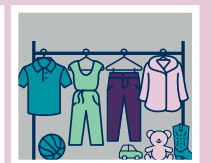
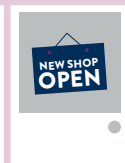
Greater Birmingham Chamber of Commerce awarded us the **Excellence in Inclusive People Development** award.

Light up a Life 24

Our Light up a Life campaign raised over **£46,500**. 750 people attended the events to remember their loved ones and we received 954 dedications.



Birmingham Hospice



In March 2025, we proudly opened charity **shop number 23**, with plans to grow to 27 shops in the West Midlands by March 2026.



We either sold or recycled **581 tonnes** of textiles, saving 7.8m tonnes of CO2 emissions for the year.



We had more than **131,000 bags** donated by nearly 56,000 charity shop donors.



We served more than **370,000 people** in our shops.



287 amazing retail volunteers gave **57,976 hours** of their time.

Our future strategy 2025-28

Every moment matters - and our 2025-28 strategy is built around this fundamental belief as we continue to focus on delivering the highest quality care for patients and families.

We are committed to improving equity of access to our services, developing a thriving and supported workforce, and ensuring our financial sustainability in the face of rising costs and continued funding challenges.

At the heart of our strategy is a deep commitment to providing compassionate care and support for everyone who needs us, both now and for generations to come.



Our Care Future

We strive to ensure everyone receives the right care, in the right place, at the right time - care that respects the whole person.

We are committed to providing holistic, accessible care that is deeply connected to the community and tailored to meet everyone's unique needs.



Our Commercial and Sustainable Future

We are committed to ensuring our hospice can continue caring for people long into the future.

We are growing our income, innovating how we work, and managing resources carefully to build organisational strength and resilience. This ensures we can continue delivering outstanding care for everyone who needs our support.



Our Innovation Future

Looking ahead, innovation will play a key role in enhancing our care.

By embracing new ideas, digital tools and technologies, we aim to make services more connected, efficient and responsive to patient and family needs. We will champion innovation that strengthens care, improves access and enhances community connection.



Our Future Culture

We will continue fostering a culture that supports the values, behaviours and environment needed to deliver exceptional care for patients, families and one another.

We are committed to creating a hospice where people feel valued and supported - because when our staff and volunteers thrive, so do those we care for.

Thank you for making every moment matter



I want to say a huge thank you to every single person who supported Birmingham Hospice during

2024-25. Whether you donated, took part in one of our events, organised your own fundraiser, or partnered with us through your business - your generosity means the world to us.

We're also incredibly grateful to our amazing volunteers from across all departments. Your time, energy and commitment have enabled us to continue delivering our vital services - from supporting patients and families, to helping in our shops, events, offices and more. We simply couldn't do what we do without you.

Because of your support, we've been able to provide vital care and comfort for people during the most difficult times, and they've not been left to face terminal illness alone.

With no charge to our patients or their families, and a need to raise £7.2 million this year, we simply couldn't do it without you. As we look ahead, your continued support will be more important than ever.

If you think you can help, or would like to get involved, we'd love to hear from you. You can find all the ways to get in touch on the next page.

From the bottom of our hearts - thank you.

Lucy Watkins, Income Generation Director

How you can support us

Volunteer with us

Volunteering is much more than giving time; it's a way of enriching your life.

There are so many ways you can get involved - we have roles in our shops, supporting our patients and within our Fundraising Team. For current opportunities, please visit:

www.birminghamhospice.org.uk/volunteer

Join us

We are a people and values driven organisation. If you want to be part of our community, you can work with us. To view our current vacancies visit:

www.birminghamhospice.org.uk/careers

Visit our shops

Our charity shops across the West Midlands raise vital funds for our hospice. The generosity of donors and shoppers plays a crucial role in supporting the community, helping us to provide care for local people. To find your nearest shop, visit:

www.birminghamhospice.org.uk/shop

Fundraise for us

We rely on the generosity of our supporters to help fund our services. From joining events like Rainbow Rush or The Chocolate 5K, to signing up for a sponsored run or walk, or hosting a community fundraiser like a bake sale, there are so many ways to support us. For more information on how to fundraise for our charity please email:

fundraise@birminghamhospice.org.uk

Donate to us

However you choose to give - whether as a one-off or a regular donation - you will be making every moment matter for local people living with a terminal diagnosis and their families. If you would like to donate to support our charity, please scan the QR code. Thank you so much for your support.



Fundraising through work

Companies of all sizes, from the biggest corporates to sole traders, support Birmingham Hospice in a variety of ways. Getting involved can bring benefits for both your business and our charity. If you want to build team spirit, engage employees and come together as a dynamic and innovative group, we are here to work with you to create a special partnership that's fun, rewarding and easy to get involved in. To find out more, visit:

www.birminghamhospice.org.uk/corporate

Become a patron

Joining Birmingham Hospice as a patron is a unique opportunity to make a lasting impact on the lives of those facing life-limiting illnesses. As a patron, you'll play a key role in supporting our mission to provide compassionate, high-quality care for patients and their families. Your involvement will help raise awareness, advocate for our services, and contribute to the vital funds needed to sustain our work. Together, we can make a difference and ensure that every person receives the care, dignity and support they deserve. To find out more, please email:

marketing@birminghamhospice.org.uk

Our governance structure

Birmingham Hospice is a charity and a registered company limited by guarantee.

The hospice is led by a Board of Trustees and by Executive Directors who ensure that the charity is delivering on its charitable aims and objectives, and complying with all appropriate regulation.

Our Board of Trustees



Dawn Ward CBE DL
(Chair of the Board)



Paul Wainwright
(Vice Chair)



Oliver Nevel



Steve Farmery-Vigus



Samantha Owen



Earl Laird



Jean-Luc Oliveira-Priez



Sahil Suleman



Mike Goodwin



Rob Pickup



Julie Ward



Pete Shanahan



Henriette Breukelaar



Sue Nicholls



Louise Clark

Our Executive Directors



Paul Bytheway
Chief Executive



Sarah Mimmack
Director of Care Services



Lucy Watkins
Income Generation Director



Michelle Stuteley
Director of People and Places



Judith Armstrong
Director of Finance

How we can support you

Birmingham Hospice provides specialist palliative and end of life care for people living with a terminal illness. For generations, local communities have been able to access the care and support they need, when they need it most.

Our mission is to help people from all communities access the care of their choice at the end of life. That may be 24-hour care in our specialist Inpatient Units, care in people's own homes, support at our Living Well Centres, counselling and wellbeing support, and a range of expert services including physiotherapy, pharmacy and occupational therapy.

For referral information, please visit:
www.birminghamhospice.org.uk/refer

If you are a patient wishing to be referred, please speak to your doctor, nurse or consultant who will be able to refer you to Birmingham Hospice.

Birmingham Hospice is also committed to training health and social care professionals, GPs, nurses and medical students in palliative care and end of life, via seminars, courses and placements.

For a full list of the services we offer, please visit:
www.birminghamhospice.org.uk/how-we-can-help



“

It has always been an honour being a Clinical Nurse Specialist as you get to go on a journey with a patient and their family, that could be from the diagnosis to the end of life. Taking a multi-disciplinary approach to care means we're able to go above and beyond - it's not just about the care itself; it's all the little things too.

Andy, Clinical Nurse Specialist



www.birminghamhospice.org.uk

 Selly Park 0121 472 1191  Erdington 0121 465 2000



Birmingham Hospice is the trading name of The Hospice Charity Partnership which is a registered charity in England and Wales (No 1156964) and company limited by guarantee (No 08991245). **Registered office:** 76 Grange Road, Erdington, Birmingham B24 0DF.