Birmingham Hospice

ANNUAL IMPACT REPORT 2025-26

Together, we're making every moment matter

Contents

3 Welcome to Birmingham Hospice
4 Hospice care in the UK
5 Our year in numbers
6 Our mission, vision and values

FEATURES

20 Key achievements 2025-26
22 Specialist Palliative Urgent Response (SPUR)
23 Bulls in the City

STORIES

7 Maddison's story
9 Terry's story
11 Beryl's story
13 Ping and Michael's story
15 Carol and David's story

IMPACT REPORTS

8 Inpatient Units | Medical Team
10 Allied Health Professional Team
12 Hospice at Home | Community Team
14 Wellbeing Team | PHB and Social Team
16 Education and Research Team | Living Well Centres
17 Retail | Volunteering
18 Fundraising
19 People Engagement | Corporate Teams
24 Thank you for making every moment matter
25 How you can support us
26 Our governance structure
27 How we can support you

MOMENTS THAT MATTERED

24/7 CARE WHEN AND WHERE IT'S NEEDED

We are Birmingham Hospice

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

For over a century, local people have trusted us to care for them and their loved ones at the end of life. In October 2025, we launched *Our Future Together*, our strategy for the next three years, to keep changing how end of life care is understood, accessed and experienced across our communities. At its heart is the patient. It's built on four ambitions: to give outstanding care rooted in our communities, secure sustainable funding for the future, embrace new ideas that improve care, and be a place where our people and volunteers can thrive.

We've already started turning those ambitions into reality. In January 2026, we launched our new Specialist Palliative Urgent Response (SPUR) service. Operating 24/7 across Birmingham and Solihull, SPUR puts expert palliative support within reach whenever it's needed. It helps people stay in their preferred place of care and avoid unnecessary hospital admissions. It's one of the most significant developments in how we deliver care in recent years, and you can read about its first months on page 22.

Birmingham also came together with us in a brand-new way. Our Bulls in the City trail brought 128 sculptures to the streets for eight weeks, introduced thousands of people to hospice care for the first time, and won the Community Builder Award at the Greater Birmingham Chamber of Commerce Awards 2026. The full story is on page 23.

What's next for 2026-27:

- Ensuring the right care is in the right place - growing SPUR and our community services, so even more people can get expert care
- Working to reduce health inequality through being part of local neighbourhood teams and co-producing services with our communities
- Developing digital tools to make things simpler for patients and families, without losing the human connection at its heart
- Growing our volunteer family and supporting our teams, because when our people thrive, so do those we care for
- Building new ways to deliver sustainable long-term funding that supports our services, so we're here for generations to come

None of this is possible alone. Whether you've supported us through a donation, as a volunteer, or simply by spreading the word about our work, thank you for making every moment matter.

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.

1 in 3 of us
approaching end of life may need to access hospice care.

There are over
200 hospices
in the UK. These include both adult and children's hospices.

In 2024-25, 19% of hospices' total service activity was delivered in an
inpatient unit
and 54% of hospices' total activity was delivered at the person's place of residence.

380
hospice beds across England are empty right now - not from lack of need, but lack of funding.

Hospices provided direct support services to
89,000
family members, friends and carers. This number has reduced since 2023-24.

In 2024-25, hospices across the UK provided palliative and end of life care for
310,000 people.

In 2023, it was estimated that the need for palliative care would rise by
25% by 2048.

Nearly
6 in 10
hospices have already made or are considering cuts to frontline services.

By 2040, around
130,000
more people in the UK will die each year than in 2023.

Source: https://www.hospiceuk.org/about-us/key-facts-about-hospice-care

Care that counts: Birmingham Hospice in 2025-26

385
patients were cared for in our Inpatient Units by our expert doctors and nurses.

It cost
£19.9 million
to run Birmingham Hospice's services. That's £1,658,333 per month or £54,521 per day.

There were
2,154 attendances
by patients at our Living Well Centres to help them live well with their illness.

42% of our costs
needed to be covered through voluntary income such as fundraising activity, income from our shops and voluntary donations.

Our Wellbeing Team made over
6,200 contacts
with people to offer vital pre- and post-bereavement support for both adults and children connected to the hospice.

We have around
685 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.

In 2026-27 we estimate it could cost
£20 million
to run Birmingham Hospice.

668 volunteers
at our hospice contributed around 85,574 hours of work - that's the equivalent of 44 full-time members of staff.

Hospice volunteers work in a wide variety of roles across the Living Well Centres, catering, fundraising, spiritual and counselling support, retail, reception, the Hive cafés, administration and site maintenance.

Our Community and Hospice at Home Teams, made up of specialist nurses and healthcare professionals, supported
2,674 patients
in their own homes.

Our vision, mission and values

OUR VISION
A future where everyone with a life-limiting illness will live and die with dignity and in comfort.

OUR MISSION
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
We treat everyone with compassion and empathy, recognising the individuality and dignity of each person we support.

TOGETHERNESS
We work collaboratively with our colleagues, communities and partners, knowing that we achieve more when we act as one.

POSITIVITY
We bring hope and confidence to difficult times, focusing on solutions, opportunities and what's possible.

OPENNESS
We are honest and transparent in all that we do, listening with curiosity and responding with integrity.

RESPECT
We value every person's voice, background and choices, ensuring inclusive, personalised care and a welcoming environment for all.

INNOVATION
We embrace digital tools and technology to enhance the care we provide by making it more connected, efficient and responsive to patient needs.

Maddison's story

When Jamie Moloney was told he needed end of life care, it hit his teenage cousin Maddison Ward hard. The pair had always been close, sharing a love of dancing to their favourite song, Wonderwall by Oasis, and Jamie was someone Maddison could turn to for help and advice about anything.

He'd initially recovered well from a liver transplant, but in 2024 his new liver began to fail, and by March 2025 doctors said Jamie needed end of life care. Everyone rallied round. Jamie's aunty, Sarah, took time off work to care for him, and the family were referred to Birmingham Hospice, where Clinical Nurse Specialists visited daily to help manage his symptoms and offer pain relief.

The hospice team could see that Maddison, now 15, needed support too, and referred her for counselling with the hospice's Children's Healing and Therapeutic Support (CHATS) Team. Though initially reluctant, she quickly clicked with Sam, one of the Children's Therapeutic Practitioners.

Jamie and Sarah

"Maddison would talk about everything and anything that was bothering her," said her mum, Alicia. "If she didn't want to talk about Jamie, she didn't have to, and Sam was there to listen when something else was bothering her.

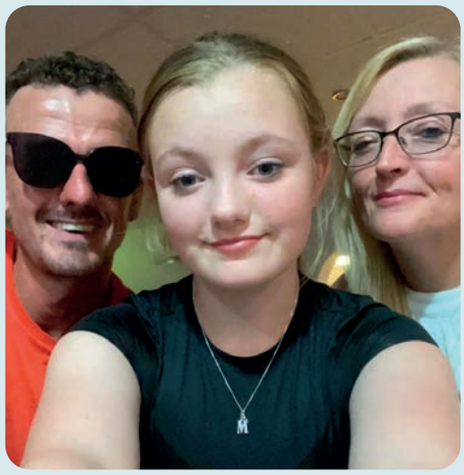
"Sam also gave Maddie a lovely book which she and Jamie completed together, drawing on a canvas - Maddie's very into her art. Teenagers don't like to talk, but Maddie did, and I'm glad, because it really helped her."

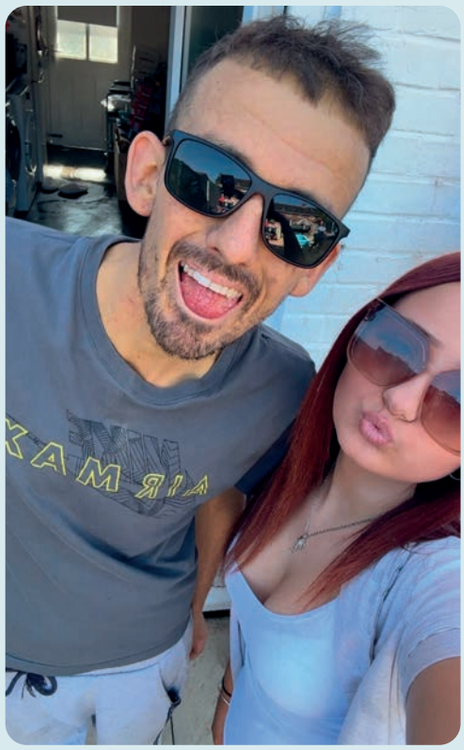
In his final few weeks, healthcare assistants from the Hospice at Home Team helped care for Jamie as he grew weaker, ensuring he could spend his final days at home, surrounded by family. He died in July 2025, aged 34.

After his death, Maddison continued fortnightly CHATS sessions, and was given a special keepsake to remember Jamie by - a cast of the two of them holding hands.

Jamie and Maddison had a father-and-daughter bond, and Alicia praised the hospice team for helping him plan ahead for after his death, writing cards and recording messages for his young son up until his 18th birthday.

The family say their experience has made them lifelong supporters of Birmingham Hospice. They've already raised £5,000 through a party held on Jamie's birthday last year, and Alicia is now set to tackle Mount Snowdon.





Pictured above: Jamie and Maddison

> **"The teams from the hospice were always open and honest. You build a bond with them because they put you so much at ease. Even when Jamie had bad days, they were so calm and relaxing; it's amazing how someone can do that."**
>
> Alicia, Maddison's mum

Inpatient Units

Both Inpatient Units expanded their bed capacity from eight to ten beds in January 2026, enabling shorter waiting lists for patients requiring specialist palliative care.

The coordinated approach to bed meetings ensures timely and responsive admissions, particularly for patients requiring symptom management and end of life care. Close relationships with palliative care teams across the acute trusts and community services continue to support timely and appropriate admissions to the hospice, while strong working relationships with other local hospices, maintained through coordinated bed meetings, help ensure that palliative care beds across the area are well utilised and that hospices can support one another with admissions where needed.

At Selly Park, the Family Centre has been fully refurbished, significantly enhancing the environment for patients and their families. Hospice UK capital funding has also supported wider environmental improvements and the purchase of much-needed equipment across both sites.

Collaboration between the two IPU sites continues to strengthen service delivery. As patient complexity continues to rise, ongoing data collection is supporting the implementation of the Hurst Model, a complexity tool designed to promote patient equity and ensure safe staffing levels that reflect the increasing complexity of patient needs.

Both sites continue to provide clinical placements for pre-registration nursing students, giving them valuable exposure to palliative care and helping to develop their skills and knowledge. New staff have also been successfully recruited and warmly welcomed across both sites.

Medical Team

The Medical Team has continued to build on strong foundations, demonstrating leadership across clinical care, education, governance and research. The appointment of a new Medical Director, Consultant and Specialty Doctor has strengthened workforce capacity, bringing fresh perspectives to support service development across Birmingham Hospice.

Quality improvement has remained a key focus, with excellent FAMCARE outcomes reflecting high levels of patient and family satisfaction. The introduction of multidisciplinary caseload reviews with Clinical Nurse Specialists has enhanced clinical oversight and encouraged shared learning, while team members contributed to policy development, patient safety initiatives and regional palliative care guidelines. The team also supported SPUR's launch with specialist education and advice across the wider healthcare system.

Education and workforce development expanded further this year, with established undergraduate teaching at the University of Birmingham and Aston University, new paramedic teaching at Newman University, and an education programme supporting end of life care at Moseley Hall Hospital. The team also supervised postgraduate trainees and Clinical Nurse Specialists through Advanced Health Assessment and prescribing training.

Research remained strong, with completion of the CHELSEA II trial, two published papers and a keynote conference presentation. The team was also delighted to support the successful progression of a Specialty Registrar to a Consultant post.

Terry's story

Terry, from Shard End, says he'll always be grateful for the kindness shown to him and his family while his wife Linda - who he called Twiggy, or Twig - received care in Birmingham Hospice's Inpatient Unit (IPU).

Linda was diagnosed with lung cancer and emphysema a little over two years ago, after falling suddenly ill on New Year's Eve. When Linda's condition changed in early 2026, she was admitted to Birmingham Hospice's Inpatient Unit for specialist care and support.

Terry was able to stay by her side almost every night.

"The nurses have all been fantastic and have bent over backwards to help us, especially when I've stayed over," Terry said. "They brought me a bed and were feeding me. The chef said to me: 'What about dinner? Not for Linda, for you.'

"There's 46 of us in our family altogether, including sons, daughters, grandchildren and great-grandchildren, and we can visit any time of day or night.

"We didn't know anything about hospices, we never had to use one. Everyone is very, very nice. Once or twice I've got quite upset, and they've been very understanding."

Terry and Linda were married for many years, since meeting on a blind date, and it meant a great deal to Terry that Linda was looked after so well at such a difficult time.

"I'm just glad Twiggy was in a hospice and not a hospital," he said. "They've been really good at keeping her comfortable. She's not in pain. And all the staff have got lots of time for us."

Linda died peacefully in the hospice's care, surrounded by her family. Birmingham Hospice is deeply grateful to Terry and his family for sharing their story.

"We didn't know anything about hospices, we never had to use one. Everyone is very, very nice. Once or twice I've got quite upset, and they've been very understanding.

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

The Therapies Team has focused on rebuilding and strengthening services this year, prioritising the services patients rely on most.

A longstanding physiotherapy vacancy was successfully filled, improving capacity and supporting more responsive care. The Fatigue, Anxiety and Breathlessness (FAB) programme has been reintroduced across both sites in a revised format, giving patients renewed access to this valued support.

Team members have also trained in the M-Technique, a therapeutic touch approach used to help manage symptoms such as pain and anxiety, broadening the range of interventions available to patients.

Throughout, the team has continued to deliver high-quality, patient-centred care, prioritising those with the greatest need while helping patients remain as independent and comfortable as possible. Work is also underway to broaden the team's skill mix, building a more flexible and resilient service for the future.

Pharmacy Team

The Pharmacy Team has introduced a range of improvements to support safe, timely and effective patient care. A new pharmacy supplier has improved responsiveness, reduced delays at discharge, and supported smoother patient flow.

Standardised drug charts and discharge documents were introduced across both Selly Park and Erdington sites, improving consistency and patient safety as people move between services. Access to essential medicines for the out-of-hours team was also improved, helping ensure timely symptom relief overnight.

The Non-Medical Prescriber forum has been reintroduced online, making it easier for staff to attend, share learning and support best practice. Education has remained a priority: all ward-based nurses have completed medicines management training, and the team continues to deliver training within the hospice and to partner organisations.

The team also welcomed its first trainee pharmacist, in partnership with a local Boots UK pharmacy - an important step in developing the next generation of pharmacy talent.

Beryl's story

More than 41 years after she began caring for people at the end of their lives, former Birmingham Hospice nurse Beryl Morrison received the same compassionate support she once gave to others.

Beryl started working as an auxiliary nurse at the hospice in 1980, always on hand to care for those with life-limiting conditions - from helping with pain management to bathing her patients.

One of her most treasured memories was HRH Princess Diana's visit in 1984, when she met patients and staff in front of huge crowds. Beryl was presented with a special Tree of Life brooch by Diana, to mark her dedication to the hospice.

"She was so down to earth and made you feel comfortable, and was just so lovely," Beryl said. "I remember she asked how I felt working at the hospice, and I said I felt love, because it was such a kind and caring place."

After being diagnosed with cancer, Beryl received the same dignity and respect she used to give to those who needed it. The illness meant she could no longer walk, and she was cared for by her family, but support from the hospice meant she was able to stay in her own home.

> **The hospice is a part of my story. I was only young when I worked there at the beginning of my life, and now they're there for me near the end.**

Clinical Nurse Specialist Ellie Winters provided vital help and advice on managing her symptoms, and the Hospice at Home Team visited three times a day, taking some of the pressure off Beryl's daughter, Chris.

Though the hospice uniforms had changed since her time there, Beryl said the care and compassion were exactly as she remembered - and she loved sharing her stories with the team who looked after her.

"One of the nurses came out to see me and we discussed it, and then I thought it's not fair to put all the responsibility on my family," Beryl said. "I've worked in the hospice, so I know I'd get the same great care there, but their support allows me to be in my home, which makes me smile and feel happy.

"The hospice is a part of my story. I was only young when I worked there at the beginning of my life, and now they're there for me near the end."

Beryl died peacefully, cared for at home with the support of the hospice team. Thank you to Beryl for sharing her memories with us, and for her dedication and compassion over many years.

Community Team

The hospice's Community Team has continued to strengthen how care is delivered across Birmingham, building on last year's transformation and bringing services even closer to the people who need them most.

The Triage Clinical Nurse Specialist role continues to ensure every new referral receives expert assessment from the start, and communication between Birmingham Hospice's Selly Park and Erdington sites has been further strengthened, with continued coordination at weekends and embedded team leadership structures supporting both locations.

The team introduced a new daily service, running seven days a week across both sites, to ensure patients in crisis can be supported and seen on the same day. This has further improved the responsiveness of the service at a time when demand continues to grow.

The team has continued to embrace collaborative working, particularly between Clinical Nurse Specialists, Hospice at Home services, and Personal Health Budget (PHB) support. The Hospices of Birmingham and Solihull (HoBS) Administration Team has also continued to strengthen cross-site working, maintaining excellent service across both sites.

We're proud that our pioneering 24/7 Specialist Palliative Urgent Response (SPUR) service has now fully launched and is running successfully, providing wraparound support that helps patients stay in their preferred place of care and reduces unnecessary hospital admissions. SPUR has meant working even more closely with our system partners, strengthening the care network across Birmingham and Solihull, and reflects Birmingham Hospice's ongoing commitment to being there for families when they need it most, offering expert care around the clock in the comfort of home.

The team has also continued to reach into communities that too often face barriers to end of life care. Working alongside homelessness services, mental health teams and the prison system, our Clinical Nurse Specialists bring expert palliative support directly to people wherever they are, ensuring that someone's circumstances never stand between them and the care they need. Alongside this direct care, the team shares its skills and knowledge with staff in these settings, helping build confidence and capability in recognising and responding to palliative and end of life needs.

Hospice at Home Team

The Hospice at Home Team has continued its integration into the East Birmingham Locality Hub, part of the Birmingham and Solihull Community Care Collaborative, with the Team Leader continuing to participate in the hub's daily huddle and attending face-to-face sessions weekly. This ongoing partnership continues to enhance the referral process to Birmingham Hospice and improve the sharing of information with system partners.

To support smooth referrals, the team continues to communicate its daily capacity to partners across the city, ensuring timely support and seamless care coordination. Ongoing engagement with hospital discharge teams has also continued, raising awareness of Hospice at Home services and reinforcing the importance of supporting patients' preferred place of care and death.

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

> **Every time Laura comes to visit it makes me feel really happy. She's so warm and caring, and when she talks, I understand what's happening.**
>
> Ping

Ping and Michael's story

For Ping and her husband Michael, being treated with dignity and care by Birmingham Hospice has made all the difference at the most difficult time of their lives.

Ping is currently receiving palliative and end of life care from the hospice's Community Team for a Gastrointestinal Stromal Tumour, a rare stomach cancer.

In 2019, they were stunned when Ping began experiencing digestive issues, and doctors discovered the GIST had been slowly developing for years.

"I remember the nurse telling us to prepare ourselves for a long journey," Mike said. "Within hours Ping was in the ward being treated, and the doctor told us the cancer she had is very rare and has no cure."

Ping lost weight and was in constant pain, and Mike did his best to care for her. When she was referred to Birmingham Hospice earlier this year, they both felt a sense of relief.

Placed under the care of the hospice's Community Team, they're supported by Clinical Nurse Specialist Laura Gray, who quickly built a rapport with them and worked with the hospice Pharmacy Team to find the right medication for Ping, who was particularly sensitive to it.

"A lot of people come out with all this medical jargon, but Laura speaks English as we understand it," Mike said. "We'd be lost without her."

Laura also arranged for Ping to spend time in Birmingham Hospice's Inpatient Unit for symptom control, during which she visited the Living Well Centre, and has since started attending each week. Ping, a former chef who loves to cook, was touched when the hospice's Catering Team made noodles especially for her.

"Everyone at the hospice is so friendly, and was able to take time to have a chat with me," Ping said. "The nurses, the doctors, the cleaners and even the cooks; they're nice people who made me feel so welcome."

Mike's own view of hospice care has been transformed. "It's quiet, and there's always somebody on hand to help," he said. "You're not on your own, but you've got your own space, and everybody looks out for you. Genuinely, it's a nice place."

Personal Health Budget and Social Team

For many families, the smallest acts of care carry the greatest impact - whether supporting someone to die at home, marking an important date together, or restoring a person's dignity.

The PHB and Social Team has continued to find practical, creative solutions for families that other services often can't reach. Working with Hospice at Home and Clinical Nurse Specialist colleagues, during 2025-26 the team helped more patients achieve their preferred place of death, even where homes were too small to easily accommodate a package of care - on one occasion coordinating a stretcher transfer, bed delivery and donated bedding so a patient could remain at home, in line with her wishes.

The team also stepped in to preserve dignity at a moment of real distress, working with our Retail Team to source replacement clothing for a patient and delivering it in person - her first visit from anyone in over a week. The team's reach extends across ages: close work with Paediatric Palliative Care colleagues enabled a terminally ill teenager to celebrate her milestone birthday early with her family, and the team supported a bereaved family through Last Offices and the creation of a special keepsake hand cast.

Wellbeing Service

The Wellbeing Team has continued to deliver a range of interventions designed to improve the psychological health and emotional wellbeing of clients across the community.

Over the past year, the service has developed new groups, practical tools, and empathic approaches to strengthen support for individuals and families experiencing grief, loss, and emotional distress.

Children's Healing and Therapeutic Support (CHATS) Team has produced a support book for parents and children, offering accessible tools to help families manage grief at home. In addition, CHATS has delivered loss and change workshops in primary schools, encouraging open conversations about different types of loss and fostering compassionate peer support among children. The Childhood Grief: A Creative Approach training continues to run regularly, equipping professionals with enhanced skills to support children pre- and post-bereavement.

Peer support groups remain well attended. During Children's Mental Health Week, participants explored feelings of safety and calm through creative collage work and shared practical coping strategies. The Adult Counselling Team has delivered seven Good Grief groups, each supporting 12 participants, with strong feedback and continued community engagement. The Stepping Stones group also continues to provide a safe, supportive space for people to share experiences.

Spiritual care services remain available to both inpatient and community clients, while clinical supervision continues to support staff wellbeing and resilience, now extending to Birmingham Children's Hospital and local nursing homes.

Carol and David's story

For David Forrester, walking 160 miles in seven days was one way to say thank you to Birmingham Hospice for caring for his wife, Carol, through her Huntington's disease.

Carol has lived with Huntington's disease since she was diagnosed in 2004. As her condition worsened, David gave up his job to care for her full-time, and she was referred to Birmingham Hospice in March 2025 after a three-month stay in hospital.

"When I found out about Miles for Medals, I thought 'I'll give that a try' and decided to walk 160 miles," David said. "The hospice is such a good cause, so I wanted to push myself and complete it in seven days."

Miles for Medals is a virtual fundraising challenge that encourages people to walk, run or cycle a set distance, raising money through sponsorship as they go.

Carol, who uses a wheelchair, came along for almost every step. David would push her out on the roads around their Billesley home, cover 10 to 15 miles, bring her back for the carers to take over, then head straight back out again.

"Carol can't do anything for herself, but she still tries to talk, and if it wasn't for her, I might have stopped early," David said.

The pair crossed the finish line together at Birmingham Hospice's Selly Park site, where staff and supporters had gathered to cheer them home.

It's the kind of care David says has held the family up since Carol came out of hospital. When a palliative nurse heard he was about to go shopping for a new quilt and bedding for Carol, the hospice's Personal Health Budget Team stepped in and had everything sent over within two hours.

Now David wants others to take on Miles for Medals too, in whatever way suits them.

"You can just get out there and do your best," he said. "You don't have to walk 160 miles - you can walk 40 and take your time."

> **"The hospice means everything to us; they have been there for Carol and I. When she came out of hospital, they told us that if we needed anything, we could just call them.**
>
> David

Anyone interested in taking on a fundraising challenge of their own can visit www.birminghamhospice.org.uk to find out more.

Education and Research Team

In 2025-26, the Education and Research Team expanded its reach further, delivering a broad range of learning opportunities for staff, for undergraduates and for community partners.

The team provided 239 individual training sessions, totalling 939 hours of education, with 3,099 healthcare professionals and students benefiting from its learning programmes.

Of note, this year saw the introduction of new training offerings for community-based independent prescribers, resident doctors, GP trainees and a course specifically developed for student paramedics. These programmes serve to strengthen the specialist palliative and end of life care knowledge across the wider health and care workforce.

The hospice's collaboration with the BSol Integrated Care Board (ICB) and Birmingham Community Healthcare Trust (BCHC) has supported ongoing access to trusted palliative care education, with webinars focused on the importance of good communication, advance care planning and practical approaches that ensure that patients and their families are well supported, wherever they are being cared for.

Birmingham Hospice's research portfolio supported evidence-based approaches to palliative and end of life care, including a completed Masters research project and an ongoing PhD in partnership with University of Birmingham.

Local audits and learning from practice further supported quality, safety and continuous improvement, ensuring education, research and service development remained closely aligned and for the benefit of patients.

Living Well Centres

This year has been one of continued resilience, adaptation and growth for the Living Well Centres.

Both centres are open three days a week, providing a warm, welcoming environment for patients and their families - a place of connection, community and care.

Services have been strengthened through collaboration and innovation. At Erdington, a monthly social group, delivered in partnership with the MND Association, alongside a monthly MND clinic led by specialist nurses, has improved access to coordinated care for people living with motor neurone disease.

At Selly Park, a monthly carers group has provided vital peer support for those caring for a loved one. Partnerships with external organisations have further enhanced provision, including seated exercise, Tai Chi, scam awareness and mental wellbeing sessions.

The Living Well Centre team delivers Advance Care Planning and symptom management support, while sessions with Wiltshire Farm Foods have offered practical advice on affordable, healthy eating. A dedicated team of volunteers provides weekly support across patient groups, helping to create a welcoming and inclusive environment for everyone who visits.

Looking ahead, plans to reintroduce a dementia programme for newly diagnosed patients and their carers reflect our continued commitment to meeting emerging needs. The centres will continue to offer social connection, emotional support and practical guidance, while strengthening partnerships to maximise our impact across the community.

Retail Team

Retail continues to play a vital role in funding the hospice's care, accounting for 17% of income in 2025-26. Despite a challenging trading environment on the high street, driven by ongoing economic pressures, the Retail Team delivered its most successful year to date, with income reaching £3.55 million - a 14.5% increase on the previous year.

The shop network expanded to 25 stores across the West Midlands over the course of the year (April 2025 to March 2026), though this growth also required some difficult decisions, including the closure of the Quinton shop, which had become unviable as costs rose.

Two new superstores opened this year, in Aldridge and Solihull town centre. As well as clothing, homeware, books and bric-a-brac, both stores also sell high-quality donated furniture - a model that has proven successful from day one and one the team plans to expand further in the coming years.

The hospice's House Clearance Team also continued to perform strongly, broadening its work to include sourcing surplus stock from local companies and corporations for sale in the shops. Together, house clearance fees and stock sales generated income of over £270,000.

None of this would be possible without the generosity of local communities, who continue to donate items for sale, and the dedication of retail volunteers, who gave 73,110 hours of their time this year in support of local hospice care.

Birmingham Hospice volunteers

None of Birmingham Hospice's work would be possible without its volunteers. In 2025-26, 668 volunteers contributed an astonishing 85,574 hours of work - the equivalent of 44 full-time members of staff - taking on roles across the Living Well Centres, catering, fundraising, spiritual and counselling support, retail, reception, the Hive cafés, administration and site maintenance. Plans are underway to grow volunteer numbers further, ensuring the hospice can continue to expand the vital support volunteers provide.

Birmingham Hospice has many reasons to be grateful to its volunteers, whose work ensures patients and their loved ones receive the care they need and deserve, and without whom the hospice simply could not function.

The compassion, dedication and enthusiasm hospice volunteers show is invaluable.

Each year, the hospice marks Volunteers' Week, the annual UK-wide campaign that gives organisations a chance to celebrate the people who give their time. In June 2025, this took the form of an evening celebration at the Reloved Brum store in Harborne, a breakfast at the hospice in Selly Park and an afternoon tea at the hospice in Erdington.

Fundraising

Support from local communities, businesses and supporters across the region continues to play a vital role in sustaining Birmingham Hospice's services.

2025-26 saw strong support for some of the hospice's much-loved events, bringing local communities together for a meaningful cause. Ride the Reservoir took place in April, raising over £35,000, while London Marathon runners raised over £50,000. September 2025 saw Rainbow Rush take place alongside the launch of Birmingham Hospice's first-ever Dragon Boat Race at Edgbaston Reservoir, generously entrusted to the hospice by Edgbaston Convention Rotary. Ten teams took part in this inaugural event, bringing together the community for a day of teamwork, fun and fundraising. The Chocolate 5k, held in March 2026, welcomed over 700 participants to Rowheath Pavilion.

More businesses across the region supported Birmingham Hospice this year, with companies taking part in workplace fundraising, volunteering and events including the annual Golf Day. Corporate Fundraisers, alongside wellbeing colleagues, continued to deliver Bereavement Awareness training, helping workplaces better support employees coping with grief and loss.

Treecycling remained the hospice's largest community fundraising campaign, with 6,879 trees collected and a record-breaking £163,000 raised by members of the public and companies across Birmingham and Solihull. Community supporters raised a further £217,000 through their own fundraising events, and 28 local schools took part in this year's Rudolph Run, raising over £26,000.

Grant funding continued to play a vital role, with £308,000 secured to invest in patient care, develop services and respond to emerging community needs. Support from charitable trusts and foundations does more than fund essential projects - it reflects a shared commitment to ensuring local people receive expert, compassionate care when they need it most.

In-memory fundraising remained one of the most meaningful ways communities support the hospice, generating over £401,000 through tributes, funeral collections and acts of remembrance. Individual Giving also saw continued growth, driven by a Nurse Appeal and door-to-door canvassing, with Birmingham Hospice's community of regular givers growing to 1,611 supporters.

Legacy gifts once again made an exceptional contribution, accounting for just over £1.3m of the hospice's total fundraising income - a final act of kindness ensuring future generations continue to benefit from hospice care.

Birmingham Hospice is profoundly grateful to everyone who has supported this year, helping secure the future of care for local people when they need it most.

People engagement

Birmingham Hospice's commitment to building a strong, engaged culture shapes how it works with its people, patients and communities.

The hospice holds Disability Confident Employer status, and its Wellbeing and Equality, Diversity and Inclusion (EDI) group, Better Together, leads cultural events and celebrations such as Eid, Diwali and Vaisakhi, representing the hospice at city-wide events including the Birmingham Pride parade. The group also supports colleague wellbeing through monthly meetings and a roundup of key dates and learning opportunities, alongside initiatives such as a Menopause for Managers workshop.

This year saw real progress in how the hospice supports and recognises its people, with engagement rising to 75%, up from 66% the previous year. New systems, including Reward Gateway and Wagestream, were introduced to better recognise and reward the contribution of every one of its people.

The hospice remains focused on developing its people, and will continue to review and improve its reward, wellbeing and EDI offer as part of a wider aim to remain a supportive, inclusive place to work.

Together, we're making every moment matter

Every patient's experience of care is shaped by far more than the people at their bedside.

Across Birmingham Hospice, a wide range of teams are dedicated to making outstanding care possible. Their work often goes unseen, yet without it, the hospice simply couldn't offer the support that patients and families deserve.

The **ICT Team** keep essential systems and equipment running smoothly, helping bring new technology into everyday hospice life. The **Finance Team** look after the hospice's resources with care, helping to secure its future and supporting the continued growth of its services. The **Facilities Team** works to keep every building well-maintained and compliant, so that people always have a comfortable environment to be cared for in.

Warmth and welcome matter too. The **Housekeeping Team** keeps hospice spaces clean, calm and inviting, while the **Reception Team** is often the first friendly face a patient or family member meets, offering a warm and respectful welcome from the moment they arrive. The **Catering Team** prepares meals designed around each patient's individual needs and preferences, as well as running our Hive cafes, while the **People Team** supports the hospice's people throughout their time with the organisation - from recruitment and retention to recognition and wellbeing.

Behind the scenes, our **Clinical Administration** teams provide essential support that keeps our teams running smoothly, our **Data Team** provides the information and insight that support good decision-making across the hospice, and our **Governance Team** ensures compliance and safety for every patient in our care.

The **Communications and Marketing Team** are the storytellers behind the hospice, sharing the stories of the patients, families, staff and volunteers at the heart of our work while bringing creativity and expertise to every income stream, helping power the fundraising that sustains our care.

None of these teams work in isolation. Together, they form the foundation that everything else is built on, ensuring that every patient, every family, and every moment of care is supported.

Key achievements 2025-26

2025-26 was a year of real progress for Birmingham Hospice - marked by new services, incredible generosity from local communities, and recognition for the difference made across the city. Here are some of the key highlights and achievements from the past twelve months.

Education and research

£295,000+ generated
through education and research activity.

3,099 healthcare professionals
and students benefited from training programmes.

239 training sessions
delivered, totalling 939 hours of education.

Fundraising and community

£401,000
raised through in-memory fundraising.

£217,000
raised by supporters through their own fundraising events.

£1.3m
raised through legacy gifts.

£163,000
raised through Treecycling - a new record, with 6,879 trees collected.

128 vibrant bull sculptures
brought to the streets of Birmingham through Bulls in the City.

Communications and marketing

154 pieces of media coverage
secured across online, print and broadcast channels.

Instagram:
904,841
total views.

TikTok:
567,328
video views.

Facebook: 12,719,242 total impressions and 197,086 total engagements, with nearly **1,000 new followers**.

We launched our 2025-28 strategy, Our Future Together, at a civic reception at Birmingham's Council House in October 2025, attended by the Lord Mayor, health and social care representatives, local MPs and councillors, corporate supporters, and voluntary sector partners.

Care and services

New 24/7 SPUR
(Specialist Palliative Urgent Response) service fully launched.

Awards and recognition

Charity of the Year 2025 at the Birmingham Awards.

Community Builder Award winner - Greater Birmingham Chamber of Commerce 2026, recognising our Bulls in the City trail.

One of our retail volunteers received a national **Order of Mercy**, recognising distinguished voluntary work in health and social care.

Shortlisted for **Non-profit Champion** - Greater Birmingham Chamber of Commerce 2026.

Finalists in the **Nursing in Social Care category** - Nursing Times Awards 2025, for the Social Hub/ Personal Health Budget Team.

Retail

Two new superstores opened in Aldridge and Solihull town centre.

Retail income reached **£3.55 million** - a 14.5% increase on the previous year.

We received more than **149,000 bags** from nearly 64,000 donors.

We either sold or recycled **252 tonnes of textiles**, saving 3.4 tonnes of CO_2 emissions.

319 amazing volunteers gave 73,110 hours of their time.

We served more than **396,000** people in our shops.

£270,000+ generated by the hospice's House Clearance Team through house clearance fees and stock sales.

Love Your Local Hospice campaign

Ran online May-October 2025, celebrating our people and their impact

5 million impressions delivered through Meta (Facebook and Instagram) alone.

381,000 impressions on TikTok in just two months, extending reach to younger audiences.

Nearly **24,000 link clicks** to the website from Meta activity.

Billboards ran across four Birmingham locations, taking the campaign's storytelling directly into communities.

SPUR: Care at any hour, wherever it's needed most

In January 2026, Birmingham Hospice launched the Specialist Palliative Urgent Response (SPUR) service - a new 24/7 service helping people across Birmingham and Solihull access specialist end of life and palliative care in their own homes, at any hour of the day or night.

SPUR was created to close a longstanding gap in care. Before its launch, there was no specialist palliative support available overnight after 8pm across the region, leaving generalist teams to manage complex needs and too many people facing unnecessary 999 calls, distressing trips to A&E, or spending their final days in hospital when they would rather have been at home.

SPUR changes that. Operating around the clock, it offers a single point of access for patients, families and healthcare professionals, triaged by a specialist nurse who can offer advice, arrange support, or send a clinician to a patient's home within two hours. The service works alongside out-of-hours District Nursing Teams, with a daily handover ensuring continuity of care into the following day.

Robert Freeman was one of SPUR's first patients. One night, when he was in extreme pain, his daughter Shannon called SPUR and the team responded rapidly, providing reassurance, clear information and compassionate care in his own home. Without SPUR, Shannon believes her father would likely have faced a long wait for an ambulance followed by a distressing trip to A&E - an experience that, given his condition, would have caused him significant additional suffering. Instead, SPUR's rapid response meant Robert could be treated at home, avoiding hospital admission altogether.

Funded initially for three years through the Macmillan End of Life Care Fund, SPUR has been built to last - integrated into NHS referral pathways and local palliative care strategy from day one, with the ambition of securing long-term investment and helping shape urgent end of life care nationally.

SPUR paramedics

> **"I don't know what we would have done without SPUR**
>
> Shannon, whose father Robert was one of SPUR's first patients

To find out more about SPUR, visit www.birminghamhospice.org.uk/SPUR

SPUR'S IMPACT, JANUARY–MARCH 2026

- **273 referrals** received
- **526 calls** received
- **77%** of patients managed directly by the SPUR team
- **95.8%** patient acceptance rate
- **95.9%** of patients achieved their preferred place of death
- **Fully operational** within its first week of launch

DELIVERED IN PARTNERSHIP

- NHS Birmingham and Solihull Integrated Care Board
- Local hospices
- Birmingham Community Healthcare Foundation Trust

Funded by the Macmillan Cancer Support End of Life Care Fund.

Bulls in the City:

A summer Birmingham won't forget

In summer 2025, Birmingham Hospice brought its first-ever Wild in Art trail to the city. Bulls in the City saw 128 spectacular bull sculptures - 88 large and 40 mini - take over Birmingham for eight weeks, transforming streets, landmarks and public spaces into a city-wide celebration of art, community and compassion.

The sculptures were designed by 29 artists, chosen from 278 design submissions, with nearly half of the large sculptures painted by artists local to the West Midlands. Schools got involved too, with 76 school groups taking part in a dedicated learning programme, including 61 schools engaging with Birmingham Hospice for the very first time.

The trail captured the public's imagination and the city's media, featuring on BBC Midlands Today, ITV Central and the Financial Times, and clocking up over one million social media impressions. The Bulls in the City app was downloaded 5,105 times, with 261,751 sculptures collected through it, and one sculpture, decorated in tribute to musician Ozzy Osbourne, drew over 250,000 views on Facebook and Instagram alone.

Beyond the numbers, the trail changed how people saw and experienced Birmingham. The vast majority of trail-goers rated their experience as good or excellent, and many said the trail encouraged them to explore parts of the city they'd never visited before, boosting footfall and local spending throughout the summer.

Bulls in the City raised over £240,000 for Birmingham Hospice, with a merchandise shop open every day throughout the eight-week trail, culminating in a closing auction and leaving a legacy that will be felt for years to come.

BULLS IN THE CITY IN NUMBERS

- **128 bull sculptures** across 88 locations
- **£241,935 raised** in net profit
- **£7.6 million** total economic impact for Birmingham
- **185,383** estimated engaged trail visitors
- **1 million+** social media impressions
- **68%** of visitors said the trail improved their opinion of, or awareness of, Birmingham Hospice
- **76 school groups** took part, including 61 newly engaged with the hospice
- **9,050 trail maps** distributed
- **470 names dedicated** to Astro the Memorabull
- **94%** said the trail encouraged them to walk more than usual
- **92%** of visitors used the Bulls in the City app
- Average visit lasted **9 hours 44 minutes**
- **79%** said they spent more time in Birmingham because of the trail

Thank you
for making every moment matter

To every single person who supported Birmingham Hospice during 2025-26 - thank you. Whether you gave a donation, took part in one of our events, ran your own fundraiser, or backed us through your business, your generosity has made a real difference to local people and their families.

Every year, the amount we need to raise grows, and every year, our community rises to the challenge in remarkable ways. Our Bulls in the City trail brought 128 vibrant bull sculptures onto the streets of Birmingham, capturing the city's imagination and sparking new conversations about hospice care for eight remarkable weeks. We were also delighted to welcome new supporters through the opening of our latest charity shops, whose backing from day one has helped fund even more local care.

Meanwhile, events old and new - from Ride the Reservoir to our first-ever Dragon Boat Race - brought people together to raise money and have fun in equal measure.

None of this would be possible without our volunteers. Across every department, their time and dedication keep this hospice running, whether that's supporting patients and families directly, or working hard in our shops, offices and at events. We are endlessly grateful for everything they give.

Every pound raised means someone facing a terminal illness, and the people who love them, are never left to face it alone. Our care is free for every patient and family who needs it, which means we rely entirely on this kind of support to keep going. Looking ahead, that support matters more than ever.

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

Thank you, from all of us.

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, our Hive in the Park cafe, 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 hospice care. 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 illness 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)

Clare Robinson

Oliver Nevel

Steve Farmery-Vigus

Samantha Owen

Earl Laird

Jean-Luc Oliveira-Priez

Sahil Suleman

Rob Pickup

Julie Ward

Henriette Breukelaar

Sue Nicholls

In memory of Pete Shanahan

We are deeply saddened by the death of our Trustee and friend, Pete Shanahan, on 7th October 2025. Pete served on our Board for five years, first with John Taylor Hospice and then Birmingham Hospice, chairing our Finance and Performance Committee and guiding us through the merger with wisdom and generosity. He will be greatly missed.

Our Executive Directors

Paul Bytheway
Chief Executive

Kellie Lennon
Director of Clinical Services

Lucy Watkins
Income Generation Director

Michelle Stuteley
Director of People and Culture

Judith Armstrong
Director of Finance

Dr Angela Brady
Medical Director

The list of Trustees and Executive Directors above reflects those in post as of June 2026, at the time this report was produced, and does not necessarily reflect the Board and Executive representation during the 2025-26 financial year covered by this report.

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 is a privilege to work somewhere you are able to build trust with patients and their families. Having a strong relationship with our patients is crucial and allows us to provide holistic care when they need it the most.

Marie Wilkes,
Clinical Nurse Specialist

Birmingham Hospice

www.birminghamhospice.org.uk

Selly Park **0121 472 1191**

Erdington **0121 465 2000**

Registered with FUNDRAISING REGULATOR

Inspected and rated Outstanding Care Quality Commission

Birmingham Hospice is a registered charity in England and Wales (No 1156964) and company limited by guarantee (No 08991245).
Registered office: 176 Raddlebarn Road, Selly Park, Birmingham B29 7DA.