



Your feedback matters

Like much of what we used to do by meeting in person over a cup of tea or coffee and a delicious piece of cake, since the outbreak of the pandemic, our Hospice User Group (HUG) has been meeting virtually. Sara Robins, Director of Clinical Services and Sharon Allen, Chief Executive, work closely with Wendy Menon who is the chair of the group and Nicki Myers who has become a member of the group since we went virtual to run the meetings and encourage patients and their loved ones to be involved.

The purpose of HUG is to give patients and their loved ones an opportunity to meet with Sara and Sharon to provide feedback on Arthur Rank Hospice Charity's services. We are always pleased with the very positive feedback we receive and even more keen to hear where we can improve our service provision. People often say that everyone who works for the charity is so caring, they don't want to raise any criticisms, or that the issue is such a small thing it doesn't matter.

It really does matter; we want to make any improvements that we can so we are very keen to hear from you, no matter how minor you think the issue you want to raise is. Small changes can make a big difference and your eyes and ears will see things that we may not, so please do get involved and tell us what matters to you.

For example, someone told us that whilst the mixer taps on our In-patient Unit looked very nice, their loved one did not know how to use them. We are updating our Information and Welcome Pack for patients and families to explain how the taps work.



Photo taken prior to pandemic

Our Day Therapy service has had to move to being provided mainly online and patients have provided very useful feedback to our team, for example about the length of sessions, and the way that choices of activity are explained. Our team has changed the format of sessions to address this feedback.

The next HUG meetings take place on:

Friday 12th March, 3.00pm - 5.00pm and
Wednesday 31st March, 1.00pm - 3.00pm

There will be a brief presentation on how the organisation has responded to the pandemic, the changes we have made to our services and other updates, with an opportunity to ask questions and provide feedback. We will also update on the actions we have taken because of the feedback we have already received and invite further feedback.

If you would like to join us for one or both sessions, please contact Fran Gibbons by email at fran.gibbons@arhc.org.uk or call **01223 675802**. We'd love to see you there; please join us and tell us about your experiences of our care.



Bridge the Gap (page 5)



Step a Million (page 4)

News

Issue 120 Spring 2021

Welcome to our Spring Newsletter

I hope you all remain well and that, by the time you read this, the news about COVID will have improved somewhat and we will all see more hope for our future.

Your team at the Hospice in Cambridge and our Alan Hudson Day Treatment Centre in Wisbech have continued to work tirelessly and with love and compassion to provide outstanding care for people and their loved ones. Our teams have continued to deliver all our services whilst expanding our Hospice at Home service to ensure that those people who wish to remain at home, and can safely be cared for there, can do so. As you will read, we are also working with partners to set up a Palliative Hub which we hope will begin in March.

To provide support with the pressure on bed capacity in Addenbrooke's, we have opened additional beds in our Hospice at Shelford Bottom. Our Day Therapy team has moved upstairs into our Education Suite and we have created an additional 'bay' with three beds in the lounge. With other moves, this means we have been able to offer an additional five beds to support the wider system pressures.

We are pleased that we have been able to continue to welcome visitors in a safe way and recently, as part of our measures, have introduced the offer of lateral flow testing for visitors. We are extremely grateful to our wonderful volunteers who are supporting with this and have had

very positive feedback from visitors, patients and our colleagues about this additional infection control. Since introducing the testing in early January, at the time of writing late January, over 300 tests have been completed. We are also pleased to have been supplied with weekly testing for all colleagues working from our bases and delighted that our clinical colleagues have been prioritised for the vaccine.

The lockdown has of course meant that our shops and new Retail Hub have once again had to shut and we have had to close our Bistro to the public. This has impacted on our income generation and we are so grateful to all of you for your continued support with our fundraising activities, particularly our Christmas tree recycling, Christmas raffle and our new Step a Million initiative, as well as our online retail over Christmas. This all helps bring in the much-needed funds to enable us to continue providing our services. Thank you all.

Wishing you all the very best for the coming months and thank you for your continued support.



Sharon Allen OBE Chief Executive
 @sharonallenarhc



Will you leave a gift in your Will? #IWill After providing for your loved ones, did you know just 1% of your estate could help fund care for future generations.

For more information, contact Rachael Brown, our Future Gifts Officer on **01223 675888**.

Star Shine Walk returns

As different as it was to previous years, we received lots of positive feedback, letting us know how fun and important it had been for you to be able to still participate in our event in 2020. With restrictions still in place, we're delighted to be able to invite you to Star Shine Walk 2021!

Taking place over the weekend of Saturday 22 - Sunday 23 May 2021, we've got lots in store to ensure you have a great time raising vital funds for hospice care. Register today at arhc.org.uk/starshinewalk



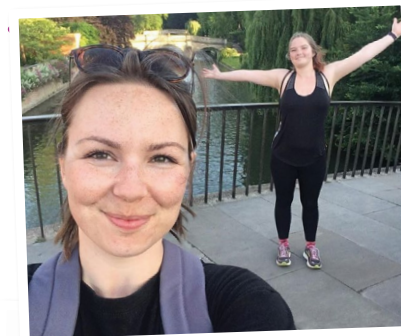
Light up a Life lit up hearts

We are filled with gratitude for the many of you who supported our Light up a Life appeal and watched our film, amidst the unusual and changing circumstances of winter 2020.

We received responses and dedications of loved ones' names from over 1,000 of you. In a year when it hasn't been possible to stand alongside one another, we want to say a heartfelt thank you to you all for standing alongside the Hospice as we continued to support patients and families. The stars you returned to us, carrying special messages of love and hope, created a poignant symbol of support and care.



You raised an incredible £61,600 (excluding Gift Aid). This exceeds any amount raised through the appeal previously, and speaks volumes of the proactive generosity of you all, our supporters. These funds will help to ensure the Hospice can continue reaching people when they need us. Thank you.



Stepping out and stepping up

Over 200 keen walkers are currently taking part in Step a Million, with the aim of reaching one million steps in 100 days. The challenge began on 11 January and will reach the 100-day mark on 20 April.

Staff at the Hospice including the Fundraising Team, Lymphoedema colleagues and a team from the In-patient Unit have all signed up to the challenge, along with local businesses and individuals across Cambridgeshire. Twenty-two colleagues from Meadow Lane Children's Nurse in St Ives are taking part in the challenge and have so far raised over £1,500. Collectively, participants have already reached a fantastic total of over £13,000 (as of 25 January) which will directly impact patients and their families.



Festive fun

Our popular Ely Festive 5K Fun Run in November 2020 was adapted in order to take place safely within the current government guidelines, meaning for the event's 10th anniversary it became quite simply the Festive 5K!

Over 500 enthusiastic supporters took part, running, walking and pushing their way through their chosen routes, bringing lots of festive cheer to neighbourhoods far and wide. Prizes were awarded for amazing fancy dress costumes, the competitive amongst us kept a keen eye on the virtual leaderboard and crucially, over £21,500 was raised - thank you all!



Will you leave a gift in your Will? #IWill

Thank you, thank you, thank you!



What a terrific result!

The Ladies Team at the Gog Magog Golf Course chose Arthur Rank Hospice as their 2020 Charity of the Year. Despite the restrictions placed on traditional fundraising, a selection of events took place including quizzes and, on a wet and windy day in October, a socially distanced golf day. Over £20,500 was raised - what an astounding amount of money in such a challenging year, thank you from the bottom of our hearts!

What a target, what a team!

Redmayne Arnold and Harris (RAH) kindly selected us as Charity of the Year last year. The team set themselves a target to raise £5,000. Even though 2020 proved to be a particularly challenging year for office fundraising, the team were delighted to raise over £5,400! Activities included taking part in the Cambridge Half Marathon, team entry to Star Shine Walk, a 'Bring your dog to work day' and a Christmas raffle. A huge thank you to the whole team for their fantastic support and raising this incredible amount.



Bridge the Gap delighted

September saw many supporters of both Arthur Rank Hospice Charity and Romsey Mill take to the streets for an adapted Bridge the Gap Charity Walk. Registrants received a printed or digital guide which included the route, a fun quiz and trivia. At a time and day of their choosing, groups set out as households or socially-distanced (up to six people) to enjoy the last of the summer sun and be reunited with our beautiful and historic city. Over 1,400 supporters raised a brilliant £17,000, split equally between the two charities. The committee is already forging ahead with plans for 2021, so watch this space!



thank you thank you thank you thank you thank you

Stained glass tree welcomed home



Visitors to the Hospice may notice a colourful new addition to the window of the Evelyn Day Therapy Centre's activity room, as they walk down the corridor from Reception towards our In-patient Unit.

The stunning piece of stained glass, in the shape of a tree, originally hung on the windows of the entry doors to the Day Therapy Centre at our previous Mill Road location. At the request of colleagues and volunteers, the tree was removed when we relocated from the site in 2016 and was carefully stored until a new place could be found for it in our new home.



The piece of stained glass holds great sentimental value for colleagues, volunteers and supporters. Patients at that time painted the leaves of the tree in different colours which reflected the Hospice's logo. The blue wave under the tree represents the iconic River Cam. Whilst most of the colours were chosen to reflect Arthur Rank Hospice's branded colours at the time, the purple segment at the top was an exception.

It has an impressive royal connection: during a Royal visit in 2002, Prince Charles took a moment to paint the leaf at the top of the tree in royal purple!

Sue Rossitter, Day Therapy Lead, comments:

It is lovely to see the restored glass tree, that used to be in the door of the Day Therapy Centre on the old site, installed in the corridor window of our current Evelyn Day Therapy Centre. It is an important part of our Arthur Rank Hospice Charity history and I hope you will agree that it looks great in its new home. Our special thanks to Go Glass who stored, restored and installed the tree for us completely free of charge.

Christmas tree collection breaks records!

In a year where many events and activities were uncertain, our community came together to ensure that our Christmas tree collection was the biggest yet! Our fabulous army of 150+ volunteers collected over 2,900 trees, 500 more than last year. In turn, the generosity of those registering their trees has helped us to raise in excess of £54,000.

This year, in an effort to reduce the additional handling of trees, all were chipped and either left for use at the drop-off points or brought back to be used on the Hospice garden - very much a win-win situation.



Our grateful thanks go to all the individuals who registered their trees, and local businesses and residents who showed their support by donating vans and giving up their time to help make this the best collection yet.

Shop front moves online

As Sharon has highlighted, to the disappointment of colleagues, volunteers and our community, understandably but sadly our shops and the Retail Hub were required to close again in recent lockdown.

However, we were delighted to see our online offering step up a gear as we expanded our items on eBay and Amazon. Online has proved to be a really important source of income for us in recent months and we would like to thank volunteers and colleagues who have quickly responded to the challenging situation and developed skills to make this possible. We are also grateful to the Cambridge City Council and South Cambs Council who have provided grants to help us through this difficult financial period.

And finally, a huge thanks to all those who purchased Christmas cards. Together you helped to raise an astounding £32,000, you are amazing!



An unexpected chapter

We have continued to document the development in our services since the pandemic began. This is a glimpse into the third in this series focusing on our Patient and Family Support Team; the full story plus other departments featured can be found at arhc.org.uk/latest-news

Our Patient and Family Support Team offer practical and emotional support to patients, relatives and friends, including psychological support, social support, spiritual care, counselling and bereavement support.

How we've adapted...

When the Coronavirus pandemic hit in March 2020, we had to temporarily halt many of our face-to-face services, rapidly moving support to phone or video calls.

Team Lead and Hospice Chaplain Keith Morrison shares his reflections:

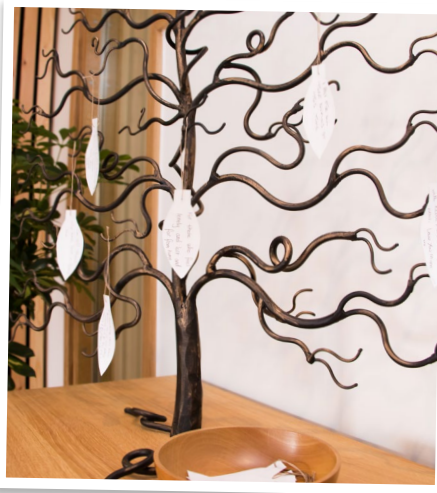
Psychology team

During the first wave of the pandemic and due to the government's guidance, we had to cease face-to-face appointments almost immediately. Sessions were instead offered over the telephone or via video calls.

As restrictions eased through the summer, and where there was a need, we have started to offer face-to-face appointments once more, although initial assessments continue to be carried out over the telephone.

Social worker

Our social worker continues to offer support to patients on our In-patient Unit and their families, face-to-face on the ward.



Chaplain and spiritual support

Spirituality is very much tied in with who a person is and can be where they find, or look for, meaning to the 'big questions'. For some, this becomes even more important as they approach the end of their life.

When restrictions were introduced for the first lockdown, it was therefore vital that we continued to provide spiritual support to those who wanted or needed it. Nothing is quite the same as receiving a visit in person, particularly at this stage of life, so we continued to meet those we were supporting face to face as needs dictated, and if the patient was happy to do so. For some, a phone call sufficed.

Throughout the pandemic, I have continued to visit in person those on our In-patient Unit needing support, and those patients who were being supported by our Day Therapy and Community Teams in their own home, where there has been a need. Chaplaincy volunteers were able to restart their visits to the Hospice in August.

Demand has increased over this time, partly because other support structures have stopped working.

Bereavement Support Group - monthly

During the first wave of the pandemic and due to the government's initial lockdown measures, we were forced to immediately move these sessions to video calls via Zoom or one-to-one telephone calls.

The Group has continued to support its 14 members entirely on Zoom ever since April. Since restrictions eased towards the end of the first lockdown, we have been able to support a group session with a maximum of eight members in the Hospice building (which is COVID-secure) with any additional members on Zoom, rotating between those who wish to come in.

Innovation and learning...

One thing that I've been surprised by and which I'm grateful for is how quickly we have been able to change our way of working and adapt to this completely new situation and set of circumstances.

Even older adults, for example, are now using Facetime and Zoom to keep in contact not only with us, but also family members. For some, the Hospice has assisted them in opening these new avenues of communication, making a real difference not only for now, but for the future too.

The patient's point of view...

Initially there was some reluctance to using online video calling methods. However, I think people quickly realised that this method of us supporting them was better than not at all, and many have been willing to try before then agreeing to join online groups and sessions.

Challenges...

People can be very uncertain of change but we have seen colleagues and patients

coming round to these new methods of providing care and support.

I still much prefer to do my work face to face where possible: it is not all about the words used in a conversation; sometimes body language can play a massive part in conversation. Where a patient is very ill, being there in person can be a great comfort to them and their family: I can feel and sense more, if I am able to meet them face to face and vice versa.

Something else that has been really hard for patients and their families and something they often share with us and want to talk through, is when they perceive that the pandemic has prevented them receiving medical treatments they need, or has caused a delay. This can be difficult for both the individual and their family members, especially when the time they have left is so precious.

Our team has done their best to support patients and families where they can, not only through helping them access the care and support that they need, but also by providing a listening ear to their frustration, grief, sadness and anger, which has often been amplified because of the pandemic.

Despite the challenges the team has faced over the last ten months, we now know that we have a range of methods by which we can extend our range of Patient and Family Support Services to those who are unable to visit us in person. This is something we hope to explore further as we continue to support our patients, their families and the health needs of the Cambridgeshire community as a whole in 2021.

A Christmas party with a difference

Sue Rossitter, Joint Team Lead of our Day Therapy team tells us a bit more about the importance of the virtual Christmas Party which was hosted Thursday 17 December, by our Day Therapy colleagues in the Evelyn Day Therapy Centre Lounge, with guests 'attending' via video call:



Throwing a Christmas party for patients attending our Day Therapy service at this time of year has always been an important occasion, helping their wellbeing and supporting them in "living well".

This year, the question and challenge was - how do we do it as a virtual offering?

Firstly, we realised that the benefit of a virtual Christmas Party would be that we could invite all the patients we are currently supporting to join us on just one day - rather than repeating it across multiple days, as it used to be when they were attending in person. This meant that the valuable clinical support we have been providing to our patients could continue across the rest of the week.

Faith Macrow, our wonderful Creative Activities Coordinator, led the team in brainstorming what we could offer and came up with a fabulous programme. The session included, amongst other things, a visit from Father Christmas, miniature donkeys and a "Generation Game" conveyor belt memory game.

Helen Loth, our new Music Therapist, organised the musical entertainment.

It turns out we have some very talented staff: she plays many instruments including the violin and the guitar, and we recently discovered that our team includes a pianist (Marianna - Complementary Therapist) and a double bass player (Brooke - Administrator) - so we were able to provide live musical entertainment!

We were joined by 23 patients and supported by three volunteers during the hour-long session. We had some lovely feedback from the patients who were able to join us, including:

"Brilliant musicians and singers, thank you!"

"Loved all your clever ideas and performances warts and all, in fact that's what made it for me. I wish I could say more - when you are on 'air' trying to breathe hiccups my enthusiasm and ability to express myself. I try to ensure I have a nodding head and a smiley face. Loved the singing, music orchestra and puppets - most of your hard work. Please thank everyone who contributed you were all so good."

"Feel like I'm having a virtual hug on Zoom, thank you [...] you are amazing."

Prizes means patient care

A huge thank you to all the companies and individuals who generously donated prizes in aid of our Christmas raffle. Over £24,000 was raised and, as with all our fundraising activities, these funds remain vital in helping us to provide crucial care and support to patients and their families across our range of services.

Contact us

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Retail Hub, Pampisford 01223 242684

Please check our website for opening hours

Registered Charity No. 1133354

Follow us on



Connecting with our community

In recent years, the charity has worked hard to expand its reach. One recent illustration of this being a survey to better understand the perceptions of our services amongst the Asian community and the ways in which we can better serve their needs.

The survey, shared via social media primarily, has been well received with people offering help, further connections and valuable insights.

This is an on-going project so if you would like to contribute or share your own personal experience, please contact Fran on **01223 675802** or **fran.gibbons@arhc.org.uk**