



## #iWill... and now you can online

Gifts in Wills account for a large proportion of our income. We genuinely couldn't provide all that we do without you, and those of you who choose to make the thoughtful and generous decision to leave a lasting imprint on our future.

This last year has proved to be one for reflecting on the love we have for our family members and friends, the cherished memories of those we have shared our lives with and, of course, planning for our future. We don't remember life in days, we remember moments in life. Any gift, large or small, will be treasured by our patients, their families, our colleagues and our volunteers always as it will have helped to create those cherished moments.

We have recently partnered with Farewill to provide free online Will writing to our supporters, colleagues and volunteers.

Farewill are the largest Will writer in the UK, partnering with over 200 charities.



The process is easy to follow and Farewill are on hand to provide guidance should you need it and there is also the option to complete a Will via the telephone. You may also be reassured to know that solicitors check every online Will that is submitted.

After you've looked after your family and friends, we would be so thankful if you would consider leaving a gift in your Will to Arthur Rank Hospice Charity.

If you have already decided to leave a gift in your Will and you would like us to know, we would love to hear from you.

To find out more or to write your Will please contact Rachael, our Future Gifts Officer, at [r.brown@arhc.org.uk](mailto:r.brown@arhc.org.uk) or **01223 675888** or please visit [arhc.org.uk/iwill](https://arhc.org.uk/iwill)

## Looking ahead

In 2022, the Arthur Rank Hospice Charity will be celebrating 40 years of helping patients with a life-limiting condition and who are reaching the end of their lives, and their loved ones. We will also be launching our new five-year strategy to help us develop our care and services as needs change and we cope with the aftermath of the COVID-19 pandemic. More people in Cambridgeshire will be living with frailty and complex ill health towards the end of

life over the next decade and the palliative care we provide helps patients and their loved ones to achieve the best possible quality of life when faced with life-limiting illness. We would like to hear what you think about our services and our focus for the future, to shape our future strategy and invite you to either attend a virtual discussion session or to complete our survey. Please visit [arhc.org.uk/strategy-survey](https://arhc.org.uk/strategy-survey) where further information is available.



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# News

Issue 121 Summer 2021



Living Well (page 3)

## Welcome to our Summer Newsletter

Days are lengthening, birds singing and as the vaccine roll-out continues at pace, hope is growing. When you read this, hopefully we will be a good way into easing of lockdown restrictions. We may see each other in person for an outdoor coffee and catch up, what joy that prospect brings.

We are looking forward so much to welcoming you back to eat in our Bistro (outdoors at first of course!), to learn in our Education Centre, shop in our shops and Retail Hub. We're excited to be welcoming back colleagues to work in their offices, volunteers to the array of roles they fulfil and of course patients and loved ones for our Living Well services.

Whilst they may have had to be adapted, all our services have continued to be provided. We have also been busy developing services, including the new Cambridgeshire and Peterborough Palliative Hub which you can read more about on page 8/9.

Four new trustees have joined the charity board; a warm welcome to Antoinette Jackson, Carolan Davidge, Colin Sherwood and Julia Curtis. You can read more about them all on our website.

Do explore activities and events that you can be involved with to support us and raise the vital funds we need. Maybe you love a round of golf? Or a 10k walk really gets you going? Please do join and support us.

Trustees, volunteers and colleagues have been busy working on plans to ask our community what we should prioritise in our next long-term strategy. Our current strategy takes us to March 2022 and we are proud of what we have achieved. We are ambitious to achieve more and to ensure that we meet the needs of everyone in our community who needs our services. We will be inviting you, your networks and our community to meet with us to hear our plans and give us your comments, so look out for Zoom meetings to take place between May and July. There will also be a survey for you to give us your feedback. Arthur Rank Hospice Charity, which includes Alan Hudson Day Treatment Centre in Wisbech, is your hospice, here for you, because of you, supported by you. We want to hear your views so please do engage with us on this important piece of work. Please see page 12 for more information.

Thank you for taking the time to read our newsletter, I hope you enjoy it. Thank you for being a supporter of Arthur Rank Hospice Charity, we could not do what we do without you. Take care, stay well and we are really looking forward to seeing you soon.

*Sharon Allen*

**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**.

## Living Well: a new name for our support programme!

Arthur Rank Hospice Charity has rebranded its supportive and rehabilitative eight-week programme as the Living Well service. The service, previously known as Day Therapy, is provided from the Arthur Rank Hospice, in Cambridge, and the Alan Hudson Day Treatment Centre, in Wisbech. It provides specialist advice, practical and social support to an average of 173 patients per month, who are living with a life-limiting condition.

Patients engage with the Charity's expert team, who spend time discovering what is important to each person, supporting them to shape and achieve goals that will make a real difference to their everyday life. Sessions can involve everything from managing breathlessness, anxiety or fatigue to complementary therapy; consideration of advance care planning to seated exercise groups; one-to-one

symptom management to spiritual counselling; and life celebration and creative activities to psychological support.

Sue Rossitter, Joint Team Lead, Living Well Service (Cambridge), explains the reasons behind the name change:

*'Living Well' better encapsulates the many services available to our patients, as well as reflecting the support offered to families and carers through our Carer Support Group, introduced last year.*

Discover more at [arhc.org.uk/livingwell](https://arhc.org.uk/livingwell)



## Join #TeamArthur

Our Hospice at Home expansion project continues - we are looking for nurses and healthcare assistants to join this amazing team, to provide the vital care and support to our patients and their families, especially those living in Huntingdon and Cambridge City and South. If you are interested and would like any more information, please contact our HR department on **01223 675865** or email [careers@arhc.org.uk](mailto:careers@arhc.org.uk).

We also continue to have a wide range of opportunities available at #TeamArthur, please visit the website to view current vacancies.

## Sign up online

**Are you a UK taxpayer?** *giftaid it*

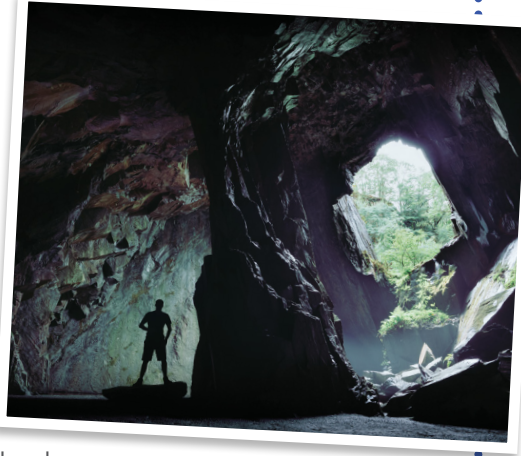
You can boost your donation by 25p for every £1 you donate at no additional cost to you. By completing the Gift Aid Declaration Form on our website, you can allow us to reclaim the basic rate of income tax on your donations. For more information and to sign up visit [arhc.org.uk/gift-aid](https://arhc.org.uk/gift-aid)



## The return of Challenge events!

We are delighted to start planning the return of our popular challenge events later this year! Our first adventure, Survive the Wild, will take place in Coniston, in the Lake District, on 25 September 2021. Under the watchful eye of the highly-trained instructors, you are encouraged and empowered to take on a series of challenges including canyoning, abseiling and waterfall jumping. This is a great opportunity to spend the weekend outside with friends and colleagues in a fantastic location, with a little adrenaline thrown in for good measure!

If you are keen to embrace new challenges and make new memories book now at [arhc.org.uk/events/detail/survive-the-wild](https://arhc.org.uk/events/detail/survive-the-wild)



Prizewinners from 2018

## Thank you, thank you, thank you!

### Arthur Rank Hospice Charity Golf Day

On 24 June 2021, the Rathbones Arthur Rank Hospice Charity Golf Day is taking place at the Gog Magog Golf Course. Entry is £250 for a team of four and the day includes a bacon roll and coffee on arrival, 18 holes of golf on the Old Course followed by a BBQ and prizes. If you are interested in entering a team, please email [emma.bray@arhc.org.uk](mailto:emma.bray@arhc.org.uk)



## Invite us to share in your celebrations

Celebrate your special event by requesting donations to Arthur Rank Hospice Charity.

Do you have a birthday coming up? Maybe you are about to celebrate a special anniversary or are marking another milestone.

Asking for donations in lieu of presents could not be easier and is a simple and generous way to fundraise. Please visit [arhc.enthuse.com/cf/celebration-fundraiser](https://arhc.enthuse.com/cf/celebration-fundraiser) for more details or contact the team on **01223 675888** or email [fundraising@arhc.org.uk](mailto:fundraising@arhc.org.uk)



## Your experience matters

It has been nearly a year since we relaunched our website [arhc.org.uk](https://arhc.org.uk) and we'd love to hear what you think. What have you liked? What have you found frustrating? What hasn't worked? If you could take a few moments to share your thoughts by emailing [communications@arhc.org.uk](mailto:communications@arhc.org.uk), we'd be most grateful. Thank you.

## Arthur's Update

As well as this quarterly newsletter we produce a monthly update, aptly named Arthur's Update. If you would appreciate more frequent updates from our charity, simply visit [arhc.org.uk/newsletter-sign-up](https://arhc.org.uk/newsletter-sign-up), enter your email address and we will add you to our mailing list.

**Star Shine Walk**  
22 - 23 May 2021

Take on your own 5, 10 or 20 mile challenge and celebrate someone special to you

Register at [arhc.org.uk/starshinewalk](https://arhc.org.uk/starshinewalk) or call **01223 675888**

Raising funds for  
**Arthur Rank Hospice Charity**

Kindly sponsored by  
**THE CAMBRIDGESHIRE CARE HOME**  
PROF CARE HOMES

Registered Charity No 1130194

## Be part of a weekend to remember with Star Shine Walk!

We invite you to walk for someone special on the weekend of 22-23 May, raising funds for our Charity.

The challenge is to complete a 5, 10 or 20 mile distance of your choice, at a time and place to suit you!

Registrations received by 16 May will receive a walk pack containing a special edition customisable T-shirt and other goodies.

For more details, call **01223 675888** or visit [arhc.org.uk/starshinewalk](https://arhc.org.uk/starshinewalk)

## 2 marathons, 2 half marathons and a 100-mile bike ride

Jane Clarke, a nurse at the Alan Hudson Day Treatment Centre in Wisbech, is taking on her biggest physical challenge to date! Jane has signed up to complete her 'wish list' by competing in five major events in 2021.

Jane explained:

*I had signed up to run the Peterborough marathon last year but it was postponed due to COVID-19 restrictions. I then entered the 100-mile bike ride in the Tour of Cambridgeshire and decided to use this to help with fundraising too. For several years my dream has been to run the London Marathon and the opportunity arose for me to take part. So rather than one event this year I have decided to set myself a year-long challenge to fundraise for such a wonderful, local charity with two marathons, two half marathons and a 100-mile bike ride.*

### Jane's motivation

Working as a nurse for the past 13 years with Arthur Rank Hospice Charity, Jane experiences first-hand the importance of supporting patients and their families living with life-limiting illness. Since March 2020, COVID-19 has made things more difficult for everyone and this has had a big impact on fundraising for charities such as ours.

Jane explained:

*Every day I go to work to make a difference and it is a privilege to work for a service that provides outstanding care to patients and their families at such an important time in their lives. I work in the Living Well area where we have a small, close team which enables us to support each other as well as our patients.*



### Where it began

Jane started running in 2014 and found that the time out from her busy work and home commitments gave her time alone to relax and think.

She added:

*Sometimes I can come home and maybe feeling quite stressed but after going for a run I feel so much better.*

### The Plan

Jane has a strict running plan:

*I was four weeks into my running plan for the Peterborough Marathon before I heard it was postponed and was running up to 18 miles. I will need to cut back on the mileage now for a couple of weeks and then start again.*

*I then have the Edinburgh Half Marathon on 29 May (if my legs have recovered from the now rescheduled marathon!) The Tour of Cambridgeshire is the 6 June and I am hoping things will be OK to go ahead by then.*



*I'll have a week off and then look to restart marathon training with the Sandringham Half Marathon on 20 June and ending with the most exciting and important one for me - the London Marathon on 3 October. To say I am a little excited is an understatement.*

**23 May - Peterborough Marathon**

**29 May - Edinburgh Half Marathon**

**6 June - 100 miles cycling in the Tour of Cambridgeshire**

**20 June - Sandringham Half Marathon**

**3 October - London Marathon**

### Support

Toni Bird, Fundraising Coordinator at the Alan Hudson Day Treatment Centre, said:

*Jane is a much loved colleague and nurse, we are hoping she will get a great deal of support with her mission. I know she is very passionate and extremely excited to be taking on this challenge to support patients and their families. Arthur Rank Hospice Charity needs to secure more than £10 million this year and this is a particularly difficult time for all charities so we are very grateful to Jane for taking on this challenge for us.*

If you would like to support Jane and Arthur Rank Hospice Charity please visit [justgiving.com/fundraising/alan-hudson-day-treatment-centre2](https://justgiving.com/fundraising/alan-hudson-day-treatment-centre2)

## We couldn't do it without you!

We have been overwhelmed by the support our volunteers have provided throughout this pandemic. In the face of adversity, we have successfully redeployed volunteers across the Charity to ensure the service needs are met. We have also introduced new roles to reflect the way our services have been operating over the past year. With the move to online working, we have volunteers supporting our patients and staff with IT from their own homes.

We are incredibly proud of all the volunteers who supported with the lateral flow testing at the Hospice which took place 9am - 5pm, seven days a week; allowing staff, volunteers and visitors to enter the building safely.

We were thrilled to welcome over 40 volunteers into our Retail Hub. It's been a great opportunity for existing volunteers from across the Charity to come together. It's also allowed us to welcome a number of new volunteers to #TeamArthur. It's been lovely to see how the pandemic has allowed and encouraged many to volunteer.

If you would like to be the newest member of our Retail Volunteer team, then get in touch at [volunteer@arhc.org.uk](mailto:volunteer@arhc.org.uk) or give us a call on **01223 675872**.



## Helping the community access the support they need

The Palliative Care Hub is a new project operated by Arthur Rank Hospice Charity in partnership with HUC and commissioned by the Cambridgeshire and Peterborough Clinical Commissioning Group.

The phone service, which will be available seven days a week, 24 hours a day once fully operational, will be operated by Clinical Nurse Specialists.

The team will be able to help coordinate care and provide referrals to relevant services, as well as providing medical advice to support patients on the End of Life Care register. Importantly, support will be available for healthcare professionals or carers looking after patients with life-limiting illnesses.

### Who can call?

Any adult registered with a GP in Cambridgeshire and Peterborough

who is living with or supporting someone with a life-limiting illness. The service is free to access and we want to encourage awareness and use of the service across all communities. Those who meet the criteria will be able to call 111<sup>1</sup> and select option 3.

### What can people expect when they call?

The call will be answered by a dedicated palliative care clinical nurse specialist who will be able to provide tailored advice as well as signpost further support opportunities. With the appropriate permission, the nurse will be able to access the patient's<sup>2</sup> medical records to understand more about the patient's situation.

This will help streamline the process by reducing the need for the patient or caller to repeat information already shared with other healthcare professionals.



### What is this service designed to achieve?

To ensure that people who are facing life-limiting illnesses or those who are at the end of life are able to access the support they need, when they need it. Additionally, it provides an opportunity to increase choice at the end of life as well as enhancing the quality of life by ensuring a positive experience of care and support. Supporting people at this point will also help to reduce avoidable hospital admissions and enable

patients to have more choice in accessing their preferred place of care.

### When does this service go live?

The service launched on 6 April 2021. Initially operating 5.30pm - 9.30am Monday to Friday and 24 hours a day over the weekends, we hope to move to a 24-hour service in the summer, dependent on recruiting the full team. Please keep an eye on our website for updates.

### Need more information?

If you would like any further information about this service, please call **01223 675777**.

We are delighted to be selected as a partner in the delivery of this important project and we look forward to building on the vital support that we offer to people in our community at this critical time in our history.

<sup>1</sup> 111 is a free phone number from landlines and mobiles

<sup>2</sup> If the patient is not the caller, the patient will need to provide permission

## What can £1 buy?

Did you know Arthur Rank Hospice Charity has a weekly lottery run by Your Hospice Lottery? The weekly draw, open to players aged 18+, costs just £1 a week and is a fun and easy way to support our charity. You have the chance of winning one of 187 guaranteed cash prizes every week ranging from £10 to £10,000 and a rollover jackpot up to £25,000!

You can sign up with a monthly direct debit for as little as £4.34 a month or you can purchase single tickets for a specific weekly draw. Whether you play regularly



and want to boost your chances of winning as the rollover gets higher, or just want to try your luck one week - single tickets are an easy way to play.

Your Hospice Lottery is one of the easiest ways to support us and is a regular income that we can really rely on and plan for, so thank you to all our loyal players who continue to support us through this difficult time, you truly are amazing!

If you'd like to find out more about supporting us regularly in this way with a monthly 'play', simply visit [arhc.org.uk/fundraising/your-hospice-lottery/](https://arhc.org.uk/fundraising/your-hospice-lottery/)

### Calling all lottery players...

We want to share more stories about why our supporters choose to play our weekly lottery and the impact this has on funding the services we provide. If you are happy to share your story of why you play the lottery or want to find out more, please contact the fundraising team on [fundraising@arhc.org.uk](mailto:fundraising@arhc.org.uk) or call **01223 675888** to have a chat.

## Amazon Wishlist

Following our successful social media appeal for new in-patient blankets, the fundraising team have set up an Amazon Wishlist.

The much-needed everyday gifts will assist in bringing down our overall Hospice expenditure.

Our Amazon Wishlist can be found on our website and as always, we are so grateful for your generosity. See [arhc.org.uk/fundraising/fundraise-your-way/other-ways-to-support/](https://arhc.org.uk/fundraising/fundraise-your-way/other-ways-to-support/)

The 'Help at Hand' app is helping Arthur Rank Hospice Charity's patients access practical support available in the local community. Arthur Rank Hospice Charity's patients are benefitting from the new community information app which allows them to access everything from exercise classes to wellbeing support groups, telephone helplines to mental health services and much more!



It is the first time a Hospice has adopted the 'Help at Hand' app, which functions like a digital directory offering social prescribing. It can be accessed via mobile phone, device or computer and provides a safe, quick and efficient way to signpost Hospice users - patients, family and friends - to the community organisations and groups they need most. The interface is simple to use, with clickable links allowing users to quickly contact organisations by telephone or email, and web addresses which open to provide further details. If someone has favourite services, these can be saved and shared.

The mobile phone app is free and can be downloaded from the App Store on Apple or Play Store on Android devices. An online version can also be reached on Arthur Rank Hospice Charity's website at [arhc.org.uk/helpathand](http://arhc.org.uk/helpathand). The organisations, charities, groups and services signposted from the app, have all been listed by the

Charity, building on existing relationships and partnerships established by Hospice colleagues who support patients across the breadth of its services.

The implementation of 'Help at Hand' is the final outcome of a collaborative Community Mapping Project undertaken by John Lewis Partner (employee) Sally Milligan over 20 weeks, whilst on Golden Jubilee Trust Secondment from her usual role. The App had originally launched as an NHS patient app in 2020 by Andrew Kellard, Managing Director of brand design consultancy AKA. His vision has always been for the app to help ease the burden on healthcare providers, supporting patients' health and wellbeing through a brand new way of social prescribing.

To access the App via your mobile, search for 'Help at Hand community info' in Apple's App Store or the Android Play Store - find the purple logo (featured above) and click download.



## Sunflower Memories

**Remember your loved one this summer with a delightful sunflower marker.** Your sunflower will be personalised with your loved one's name and displayed in the gardens at Arthur Rank Hospice. After the display, your sunflower will then be sent to you to keep. Every dedication will help to fund our vital care and support.

To dedicate a sunflower, please visit [arhc.sunflowermemories.org/2021](http://arhc.sunflowermemories.org/2021) or call **01223 675888**. If you have any questions, please email [chloe.laurance@arhc.org.uk](mailto:chloe.laurance@arhc.org.uk)

## Summer Super Draw

With a prize fund of £2,950, could you be a winner? We are inviting you to take part in our Summer Super Draw which will be drawn on Wednesday 4 August. The top prize is £2,000, with further prizes of £500, £200 and five £50 prizes. Last year was a bumper year as together you helped to raise more than £42,000. Thank you in advance for your support!



## Contact us

### ADDRESS

**ARHC, Cherry Hinton Road, Shelford  
Bottom, Cambridge, CB22 3FB**

**WEB ADDRESS** [arhc.org.uk](http://arhc.org.uk)

### EMAIL

**fundraising@arhc.org.uk**  
**lottery@yourhospicelottery.org.uk**  
**retailhub@arhc.org.uk**  
**reception@arhc.org.uk**  
**Chief Executive - Sharon Allen OBE**  
**sharon.allen@arhc.org.uk**

### TELEPHONE NUMBERS

**Hospice Reception** 01223 675777  
**Fundraising Team** 01223 675888  
**Your Hospice Lottery** 0800 2851390  
**Voluntary Services** 01223 675871  
**Finance Team** 01223 675901  
**Alan Hudson Day  
Treatment Centre** 01945 669620

### RETAIL

**Mill Rd, Cambridge** 01223 214253  
**Regent St, Cambridge** 01223 462452  
**Burleigh St, Cambridge** 01223 367037  
**High St, Cottenham** 01954 716233  
**Woollards Ln,  
Great Shelford** 01223 842241  
**Retail Hub, Sawston** 01223 242684

Please check our website for opening hours

Registered Charity No. **1133354**

Follow us on



## Dates for your diary

### May

**Thur 6: Rotary Club of Cambridge  
Rutherford Annual Golf Day.** Raising funds for Arthur Rank Hospice Charity and the President's Chosen Charity.

**Sat 22 - Sun 23: Star Shine Walk.** Be part of a weekend to remember! Raise funds for hospice care by taking on your own challenge of 5, 10 or 20 miles. See page 4

### June

**Thur 24: Arthur Rank Hospice Charity  
Golf Day.** See page 5

### August/September

**20 Aug - 10 Sept: Bridge the Gap.** Take in the beauty and history of Cambridge at your own pace, with the self-guided route and engaging activities provided. A fundraising event in support of Arthur Rank Hospice Charity and Romsey Mill. For more details visit [arhc.org.uk/bridgethegap](http://arhc.org.uk/bridgethegap)

**25 - 26 Sept: Survive the Wild, Lake District.** A weekend of adventure and adrenaline with friends and colleagues. Challenges include canyoning, abseiling and waterfall jumping. See page 4

**For further details, call 01223 675888  
or visit [arhc.org.uk](http://arhc.org.uk)**