St Giles Hospice

Impact Report 2025-2026



Patient, **Val**, with Healthcare Assistants, **Kimberley** and **Alexandra**



Welcome from Elinor Eustace,
Chief Executive Officer

As we look back on 2025-26, I'm delighted to share the impact we've made in the final year of our strategy for 2023-26. I'm beyond proud of what we've achieved, both for our patients and their families, and for the future sustainability of St Giles Hospice.

Having celebrated our 40th anniversary in 2023, our three-year strategy focused on long-term sustainability to ensure we're here for our communities for another 40 years, and beyond. After a period of transformation and resilience, we move into 2026-27 in a strong financial position having significantly reduced our budget deficit by over **£1 million**.

In 2025-26, we welcomed news that hospices in England would benefit from **£125 million** capital investment to support essential improvements to buildings, facilities and digital infrastructure. St Giles received just over **£1.1 million** which enabled us to transform spaces into dignified, comforting environments for people facing life's most challenging moments – more on page 4.

We're genuinely grateful for this capital funding that enabled us to make these improvements but it's our community's ongoing generosity that keeps our doors open and our services running.

In May, we brought together individuals, businesses and funders who've helped transform our hospice, and the care we're able to provide to our patients, and their loved ones. Bringing our supporters together to celebrate what we've achieved collectively was a moment we'd been looking forward to.

We can also celebrate many other positives, including launching our inaugural Winter Gala, which raised more than **£40,000**, opening three new shops, and generating more than **£600,000** in contributions through our network of shops. We have more exciting commercial opportunities on the horizon – more on pages 14-17.

As we launch our strategy for 2026-30, I must recognise the dedication, commitment and resilience of #TeamStGiles. Every single volunteer and member of staff has contributed to our current position, and our ability to care for more patients, and loved ones, in our community. Thank you all.

As you might expect, our new strategy continues our journey with ambitious plans that capture our passion to **reach** more people in our communities, to **build** diverse and profitable income streams, to **pioneer** the way hospice care is delivered and to create a culture in which our people can **thrive**.

Thank you so much for your support.

Elinor

Why we're here



Jess, Staff Nurse, with patient, **Billy**

At St Giles, our vision is a world where everyone receives the best end of life care, to be treated with dignity and respect and to have their pain controlled no matter where they are being looked after – in our hospice or at home.

Our dedicated team of over **900 volunteers** and more than **240 staff** work together to provide the very best care possible for our patients, and their loved ones, at the most difficult of times.

We spend close to **£10 million** a year providing our services but, in helping to realise our vision of fair access, our care is provided to our patients, and their loved ones, free of charge.

With less than a quarter of this funded by the Government, we rely on the generosity of our donors and our communities to ensure we can continue to provide our vital care.

We're challenged further still, with increasing costs and rising demand, to reach the people who need us, when they need us most.

#TeamStGiles is passionate and committed to giving our patients, their families and loved ones exactly what they need, when they need it.

We continuously review our services to meet those needs and to drive efficiency to ensure every penny we spend has the greatest impact.

We recognise that our volunteers and our staff are the heart of the organisation and we therefore encourage a culture which embraces change, values innovation and allows people to thrive. We know that by doing so we have a committed, dedicated and passionate workforce that puts our patients, and their loved ones, at the centre of everything we do, every single day.

However, with a changing demographic of palliative patients, increasing pressure on healthcare services, and people living longer with more complex conditions, the demand for hospice care on a national level has never been greater. Death and bereavement are experiences that we'll all face, yet too many people go through them alone. Hospice UK data suggests that by 2040, around **130,000** more people will die each year in the UK than they do today. That's why we're here, to provide local people, and their loved ones, across Staffordshire, North Birmingham and surrounding areas, access to the end of life care they deserve.

Our vision

A world where everyone receives the best end of life care.

Our purpose

To provide specialist palliative and end of life care for our community, and to support families and loved ones with all aspects of terminal illness, death, dying and bereavement.

Our values



We care



We are trustworthy



We work together



We are creative



We take pride

Creating spaces that truly support families



Spa bathroom



Family lounge

David, husband of late patient, Rebecca, said:

"As a family we don't know any different to when those facilities weren't available, but every person we came across seemed relieved to have the space to come away and take a break – they were really helpful."

In 2025-26, we received Government capital funding totalling over £1.1 million as part of the Department of Health and Social Care's (DHSC) £125 million distribution to hospices across England for buildings, facilities and digital infrastructure improvements. This funding, alongside support from charitable trusts including the Francis and Eric Ford Charity Trust, has helped us transform our Inpatient Unit and begin some of our wider modernisation plans.

In summer 2025, we opened our new **family lounge**, a welcoming space for loved ones to spend time together away from the bedside. It includes comfortable seating, kitchen facilities and a dedicated children's area for younger family members.

We introduced an **overnight stay suite** – a sanctuary that allows loved ones to remain close during those precious final days together. The space includes a lounge area, kitchen facilities, a bedroom and en-suite, ensuring privacy, comfort and reassurance. It has helped families like Abigail's to spend precious time together, creating memories during their most difficult days.

Our new **spa bathroom** features mood lighting and music, creating a soothing environment where patients can relax. For many patients, this room provides the opportunity to enjoy the therapeutic benefits of a spa bath with warm water to help ease pain and tension.

The capital funding also enabled us to fully refurbish **two patient bedrooms**. This has allowed us to trial and showcase the standard we're working towards across all patient rooms, so our teams can provide the best possible care.

Further improvements include the introduction of a **quiet room** which provides families with a private, calming space for difficult conversations during end of life care. Our **family support and wellbeing rooms** have been fully refurbished providing a suite of spaces for adults, children and young people to receive pre- and



One of our refurbished patient bedrooms

post-bereavement support, transforming our ability to deliver the exceptional care our patients and families deserve. We also upgraded our **education and training facilities** and **staff welfare space** to support clinical excellence, professional development and staff wellbeing.

We're grateful that the Government funding has allowed us to make these wonderful improvements, but we recognise that this funding alone cannot solve the challenges facing hospice care. As demand for hospice care continues to grow, we remain heavily reliant on the generosity of our community to support our daily operations so that we can continue to care for local people, and their loved ones. With this comes a key focus of our new strategy for 2026-30 – to **build** diverse and profitable income streams.

Abigail, daughter of late patient, Sandra, said:

"My eight-year-old daughter's wish was to have a takeaway with her Nanny, while watching Britain's Got Talent. The team helped bring my mum down in her bed so we could all spend that special evening together. It's a memory we'll treasure forever."



Abigail's daughter, **Taylor**, with her late Nanny





Overnight stay suite

Our year in numbers

Thanks to your incredible generosity and the efforts of our dedicated volunteers and staff, we've continued to be there for our patients, and their loved ones, during 2025-26.

We're here for you...

We spend close to **£10 million** each year providing our services.

Over

2,600

people accessed at least one of our services during 2025-26



We cared for

291

patients on our Inpatient Unit, with **301** admissions



We cared for

957

patients at home, with **4,984** visits



We supported

91

people through our Women's Cancer Support Service



We received

1,013

referrals to our Lymphoedema Clinic, with **1,882** appointments



We supported

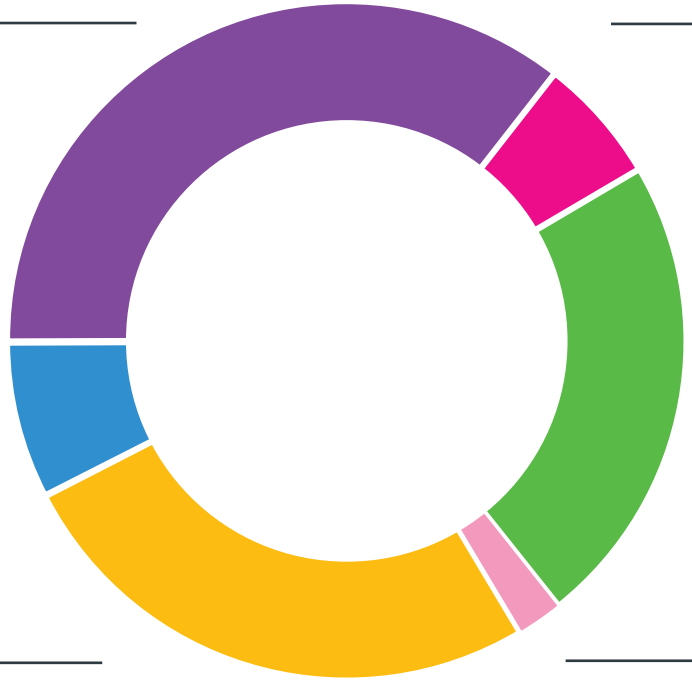
326

people through our Family Support and Wellbeing services, including **37** children

...because you're here for us

£10,548,583

was raised through the support of our wonderful community, and through our NHS support agreements and charitable activities, during 2025-26



Legacies
£3,754,451

Shops
£632,148 net

Lottery
£791,240 net

Donations and fundraising
£2,401,171

NHS grants and contracts
£2,742,494

Other income
£227,079

Our six strategic objectives

As we reflect on the final year of our three-year strategy, launched in 2023, we're delighted to share the progress against our strategic objectives throughout 2025-26.



Late patient, **Donald**, celebrated his 91st birthday

1. To deliver excellent care

Throughout 2025-26, we've continued to strengthen and enhance our services, ensuring our patients, and their loved ones, receive the very best care and support at the time and place they need it most. Despite ongoing challenges, including rising costs and increasing demand for hospice care, we maintained a stable financial position while remaining committed to delivering our core services.

Following our Transformation Programme in 2024-25, we reviewed clinical roles and patient pathways to improve efficiency and maintain high standards of care. With the introduction of Advanced Nurse Practitioner and Nurse Consultant roles, we've helped establish one of the most highly skilled palliative care teams in Staffordshire and the West Midlands, improving responsiveness to patient needs, enabling weekend admissions and reducing waiting times.

With more than **80%** of our care delivered to patients at home, we provided **4,984** visits to **957** people in our community. During the year, the St Giles at Home team held its first away day, providing an opportunity to reflect, collaborate and identify service improvements. Key outcomes included a shared commitment to improving access to care, reducing delays, and ensuring patients receive timely support.

We continued to operate **15** beds, caring for **291** patients. This included Donald, pictured above, who celebrated his 91st birthday on our Inpatient Unit.

We used Government capital funding received in 2025-26 to make significant improvements across the hospice, including a new family lounge, overnight stay suite, spa bathroom and quiet room, as well as the refurbishment of two patient bedrooms, our family support and wellbeing rooms, education and training facilities, and staff welfare space. These improvements have enhanced the experience of our patients, families and colleagues alike, strengthening our ability to deliver exceptional care and laying the foundations for further improvements in 2026-27.

326 people, including **37** children, were supported through our family support and wellbeing (FSW) services this year. We appointed a Complementary Therapist to bring a holistic approach to care and expanded our wellbeing programme at our Sutton Coldfield site. This includes a carers' group, a motor neurone disease (MND) group, a gardening group, a friends and family group and a women's cancer support group, all open to anyone in our community.

Our Bereavement Help Points continue to thrive across ten locations in our region, while our 'Understanding Bereavement' workshops helped raise awareness of the importance of conversations around death and dying.

The launch of the RUN-PC Triage Tool improved prioritisation and timely assessment, and a continued focus on our audits ensure high quality service is maintained. We also introduced the Patient Safety Incident Response Framework (PSIRF), strengthening our learning culture and approach to patient safety.

There has been a strong focus on the patient and carer experience (PACE) to reflect a person-centred approach to care, and to implement outpatient care pathways and standards. To highlight our commitment to continuous improvement and our consistent standard of high-quality care, we began working towards the Gold Standards Framework (GSF) accreditation.

To ensure that feedback and learning are systematically embedded into our service delivery, a new Patient Reported Outcome Measures (PROMs) and Family Reported Outcome Measures (FROMs) feedback model was introduced, achieving a **92%** satisfaction rating. A patient experience group and forum were established and our family support and wellbeing services expanded significantly, improving community reach and support provision.

Looking ahead, we aim to **build** diverse and profitable income streams in order to **reach** more people in our communities, whilst nurturing our team to **pioneer** the way that hospice care is delivered, for our patients, and their loved ones.



Paul, a patient who received physiotherapy while being cared for on our Inpatient Unit, said:

"St Giles Hospice has been absolutely fantastic from day one. I arrived on the Inpatient Unit needing to strengthen my left leg and regain my mobility. Just two weeks later, I've gone from being mostly bedbound to walking short distances again. The physiotherapy has been fantastic and has helped me rebuild my strength and confidence step by step."

2. To be an outstanding team

We're incredibly grateful to our team of more than 240 staff and over 900 volunteers who make up #TeamStGiles. Their dedication, expertise and compassion are the driving force behind everything we do – it is their outstanding contribution that means we're able to deliver exceptional care to patients and families when they need us most. Our values and behaviours remain a key part of who we are and are the principles that underpin our vision, our purpose and our culture.

Investing in our people is a key priority. By listening to feedback and acting on what matters most to colleagues, we're creating an environment where people feel valued, supported and proud to be part of our outstanding team. Recognising the importance of colleague feedback in shaping the future of St Giles, we introduced staff and volunteer surveys to better understand how we could improve as an organisation. The feedback informed a comprehensive action plan focused on five key themes: workplace wellbeing; communications and engagement; equality, diversity and inclusion; learning and organisational development; and pay and benefits.

This work is already helping to strengthen colleague experience across the hospice. As part of our wellbeing strategy, we're working towards a wellbeing accreditation, introducing a staff supervision framework, and developing further initiatives to support our workforce. We've also continued to encourage collaborative working across teams, helping colleagues build relationships, share knowledge and gain a greater understanding of the wider range of roles that contribute to hospice care.

To ensure colleagues feel informed and connected, our People and Communications teams work closely together to share information clearly, consistently and inclusively. During the year, we launched an employee handbook and delivered a programme of manager development workshops covering leadership, recruitment, performance management and volunteer support, equipping managers with the skills and confidence to support their teams effectively.

Our commitment to learning and development continues to create opportunities for professional growth across the organisation. New learning opportunities for staff, volunteers and students were introduced alongside a structured induction programme for clinical and medical students. Our Education team also launched the innovative 'No Barriers Here' workshop, which uses arts-based methods to help colleagues facilitate advance care planning conversations, particularly with patients who use non-verbal communication.

Throughout the year, we streamlined our employee and volunteer lifecycles to improve the overall experience of working and volunteering at St Giles. Alongside this, we continued to review and update our people policies by using workforce feedback to identify areas for improvement and to inform organisational decisions.

Looking ahead, we'll continue to strengthen our culture and invest in our workforce. In 2026-27, this includes developing a new equality, diversity and inclusion strategy, expanding our education offer through external workshops and study days, and continuing to enhance the experience of working and volunteering at St Giles through improved processes, policies and support.



Molly, Digital Data Officer, with **Jack**, Community Fundraiser



Our St Giles at Home team colleagues

We're fortunate to have over **900** volunteers at St Giles, whose dedication is at the heart of everything we do. This dedication extends to our Board of Trustees, who generously volunteer their time, expertise and leadership to help guide and govern the charity. Following volunteer feedback, we developed and implemented an action plan designed to strengthen the volunteer experience and celebrate the difference volunteers make across the organisation.

The impact of volunteering extends far beyond the hours people give and sharing stories from our workforce helps bring that impact to life. Volunteers Maggie Nicholls and Amanda Rudd first met while volunteering in one of our Lichfield stores, and what began as a commitment to supporting our Retail team has developed into a lasting friendship. Their story demonstrates how volunteering not only supports hospice care but also creates meaningful connections.

Amanda and **Maggie**, Retail Volunteers



Lichfield Retail Volunteer, Amanda, said:

"The best thing about volunteering is helping others, and the wonderful friendships I have made, especially with Maggie."

3. To be innovative

Since we launched our strategy for 2023-26, we've embraced digital innovation to improve the way we work, streamline processes, and enhance the care and support we provide to patients, and their loved ones.

2025-26 saw the implementation of our evidence-based RUN-PC Triage Tool within our St Giles at Home team. The tool was developed through research to improve the way we assess patient cases, ensuring that the right care is provided at the right time. The project was showcased nationally, including at the Hospice UK National Conference in 2025. The full report of findings from the pilot study is now available externally to help other healthcare professionals.

In December, we moved to electronic prescribing (EPS) allowing us to prescribe remotely, achieving efficiencies such as improved patient safety and quicker access to prescriptions.

As a data-driven organisation, we've continued to enhance our internal and external reporting, including to local Integrated Care Boards (ICBs), helping to strengthen service delivery across St Giles.

Alongside our digital transformation work, we've also strengthened collaboration across our clinical teams to better support patients and families. This includes a more integrated, holistic approach to care, across our St Giles at Home teams and Inpatient teams, with our family support and wellbeing service now embedded within both.

We've expanded our wellbeing services through the introduction of the Fatigue, Anxiety and Breathlessness (FAB) support group at our Sutton Coldfield site. Following positive feedback, the programme is now becoming a permanent part of our service.

Alongside these developments, we continued to look at different ways of engaging with our local community to raise awareness of hospice care. Assisted dying continued to be a prominent topic in public debate and education, and our team delivered an assembly at a local secondary school, helping students explore the subject in an educational and compassionate way, as part of their religious education curriculum.

We were thrilled to have Samantha Doody, Community Clinical Nurse Specialist (Prescriber) in our St Giles at Home team, and Ruth Abell, Inpatient Unit (IPU) Sister, selected among the first cohort of nurses chosen for the National Institute for Health and Care Research (NIHR) Researcher Development Programme. The year-long programme, provides St Giles with two days per week of dedicated research nursing activity – a significant boost at a time when many hospices across the country have been forced to cut research posts due to financial pressures.

As we continued to work towards achieving University Hospice status through a joint appointment with the University of Birmingham, we're proud to be recognised as a leading hospice for research and were awarded NIHR funding in February 2026. Our research continues to improve care for patients and families, with studies exploring discharge communications and spirituality in end of life care, helping to shape improvements both at St Giles and across the wider hospice sector. Findings from our discharge communications study are already informing enhancements to our own processes, supporting better follow up care and continuity of support.

We implemented the RUN-PC Triage Tool

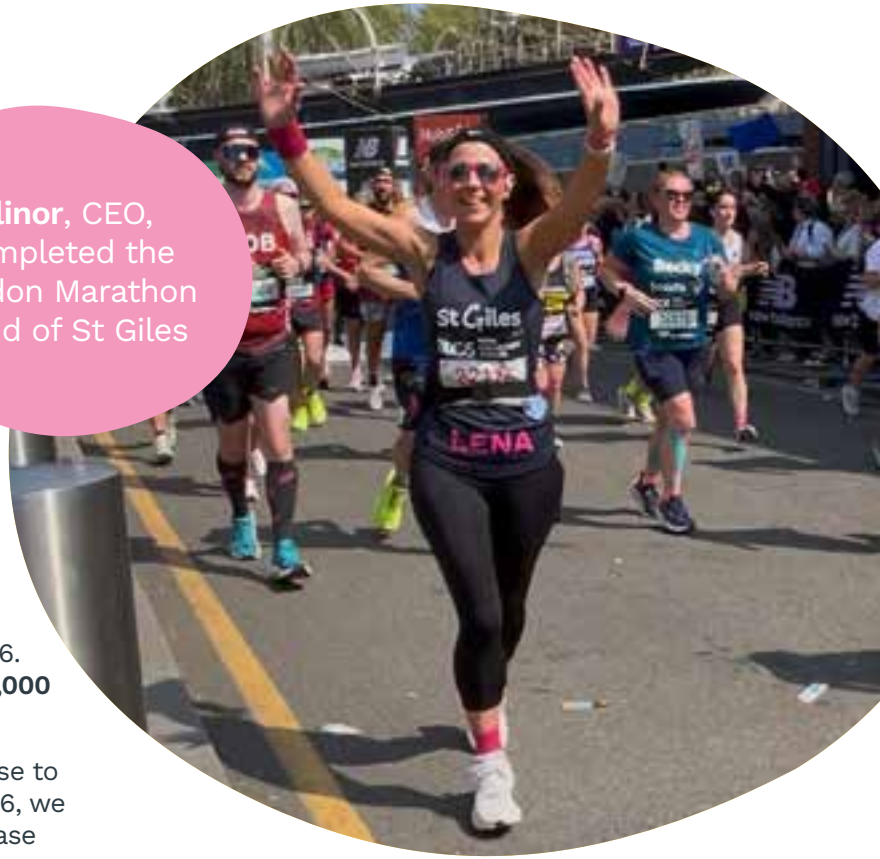




Samantha, Community Clinical Nurse Specialist, and **Ruth**, IPU Sister, selected for the NIHR Researcher Development Programme

Looking ahead, we're leading a two-year NIHR-funded study into the experiences of people living with Motor Neurone Disease (MND), becoming the first hospice in the UK to receive funding for this work. The project aims to improve communication between people living with MND and healthcare professionals, helping to develop better resources to support those approaching end of life.

4. To grow our income – Fundraising



Elinor, CEO, completed the London Marathon in aid of St Giles

The support of our community is what makes our care possible. We spend close to £10 million a year providing our services to our local community, and with hospices across the UK facing significant funding challenges, the kindness and generosity of our supporters is vital to sustaining our services. That's why we always say it takes a community to make a hospice.

Our wonderful community helped to raise over **£10.5 million** during 2025-26 through fundraising for us and supporting our network of **27** charity shops.

A successful spring lunch in May 2025 brought together individuals, businesses and funders to celebrate the impact of their collective support. Out of this lunch, a committee was created and went on to deliver our inaugural Winter Gala in November. The event was a sell-out success, raising more than **£40,000** and attracting such strong interest that a waiting list formed for the next event. This popularity led to plans for the committee to expand the gala in 2026. Our Winter Appeal then raised a further **£50,000** over the festive period.

Every year, we're grateful to those who choose to leave a gift to St Giles in their will. In 2025-26, we were honoured to receive a significant increase in legacy gifts totalling an incredibly generous **£3,754,451**, helping to fund our vital care services. One in six of our patients are cared for through donations received from legacy gifts. However, it is important to note that the nature of this type of giving is unpredictable and fluctuates from year to year.

Like legacies, our lottery also remained a valuable source of income for St Giles, with ticket sales raising **£791,240**, from around **22,000** weekly lottery players and weekly single ticket sales. Unfortunately, we continued to see our player numbers decline year-on-year and have therefore taken steps to reverse this trend – including the introduction of our first-ever annual Superdraw in 2025 giving people the chance to



Corporate Supporter, **Blue Diamond Recruitment**, attended our Winter Gala



Bereaved husband, Jim, said:

"When my wife was receiving care, everything was there for us, and we didn't stop to think about the cost.

"It's only afterwards you realise what exemplary care like this must cost. End of life care is so important, and I want to make sure that St Giles is there for others in the future."



Fundraiser, **Jim**, completes a skydive

win **£10,000** with the goal of reaching **25,000** weekly lottery players by 2028-29.

Over the festive season, we continued to support families to remember loved ones through our Light Up a Life campaign and again in spring, when we invited families to Celebrate Lives Lived. Both are important events for bereavement support journeys as well as in-memory giving. Now in its ninth year, TreeCycle remained one of our most successful campaigns, raising over **£100,000**, despite the challenge of adverse weather conditions.

Recognising the decline in attendance at flagship events such as Cycle St Giles, we prioritised innovation and future-proofing our events portfolio. This investment resulted in the launch of our first Light the Night event, opening up a new fundraising and engagement opportunity for summer 2026.

Despite the challenge of ongoing cost-of-living pressures continuing to affect many businesses, individuals and families, our supporters' commitment was reflected in a number of remarkable fundraising efforts. At 89, Jim, whose wife was cared for at St Giles, became our oldest-ever skydiver, raising more than **£9,000** alongside eight friends and family members. James Lewis ran **430 miles** from Paris to Rugeley in memory of his father, raising over **£5,000**, while our CEO, Elinor Eustace, took on the London Marathon and raised more than **£4,000**.

Together, these achievements highlight the generosity and dedication of our supporters. We're equally grateful for the ongoing commitment of our corporate partners, whose support continues to help us be here for those who need us most. Building on this support, this year also saw significant growth in our corporate partnerships, with many new businesses choosing to support us through fundraising, volunteering and wider partnership opportunities.

Some of our Tree-mendous **TreeCycle** volunteers!



4. To grow our income – Retail



Our Lichfield shop celebrated 40 years!

Our 27 charity shops remain a significant source of income, helping to fund the care and support we provide to local people and their families. In 2025-26, the network contributed £632,148 towards the delivery of our services – a significant increase of 47.7% on our last financial year.

We're thrilled that our shops made a net contribution of **£1,616,939**, during 2023-26. The determination and drive of our team is testament to this achievement – something we're incredibly proud of.

This success is a result of continued expansion of our retail network this year with the opening of three new stores – at Boley Park in Lichfield, Tamworth and Uttoxeter. Our refurbishment programme, which aims to ensure our stores are inviting to shoppers whilst also improving the working environment for our volunteers and staff, has continued with our Aldridge and Tamworth stores now complete.

We sold over

908,147

pre-loved items through our shops in 2025-26!

Alongside this, we expanded our in-store product offering, including electricals and white goods, as well as other new product lines, including faux flower stands where customers can mix, match and build custom artificial bouquets.

To maximise income from donated goods, we expanded the use of artificial intelligence (AI) across our eBay store following a successful pilot in December 2024. By improving the speed and consistency of product listings, the technology helped drive online sales income of **£129,429** during the year. High-value items continued to perform strongly, including a 22ct gold half sovereign coin mounted on a 9ct gold ring, which sold for **£968.64**. We also introduced a new pricing model, first trialled at our Lichfield Bookshop, across the wider retail estate, delivering a **30%** increase in book sales and strengthening our contribution to hospice care funding. Sales of lottery tickets in our shops continued to perform positively, having nearly

tripled on the previous year's performance – generating **£33,287**.

None of this would be possible without our retail workforce. With **78** staff and **449** volunteers across our retail team, their dedication and commitment help ensure St Giles can continue to provide vital care and support to patients, and their loved ones. During the year, our shop volunteers contributed an incredible **109,016 hours**, equivalent to having around two additional full-time team members in every shop each week. This invaluable contribution not only supports the day-to-day running of our retail operation but also helps maximise the income generated for hospice care.

We're equally committed to creating opportunities for our people to grow and develop. During the year, **11 colleagues** progressed into new roles, demonstrating the strength of our development pathways. One such example is Antony Pye, who began as a volunteer and is now Assistant Community Shop Manager at our Burton upon Trent store. To support our future growth and development, we also introduced changes to our senior management structure, with our Head of Retail, Robert Evans, progressing into the role of Associate Director of Income Generation.

With our shops remaining at the heart of our communities, we continued to strengthen community engagement through our first World Book Day events held at our Ashby, Burton, Lichfield and Mere Green shops, as well as an 80s-themed celebration to mark the 40th anniversary of our Lichfield shop on Tamworth Street.

We're grateful for the continued support of our staff, volunteers, donors and customers. Without them, our network of retail stores would not be the success it is today. Every item donated and sold helps generate income that directly supports our care services, enabling us to reach more people across the communities we serve. With a number of exciting projects already in development for 2026-27, our focus remains on growing retail income, strengthening long-term financial sustainability and increasing the impact of the care and support we provide.



Antony, Assistant Community Shop Manager, Burton, with customer, **Donna**



IMI Engineering,
Corporate Supporter

5. To be sustainable

The final year of our 2023-26 strategy focused on strengthening our financial position and ensuring the long-term sustainability of our estate and facilities, so that we can continue to be here for patients, and their loved ones, for the next 40 years and beyond.

Following the introduction of our Transformation Programme in 2024 in response to a £1.5 million annual deficit, we've made significant progress, reducing our annual budget deficit by more than £1 million and placing the organisation in a much stronger financial position. Our early action has helped protect services and mitigate many of the challenges currently facing the sector. However, sustainable long-term funding remains essential to securing the future of hospice care.

Support from our corporate donors and charitable funders has enabled us to invest in vital improvements that might not otherwise have been possible. As St Giles spends close to **£10 million** each year, with less than a quarter funded by the Government, we continue to rely heavily on the generosity of our community. Through support from partners including HS2, Swinfen Broun Charitable Trust, CRASH and its patrons, we upgraded the heating and hot water systems at our Whittington hospice. These improvements have increased the efficiency and sustainability of our estate while helping to maintain a safe, comfortable environment for patients, families, staff and volunteers.

Further investment was secured through Department of Health and Social Care (DHSC) capital funding and charitable trusts. We received £213,793 in February 2025, £641,379 in July 2025, followed by £250,955 in January-March 2026. This funding has enabled the development of new patient and family facilities, including a dedicated quiet room, a spa bathroom, a family lounge and the start of our patient bedroom refurbishment programme. These improvements are enhancing the experience of those who use our services while creating more modern, efficient and sustainable facilities for the future.

Alongside these capital investments, we've continued to improve operational efficiency across the organisation. This has included introducing a new purchase order system to strengthen financial controls and implementing electronic prescribing (EPS), reducing reliance on paper-based processes. We've also focused on the opportunities and challenges presented by artificial intelligence (AI) in the workplace. During the year, we developed an AI policy and supporting guidance to help colleagues use this technology effectively, responsibly and securely, while safeguarding sensitive information relating to our staff, volunteers, patients, and their loved ones.

We're also grateful to corporate partners including IMI Engineering and The Belfry Hotel & Resort, whose volunteer teams supported gardening and maintenance projects at our Whittington hospice in spring 2026, helping to keep our grounds welcoming and well maintained for patients and visitors.

Looking ahead to 2026-27, our focus will remain on securing the sustainable funding needed to meet growing demand for hospice care. While one-off capital investments are valuable, lasting change requires a funding model that gives hospices the certainty to plan ahead and deliver consistent, high-quality care without ongoing financial uncertainty. Working alongside neighbouring hospices, we'll continue

A bird's-eye view of our hospice – captured by a late patient's relative

to advocate for fair and sustainable funding while investing in our estate, facilities and environmental sustainability, ensuring patients can access the best possible palliative and end of life care, wherever and whenever they need it.



The Belfry Hotel & Resort, Corporate Supporter



Wendy Morton, MP, for Aldridge-Brownhills, visits our shop

6. To communicate well

As we work to raise awareness, influence attitudes and inspire action through clear and authentic communication, our workforce remains one of our greatest assets. Their dedication and expertise help us amplify our impact and strengthen connections with the communities we serve.

Our internal communications programme continued to be well received throughout the year. Through our weekly Hospice Round-Up and monthly Hospice Brief sessions, we kept colleagues informed about key organisational and sector developments, including how we planned to utilise Department of Health and Social Care (DHSC) funding and preparations for a Care Quality Commission (CQC) inspection.

As we entered the final year of our 2023-26 strategy, working closely with the Executive Leadership Team, we delivered strategy briefing sessions, ensuring colleagues understood our vision and priorities for the next four years.

Listening to our workforce remained a key priority. Following national debate around assisted dying, we launched a pulse survey to identify the support and resources colleagues would find most valuable. We also supported the launch of new wellbeing resources in response to feedback from our workforce survey.

Externally, we continued to campaign alongside Hospice UK for sustainable hospice funding. A key highlight was the opening of our new family lounge in July 2025, attended by supporters, local MPs and media representatives. Coverage on **BBC Radio WM** provided an opportunity to showcase the impact of the space on patients and families, while highlighting the ongoing funding challenges facing hospices. Bereaved husband, Sean Collins, who fronted our Urgent Appeal campaign, shared how the facility could have supported him, his late wife Felicity, and their young children.

We strengthened our political engagement, including support from Wendy Morton, MP for Aldridge-Brownhills, who highlighted St Giles during Prime Minister's Questions in March 2026. This directly led to contact from a Trust exploring ways to support the hospice.

Throughout the year, we supported national campaigns including Hospice Care Week and Dying Matters Week. During Dying Matters Week, we announced a partnership with Birmingham City University (BCU) to develop a new podcast series, creating an additional platform to share stories, reach new audiences and challenge perceptions of hospice care, which launched in spring 2026.

Sharing stories remained one of the most powerful ways to demonstrate the impact of our care. The story of volunteers Andy and Rachel Barker, who met through our bereavement support services after losing their spouses, received **more than 54,000** views on TikTok and highlighted the lasting impact of hospice support beyond end of life care.

Another widely shared story saw more than 50 bikers help fulfil a lifelong wish for patient Patrick Webber, who enjoyed a Harley-Davidson ride with his grandsons. Supported by Wheels for Wishes and our St Giles at Home team, the story gained national coverage in **Take a Break magazine**.



Bereaved husband, **Sean**, helped open our new family lounge

To help colleagues communicate the impact of our work, we introduced a new Storyteller Toolkit on our intranet, providing quarterly stories and resources that colleagues and volunteers can use in their roles to champion hospice care in our communities.

We also launched our first Inpatient Welcome Pack, helping patients and families understand what to expect during their stay. The resource has received positive feedback and is helping to inform the development of similar materials across other services.

Looking ahead to 2026-27, we'll continue to communicate and engage with our workforce on new projects and resources that help us reach more people, build awareness of hospice care and increase community engagement. With **more than 33,000** social media followers, we'll continue using creative content to share the impact of our care and advocate for the needs of those we support.

The making of our brand-new podcast series with **BCU students**



Thank you

The support of our corporate partners, charitable trusts and foundations has been instrumental in helping us deliver our vital care services throughout 2025-26. Through their generosity and commitment, we've also been able to make significant improvements to our hospice, including a new family lounge with a dedicated children's area, an overnight stay suite, and improvements to our heating and hot water systems. Together, this support has enabled us to reach more people in our communities, provide compassionate support, and be there when it matters most. To all those featured here, and the many others who support our work, thank you for helping make this possible.



Sam, Planner at Turley, with **Stella**, Trusts and Foundations Manager

Baron Davenport's Charity
Blue Diamond Recruitment
Cadent Foundation Community Fund
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CMS Social Impact Fund
Community Foundation for Staffordshire & Shropshire
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Our Board of Trustees

We're fortunate to have **more than 900 volunteers** who support St Giles in a variety of ways. Among them are our Board of Trustees, who generously volunteer to give their time, expertise, leadership and knowledge. Our Trustees are responsible for the oversight of the strategic direction and governance of St Giles, ensuring we fulfil our objectives and our vision, purpose and values. We'd like to thank our Trustees for their continued commitment, guidance and support - ensuring we can continue delivering our vital care services now and for years to come.



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We're here for you...

Whether you're living with a terminal illness, or your loved one is nearing the end of their life, we're here for you at every stage. Our advice and support line is available 24/7 on **0300 330 9410**.

...because you're here for us

We spend close to **£10 million** a year providing our services. With less than a quarter of this funded by the Government, we rely heavily on donations and income generation from the local community to continue our vital care.

If you can, please consider donating today. It takes a community to make a hospice – and we couldn't do what we do without you!

Please consider donating today:

St Giles Hospice

By phone:
01543 432538
We're available weekdays, 9am-5pm

Online:
www.stgileshospice.com/donate
or scan the QR code

By post:
Impact Report, St Giles Hospice, Fisherwick Road, Whittington, Lichfield, WS14 9LH

Please do not send cash in the post. Make cheques payable to 'St Giles Hospice'.

Thank you so much for your support.

St Giles Hospice, Fisherwick Road, Whittington, Lichfield, WS14 9LH.
Registered Charity No. 509014

Registered with FUNDRAISING REGULATOR

"St Giles work with my other carers. It's not about working against each other, it's about working together, that's a good thing."

These were words from patient, Val, during a home visit from our St Giles at Home team.

