



Priscilla Bacon
Hospice



NORFOLK

NEEDS

YOU



THANK YOU!



INTRODUCTION

The campaign to build the new Priscilla Bacon Hospice was launched in February 2019 and just a year on, with your support, we passed the halfway point of our £12.5 million fundraising target. Until we build the new hospice, the provision level of specialist palliative care in Norfolk and Waveney will continue to be amongst the poorest in the UK.

Over the last year, we have been overwhelmed with support from across the county and beyond. Individual giving and community fundraising have made a significant contribution to funds raised so far, and we are certain that with your continued support, we will achieve our goal and build the much-needed Priscilla Bacon Hospice.

2020 is the critical year for the appeal. If we can raise another £3 million or more this year, we will be able to begin the building of the hospice in 2021, enabling us to provide care to more patients more quickly.

Norfolk needs you and now is the time to back the Priscilla Bacon Hospice appeal and play your part in the new hospice for Norfolk and Waveney. Together we can make it happen.

I hope you will enjoy reading this publication, which provides further details of the new hospice and captures some of the brilliant volunteers, fundraisers and supporters who are helping our campaign.

Thank you on behalf of the Trustees and Staff.

Robert Carter DL

Chair of Trustees, Priscilla Bacon Norfolk Hospice Care



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Volunteering

THIRTEEN

Help us to help others

FOURTEEN

Our Shops need you

FUNDRAISING INCOME

£12.5 MILLION TARGET

FUNDS TO RAISE



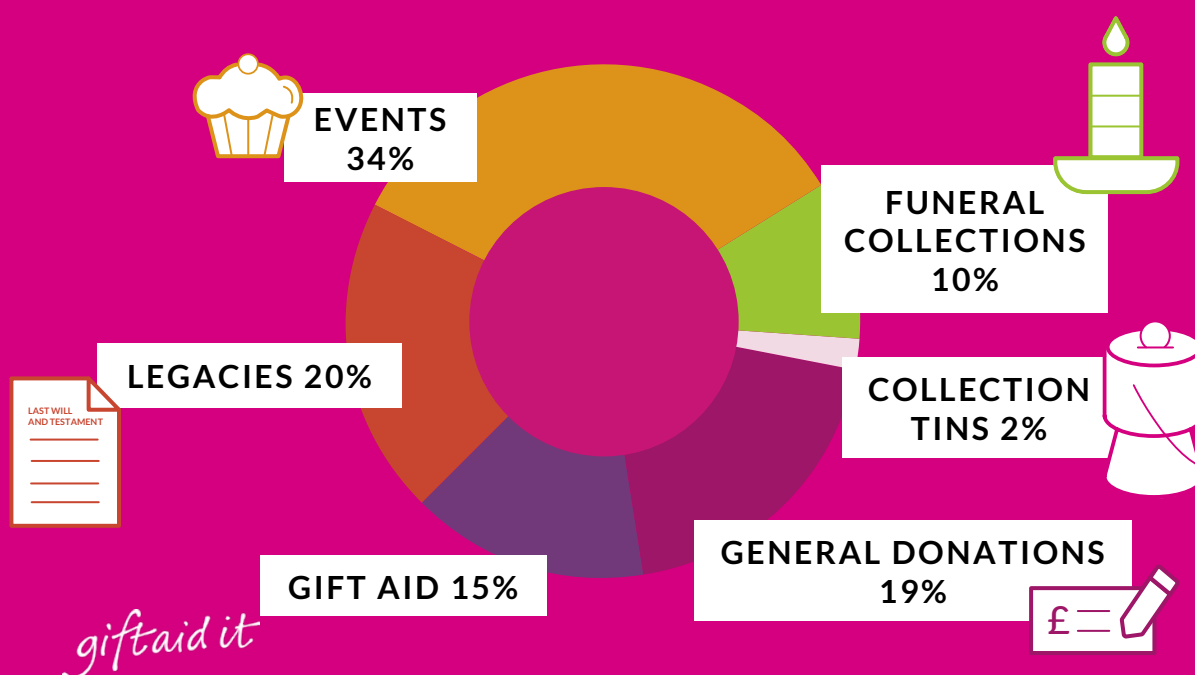
FUNDS RAISED

COMMUNITY FUNDRAISING 22%

MAJOR GIFTS AND GRANTS 78%



COMMUNITY FUNDRAISING



WHY NORFOLK NEEDS A NEW HOSPICE

Priscilla Bacon Lodge in Norwich is our existing hospice, which delivers specialist end-of-life care for the people of Norfolk and Waveney. Those who have had a friend, colleague or loved one who has received this care or spent their final days there, will know the benefit of this service.

The Lodge was built over 40 years ago, following a county-wide fundraising appeal led by Priscilla, Lady Bacon. Since then, the population of Norfolk has grown by 220,000, creating a vastly increased level of demand, which is intensified by Norfolk's ageing demographic with associated multiple complex medical conditions.

NORFOLK'S POPULATION

1971
POPULATION
617,616

1981
POPULATION 694,566

1991
POPULATION 745,613

2001
POPULATION 796,728

2011
POPULATION 859,430

2021
POPULATION 918,800

2041
POPULATION 1,002,300

Source: Office for National Statistics

Priscilla Bacon Lodge has now become inadequate both in scale and configuration and the building cannot be extended in its current location. Despite the work of the Lodge and other end-of-life services, the provision level of specialist palliative care in Norfolk and Waveney is amongst the poorest in the UK.

POPULATION ESTIMATES 2018

**PERSONS
AGED 0-15**

**PERSONS
AGED 16-64**

**PERSONS
AGED 65+**

NORFOLK

17%

59%

24%

ENGLAND

19%

63%

18%

POPULATION PROJECTION 2041

NORFOLK

16%

54%

30%

ENGLAND

18%

58%

24%

Source: Office for National Statistics

PERCENTAGE OF DEATHS IN HOSPICES

HOSPICE DEATHS	ENGLAND	NORFOLK AND WAVENEY
65-74 YEARS	10.0%	2.9%
75-84 YEARS	5.6%	1.8%
85 YEARS AND OVER	2.08%	0.30%
ALL AGES	5.7%	1.8%

Source: Fingertips, Public Health England, End of Life Care Profiles

Priscilla Bacon Hospice will be built on land adjacent to the Norfolk & Norwich University Hospital and will offer 24 inpatient beds (a 50% increase on the current number), alongside improved day care and outpatients' facilities. There will also be a coordination centre for the 'Hospice at Home' team, who deliver end-of-life care in the community.

Hospice care is just as important for younger patients. The counselling offered to children whose parent has died is a key part of Priscilla Bacon Lodge's work. The new hospice will offer space for families to stay overnight with a loved one and – as far as possible – continue something of their family life. It will also be a platform for education and research into palliative and end-of-life care supporting improvements in provision locally and nationally.

LEADING THE WAY

INNOVATION | EDUCATION | RESEARCH

When Dame Cicely Saunders founded the modern hospice movement in 1967, her vision was to combine four key components to deliver excellence in palliative care.

Priscilla Bacon Hospice will help deliver the four key components and the key relationships are in place to enable education and research.

Through its proximity to the Norfolk & Norwich University Hospital, UEA Medical School and the world class Norwich Research Park, the hospice will enable education to be provided for medical students and for NHS staff, as well as offering a platform to the National Institute for Health Research (Eastern) for research-led activities. Priscilla Bacon Hospice will be one of the only hospices to be designed and built with education and research at the forefront of planning.

By donating to the appeal, you will be helping provide these facilities for students, medical staff and research professionals.

EXPERT PAIN AND SYMPTOM CONTROL

Priscilla Bacon Lodge's outstanding 40-year track record of care provided by Norfolk Community Health & Care Trust will ensure Priscilla Bacon Hospice is a centre of excellence for care, treatment and symptom control.



**Norfolk Community
Health and Care**
NHS Trust



TEACHING

A partnership with the University of East Anglia's Medical School will support delivery of undergraduate and postgraduate education, as well as Continuing Professional Development for qualified doctors. The hospice will also enable training for nurses and allied health professionals.

**PRISCILLA
BACON
HOSPICE**

COMPASSIONATE CARE

Priscilla Bacon Hospice will provide compassionate care as envisioned by Dame Cicely Saunders. In support of this, the Priscilla Bacon Lodge Support Group has partnered with the Big C cancer charity to create a new role to review palliative care education across Norfolk and Waveney.

Priscilla Bacon
Support Group



“In the Norwich Medical School and the School of Health Sciences at UEA, we educate the next generations of doctors, nurses and allied health professionals on which our NHS depends. We are also at the forefront of research into the needs of an ageing population, including the ever-increasing role of palliative care. With the move to the new site and the opportunities for developing further our joint education and research missions, we look forward to an exciting partnership with Priscilla Bacon Hospice.”

Professor Dylan Edwards

Pro-Vice Chancellor for the Faculty of Medicine and Health Sciences, University of East Anglia.

NIHR | Clinical Research
Network Eastern

RESEARCH

We have developed a relationship with the National Institute for Health Research. The NIHR's Clinical Research Network (CRN) Eastern helps to increase opportunities for patients, carers and health professionals to take part in clinical research to improve the quality of life and care of patients across the full range of progressive and life-limiting illnesses.

“At CRN Eastern we are very excited to help deliver this goal by working with colleagues at Priscilla Bacon Hospice to support delivery of NIHR portfolio clinical research within the palliative care setting. By so doing we hope to play our part in improving the lives of those living with terminal conditions and receiving end-of-life care.”

Professor Jeremy Turner

Clinical Director, NIHR Clinical Research Network (Eastern)

NEW LOCATION

**NORFOLK & NORWICH
UNIVERSITY HOSPITAL**

HOSPITAL DRIVE

STAFF & VOLUNTEER
PARKING

PATIENT & VISITOR
PARKING

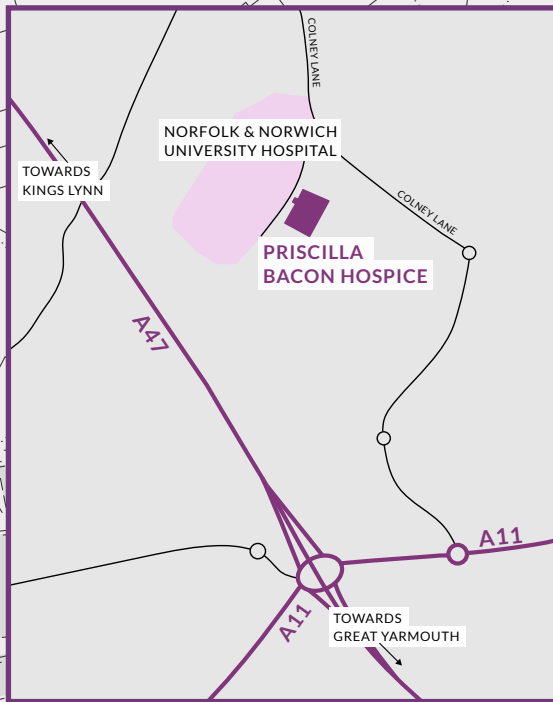
OUTPATIENT UNIT

INPATIENT UNIT

PRISCILLA BACON HOSPICE



HOW TO FIND US



TOWARDS A&E

TOWARDS
WATTON
ROAD

TOWARDS A11

COLNEY LANE

INPATIENT UNIT

16

SINGLE BEDROOMS
WITH EN SUITE
BATHROOMS

8

BEDS IN TWO
WARDS WITH
EN SUITE
BATHROOMS

18

WELLBEING
GARDENS
ACCESSED FROM
THE BEDROOMS

2

QUIET ROOMS

97

CAR PARK SPACES

RECEPTION

GYM

SHOP

CHAPEL

LOUNGE

RESTAURANT

EDUCATION
AND
RESEARCH
AREA

FAMILY
STAY ROOM
WITH CHILDREN'S
GARDEN

LANDSCAPING

MEETING
ROOMS

OUTPATIENT UNIT

3

CLINICAL
CONSULTING
ROOMS

2

BARIATRIC
CLINICAL ROOMS

2

COMPLEMENTARY
THERAPY ROOMS

3

COUNSELLING
ROOMS

OFFICE
SPACE FOR
STAFF

RECEPTION

DINING ROOM
WITH BEVERAGE STATION

MEETING
ROOMS

LOUNGE/
MUSIC ROOM

SEMINAR
ROOMS

PRISCILLA BACON LODGE

PROVIDES CARE AND SUPPORT IN MANY WAYS....

"Knowing there are people here who care, that's very important."

Arriving at Priscilla Bacon Lodge, the specialist palliative care centre run by Norfolk Community Health and Care NHS Trust (NCH&C) at the Colman Road Hospital in Norwich, suffering with sepsis, heart and kidney failure, the prognosis was bleak for Wendy Steward.

"They told my husband I wouldn't make it through the night," she says. That was more than three years ago and, although Mrs Steward is still suffering from life-limiting illnesses, today she is a weekly outpatient at the Lodge's Rowan Centre specialist day unit. "Three times I was an inpatient on the ward, once for three months. They literally saved my life," she adds. "I cannot say enough for them."

A former company director, now based at South Walsham, she relishes her day-long visits to the day centre where she enjoys her artwork, while others can develop crafts or receive physiotherapy as well as counselling in a relaxed and friendly atmosphere. Mrs Steward, 71, explains: "Knowing there are people here who care and that if I need someone to talk to there's always someone there, that's very important for the people visiting."

Patients are generally referred to NCH&C's day care unit by a GP and the resultant waiting list is managed on the basis of need. A whole range of services are available to help people continue to stay at home. Outpatients have access to doctors and specialist counselling, which is also available to the families as well as patients.



WENDY

Specialist care is provided in the inpatient unit and the day unit at Priscilla Bacon Lodge, and in the wider community, by the Community Specialist Palliative Care team and the Hospice at Home service by Norfolk Community Health and Care NHS Trust. Other services include medical outpatients and treatment clinics with advice on pain control and management of symptoms, occupational therapy and physiotherapy, psychological support clinics, spiritual and emotional support for patients, family, friends and carers.

There are also complementary therapies, information on conditions, their treatment and any additional support available. The centre's multidisciplinary teams work closely together and with GPs and community nurses, as well as other health or social care professionals involved in a patient's care.

BEREAVEMENT

TURNING SADNESS INTO SOMETHING POSITIVE

The shock of losing a loved one will always leave scars – but, in the case of a long-term illness, skilled counselling can bring positive outcomes for grieving families.

“Mum had been ill for about six years before she died from cancer aged 43,” explains daughter Lydia Harmer, now aged 18. Lydia was 15 when she lost her mum, and her sister Tegan just 12. “Mum came to Priscilla Bacon Lodge as an outpatient about a year before she died and took advantage of the psychological counselling available. Then she got us ready for what was to come.”

The Lodge includes a Psychological Service Team offering counselling for patients with life-limiting illnesses – and, crucially, also for their families.

The team plays a key role in the care of patients and their families at any time - from diagnosis, while they are living with a life-limiting illness and during end-of-life care. The support also extends to children, young people, adults, couples, and whole families during bereavement.



Tracey Dryhurst, who leads the psychological team, provided by Norfolk Community Health and Care NHS Trust, explains: “As a patient moves through the journey towards the end of their life, we support them and their relatives. We help families to acknowledge the situation, communicating feelings in a way that’s positive and which can be used when bereavement comes. We look at all elements of loss as the illness develops.”

“We are building a trusting relationship, to acknowledge the reality and work with the family – especially the children in the case of bereaved young families. Afterwards, children often tell me that they wanted to be included,” says Tracey.

Lydia admits that she found it hard to come to terms with the death of her mother Sarah, failing to cope with the loss as well as her father Rod and sister Tegan. “I came to see Tracey for about a year after mum died, sometimes with dad, sometimes with my sister,” she says. “I felt it was a place I could come and talk about mum; it helped me to cope with this incredibly sad reality. I was so grateful for the support the team gave my mum. They were incredibly kind in the way that they listened to her fears and helped her and the rest of the family come to terms with her illness.”

Today Lydia is a confident young woman, doing well in her job as an apprentice consultant with Hays Travel, based in Aylsham. “We’re so proud of Lydia,” says Tracey. “At the end of the day, we can’t change a sad situation, but hopefully we can make the time left into something positive.”

LYDIA

VOLUNTEER

INTERVIEWS



Clive Evans volunteers as an Ambassador and Collector, often joined by his wife Alexandra.

Why do you volunteer?

"My wife is a retired Specialist Palliative Care Nurse and during her career, I learnt the importance of end-of-life care and the positive difference she made to people's lives."

"I wanted to help make a difference too, so fundraising to build a new hospice for the people of Norfolk and Waveney seemed the obvious choice!"

What do you do?

"I give talks to different groups, to increase awareness of the charity and encourage donations. As a Collector, I stand outside supermarkets or garden centres to raise money. I also coordinate all the other Collectors and meet them at the venue."

How much time do you spend volunteering?

"Around 10 to 25 hours a month."

Favourite part of volunteering?

"Eating cake at events! I love meeting new people, hearing about the difference Priscilla Bacon Lodge has made to their loved ones and knowing my efforts are helping to build the new hospice."

Anything else?

"Volunteering is an amazing way of spending a few free hours that I schedule around hobbies and family commitments. I would recommend anyone interested should give it a go!"

Angela Batson joined us as a shop volunteer when our North Walsham shop opened in April 2018.

Why do you volunteer?

"After retiring, I wanted to do something for a good cause that involved interacting with the public and fitted around looking after my mother."

What do you do?

"My role involves sorting donations, serving customers and window dressing. A few months after starting, I was given the paid role of Shop Cover Assistant, managing other shops when colleagues are away. I enjoy working with different volunteers and swapping ideas."

How much time do you spend volunteering?

"7 hours per week."

Favourite part of volunteering?

"I have made many friends and we have a great team spirit. I enjoy helping customers with their purchases, as I love clothes and fashion."

Anything else?

"I thoroughly recommend volunteering! If you have time to spare, just go into your local shop and offer your services. You create friendships, learn new skills and support a very worthwhile cause."

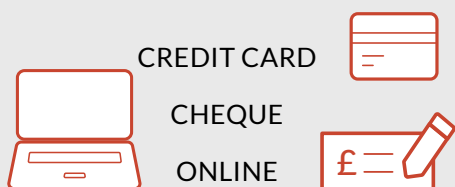


"If you have time to spare, just go into your local shop and offer your services."

HELP US TO HELP OTHERS

GET INVOLVED

MAKE A DONATION

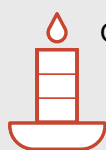


CREDIT CARD

CHEQUE

ONLINE

REGULAR GIVING



FUNERAL
COLLECTIONS
AND GIFTS
IN MEMORY



GIFT AID



LEGACIES

DONATE TO
OUR SHOPS



EVENTS

ORGANISE
A FUNDRAISING
EVENT

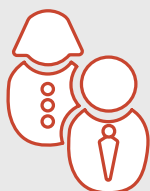


TAKE PART IN
A FUNDRAISING
EVENT

VOLUNTEER



WORKPLACE FUNDRAISING



ROYAL APPROVAL

HRH The Countess of Wessex was keen to hear about the success of the Priscilla Bacon Hospice appeal when she visited our stand at the Royal Norfolk Show.



REFLECT AND REMEMBER

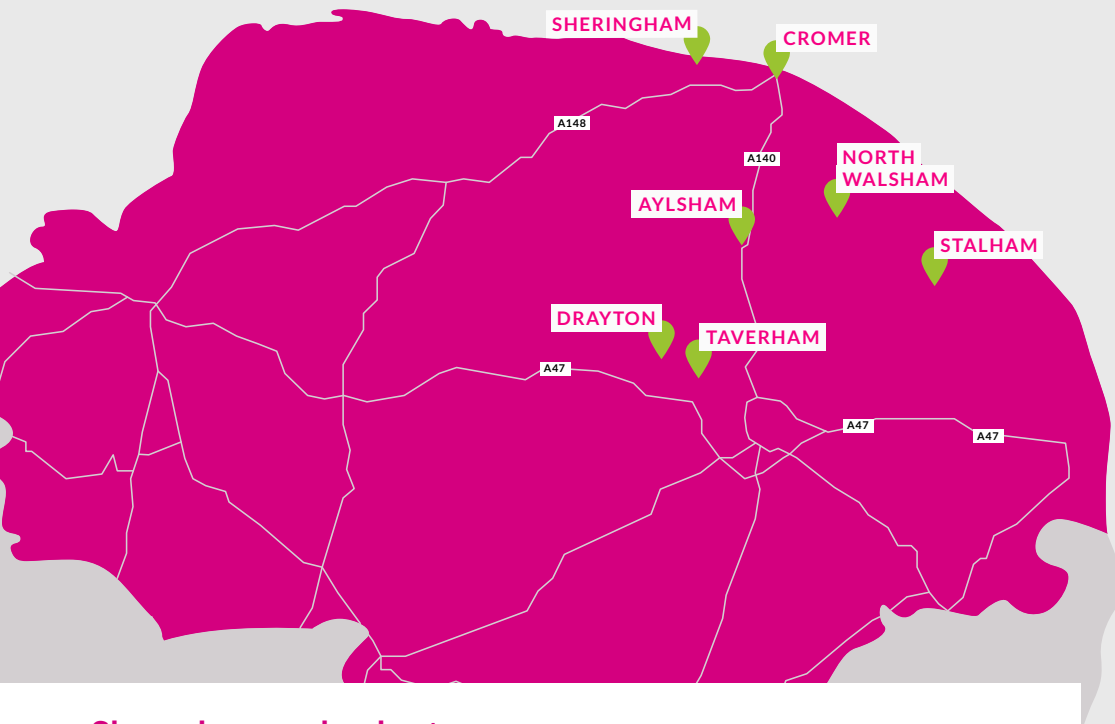
Our inaugural service of remembrance which celebrated the 40th anniversary of Priscilla Bacon Lodge was held in Norwich Cathedral and had over 700 members of the congregation.

BAKING FOR BACON

Our charity fundraising cookbook, Baking for Bacon, which was created by 6th Form students at Norwich School and generously sponsored by Dardan Security, Loveday & Partners and The Last Wine Bar stands to raise £20,000, which will fully equip one of the single bedrooms at the new hospice. See our website for details on how to order a copy.



OUR SHOPS NEED YOU



Shop, drop and volunteer

Our 7 boutique charity shops are our beacons for the charity within each community. They sell a wide variety of well-presented goods, act as collection points for donations of stock and provide volunteering and fundraising opportunities to members of the community.

Our fundraising operations are funded in a large part through revenues received from our shops, which enables us to ensure that 93 pence in every pound goes into the campaign to build the new hospice.

Bryan Saunders | Head of Retail

07598 037 714 / 0330 223 4784

bryansaunders@priscillabaconhospice.org.uk

Aylsham Shop

30 Red Lion Street, Aylsham, NR11 6ER

01263 735032

aylshamretail@priscillabaconhospice.org.uk

Cromer Shop

25 Tucker Street, Cromer, NR25 9HA

01263 513993

cromerretail@priscillabaconhospice.org.uk

Drayton Shop

School Road, Drayton, NR8 6DN

01603 867134

draytonretail@priscillabaconhospice.org.uk

North Walsham Shop

15 Market Place, North Walsham, NR28 9BP

01692 404129

nwretail@priscillabaconhospice.org.uk

Sheringham Shop

79 Station Road, Sheringham, NR26 8RG

01263 821361

sheringhamretail@priscillabaconhospice.org.uk

Stalham Shop

129 High Street, Stalham, NR12 9BB

01692 584923

stalhamretail@priscillabaconhospice.org.uk

Taverham Shop

Taverham Garden Centre, Fir Covert Road,

Taverham, NR8 6HT | 01603 865467

taverhamretail@priscillabaconhospice.org.uk

EACH YEAR:

26,000

BAGS DONATED
TO OUR SHOPS

13,500

PEOPLE DONATE
STOCK TO THE
SHOPS

32.5
TONNES

OF UNSALEABLE
CLOTHES ARE
RECYCLED

5.75
TONNES

OF UNSALEABLE
SHOES ARE
RECYCLED

£16,000

RAISED THROUGH
RECYCLED GOODS

85

VOLUNTEERS
GIVE

15,600
HOURS



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Priscilla Bacon Hospice



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