and awareness of, the project. Additional interviews were gathered from former staff and volunteers. Around 50 interviews have been gathered from a diverse range of people involved in the hospice's development from the first clinical staff and volunteers, to those who supported with initial fundraising events and families who received care over the past 35 years. The audio interviews have been shared on our website, alongside archive BBC footage. A multi-media exhibition is being shown at events throughout the year.

Results During the first staging of the exhibition, former staff and volunteers were reconnected through their collective memories and people were educated about our hospice's development. It has provided further opportunities to communicate about our work and future plans, and equipped volunteers with new skills.

Conclusions We now have a repository where many precious memories form a lasting legacy, capturing the story of our hospice for a much wider audience and for future generations.

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A MATTER OF LIFE AND DEATH: LEADING CONVERSATIONS FROM THE FRINGE

Sharon Hudson. *Birmingham St Mary's Hospice, Birmingham, UK*

10.1136/bmjspcare-2017-hospice.67

What's it all about? BrumYODO is a collaborative of citizens from across the arts, health, death industry and much more. Above all we are citizens of Birmingham who create opportunities to bring conversations about death and dying out into public spaces.

Our evolution We began from a small conversation in a pub (all the best conversations are) about a Death Café three years ago. This year we ran a festival – 'A Matter of Life and Death' – in Dying Matters Week. It was a vibrant, multi-focused event in the heart of Birmingham, composed of creative arts, films, photography, theatre and talks tackling difficult topics. We are all volunteers and this year received funding from the Arts Council. Evaluation is still in process but footfall, engagement and attendance were extraordinary. Many conversations were had about life, death, hope and creativity.

So how is this leadership? Free from the boundaries of organisations and systems our little team are free to create. It has brought together new networks, connecting those who worked in parallel. It has freed the creative aspects of ourselves and in doing so stretched 'What is possible'. It has generated something which feels owned by Birmingham and its citizens.

So what now? We believe we have a social commitment. The need for meaningful conversation and action for end of life care is real and now. We wish to create bigger networks of communities who return the focus of end of life care back to people.

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A COMMUNITY ENGAGEMENT APPROACH TO TALKING ABOUT DEATH, DYING, BEREAVEMENT AND MAKING PLANS FOR THE END OF LIFE

Margaret Brown. *St Giles Hospice, Lichfield, UK*

10.1136/bmjspcare-2017-hospice.68

Pop Up Shop held during Dying matters Week 2017 'Our lack of openness has affected the quality and range of support and care services available to patients and families.' Dying Matters website.

Aim To engage with the local community in conversations relating to death, dying, bereavement and end of life plans, using a Pop Up shop in the centre of town on the three main market days.

What We did

- We partnered with our local Co-operative Funeral Service, who had premises we could use, and invited a number of relevant local organisations to join us in reaching out to our local community.
- Offered café style space with free tea, coffee, cakes etc.
- Provided wide range of local information relating to death, dying, bereavement and advance care planning.
- Offered complementary therapy taster sessions.
- The Co-op provided a white coffin for people to decorate with pictures, messages etc.

What We Learnt

- People highly valued our time in listening to them.
- People sometimes need 'permission' to talk about things that concern them.
- The public value seeing local organisations working together.
- The importance of using local people to engage with local people.
- As a hospice we couldn't have done it on our own.

Unexpected Outcomes

- Recruitment of new volunteers and interest in joining the wider health and social care workforce.
- Quality and depth of conversations that took place both inside and outside the shop.
- Enhanced our partnership working; strengthened relationships, increased knowledge and understanding of each other's services.
- People said they valued seeing us model that it's possible to approach difficult subjects without causing offence.
- Support from other departments within the hospice which has helped us in reaching our internal community with the key messages from the Dying Matters agenda.
- Income generation – people insisting on giving us money despite us being clear in not asking for donations.

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THE MILL AT ST CATHERINE'S PARK, CAFÉ AND COMMUNITY HUB – THE FIRST THREE YEARS

Lynn Kelly. *St Catherine's Hospice, Lancashire, UK*

10.1136/bmjspcare-2017-hospice.69

Background The Mill opened on 24 November 2014 as a café and community hub providing a reassuring and welcoming space for families and patients, an information and signposting service through volunteers, opportunities for income generation through room hire plus diversional activities such as light exercise classes, crafts and talking therapies.

Aims To serve the whole population by encouraging and empowering people to help each other. To demystify hospice care. To develop sustainable income streams through commercial and community involvement.

Methods New volunteer positions: Café Assistant table service and Advisor Service for signposting, information and basic