

P-257 WORCESTER STANDS TALLTricia Cavell. *St Richard's Hospice, Worcester, Worcestershire*

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As we look for diversity in income streams the requirement to be BIG, BOLD and BRAVE with our fundraising activities is more prevalent.

This poster will explain how a Wild in Art project raised £233k profit for St. Richard's Hospice, what benefits it brought to the community, and to the charity's longer term fundraising. The learning isn't just for those who can undertake large scale projects – it's about stepping outside the box, having the confidence to do things differently and the power of innovation.

Worcester's streets, parks and open spaces were brought to life by individually designed, beautifully created, majestic giraffes. This was one of the largest projects Worcester has seen and brought together many sectors of the community such as businesses, artists, education and the media.

St Richard's Hospice succeeded in creating a mass-participation event that captured the imagination of local residents, tourists and businesses in Worcester. WST attracted a wide range of people, boosting a pride in Worcester for locals and showing off the city to tourists. Word of mouth and social media has been an essential ingredient in this success.

Footfall in Worcester and to local businesses increased during the WST trail, with spend in the city from WST visitors reaching as high as £946,000, a huge boost to Worcester's economy. For St Richard's Hospice itself, as well as the fundraising, we achieved strong awareness of the Build 2020 appeal with over 84% of participants recognising the brand.

P-258 REINVENTING TO REMEMBERDebra Lawson, Helen Birch, Rachel Kennedy. *Queenscourt Hospice, Southport, UK*

10.1136/bmjspcare-2019-HUKNC.280

Background Similar to Lights of Love (or Light Up A Life) at Christmas, the Forget Me Not appeal is an increasingly popular spring fundraising appeal in UK hospices. In May/June, supporters are invited to make a donation in memory of someone they love, and Forget Me Not flowers are usually displayed in the hospice grounds. In addition, many hospices invite their supporters to attend a remembrance event.

In recent years, we have seen income for this appeal steadily decreasing, and needed a way to rejuvenate the appeal.

Aims To generate additional unrestricted income by extending the reach of the appeal using digital tools and engaging new supporters.

Methods In 2019, in addition to the traditional direct mailing sent to previous supporters of the appeal, a new virtual forget-me-not meadow was created in partnership with an online fundraising platform – there were no upfront costs, making this a risk-free option for our hospice.

The page allowed supporters to make an online donation to dedicate a virtual flower, share a photo of their loved one and leave a personal message in celebration of their life. They could then share their dedication with friends and family using social media.

The appeal was promoted by direct mail, press, email and social media (paid and organic).

Results Final results are not yet known. At the time of writing, the appeal is still live. However, after two weeks, we have already seen:

- 55.4% increase in online donations;
- 8 new donors acquired to this point.

Conclusion We believe that using digital technology and introducing virtual giving has been a very cost-effective way to attract new support and donations.

P-259 WHAT'S IN A NAME...?Jon Heggie, Jackie Stone. *St Columba's Hospice, Edinburgh, UK*

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Background A brand is only as important and meaningful as the people who live and breathe it, and the values that underpin it. In a hospice in Scotland we wanted to know what does our brand really mean to the families, volunteers, staff and supporters invested in our work? As a part of development of our strategy we took a critical review of our brand including language, tone of voice and imagery.

Methodology The following critical questions underpinned our work:

- Are we expressing who we are with honesty, integrity and purpose?;
- Does our brand truly reflect who we are, and what we aspire to be in terms of care and support right across our community;
- Does our name reflect care delivered not only in a building but also in homes and community settings across our area?

Working with a local, personal, and inspiring marketing agency we conducted a mixed methodology review including staff, volunteers and supporters. This took place through workshops, 1:1 interviews and anonymous comments cards around the hospice and shops. Each of these interaction opportunities not only looked at our brand but tied in important questions that would feed into our evolving strategy, mission and vision work.

Results The information, ideas and thoughts gathered have been collated into ideas around what our brand proposition could look like going forward. What makes us special, what sums up who we are, and what makes us unique and inspiring has been turned into working ideas that are being shared widely across our stakeholders. This is an iterative process that will grow and develop as feedback is gathered.

Next Steps The results will be delivered in the summer of 2019.

P-260 GM HOSPICES: CARING TOGETHER¹Martin Foster, ²Claire Briscoe. ¹Greater Manchester Hospices, Manchester, UK; ²St Ann's Hospice, Manchester, UK

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Background Hospices in Greater Manchester working strategically together to influence and improve specialist palliative and end of life care for people in Greater Manchester and East Cheshire.

Hospice care of today There for GM patients and their loved ones, from the point of diagnosis, through treatment and beyond. Out in our local communities, whether in our hospice buildings or in the places people call home, caring for patients in a truly holistic way. Developing best practice, educating and training others, and easing pressure on NHS colleagues. Always there when people need us, irrespective of post code, diagnosis or cultural background, to provide world-class, person-centred, specialist palliative and end of life care. Yet more can still be done. We are working with our system partners to influence, shape and drive evolution and future care provision for people with life-limiting illnesses in GM.

Hospice care of tomorrow Together we'll improve supportive, palliative and end of life care across Greater Manchester and East Cheshire in line with the Ambitions Framework for Palliative and End of Life Care. Our work with the GMEC Strategic Clinical Network for Palliative and End of Life Care will continue to define the standard for excellent, equitable hospice care in GM. Making sure that GM Hospices are the infrastructure that delivers those standards, aspirations and ambitions within each locality. Owning, sharing, standardising and analysing our collective data to help inform the hospice care of the future. Reaching out to even more patients and their families than ever before, whichever community they are from. Raising awareness of the importance of quality specialist palliative and EOLC and sharing our expertise with others. Our work together will help inform and support consistent, evidence-based commissioning decisions. We'll be bolder, louder and prouder - to ensure that delivering the very best holistic care for people at end of life stays at the top of the GM agenda.

P-261 CREATING AN END OF LIFE CARE ACTION ALLIANCE IN SOUTHERN STAFFORDSHIRE

¹Emma Hodges, ²Richard Soulsby, ³Gary Jones, ⁴Marianne Grant. ¹*St Giles Hospice, Lichfield, UK;* ²*Katharine House Hospice, Stafford, UK;* ³*Support Staffordshire, Staffordshire, UK;* ⁴*Compton Care, Wolverhampton, UK*

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Background The Staffordshire Sustainability and Transformation Partnership (STP) prioritised end-of-life care but had no plan to engage with the Voluntary (VCSE) sector. Hospices span both the healthcare system and the VCSE sector. Whilst the statutory sector can be criticised for its fragmentation and lack of engagement, the VCSE sector is extremely amorphous and lacks coherence.

Three hospices and the local voluntary sector infrastructure organisation organised two events to discuss end-of-life care with interested parties. Over fifteen organisations attended from large national charities to small local groups. These groups proposed creating a South Staffordshire End-of-Life Care Action Alliance. The STP and public health are engaging with the Alliance, whilst hospices provide a conduit between the Alliance and the STP's End-of-Life Care Board.

Initial key areas of work included:

- Raising confidence in having end-of-life care related discussions across Alliance members;
- Creating a 'community of practice' to better connect members, reducing fragmentation, and creating a shared knowledge of community assets;

- Creating a bottom up, community development approach to care planning to demonstrate 'hard outcomes' can be achieved for the NHS.

Financial support from an NHS England VCSE Accelerator project enabled the Alliance to fast track some outcomes and activities:

- Holding a conference of circa 100 people to explore a community development approach;
- Carrying out a training needs analysis;
- Delivering 'understanding loss' workshops in several localities;
- Training in Asset Based Community Development in end of life care;
- Holding a Network Mapping workshop;
- Holding numerous discussions with groups on care planning;
- Developing a 'brand' to launch the care planning project;
- Developing a user-led care planning pilot due to launch September: known as 'flipping care plans'.

There is now in place a network of people within the VCSE community working together to improve end-of-life care. It is too early to determine the impact on the health system or delivery of tangible patient benefits, this is expected from the care planning pilot.

P-262 ENGAGING WITH OUR COMMUNITY TO CREATE A NEW HOSPICE STRATEGY

Alison Stevens, Sue Bridger. *Farleigh Hospice, Chelmsford, UK*

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Background Traditionally our hospice strategy was prepared by the Board of Trustees, Chief Executive and Senior Management Team.

Aim We wanted an innovative way to engage with our community to find out their ideas to help us shape a new strategic plan.

Methodology We created a strategy group made up of staff, volunteers and trustees and an idea evolved to use a Postcard campaign - 'Every Voice Matters'. We asked only one question - 'What would you like to see from the hospice in the future?'

Strategy Champions donned their strategy t-shirts delivering post-cards and post boxes to key locations including GP surgeries, leisure centres, libraries and handed them out at events to ask as many people as possible to have their say. People responded by posting cards in our boxes, by freepost, email, on our website and via Facebook or Twitter.

Results Responses were collated and key themes shared with staff and volunteers for further comments on how our new strategic plan could be delivered. All information received was then used to form a new strategic plan with four key goals:

1. Reach out;
2. Empower;
3. Invest;
4. Inspire.

Three detailed objectives were agreed for each strategic goal linking to an overarching organisational annual operational plan.