

Results End of year 1 showed a 68% improvement to *Good* out of those who had attended the training. Working together to share ideas to improve quality - 'a really good initiative' CQC Area Manager; 'It has inspired and raised my confidence to pursue an outstanding rating. It is bespoke to the care industry and a brilliant opportunity with the benefit of networking and sharing ideas' Registered Manager, Residential Home.

Conclusion 'Highly innovative in its approach which is helping to transform the people we serve by fully engaging front line colleagues' Director of Adult Social Care. We now need to consider sustainability. With funding streams limited there is a commitment from the Local Authority and Clinical Commissioning Group to continue to find ways of ensuring this programme continues beyond December 2020 to ensure the standards of care provision continue to rise with good evidence provided through the five key lines of enquiry documentation.

0-7 PREPARING THE WAY: EVALUATING SUPPORT FOR CHILDREN BEFORE THE DEATH OF A PARENT OR SIBLING

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10.1136/bmjspcare-2019-HUKNC.7

This presentation will introduce the Serious Illness in the Family Service Questionnaires: a new suite of tools for evaluating support for children and young people who are facing the death of someone important in their lives.

Around 24,000 parents die each year, leaving children under 18 (Childhood Bereavement Network, 2016), with 60–75% of these deaths being expected (End of Life Care Intelligence Network, 2011). Over 10,000 babies, children and young people under 25 die each year, many leaving siblings (Child Bereavement UK, 2017).

The death of a close family member is associated with a range of poor outcomes for children and young people both in the short and medium term and into adulthood, including early mortality, mental and physical health problems and disrupted education (Penny & Stubbs, 2015). For children bereaved of a parent through cancer, the time before the death is particularly stressful (Siegel *et al.*, 1992). Over the last three decades, a range of services have developed across the UK to respond to bereaved children's experiences and needs (Rolls & Payne 2003; Rolls & Payne 2004; Penny, 2011). An increasing number of services - including many hospices - are also offering support to children before a death, where this is possible.

There are considerable challenges to evaluating this type of support. This presentation will share findings from a project that:

- reviewed the areas of concern to families and practitioners about children's needs before a death in the family;
- scoped interventions and built consensus on the aims of support services in the UK;
- reviewed current quantitative measures being used in evaluations in research and practice;
- identified key challenges to evaluating these interventions;
- developed a suite of self- and parent-reported measures to capture changes towards outcomes across hospices and other services working with children facing the death of someone important.

0-8 THE DONOR EXPERIENCE: VALUE CREATION AND THE ROLE OF THE DONOR IN SUPPORTER-LED FUNDRAISING

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10.1136/bmjspcare-2019-HUKNC.8

Background In 2015, a series of scandals exposed aggressive fundraising practices by charities that had caused distress to donors. In contrast, business has understood that the customer experience is vital to their success (Bitner & Brown, 2008; Lusch, Vargo & O'Brien, 2007; Martin, 1999). Services marketing theory describes the role of the customer in 'co-creating' their experience to increase customer satisfaction (Grönroos, 1994). Fundraisers now recognise that how donors feel about their experience of fundraising is crucial. Community fundraising is driven by donors who organise and deliver their own fundraising events and experiences. But there is a gap in our knowledge about the role donors play in creating their own experience and the effect on donor satisfaction.

Aim To examine whether academic models derived from services marketing literature can be applied to community and supporter-led fundraising to improve the donor experience. In particular, we examine the concept of value and the role of the donor in value creation.

Methods A literature review was conducted which highlighted the limited research available. Consequently, an exploratory approach was adopted. Empirical primary data was captured through a series of interviews at case study organisations. Three case studies were identified within a specific typology of organisation: hospice charities that fundraise using similar techniques within their local communities.

Results The concept of value-in-use described by Grönroos (1994) and the role of the donor as an independent creator of value in the customer sphere (Grönroos & Voima, 2013) was supported by the research and can be applied to the donor experience.

Conclusion It has never been more important for fundraisers to deliver an excellent donor experience. Fundraisers must employ coaching and facilitation skills to empower supporters to create value. Further research is required to ascertain how managers of fundraising can deliver service encounters and tangible resources that best facilitate the creation of value for the donor.

Parallel Session 3: Symptom Management and Treatment

0-9 THE DEVELOPMENT OF A CENTRALISED METASTATIC SPINAL CORD COMPRESSION COORDINATOR SERVICE

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10.1136/bmjspcare-2019-HUKNC.9

Background MSCC is estimated to occur in 5–10% of cancer patients. Prompt diagnosis and treatment is essential to prevent paralysis. Failure to recognise early signs can have devastating implications, including the financial burden of care for patients who become bedbound and with earlier than expected death.