

**THE
KIRKWOOD
SUPPORT
LIFE.**

2021–22

**IMPACT
REPORT**





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WELCOME TO OUR IMPACT REPORT.

2021–22 was a year in which the only constant was change. As the most devastating pandemic in living memory continued to dominate the global conversation, The Kirkwood remained on high alert.

Despite the easing of restrictions for many, our dedicated teams continued to work day and night to keep our patients and all those in our care as safe as possible from the dangers still posed by Covid-19. We owed it to the people of Kirklees – and everyone who relies on us – to protect our patients, protect our workforce and protect the future of our charity.

Despite ongoing challenges, The Kirkwood cared for more local people than ever before over the past year. Our care was delivered in people's own homes, in care homes and out in the community. And it continued to be delivered at our hospice for all those in need of 24 hour compassionate care.

As we celebrate 35 years of care, we continue to hold fast to the founding principles of our vital local charity: to support the life and legacy of all those in our care and to work together, as one community, to make sure everyone in need has access to the best possible care as they approach the end of life.

This year's Impact Report is the story of how, in an ever changing world, The Kirkwood continue to be here for everyone in need, **every step of the way.**

#SupportLife

Through the thick and the thin,
giant hugs and bottomless mugs,
The Kirkwood Support Life for
anyone affected by a life limiting
illness, every step of the way.

SUPPORT LIFE

More than just our mission or our motto, **Support Life** is our solemn promise and our call to arms. Painted on walls, emblazoned on posters, and written in our hearts, it is our daily reminder that the best way to approach death is through an abundance of life. That's why no matter how difficult, delicate, or dire the circumstances, The Kirkwood will always do whatever it takes to make life worth living.

A THRIVING, PASSIONATE & RESILIENT COMMUNITY.

The Kirkwood are a movement of people. A thriving, vibrant and vital community spread right across Kirklees. From our patients and our employees to our donors, volunteers and supporters, every single one of them is part of The Kirkwood movement.

We are clinical and medical professionals, fundraisers, chefs, receptionists and cleaners. We are gardeners, retailers, companions and carers. And we are brought together by our shared vision to provide the very best care for the people of Kirklees.

None of the vital care offered by The Kirkwood would be available without the generosity and dedication of our movement. Our community is the very reason for our existence and remains the driving force behind our success.

At the very first meeting of the Hospice Appeal group in 1981, a small number of like-minded local people gathered in hope of raising enough money to build and equip a new hospice. Today, as we celebrate 35 years of care, our movement has swelled to over 25,000 in number and remains the very bedrock of our cause.

27,616

individuals, made up of patients, family members, carers, volunteers, employees, partners and supporters make up The Kirkwood Movement.

+23%
since 2020–21

26,100

items were listed for sale on our eBay Store during 2021–22 thanks to generous donations from supporters.

16,061

individuals helped The Kirkwood Support Life by supporting one of our fundraising initiatives.

9,361

of our supporters asked us to Gift Aid their shop donations, helping us to raise an extra 25%.

45

daredevils took a leap of faith from 15,000ft to help The Kirkwood Support Life.



63,790

hours were donated by our dedicated team of volunteers in our 17 shops across Kirklees in 2021-22.

985

volunteers are currently offering some time to help The Kirkwood Support Life.

78

different roles are available for people hoping to volunteer a little time to help.



Symone's Story

Symone-Marie Chadwick, from Birstall, took on our Skydive challenge last year to say thank you to the charity which cared for her dad, Simon, and looked after her whole family when they needed it most.



WATCH THIS STORY

Having been diagnosed with cancer in February 2021, 54-year-old Simon Chadwick tragically died just days before his daughter, Symone, was due to leap from 15,000ft to raise funds for The Kirkwood. For Symone, the devastating news made taking on the challenge even more poignant.

“My dad was diagnosed with lung cancer in February 2021, which slowly spread to his brain and other areas. The Kirkwood helped us during a time when we were struggling to help ourselves and gave us a home from home.

“I wanted to do the Skydive to give something back to The Kirkwood and their teams. They are a fantastic charity that help local families during the toughest times. Having a service so personable and supportive is crucial to families just like mine. Without them I don't know how we would have coped.”

“I booked the skydive a few weeks before the planned date with The Kirkwood. I'd planned it with my dad – it gave us something to focus on. Everyday I'd update him on how much we'd raised. I even booked the video package so I could take it home to show him. However, he sadly lost his battle just a few days before my skydive.

“Dad's death made it so much more emotional. Some people didn't think I'd be doing it, but I knew if he was here he'd go mad if I backed out – no matter what had happened.

“Although it made it more emotional, a part of me was looking forward to being closer to him whilst up there. The skydive was just one of many things we wrote on our bucket list.”

Symone-Marie Chadwick and her dad, Simon.





“I booked the skydive a few weeks before the planned date with The Kirkwood. I’d planned it with my dad – it gave us something to focus on. Everyday I’d update him on how much we’d raised.”

Symone-Marie Chadwick on planning her Skydive with her dad, Simon (pictured).

CELEBRATING 35 YEARS OF CARE

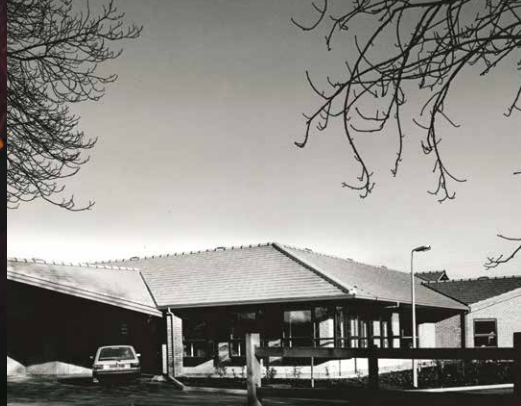
The dream of providing the best quality care for people in Kirklees affected by a life limiting illness was made real in March 1987 as David Stocks, founder of the Huddersfield Hospice appeal, and Dr. Alan Barlow attended the official opening ceremony at Kirkwood Hospice in Dalton. Thirty-five years on, our movement is stronger than ever.

The Kirkwood's official opening back in 1987 was the culmination of over six years of hard work by a group of passionate campaigners. Not satisfied with the lack of care provision for people approaching the end of their lives and determined to change the status quo, a small band of local activists, led by David Stocks and Dr. Alan Barlow, rallied a movement of people around their cause. Over those first few years, thousands came together to make the dream of a hospice for Kirklees a reality.

The official ribbon cutting ceremony in March 1987 remains a powerful symbol of what The Kirkwood can achieve when local people work together with one goal. Today, our services stretch like branches across Kirklees. Our care is offered in towns and villages across our diverse community. And it is The Kirkwood Nurses – and not nurses from other charities – who deliver specialist palliative care in people's own homes and in care homes.

The Kirkwood may look a little different in 2022, but our mission remains the same today as it was for those whose vision helped to found our charity; to provide the very best care for anyone affected by any life limiting illness, every step of the way.

The Kirkwood are now caring for more people than ever before, but we can never rest on our laurels. Our founders came together to help everyone in need across our community, and we owe it to all those whose efforts helped to build and sustain our vital local charity to never stand still until every person, in every house, in every street here in Kirklees has access to our care and support – whenever and wherever they need it.



David Stocks (left) & Bernard Ainsworth OBE (right) receive the Queen's Award for Voluntary Service from Ed Anderson CBE, The Lord-Lieutenant of West Yorkshire.



In July 2021, our dedicated volunteers – past and present – were recognised with the Queen's Award for Voluntary Service by Her Majesty, Queen Elizabeth II. This prestigious award is the equivalent of an MBE for volunteer groups and recognises the outstanding achievements of thousands of supporters over four decades.

As we celebrate 35 years of caring for local people affected by any life limiting illness, we know we can look to the future with confidence and optimism while ever The Kirkwood movement stands together in support of the most vulnerable here in Kirklees.



The Queen's Award for Voluntary Service

The MBE for volunteer groups

George's Story

George Chambers, our longest standing gardening volunteer, has devoted the last three and half decades to our movement. Now 89, George is as passionate about The Kirkwood as when he first put on his gardening gloves back in 1987.



WATCH THIS STORY

George Chambers has played a big part in The Kirkwood's history. Born in 1933, he grew up in a close-knit mining village, where he witnessed the kindness of community spirit first-hand. It was this upbringing which fostered his strong belief in helping others.

George moved to Honley in 1968, and it was whilst living there that he spotted David Stocks' original letter to the Huddersfield Examiner in 1981. Stemming from his childhood memories of the caring way people looked out for each, the idea of The Kirkwood, with this same community sentiment but brought into the modern-day care system, was an exciting concept.

"When the hospice was being built, I was part of the Probus committee in Honley. I read that volunteers were needed to take care of a flowerbed. I was asked to find out what was involved. Our team started going over weekly to the hospice to help."

"I am 90 next January and I have no intention of retiring as a volunteer. I don't think The Kirkwood gives a badge for 35 years, so I am aiming for the 40 year one! I am pleased to see the way the garden has developed over the years. It offers an area of peace and beauty which can help to relieve stress. I will always encourage patients and visitors to enjoy its tranquillity.

"In our modern society, which has changed vastly from the one in which I grew up during the 1940s, The Kirkwood offers people vital support at times of need. It would be nice to think that my efforts and those of all the other volunteers help to relieve that stress and worry on people's lives."



REMAINING VIGILANT.

As the impact of the worldwide Coronavirus crisis began to recede for many over the past year, The Kirkwood remained on high alert, determined to maintain our vigilance in the face of an unprecedented public health crisis.

In a period of uncertainty for so many, our priorities remained rooted in our principles; to protect our patients, protect our workforce and protect the future of our charity. In the face of a global pandemic, those in our care, and everyone who relies on us, could not afford for us to drop our guard.

When many were attempting to ‘move past’ the pandemic, The Kirkwood adopted a more cautious approach. We stepped back and took stock.

We knew it was vital for us, along with our partners in the healthcare system, to continue to advocate for our patients and families, to continue to understand their needs, their aspirations and their fears, and to continue to stand with them.

As measures put in place to reduce the threat of Covid-19 were gradually stepped down, we kept many protocols in place to make sure the most vulnerable in our community felt safe. We worked hard to keep our In-Patient facility Covid free. And we continued to offer a blend of face to face and virtual services that met the needs of local people.

We focus on what matters to people. We take time to understand their needs and aspirations. And we work tirelessly to support them to achieve their goals.



1,690

The number of patients supported to maintain their quality of life by The Kirkwood last year.

+4%
on 2020-21

1,249

patients were supported by The Kirkwood Nurses in their own homes or care homes.



If and when the time comes, we ensure our patients and their families have access to the very best care. Wherever possible, we help to fulfil their wishes and support their care in the place that they choose.

900

patients were cared for at the very end of life by The Kirkwood in 2021–22.

126

more people were cared for at the end of life last year than the previous four year average.

646

patients in our care died in their usual place of residence and not in hospital.

8%

Just 8% of patients who died under our care died in hospital.

THE BEST OF WHAT WE'VE LEARNED.

Evolving Our Services Through Covid-19

Today, The Kirkwood is not 'just a building', an In-Patient Unit or place of care. We are a movement. A community of people who work together to make sure everyone affected by a life limiting illness has access to the best possible care. Our services reach across Kirklees. And our care is offered in people's own homes, in care homes and in towns and villages across our borough.

Our movement has always been built on face-to-face activity and for many of our patients, the opportunity to be together with others in The Kirkwood community is vital to their wellbeing.

As we cautiously stepped down our Covid response during 2021-22, we worked together to take the very best of what we'd learned and use it to evolve our services. We made sure virtual support remained available – making it easier for people to access care. We found new ways to support people at home. And we took our care out into towns and villages across Kirklees, working with our healthcare partners to identify those in need and delivering services for them in their community.

Calls For Help & Virtual Support

15,101

calls were made to our 24/7 Advice Line by patients, family members, carers and healthcare professionals in 2021-22.

1,292

of the calls to our 24/7 Advice Line were made outside normal working hours and answered by our dedicated nursing team.

777

video calls and virtual consultations undertaken by our teams to support patients, carers and families.

422

COMMUNITY TEAM

232

COUNSELLING TEAM

123

SUPPORT & THERAPY TEAM



Delivering Key Services



383

attendees took part in a range of community based sessions designed to improve quality of life.

1,297

patients were supported by our Care Co-ordination team in the past year.

1,064

pre-bereavement contacts were made by our Counselling team to help patients and those they care about last year.

+9%
on 2020-21

+21%
on 2020-21



DELIVERING EVEN MORE CARE.

Through a combination of restoration of services that had been suspended, investment in new services and the improvements we'd made throughout the pandemic to our existing suite of services, we supported even more people last year.

2,111

patients, carers and relatives benefited from a service that The Kirkwood provided in 2021–22.

The Kirkwood Nurses play a vital role in our local community, providing palliative and end of life care for patients in their own homes – and in care homes – in every town and village across Kirklees. Our nurses support people with any life limiting condition – not just cancer.



1,249

patients were supported by The Kirkwood Nurses in their own homes or care homes last year.

1,555

home visits were made by The Kirkwood Nurses last year – even as we continued to protect our most vulnerable patients.

13,809

telephone contacts were facilitated with patients by our Community Nurses in 2021-22.

SOCIAL, ECONOMIC & ENVIRONMENTAL IMPACT

The Kirkwood are driven by a passion to improve the lives of everyone in our community, in ways that make a real difference. From our patients to their families, and from our volunteers to our employees, we strive to make a positive impact on everyone's quality of life.

We find meaningful ways for our workforce and supporters to build a stake in their community. We give back to those who choose to join our team by developing their skills and improving their future prospects. And we bring people from all walks of life together. Uniting them behind one common goal – to support the life and legacy of all those who rely on our care.

We are as passionate about the future of our community as we are about the patients in our care, and we are committed to reducing our impact on the environment wherever we can.

This year, we have worked hard to reduce our impact on the environment, create opportunities for volunteers and employees to join our movement and bring people from all walks of life together to Support Life.



+81%
since 2020–21

217

tonnes of clothes kept out of landfill sites – and that doesn't include items we sell in our shops!

14-88

We offer opportunities for volunteers of all ages and from all backgrounds. Our youngest volunteer is currently 14 years old, whilst our eldest is 88.

17

Our shops and Coffee Shop provide job and volunteering opportunities and make a positive impact on their local high streets.



183,076

bags of clothes and other donations were accepted by our shops, reducing waste and creating sustainable lifestyle options for our local community.

+173%
since 2020–21



357

The Kirkwood employed 357 individuals across the charity in 2021–22, in various areas including; clinical, medical, support services, income generation and retail.

77%

of our employees live right here in Kirklees, helping to make sure care is available for people in their local community.

WHY IT MATTERS

Our support began as a hospice, but today it is a promise: to support the life and legacy of all of those affected by a life limiting illness. Thanks to the amazing generosity of our local community, The Kirkwood continue to be here to help families in need – right across Kirklees.



◀ Saima's father, Mohamed, was cared for on our In-Patient Unit

“When dad died, we were all there, which is one of the best things because I knew that is what my dad wanted.

“I really appreciated how The Kirkwood never stopped us from coming to visit him, and we could come and go as we pleased, popping into the garden for fresh air and reflection. It was really, really nice.

“At the time of his death, I did the last prayers over him. Everyone was welcome to come and pay their respects and hold his hands or feet before we took him home.”

◀ Richard Poole's partner, Katrina, was supported at home by The Kirkwood

“The Kirkwood supported my family with my dad's palliative care during a difficult time. More recently they supported my partner, Katrina. Katrina was cared for at home by her loved ones, but that could not have been done without the support of The Kirkwood. They provided vital support to my loved ones at the time when it was most needed. Without them, the final days of my loved one's lives would have been that much harder.

“The Kirkwood is a hidden gem of our community, providing a vital service when it's needed most and when we are often at our most vulnerable.”



◀ Tony Sephton on how The Kirkwood cared for his wife, Vikki

“On the day Vikki died in April, there were three of us there visiting. We stepped outside with our cups of tea and enjoyed the sun. When I went back inside, I said it was a shame Vikki couldn't see that. The staff said we could get her outside to see it! I just looked at Vikki's bed and thought 'how the heck are they going to get that through the doorway?'.

“To my amazement they did it and we had three hours with Vikki sat outside, and for one moment she opened her eyes, and she would have seen how stunning everything looked. It was so peaceful and comforting to be just sat there and have that moment with her in that space.”

The Kirkwood Impact Report



Getting in touch

24/7 Specialist Advice Line
01484 557 910

The Kirkwood Main Reception
01484 557 900

Fundraising
01484 557 911

Website
thekirkwood.org.uk
Email
info@thekirkwood.org.uk

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21 Albany Road
Dalton, Huddersfield
HD5 9UY

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and a Registered Charity (No. 512987)

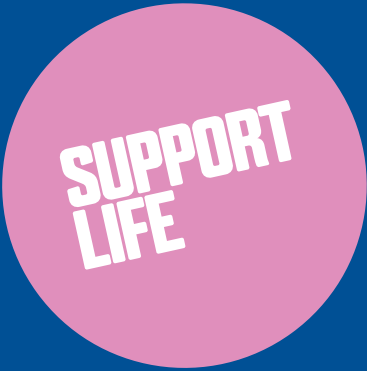
Our support began as a hospice, but today it is a promise: to support the life and legacy of all of those affected by a life limiting illness.

We help those in our care to live well and to make the most of every single day. We make the complex simple by focussing on what's important. And we support families and loved ones to live on – and live well.

We're here for local people across our community whenever and wherever they need us, helping to improve their quality of life – in the ways that matter most to them.

Through thick and thin, giant hugs and bottomless mugs, we support life for anyone affected by a life limiting illness here in Kirklees.

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