**ANNUAL REPORT 2014 - 2015**

**CHAIR’S COMMENTS**

This has been a very positive year during which we have managed to raise our profile although there is still much to do. It is always difficult when we hold an AGM some time after the end of the financial year. However some of our notable achievements are:-

* Increase in the number of **champions** from 52,000 to over 66,000
* Developed the website -
* Now have over 1,200 members on Dignity in Action Facebook page.
* Champions are staring to use the Website forum more
* Contributed to criteria for Dignity awards.
* Continued development of more resources for Champions.
* Dignity Action Day – Themed – planned and responsive – Have you got time for Digni-tea?
* Continued to receive **Department of Health** support from RL and Funding.
* Firmed up the application for **charity status**
* Excellent Meeting administration
* Excellent support from RNHA – premises – badge distribution
* Increased income from sale of Badges
* Identified the Trustees ready for when we do have Charity status,
* Identified the ways in which we will continue to work with Council members and the wider stakeholder forums.
* Maintained the Newsletter at a monthly frequency.

This sound base will provide the Council and the campaign with a number of opportunities for the forthcoming year:

* Dignity Action Day provides a real opportunity for raising the profile of the Council and the Campaign.
* Working more closely with network leads to increase our connectivity and support to Champions.
* Better use of the Website to aid connectivity, raise our profile and our linkages with other organisations.

Jan Burns

Independent Chair

**HONORARY SECRETARY’S COMMENTS**

The last year has seen a steady increase in the number of Dignity Champions and several organisations are continuing to use the Dignity Do’s as a basis for training courses for their staff. [Alongside the work of other organisations such as Skills for Care and SCIE].

In the last year we have supplied nearly 10,000 badges and 400 wristbands to organisations and individuals. It is pleasing to note that often this is as a result of organisations wanting to recognise the achievements of their staff in completing training in Dignity. There has also been a real increase in the number of healthcare based organisations requesting badges. .

During the year we have pursued our desire to become a Charity and although we were unsuccessful in our first attempt, we have taken stock and feel much more prepared to make a new application. Negotiations are continuing with the Charity Commission and we are hopeful of a positive outcome in time.

The Peter Seymour has continued to work as network coordinator and been able to address some of the issues for champions as well as developing closer links with network leads and ensure that there is a clear channel of communication between local networks and the Council. Peter has also been able to produce regular newsletters for champions, which are much welcomed by the sector and are more and more showcasing good practice. .

The website developments are proceeding and we now have a much more modern looking and easily navigable website. It is also good to see that the Facebook page and the discussion forum are becoming more active. We are also getting more enquiries via the website which indicates that activity is increasing and the website is becoming more central in terms of communication between champions. We are also seeking to make our Twitter account more active.

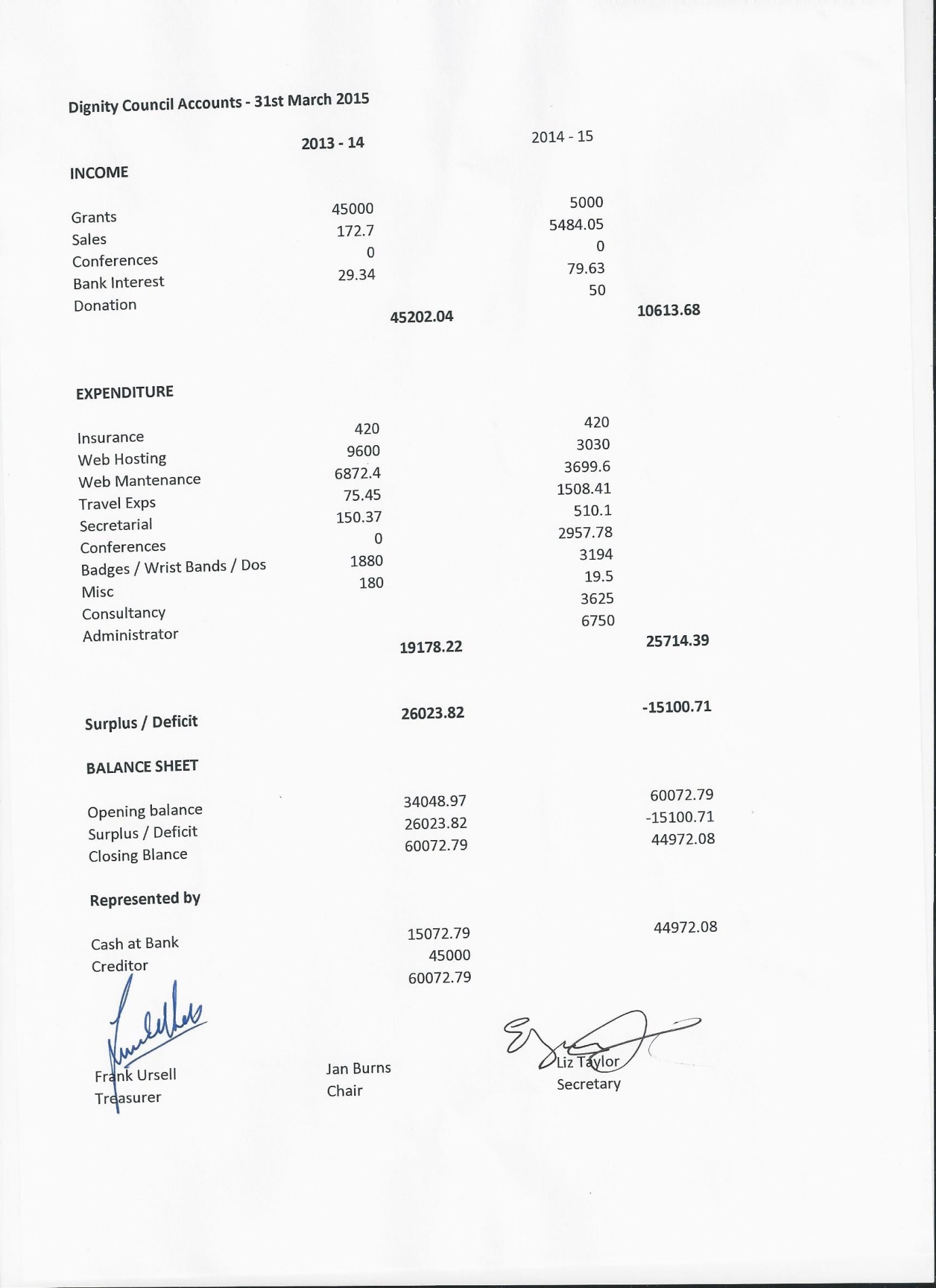
We have continued to seek opportunities for further funding and submitted a bid to the Department of Health under their volunteer funding process, to explore the ways in which we could connect with the public. The concept of ‘Pass it On’ underpinned this bid and considerable work was undertaken to put the bid together. Although we have not heard whether the bid was successful as yet, the work has certainly sharpened our thinking in relation to working with partner organisations to achieve our core aims.

Following the success of our first conference in October 2013 we are planning to hold another to coincide with Dignity Action day 2016

Overall a good year with lots of activity. Here’s to that continuing.

Liz Taylor

Honorary Secretary.

****