



# NATIONAL DIGNITY COUNCIL ANNUAL REPORT

## 2021-2022

*Dignity in our Hearts Minds and Actions*





# ANNUAL REPORT 2021-2022

## CHAIR'S COMMENTS

Despite the changes that have occurred in the official approach to the pandemic, the National Dignity Council has been extremely conscious of the fact that frontline workers are continuing to be challenged in all sorts of ways. We are constantly amazed and humbled by the ingenuity, inspiration, innovative thinking and sheer resilience of those working in health and social care. To say WELL DONE hardly seems sufficient under the circumstances but those words convey a wealth of admiration and congratulations. The Council too has needed to develop and innovate and respond to the needs of our Champions, and we have spent time this last twelve months looking at how best we might do that with the limited resources that we have available, and we know that this will mean some significant changes for us in the coming twelve months.

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 116,000
- Continued to maintain the website in an up-to-date and user-friendly state.
- Continued to increase the number of members on the Dignity in Action Facebook page. Now over 3,700 members.
- Continued to maintain positive links with key stakeholders.
- Used the Dignity in Action FaceBook Page and Website Discussion Forum to share practical tips, support each other and raise key topics for a wider debate.
- Held another successful Dignity Action Day – despite the continuing concerns and restrictions people found all sorts of ways of celebrating the day and holding events, from virtual parties to garden entertainment, to tea parties and links with the local community to promote dignity
- Raised funds through Dancing with Dignity events.
- Promoted and disseminated the Dignity Postcards – since we started over 60,000 of these have been sent out to organisations, and we are grateful for the support received from Spectrum Consortium towards the funding of these.
- Meeting administration has been excellent
- Received continued practical support from Registered Nursing Homes Association in terms of providing an office base for the Council.
- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- Maintained links with Champions and other stakeholders.
- Held 3 successful on-line events with presenters from a variety of services, e.g. CQC, Skills for Care, Providers from Health and Care Services, health and wellbeing-managing stress in the pandemic; end of life- doing it with dignity; and authorisation, representation, legislation and consent to care with dignity.



- Maintained and developed the production of a regular Newsletter, and received very positive feedback for its content.
- Continued to promote our suite of audit documents.
- Maintained strong links with, key stakeholders - Care England, End of Life networks, National Care Association, NICE and SCIE and SfC.
- Represented the Council as speakers on National Events including; a Conference on Human Rights and Equality; Sunderland University – [The Academy of Fab stuff is all about and how it can help you and your teams network and gain new information and expertise . The Academy is described as a social enterprise for healthcare professionals to share great work and ideas]
- Represented the Council as Member on DoHSC Quality Matters Board.
- Represented the Council on CQC Provider meetings
- Been part of judging panels at Staffordshire Dignity Awards, Great British Care Awards
- Presented awards at the Norfolk Virtual Care Awards.
- Supported the development of active champion networks.
- Made better use of our Twitter account and continued to increase our number of followers to 5861
- Raised funds/donations by working with a number of health and social care services to promote dignity, person centred practice and continence services.
- Supported the Formulation of a Royal Wolverhampton Hospital Trust, Dignity Workbook Pilot [This is a bespoke learning package about dignity put together for pre-registrant multi-professional participation. However, the content and the take home message from the module is designed to be suitable for everyone who works within healthcare. It will be inclusive of pre-registration Allied Health Professionals, Medics, Midwives and Nurses ]
- Disseminated our baseline Training Package to a number of organisations and received very positive feedback on its effectiveness and value for money.

So despite the challenges the Trustees and the campaign have identified a number of opportunities for the forthcoming year:

- Dignity Action Day continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public.
- Applying for funding for specific projects to enable the Campaign to grow and be targeted, at areas in most need.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues.
- Continue to develop our suite of audit documents.



- Promote the Dignity Do's for both young people and adults.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Develop and promote a training programme on creating a culture in which Dignity is the keystone, for staff and managers.

Finally, I would like to say a few thankyou's. To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not be able to achieve all we have. To the Trustees who have given unstintingly of their time and energy a big thank you, and to those organisations who gave us support. A special thankyou too to our Treasurer Jane Finnerty for looking after our finances so well and to our faithful Secretary, Liz, who goes way beyond an administrative role, she is no doubt a major asset to the functioning of our charity. And, of course last but not least to all of our Dignity Champions who continue to make a difference on a day-to-day basis to a range of people in a variety of settings. Thank you to each and every one of you for sharing your kindness , respect and compassion so widely.

Jan Burns MBE

Chair



### SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2021



The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.



On Thursday 14th October 2021, Spire Nottingham held a Dancing for Dignity-TEA event for all staff and patients in our foyer.

We held a tombola raffle which raised £173 for the dignity in care campaign, alongside cakes for everyone, word searches and discussions on raising awareness around dignity.

Overall it was a great success and enjoyed by all whom participated!





Acorn lodge raised over £600 this year for the Campaign through their activities on both Dancing for Dignity Day and Dignity Action Day.



**SOME EXTRACTS FROM DIGNITY ACTION DAY 2022 MEMORY BOOK**

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.





At HS4LC Brackenley Harrogate this year we wanted to get a big message out there about what Dignity means to us. There's something impactful about single words that struck a chord with our staff and residents and a new theme for us in 2022 was SPACE.... the creation of a pause to be able to think and choose independently without the pressure of fitting into others routines. After some great conversations, mindful creativity and thought provoking ideas we then helped ourselves to a valentines buffet ...heart themed to match our Dignity Tree!



Everyone had fun dancing singing,parachute fun with friends, our dignity tree is displayed in our reception Heron court Brentwood Essex



## ACCOUNTS 2021-2022

### **National Dignity Council**

#### **Treasurer's Report to the AGM**

#### **Statement of Accounts and Balance Sheet for the year ended 31st March 2022**

I present my report for year ended 31st March 2022. No grant income was received during the period however we did benefit from some crowd funding with AVIVA earlier in the fiscal year. The website and hosting remain our largest costs, but this is an essential communication channel with our champions and wider supporters. No major upgrades were required during the year, so we were able to minimise this overhead as far as possible. Sales of badges and wristbands were down on the previous year due to the pandemic and again our income has been affected as no revenue could be generated from Conference activity as we had successfully been able to do in January 2020. This option to raise funds is being initiated again in 2022. We have a deficit this fiscal year of -£810.53 which is a marked improvement on year ending 2021 and our surplus in 2020 has been used. Cash at the bank is therefore at £8357.44 on 31.03.22 down from £9167.97 at the end of the previous fiscal year. Our sales for 2021 were improved by the hard work of the trustees, the Chair and honorary secretary's hard work with training and increasing sales of the training pack materials that are proving popular and a valuable source of ongoing income. We continue to fund Dignity Postcards which are a promotion of what the NDC does, and we are grateful to Spectrum in helping fund the associated costs of these. Thanks to everyone who has been involved with our fundraising through donations, sales of badges, training provision and sponsorship. Bank statements are available monthly to all trustees and on request.

Jane Finnerty

Treasurer April 2022





## National Dignity Council Accounts - 31st March 2022

	2021-22	2020 - 21	
<b>INCOME</b>			
Corp Donations	£500.00		
Donations	£2,937.73	£1,807.08	
DONR	£93.08	£147.01	
Sales	£3,116.77	£5,252.47	
Conference			
DAD - Dancing	£250.00	£90.00	
Training	£728.00	860.00	
Just Giving	£490.54	426.04	
Pay Pal	£737.39	£244.80	
Repayment Admin		£461.54	
	<u>£8,853.51</u>	<u>£9,288.94</u>	
<b>EXPENDITURE</b>			
Repayments	£28.00		
PICRIGHTS	£150.00		
Insurance	£299.98	£189.06	
Webste Costs	£5,059.27	£5,243.84	
Travel / Accom / Conf			
Consultancy / secretarial		£500.00	
Conferences			
Badges / Wrist Bands / Dos	£1,320.00	£1,462.00	
Admin travel/Stationery/ postcards/ Postage	£2,090.79	£3,565.53	
Miscellaneous			
Honorarium	£500.00	£500.00	
Bank charges			
Just Giving	£216.00	£216.00	
	<u>£9,664.04</u>	<u>£11,676.43</u>	
<b>Surplus / Deficit</b>	<u>-£810.53</u>	<u>-£2,387.49</u>	
<b>BALANCE SHEET</b>			
Opening balance 31/03/21	£9,167.97	<u>01/04/2020</u>	£11,555.46
Surplus / Deficit	-£810.53		-£2,387.49
	£8,357.44		£9,167.97
<b>Represented by</b>			
Cash at Bank	£8,357.44		£9,167.97
Creditor	£0.00		£0.00
Closing Balance 31/03/2022	<u>£8,357.44</u>	<u>31/03/2021</u>	<u>£9,167.97</u>

*J A Finnerty*  
Treasurer



## **CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS**

### Charitable Objects

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person's self respect.

### Key Workplan Aims

- Increase suite of audit tools
- Develop a training pack for Managers and Supervisors that facilitates the establishment of a Dignity Culture.
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a regular newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Day as a vehicle for raising the profile of the Campaign.
- Hold a National Conference



## *Dignity During Lockdown*

I was asked to write a poem about lockdown  
My goodness where do I start  
It's something like we have never known  
But we are lucky to have staff with big hearts

They are trying times as we isolate  
The show must go on, as they say  
Checking at all times who is at the gate  
Keeping everyone safe come what may

Goggles, aprons, masks galore  
Who would ever have thought it  
But we always wear our armour, that's for sure  
We are champions so we don't doubt it

We talk about Dignity all of the time  
With or without the pandemic  
The virus has brought its own challenges  
But together we are all so epic

Our residents are happy and everyone is safe  
Activities have continued at home  
Staff and residents working together  
Imaginative, creative, well done

I know this because I have seen the proof  
I get messages and photos galore  
All bursting with pride so eager to please  
We couldn't ask for anything more

I've seen photos of rainbows and wish lists  
And so much has come from this  
Residents using this resource to tell us  
What their wish list is

We're going to the circus and watching The Great Showman  
Who says we can't do that  
It's about having an attitude that says 'we can!!!'  
And figuring out just what ...

We need to plan to make it work



Doesn't mean we have to go out  
Plan a movie night, dress as a clown  
Making it all come about  
Involving staff and residents in everything  
Making sure we don't leave anyone out  
Having values and attitudes that really count  
Is what it's all about

We have a great staff team, you make me so proud  
Always going the extra mile  
It doesn't take much to make someone's day  
And you do it all the while

Respect, kindness, compassion too  
Are all the qualities I see  
Provided to our residents  
Absolutely as it should be

We have a duty always  
To make time the best it can be  
Of course for all our residents  
But also for our colleagues

So working together as partners  
Effective teamwork through and through  
Residents and staff so creative  
You amaze me at what you do

Many a memory can be made  
By sharing a thought or two  
And knowing you all are such Champions just proves  
You put Dignity at the heart of all that we do

***"Putting Dignity At The Heart Of All That We Do"***

*Poem written by Trish Jones -Grace Care*

*Sincere thanks to you all for everything that you continue to  
do*



### **TRUSTEES AND COUNCIL MEMBERS FOR 2021-2022**

#### **TRUSTEES**

Jan Burns MBE	Chair	[retires September 2022]
Rekha Elaswarapu		[retires September 2022]
Alan Clarke MBE		[retires September 2023]
Clare Copleston		[retires September 2024]
Lesley Flatley		[retires September 2024]
Roisin Burton		[retires September 2023]

#### **COUNCIL MEMBERS**

Jane Finnerty.	Treasurer
Liz Taylor	Secretary /Administrator