NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2025-2026

Dignity in our Hearts Minds and Actions

ANNUAL REPORT 2025-2026

The National Dignity Council continues to meet the requirements of the Charity Commission and the legislative framework in which we operate.

OPENING COMMENTS

CHIEF EXECUTIVE'S COMMENTS

Jan Burns MBE

Chief Executive Officer

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 190,000
- 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 4000 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. The What Would You Do item has bee particularly popular
- Established an Instagram presence.
- Held a successful Dignity Action Month which enabled more people to become involved and despite the current financial situation managed to raise funds. Our theme for this year was again Three Little Deeds, and it was lovely to see people making their pledges, as well as celebrating successes and raising funds..
- We have continued to supply the Jar of Hearts a simple but innovative way of saying thank you to people who have delivered services or interacted with Dignity.
- Promoted and disseminated the Dignity Postcards – since we started over 130,000 of these have been sent out to organisations. We have

been grateful for the support received from Spectrum Consortium towards the part funding of these.

- Meeting administration has been excellent
- 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.
- 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, National Care Association, CQC, NICE and SfC.
- Represented the Council on CQC Provider and LA/ICS Advisory Board meetings
- Been part of judging panels at Staffordshire Dignity Awards, West Midlands Care Awards, and Great British Care Awards
- Raised funds/donations by working with a number of health and social care services to promote dignity, and person centred practice.
- Delivered Dignity training/presentations to Students in Further Education, Skills for Care manager's forum and directly to -service providers.
- Continued to promote our baseline and supervisory training packages to promote a dignified culture in the workplace.
- We have developed a competency framework that enables organisations to assess their approach to Dignity and the role of staff within that.
- Published six VODcasts celebrating positive dignity experiences and focussing on the ten Dignity Do's. This was funded by the ACCESS group for which we are very grateful.

- Maintained solvency, despite needing to rely on donations and receiving no general grant funding.
- We have published and disseminated the Workplace Dignity Do's which focus on the rights of staff and volunteers to work in environments and culture that are based on respect and dignity.

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

- Dignity Action Month continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public. This will involve a major review of the website, both in terms of its content and presentation.
- We are also working with our website provider to make searching for resources, [both our own and others] easier, thereby ensuring wider access.
- 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.
- Continue to update and develop our training materials and competency framework.
- Work on creating better links with Health Care services so that we are meeting the needs of the whole sector.
- We also look forward to celebrating our 20th anniversary and sharing some of the highlights and achievements across that time.

VOICES OF DIGNITY PODCASTS

This year we expanded our suite of VODpodcasts. The ten dignity do's formed the basis of the discussion with the first episode setting the scene and describing some of the history, the last highlighting some of the 'golden nuggets' that had emerged during the discussions and the four in the middle focussing on the Dignity Do's themselves. We are extremely grateful to those who participated in this process sharing their learning and some of the tools that they had developed to help them deliver and interact with Dignity. Karen Rogers MBE and Trudi Barnett from Herefordshire Care Homes; Helen Wildbore from CareRightsUK; Dr Sarah Coope from Wild Monday; Rebecca Bauers from CQC; and Loraine Atherton, RMP care Ltd

The 30minutes podcasts can be accessed via the website at https://www.dignityincare.org.uk/Resources/vod-pod/

All the VODpodcasts are extremely powerful listens, and provide much thought for discussion and learning within team meeting and training sessions.

SOME EXTRACTS FROM DIGNITY EVENTS 2025-6

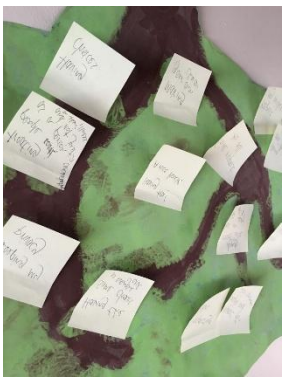
The pictures that have appeared in this report are taken from the Website and FaceBook



Dorset Police recently made the dreams of care home resident Peter come true with an experience he will never forget, marking 20 years

since he retired from policing after serving his community for over 48 years.

Peter, who lives in Care South's Elizabeth House home, retired from Dorset Police in 2006 having spent most of his career working as a scenes of crime officer, which is now more commonly known as a crime scene investigator or CSI.



Bristol City Council ran a week long campaign starting on Dignity Action Day. It involved internal and external communications activity to promote the 10 Dignity Dos and encourage staff and citizens to sign up to be a Dignity Champion.

Louise Cooper

In our office we have started a wall of hearts s people can come and write memories about those that they have loved and cared for, and those who have lost individuals.



Julia Moor Celebrating Dignity month in our Brackenley and Briardene homes has become a much looked forward to annual event, a chance to revisit what dignity means to the people we support and an opportunity to celebrate each other. This year our Dignity disco was a fun, feel good event with a special pass the parcel complete with positive affirmations to keep, a fully inclusive “hat game”, An accessible dignity bingo and a session making “dignity chains” to brighten the home and remind us of this special month. Staff and residents had a great afternoon connecting with our values and reminding our clients just how important they are to us.

ACCOUNTS 2025-2026

National Dignity Council
Treasurer's Report to the AGM
Statement of Accounts and Balance Sheet for the year ended 31st March 2026

Notes to the accounts

Financial Summary - Despite operating in an increasingly challenging funding environment for charities:

- We maintained financial solvency with careful stewardship and the dedicated support of our community. The NDC is run entirely by volunteers
- Lifted the funding considerably through strategic projects / partnerships with thanks to those who helped secure these
- No general grant funding was received during the period, making the generosity of donors, training, and project partners especially important

Looking ahead - our focus will remain on:

- Expanding the impact of our projects such as the VODPOD Casts and the well-received training programmes
- Our annual fundraising campaigns and wider outreach
- Securing new strategic partnerships to support our charitable aims and the charity's overheads

We are very grateful to every volunteer, donor, strategic partner, and supporter.

National Dignity Council Accounts - 31st March 2026		
	2025-2026	2024-2025
INCOME		
Corp income/training	1,647.00	16314.12
Donations	486.86	345.00
DONR	2.72	29.20
Sales -Merchandise	2307.17	2097.50
Conference		329.39
DAD -Dancing		200.00
Training [packs]		600.00
Just Giving	263.45	1962.66
PayPal	197.44	458.41
	4904.64	**22336.28**
EXPENDITURE		
Insurance	313.19	313.19
Website costs	4108.30	4953.59
Badges/Wristbands/Dos/Admin/travel/ stationery/postcards	1798.08	
Post/Admin/Travel/Stationery/Postcards	3179.70	1470.67
Honorarium	1000.00	650.00
Just Giving	216.00	216.00
Consultancy/Secretarial		1350.00
Podcasts	4500	
Travel/Accomm/Conf	207.10	
	15322.37	**8953.45**
Surplus /Deficit	**-10417.73**	**13382.83**

BALANCE SHEET		
Opening Balance	**21628.70**	**8245.87**
Surplus /Deficit	**-10417.73**	**13382.83**
		21628.70
Represented by		
Cash At Bank	11210.97	**21628.70**
Creditor		
Closing balance	**11210.97**	**21628.70**

Jane Finnerty

Honorary 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
- 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 Action Month as a vehicle for raising the profile of the Campaign.
- Use our web events to focus on both Making the Invisible Visible and Three Little Deeds, thereby ensuring a voice of all.
- Ensure that we bid for and deliver projects that enhance the abilities of citizens to have a voice in ensuring that Dignity remains high on the agenda.
- Increase the number of VOD podcasts so that we can make more voices heard and provide more real life training material.

TRUSTEES AND COUNCIL MEMBERS FOR 2025-2026

TRUSTEES

Jan Burns MBE	Chief Executive Officer	appointed September 2022
Alex Lewney	Vice Chair	retires September 2026
	Trustee	retires September 2026
Lesley Flatley	Trustee	retires September 2027
Roisin Burton	Chair	retires September 2026
	Trustee	retires September 2028
Amanda Cain	Trustee	retires September2026
Paul Donohue	Trustee	retires September 2028
Stephanie Willbye	Trustee	retires September 2028
Liz Taylor	Trustee	retires September 2027

COUNCIL MEMBERS

Jane Finnerty.	Treasurer
Liz Taylor	Secretary /Administrator