



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2017 – 2018

*Dignity in our Hearts Minds and
Actions*



ANNUAL REPORT 2017 - 2018

CHAIR'S COMMENTS

The National Dignity Council continues to work positively to promote dignity within our society. Despite the lack of regular income and a reliance on donations we have continued to make our mark, spreading the word about the importance of dignity in all walks of life, and in all settings. In summary our achievements are:-

- Increase in the number of **Champions** to over 100,000
- Continued to make strategic connections to bring the work of the Campaign to the forefront of key stakeholders:
- Including: our active involvement as a Board Member of The Quality Matters initiative
- Represented the voice of Dignity at the Health and Social Care CQC co-production meetings and events.
- Continued to link with the wider group of Council members and stakeholders
- Maintained strong links with, Care England, End of Life networks, National Care Association. National Care Forum
- Support the development of the 'My Home Life' Project.
- Played a major role in the development and compilation of a Altura DVD and training programme – Dignity and Personalised Care.
- Continued to update the website to include more resources for Champions.
- Continued to increase the number of members on the Dignity in Action Facebook page.
- The website discussion forum is being used by more champions to raise issues and the links with the Facebook page are stronger to ensure that we keep as many people informed and involved as possible.
- The use of dilemmas has proved a particularly useful way of promoting discussion.
- Continued development of more resources for Champions.
- Held another successful Dignity Action Day – again the theme, Have you got time for Digni-tea? proved popular as a vehicle for getting people involved.
- Meeting administration has been excellent
- 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 the Newsletter at a regular frequency, and received very positive feedback for its content.



Annual report 17-18

- Continued to develop our links with younger people, utilizing the package that we developed last year.
- Maintained the number of active networks.
- Supported Dignity And Care Awards across England– by being a panel member and presenting awards.
- Made better use of our Twitter account and increased our number of followers.
- Held our first Dancing for Dignity fundraising event, not only did this promote dignity but it also proved to be very popular event where everyone had a great deal of fun and raised funds to continue our work.
- Among the events that we have attended this year are:-
 - Health plus Care Expo
 - Home Instead senior care (speaker)
 - World Water Day event at House of Commons (speaker)
 - Employer Brand management conference (speaker)
 - Ageing 2018 (speaker)
 - ILC UK dementia and music event House of Lords
 - Vida and Google event - Equipping Seniors
 - Delphi panel, University of Flinders Australia
 - NCF conference
 - Kings Fund event: Ageism the last Taboo
 - Kings College London Annual Hobsman lecture – Dementia challenge
 - Blue light innovation event
 - APPG on Hospice care – House of Lords

This positive year provides the Trustees, Council and the campaign with a number of opportunities for the forthcoming year:

- Dignity Action Day continues to provide a real opportunity for raising the profile of the Council and the Campaign.
- Continuing to develop materials that Champions can use, for example sample training programmes
- Develop a suite of case studies that demonstrate the ways in which the dignity do's can be addressed / actioned.
- Developing our cross generational work.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Promote Dignity to a wider group of stakeholders.. E.g. banks – shops – Business' associated with the health/care sector.
- Working on developing and sustaining links with Health Colleagues.
- We will continue to seek opportunities for funding as they arise.
- Continue to develop our suite of audit documents.
- Promote the Dignity Do's for both young people and adults.
- Continue to utilize the outcomes from our survey of champions to develop resources and training tools.



Annual report 17-18

Finally I would like to say a few thank yous: To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not have been able to achieve any where near as much as we have. To our Trustees and Honorary Secretary, who have unstintingly and freely given their time and energy to ensure we are effective in meeting our goals and in continuing to be a viable campaign -a big thank you. To the extended Council members who have continued to give us their commitment and support. And 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 everyone of you.

Jan Burns MBE
Chair

SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS



At Alexander Court Care Home in Dagenham we wanted to support the Dance for Dignity in October and we held a Dignity Ball in the home. The purposes were: the residents to have fun and to make the staff and relatives aware how we promote dignity in care. Residents and staff had fun, enjoying the presence of a live singer. At the end of The Dignity Ball we have nominated The Queen and King of the Ball and the staff received trophies and certificates for their participation.

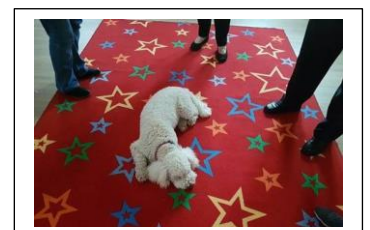
I would like to say a Big Big thank you to all staff and relatives that helped me organize this wonderful event.



Equal People Mencap held a Tea Dance, inviting members, carers, staff and friends to



come together to remember how important respect and dignity are for everyone whilst also enjoying cream teas and learning to swing dance with two swing dance tutors. Everyone had a great time. "That was so much fun. Everyone danced together"



Well Saturday 21st October Andrea Pope Smith and I started dancing at 10am in the morning. Children joined us, friends joined us and Ruby the dog joined us. Throughout the day to people danced – sang - played DJ - provided drinks and gave us overall general support. It was a long day - but so wonderful to reach the 12th hour of 10pm - dancing with friends to the Hokey Cokey. We could hardly put our whole selves in and out but we did, we did it for Dignity and with Dignity. Between us we raised in excess of £420. Bring it on again next year.

SOME EXTRACTS FROM DIGNITY ACTION DAY 2017 MEMORY BOOK

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

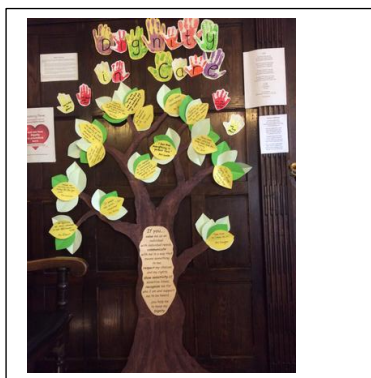


At Reside Care Homes Southwood Lodge we made a DigniTree and we had a High Digni-Tea. We talked about what dignity means for us and both the residents and families were very happy to share what dignity means for them and to put their thoughts on the leaves.



The residents at Gainsborough got together to enjoy a slice of cake and cup of tea while discussing what dignity meant to them. They wrote a message on a spade and added it to their Dig-nity bucket. Without a doubt what dignity is all about

A Eastbury House We took the comments and thoughts from the residents about Dignity in Care, and put them on the leaves of our Dignity Tree. Some children from the local nursery joined us for tea and brought with them hand prints with the nursery's golden rules on, such as "we use kind voices", "we listen to others" and "we help others".



Five Fields Court's Digni-Tree

As a reablement worker and Dignity Champion for North Yorkshire

Annual report 17-18

County Council myself and a colleague made two dignity Trees and leaves/hearts and put one in each of our offices where the reablement teams are based in our area and asked staff and visitors to choose a leaf or a heart to write what dignity meant to them and we also asked the reablement workers to take some out to clients and ask them what Dignity meant to them.



Living Ambitions held a Digni-Tea event

ACCOUNTS 2017-2018

Statement of Accounts and Balance Sheet for the year ended 31st March 2018

I present my report for the year ended 31st March 2018, a year in which, again, we had no new Grant income or other income from a national source.

The fixed term contract of the Administrator expired at the end of the previous financial year, and we did not undertake any consultancy, resulting in a total saving of £8445

As a key factor in maintaining contact with our Champions, our web site hosting and maintenance continues to be a significant cost which we have to bear. In 2017 / 2018 it was necessary to undertake more substantial upgrade work than in 2016 / 2017, resulting in a further £5,732 over the previous year.

Sales of our Dignity in Care badges and wrist bands have shown that they continue to cover their cost and make a surplus.

In essence, we have halved our trading loss on the previous year, but we take forward into 2018 / 19 a much reduced closing balance of £6,639.93 and it goes without saying that we will need to secure new funding in the year ahead if we are to remain solvent.

Frank Ursell
Honorary Treasurer
11th September 2018



Annual report 17-18

Dignity Council Accounts - 31st March 2018

	2016 - 17	2017 - 18	
INCOME			
Donations	£2,628.12	£313.50	
Sales	£9,110.40	£9,334.64	
Conferences	£0.00		
Bank Interest	£0.49		
Just Giving	£785.39	£1,701.45	
Misc	£0.00		
	£12,524.40	£11,349.59	£11,349.59
EXPENDITURE			
Insurance	£433.87	£448.00	
Web Hosting			
Web Maintenance	£7,874.14	£13,600.24	
Travel Exps	£1,089.39	£118.41	
Secretarial	£704.33	£383.82	
Conferences	£45.96		
Badges / Wrist Bands / Dos	£3,321.97	£868.00	
Stationery		£27.17	
Misc		£14.00	
Consultancy	£3,960.00		
Administrator	£4,485.00		
Bank charges	£102.00	£0.00	
Just Giving	£162.00	£216.00	
	£22,178.66	£15,675.64	£15,675.64
Surplus / Deficit	-£9,654.26		-£4,326.05
BALANCE SHEET			
Opening balance	£20,620.24		£10,965.98
Surplus / Deficit	-£9,654.26		-£4,326.05
	£10,965.88		£6,639.93
Represented by			
Cash at Bank	£10,965.98		£6,639.93
Creditor	£0.00		£0.00
Closing Balance	£10,965.98		£6,639.93

Frank Ursell
Treasurer



Annual report 17-18

This poem was posted on the DignityinAction Facebook page by Ruth Beard
The original author is unknown.

When I wander
don't tell me to come and sit down.
Wander with me.
It may be because I am hungry, thirsty, need the toilet.
Or maybe I just need to stretch my legs.

When I call for my mother
(even though I'm ninety!)
don't tell me she has died.
Reassure me, cuddle me, ask me about her.
It may be that I am looking for the security
that my mother once gave me.

When I shout out
please don't ask me to be quiet...or walk by.
I am trying to tell you something,
but have difficulty in telling you what.
Be patient. Try to find out.
I may be in pain.

When I become agitated or appear angry,
please don't reach for the drugs first.
I am trying to tell you something.
It may be too hot, too bright, too noisy.
Or maybe it's because I miss my loved ones.
Try to find out first.

When I don't eat my dinner or drink my tea
it may be because I've forgotten how to.
Show me what to do, remind me.
It may be that I just need to hold my knife and fork
I may know what to do then.

When I push you away
while you're trying to help me wash or get dressed,
maybe it's because I have forgotten what you have said.
Keep telling me what you are doing
over and over and over.
Maybe others will think
you're the one that needs the help!



Annual report 17-18

With all my thoughts and maybes,
perhaps it will be you
who reaches my thoughts,
understands my fears,
and will make me feel safe.

Maybe it will be you
who I need to thank.

If only I knew how.

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 training pack for Dignity in general and Champions in particular.
- 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.
- Focus on engagement with citizens through the 'Pass it On' project.



TRUSTEES FOR 2016-20

TRUSTEES

- Jan Burns MBE Chair [retires September 2018]
- Liz Taylor Secretary [retired September 2016]
- Frank Ursell Treasurer [retires September 2018]
- Rekha Elaswarapu [retires September 2018]
- Jean Hardiman Smith [retires September 2019]
- Jane Finnerty. [retires September 2019]
- Susan Brand [retires September 2019]
- Alan Clarke MBE [retires September 2019]
- Clare Coplestone [appointed September 2018]