



# NATIONAL DIGNITY COUNCIL ANNUAL REPORT

## 2018 – 2019

*Dignity in our Hearts Minds and Actions*





# ANNUAL REPORT 2018-2019

## CHAIR'S COMMENTS

The National Dignity Council continues to work positively to promote dignity within our society. Despite our limited funding we have continued to increase the range of resources available for our Champions and the general public to access. The Dignity Campaign continues to be high on the agenda of those organisations with which we engage, and work in collaboration with.

In summary our achievements are:-

- Increase in the number of **champions** to over 133, 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.
- Instituted the Wednesday dilemma using both the Facebook page and the Discussion Forum as mechanisms to promote discussion on a wide range of topics.
- 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.
- Raised funds through Dancing with Dignity events.
- 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.
- Maintained and developed the production of a regular Newsletter, and received very positive feedback for its content.
- Continued to develop our suite of audit documents.
- Continued to develop our links with younger people, including developing a package that can be used in schools.
- Maintained strong links with, key stakeholders - Care England, End of Life networks, National Care Association, NICE and SCIE and SFC.
- Represented the Council as Member on DHSC Quality Matters Board.
- Represented the Council on CQC Co-production meetings.
- Supported active champion networks.
- Made better use of our Twitter account and increased our number of followers to 5771
- Raised funds/donations by working with a number of health services to promote dignity, person centred practice and continence services.



- Involved as a panel member on the Staffordshire Dignity in Care Awards
- Delivered a workshop with a large insurance company to look at aligning the dignity principles with corporate and social values
- Presented awards at the Norfolk Care Awards

This positive year provides the Trustees 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.
- 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.
- Developing our cross generational work.
- 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.
- 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.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.

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 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. 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 2019.**



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

The Royal British Legion, Galanos House Leamington Spa held an Afternoon Tea Dance;

Rathgar Care Home in dancing, including belly dancing;

Wonderful music/dance residents...dignity was in communities coming awareness.



Northampton held a day of dancing and ballroom

experience for our abundance for all diverse together to raise

Our Dancing for Dignity tea dance was held at the newly refurbished Vicarage Park Community Centre in Poulton October. The afternoon fabulous success, and a dancing to live music was Poulton's senior citizens. Local entertainer Ricky music with a selection of and 70s, including favourites Neil Diamond. During the enjoyed a fashion for fun boutique Solo, with care and About You Care Services walk, local businesses some fantastic raffle prizes these included meals out for two, a selection of gift vouchers, three huge hampers and much more.



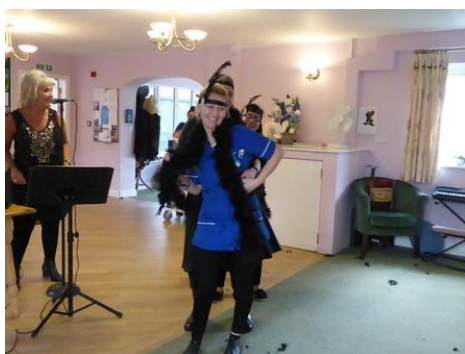
Le Fylde on Friday 26 turned out to be a wonderful afternoon of enjoyed by many of

Howard provided live songs from the 50s, 60s from Sinatra, Elvis and interlude our gusted show hosted by local support staff from All stepping out on the cat generously donated

We held a Dignity Tea Dance on Friday afternoon. The residents chose their favourite songs and we booked a singer who sang their requests. With all of the requests we received, we printed them onto leaves for our Dignity Tree plus the 10 Dignity Dos.



We also produced a booklet which included song choices, poems, song lyrics, photos etc etc. Alongside the singer we had four staff who danced on stage wearing 1920s outfits. We also had some professional dancers come along from a dance studio and give a demonstration of different dances such as foxtrot, tango etc. We had tea and cup cakes too. There was a wordsearch competition on the Dignity Dos for everybody, and residents made biscuits and lavender bags to sell on the day.



### SOME EXTRACTS FROM DIGNITY ACTION DAY 2019 MEMORY BOOK

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



At the sheltered scheme Five Fields Court where I work, we made a display of trees with thought provoking sayings in the centres.



Care is a huge and important part of Askham Village Community. From the manager taking



responsibility for ensuring their staff provide a dignified service to the care assistants who are involved directly with residents and represent each care home, the care we provide and the way we do it are the standard by which residents measure whether they have been treated with dignity and respect. We value dignity so much that we encourage each member of our team to become a Dignity Champion.



An afternoon of sharing discussion and thoughts, fun and stories, films and games around love, respect and dignity.



On Saturday 29th June, Pelham House Care Home in Folkestone held an open day in the form of a Mini Donkey Derby. Dice were thrown and children riding Stick Donkeys played around a track that was similar to the old Snakes and Ladders game. Pin the tail, Tombola, Face painting, BBQ, Cream teas, 3 visiting school choirs and a delightful little donkey named Florence all formed part of the afternoons entertainment.

On 21st February 2019 we celebrated our Dignity in Care Day. We left up the valentines decorations and kept the theme of Love going throughout the day. We invited, friends, families, staff and others from the local community to come along and celebrate with us. We started with a

We than went on to "celebrity couples". encouraged to fill a leaf which saying what Dignity were then hung on had entertainment, with Kim and Dave afternoon with thoroughly enjoyed the Day.



lovely cooked lunch. do a quiz "matching the Everyone was out a small sentence on residents had made, meant to them. They our Dignity Tree. We singing and dancing and ended up the coffee and cake. We all



## ACCOUNTS 2018-2019

### **National Dignity Council**

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

#### **Statement of Accounts and Balance Sheet for the year ended 31 st March 2019**

I present my report for the year ended 31st March 2019, a year in which, again, we had no new Grant income or other income from a national source.

As a key factor in maintaining contact with our Champions, our web site hosting and maintenance continues to be the highest single cost which we have to bear. However, there wasn't any major upgrade work to be done and so our cost was limited to our maintenance contract.

Sales of our Dignity in Care badges and wrist bands have shown that they continue to cover their cost and make a surplus. That surplus, together with income from Dignity Action Day and our Dancing initiative is reflected across the whole accounts, where we have made a surplus for the first time.

Although our surplus of £1,802.10 when added to our balance carried forward of £6,639.93 gives us an opening balance for the year of £8,442.03 it goes without saying that we will need to secure new funding in the year ahead if we are to remain solvent.

Having retired as Treasurer of the Dignity Council at the AGM in September 2018 I extend my thanks and best wished to my successor, Jane Finnerty.

Frank Ursell

Honorary Treasurer

**Dignity Council Accounts - 31st March 2018**

	<b>2017 - 18</b>		<b>2018 - 9</b>	
<b>INCOME</b>				
Donations	£313.50		£3,457.01	
Sales	£9,334.64		£9,202.48	
DAD			£150.00	
Dancing			£649.00	
Just Giving	£1,701.45		£1,145.41	
Pay Pal			£130.48	
	£11,349.59			
		£11,349.59	£14,734.38	£14,734.38
<b>EXPENDITURE</b>				
Insurance	£448.00		£448.00	
Web Maintenance	£13,600.24		£5,817.58	
Travel Exps	£118.41		£220.75	
Secretarial	£383.82		£33.00	
Badges / Wrist Bands / Dos	£868.00		£5,516.00	
Stationery	£27.17		£164.99	
Misc	£14.00		£15.96	
Honorarium			£500.00	
Bank charges	£0.00			
Just Giving	£216.00		£216.00	
	£15,675.64	£15,675.64	£12,932.28	£12,932.28
<b>Surplus / Deficit</b>		-£4,326.05		£1,802.10
<b>BALANCE SHEET</b>				
Opening balance		£10,965.98		£6,639.93
Surplus / Deficit		-£4,326.05		£1,802.10
		£6,639.93		£8,442.03
<b>Represented by</b>				
Cash at Bank		£6,639.93		£8,442.03
Creditor		£0.00		£0.00
Closing Balance		£6,639.93		£8,442.03

Frank Ursell  
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 training pack for Dignity in general and Champions in particular.
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a monthly 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
- Focus on engagement with citizens through the 'Pass it On' project.



## POEMS

Dignity Day ...February 1st 2019.

Dignity, a short word, which means so much  
Respect and kindness, or a gentle touch.  
Treating each and everyone, with understanding while having fun.  
We all should take the time to show, the patience and kindness and not fall below.  
Everybody whatever their race, should always have a smile on their face.  
Encouraged, and nurtured, and listening too.  
Treat people the way you want them to treat you.

Written by Judith Cooper Activities Co-ordinator at Grosvenor House

## TRUSTEES AND COUNCIL MEMBERS FOR 2015-2016

### TRUSTEES

Jan Burns MBE	Chair	[retires September 2021]
Frank Ursell	Treasurer	[retired September 2018]
Rekha Elaswarapu		[retires September 2021]
Jean Hardiman Smith		[retires September 2020]
Jane Finnerty.	Treasurer	[retires September 2020]
Susan Brand		[retires September 2020]
Alan Clarke MBE		[retires September 2020]
Clare Copleston		[retires September 2021]

### COUNCIL MEMBERS

Liz Taylor    Secretary