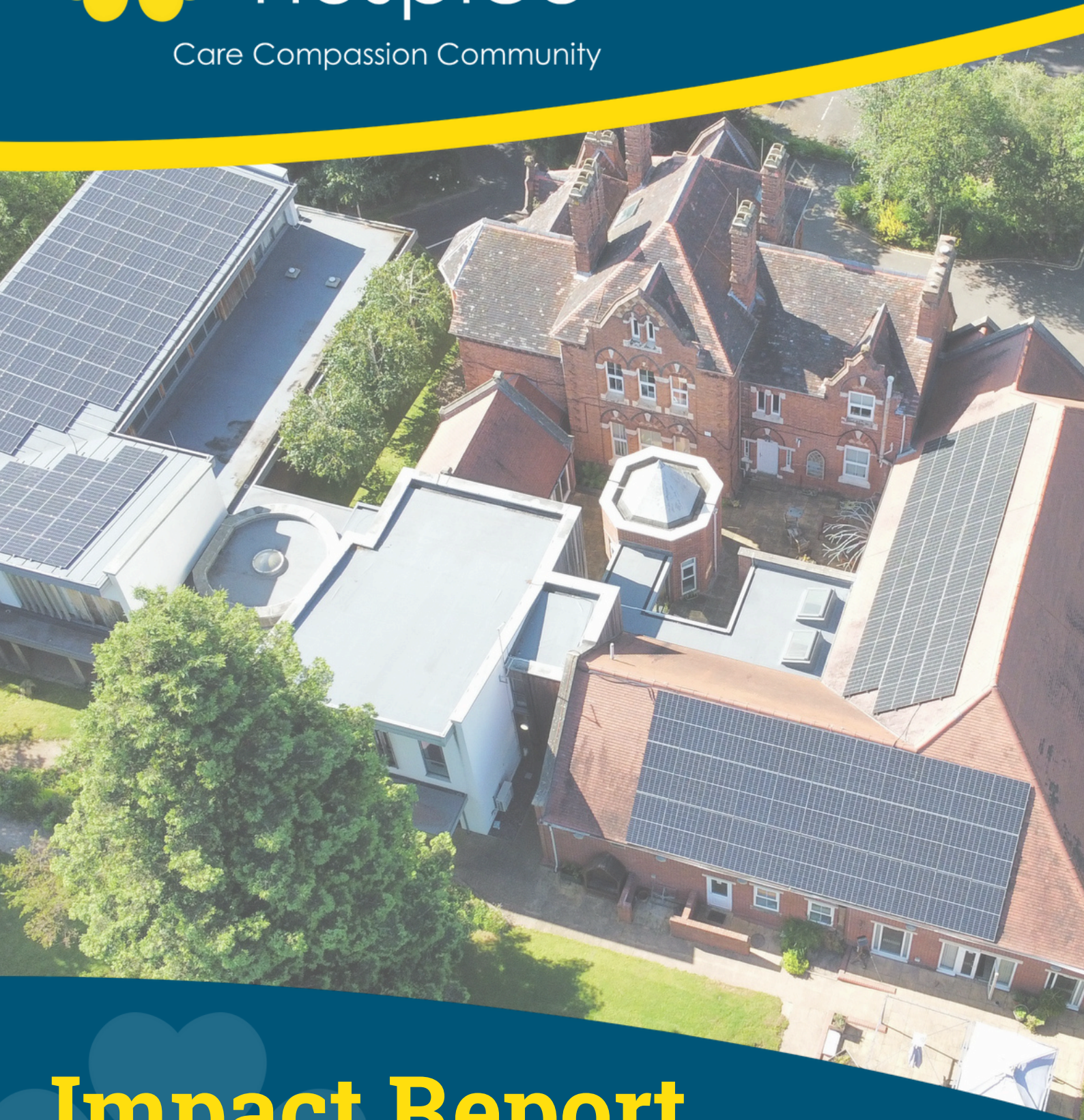




Care Compassion Community



Impact Report 2024-2025

[primrosehospice.org](https://www.primrosehospice.org)

T: 01527 871051

Registered Charity No. 700272



Chief Executive's Welcome

As CEO, I am proud to present the Primrose Hospice and Family Support Centre (Primrose) Impact Report for 2024/2025.

The Impact Report demonstrates how we have worked with and for our community during the past year.

In a year that has seen some hospices reduce staffing and services, Primrose has been able to maintain and expand our services. We still have a financial challenge but are addressing this proactively by trying to increase the money we raise, and reducing how much we spend, whilst protecting front line services. Our innovation and expansion in both Retail and Fundraising are helping address our financial pressures.

We have achieved significant progress providing more opportunities for volunteers and increasing the number of people who support us with their kindness, time and expertise.

We are incredibly grateful to the wonderful volunteers who support our services and help us raise the money needed to ensure that our services remain available free to anyone who needs them whenever they need them.



David Burrell - CEO

Looking ahead, we are committed to continuing our work and expanding our links with local businesses and organisations.

This report showcases the positive difference we are proud to make within our community.

Thank you to our dedicated volunteers, staff, supporters and everyone involved in this wonderful charity for their unwavering support.

Mission Statement

Primrose Hospice & Family Support Centre is a charity which enhances quality of life for people with life limiting illness in North East Worcestershire; in addition, we provide care and support for families, carers and friends.

Vision Statement

To provide the best possible care and support to anyone in our catchment area who requires our services, ensuring choice and empowerment for every individual.

Values

Care

Provide high quality personalised care and support for everyone
Be the best we can be at everything we do

Compassion

Respect and dignity for all
We listen, engage and act with warmth, kindness and understanding

Community

Primrose, one team providing holistic support
Inclusive and work together both internally and externally



About us

At Primrose Hospice and Family Support Centre, we are privileged to be able to support patients with life-limiting illnesses and families experiencing bereavement, providing them with the care and support they need during the most difficult and challenging times.

We offer a wide range of services including Day Hospice, Clinical Nurse Specialist services, Physiotherapy, Family Support, Counselling and a Living Well Service.

- ♥ Our Family Support and Living Well Team support patients and families through challenging times, offering a range of one-to-one sessions and group support for all ages; this includes a bereavement service. The team offers both practical assistance as well as an empathetic ear, providing advice for all the family and helping them to deal with the demanding situations that arise throughout their journey.
- ♥ At Primrose Hospice we are also especially mindful of the impact on children, who do not always have the language or understanding to express how they feel. We understand that helping children to find creative and safe ways in which to express their feelings after someone special dies is hugely important.
- ♥ The Clinical Team care for patients living with life-limiting illnesses such as heart failure, lung conditions, cancer, neurological conditions and more.
- ♥ Support is patient-centred and based on individual need and diagnosis. The aim is to help patients manage their symptoms and aid decision making, as well as maximising independence and optimising quality of life through therapeutic assessment, goal setting and delivering an evidence-based support programme.



The difference we made

Between April 2024-March 2025

We supported

928 patients and clients

through **8,828**

contacts from our
Clinical and
Family Support teams



"Primrose Hospice has been my lifeline and has made a huge difference to me. If I need to talk there is always someone there to listen."

Day Hospice patient

Clinical Support



Our Clinical team supported **193**
palliative patients across all services

Our Clinical Nurse Specialist
delivered **703** one to one
consultations and supported **180**
'end of life care planning discussions'

Denise, our wonderful cook
prepared around

1,347 hot meals
for our patients



The difference we made

Family Support

1,994 one to one counselling, Family Support and benefits sessions were delivered to adults

Our Complementary Therapy volunteers delivered **585** sessions for patients and clients

Our benefits team have secured **£884,617** in benefits for our clients who are bereaved or are caring for someone with a life-limiting illness

Our children's team supported **165** children and young people who are bereaved or who have a family member with a life-limiting illness



"Thank you for all the love, help and support you have given my daughter over the last year it really has made such a difference for all of the family. It has been such a pleasure seeing you every week and I know my daughter has enjoyed her time with you too."

"From the most horrendous situation you have been the shining light in the darkness of grief. Thank you doesn't sound or seem enough but it means everything." Family Support Client



The difference you made

Primrose Hospice is an independent charity and relies heavily on support from the local community. We have to raise **£1.95 million** each year to continue to provide our services to care for our patients and families.

Between April 2024-March 2025

Retail

We successfully opened a new shop on Bromsgrove High Street. We raised **£726,186** across our 5 charity shops from your donated items.

We sold **76,477 kg** of pre-loved clothes, saving them going to landfill.

Across our shops, customers spent an average of **£7.70** every time they shopped with us.



"Knowing that my Mum's belongings are being donated to a good cause and that someone else can maybe get the benefits from has meant a lot to her, and receiving a thank you email each time we've been into your shop is lovely!"

The people working in the shop have all been wonderful each time we have been in and I look forward to my next trip over."
- Shop Customer

Fundraising



We received **£36,866** in legacy donations

Our Lights of Love campaign remembered **1,737** loved ones, raising **£35,853**

1,000 Christmas trees were collected by **45** volunteers, raising **£15,639**

427 Santas ran round Arrow Valley Park raising **£13,321**



The difference you made

Volunteering

375 volunteers have supported us,
with **4** individuals who have volunteered
for over **30** years!

Our volunteers provided

2,800 hours of reception support
saving of around **£35,000**

33 students have completed their work
experience or Duke of Edinburgh volunteering
at the Hospice and our shops, with many of
them continuing to volunteer after their
placements

98% of our volunteers give the
reason **"To give something back"** as their
motivation to volunteer



*"I guess you all know I truly love
every minute I am at the hospice with
such caring, loving, friendly and
supportive people, I can now say are
wonderful friends."*

Jan - Day Hospice Volunteer

COULD
YOU GIVE
A SHIFT?



We need people like
you to volunteer for
Primrose Hospice in a
huge variety of roles.

SCAN ME



#igiveashift



Meet Paul...



"Primrose is somewhere that wouldn't work without everybody. There's no question of that. It's a people place, run by people, for people."

– Paul Whitehouse, Living Well Service Volunteer.

At **Primrose Hospice & Family Support Centre** we provide care and support for around **1,000** people every year in North East Worcestershire.

This simply wouldn't be possible without our '**Primrose People**'.

Find out more about Paul and others here...



SCAN ME



"My mom would look forward to her visits all week and it gave her strength to get through the tougher days. Primrose Hospice and your amazing team allowed Mom a safe place to simply be a woman again, not just a patient.

She would chat, laugh and share stories. She was able to be herself and it brought so much joy. We shall be forever grateful to you all."

Day Hospice Patient Family Member

155 people volunteered at our fundraising events, helping us to raise the **£1.95 million** needed to provide our services for free for our patients and families in need



St. Godwalds Road, Bromsgrove, B60 3BW

Tel: 01527 871051

Email: info@primrosehospice.org

www.primrosehospice.org

Company registration number 2211941

Registered charity number 700272

