



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2024-2025

Dignity in our Hearts Minds and Actions



ANNUAL REPORT 2024-2025



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 182,000
- Continued to maintain the website in an up-to-date and userfriendly 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.
- 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 being Three Little Deeds, and it was lovely to see people making their pledges.
- Raised funds through Dancing with Dignity events. – We know that people had lots of fun, and the videos of you Agadoo-ing with Dignity were wonderful.
- 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 100,000 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
- 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, Great British Care Awards
- Supported the development of active champion networks.
- 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.
- Worked with CQC during 2024-2025 on the Share for Better Care campaign, as part of which we produced and published three VODcasts celebrating positive dignity experiences.



Undertook a survey as part of the Share for Better Care campaign looking at what might prevent people from sharing their experiences.

- Maintained solvency, despite needing to rely on donations and receiving no general grant funding.
- Secured funding from the ACCESS group to develop the VODPOD casts to showcase the Dignity Do's.
- Held Webevents on the theme Making the Invisible Visible.

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. We will continue the Three Little Deeds Theme and pledges next year.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun, and although we may not profile it in quite the same way there is enough commitment to continue it for the foreseeable future.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public. – We are working with our website provider to make searching for resources, [both our own and others] easier, thereby ensuring wider access.
- 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, including staff and those with neurodivergence more specifically. .



- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Develop our use of Podcasts VODPOD – Voices of Dignity Podcast as a tool to encourage debate and showcase positive dignified outcomes. This year, thanks to funding from the ACCESS Group we will be focussing on the Dignity Do's and plan a series of 6 VODpods to consider what these mean in practice.
- Work on creating better links with Health Care services so that we are meeting the needs of the whole sector.

WORK WITH CQC ON SHARE FOR BETTER CARE CAMPAIGN.

This report summarises the findings of a survey that was undertaken as part of the Share for Better Care Campaign. The Campaign took place during 2024 and completed in March 2025, it was led by the Care Quality Commission and Healthwatch and the National Dignity Council was part of a cohort of organisations that were engaged by CQC to help drive the messages from the Campaign across our 180,000 champions. As part of our involvement the NDC hosted 3 Voices of Dignity Podcasts, 2 web events and promoted the Campaign through our newsletter.

- As part of the initial feedback from our Champions it became clear that not everyone found giving feedback easy. We therefore decided to run the survey to seek a more detailed analysis of the reasons behind that.
- The outcomes clearly indicated that if you want to encourage feedback it needs to be
- A-as simple as possible to give feedback
- and B-any feedback needs to be heard and actioned.

POSTCARDS DISTRIBUTION.

The following information has been collated from postcard requests via postcode and area, and type of postcard requested, from their launch



in 2020 to the end of 2024. The early indications from 2025 are that the trends continue .

The Country was divided into the following regions for the purpose of the analysis.

Wales, East Anglia, North West, North East, West Midlands, East Midlands, South Central, South West, South East, London, Greater Manchester, and Yorkshire

The data was then analysed by type for each year, i.e. welcome, health based or social care based postcards and by source of request, i.e. health, residential and nursing home, unidentifiable, home care, supported living, and produced the following.

By type of postcard

Apart from the first full year the numbers of postcards requested has been fairly stable, - decreasing slightly, with the welcome and social care postcards being the most requested and the health ones least. The decrease can be explained for two reasons, a- we limited the number for each establishment to 50 – from 100 in 2022. Over the 50 months covered by this report we have sent out some 100,561 postcards in total.

By Origin Source

We have sent cards to a total of 1328 different organisations, the majority of which can be classified as residential or nursing care establishments. Unknowns probably include some residential and nursing establishments, but it was not possible to distinguish the type of service from the request information. The data would suggest that work needs to be done as to how we might better serve or target home care and supported living environments. The majority of the health requests have been from private health organisations, two being dental



surgeries and one being a physiotherapy service. This is also something to think about in the future.

The analysis also considered the geographical source of requests in terms of any differences between the three types of card. The results of this analysis are that the conurbations are making good use of the cards, but do less well in the shires. Some organisations also have a better take up than others. One of the really noticeable things was the lack of reach in Wales. Consideration will be given to producing Welsh language version of the cards in future.

VOICES OF DIGNITY PODCASTS

This was a new venture for the Council and has provided us with another way of highlighting and sharing good practice, ways of working with Dignity and bringing the Dignity Dos to life. The first three were developed as part of our work for the Share for Better Care Campaign. The VODpod took a story from one person and used that to demonstrate what it both felt like and the outcomes it produced when support is given with kindness and respect and when it is not. The 30-30minutes podcasts can be accessed via the website at <https://www.dignityincare.org.uk/Resources/vod-pod/>

They showcase the stories of Leah who was undergoing treatment for cancer; Liz who was supporting her mother to stay at home and Robert who uses his experience of homelessness to improve the experience of others who find themselves in that position. All three are extremely powerful listens, sharing both the emotions but perhaps more importantly highlighting the fact that it can be something very small that really makes the difference to an individual and leaves them feeling valued, listened to and supported.

SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2024



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





The staff at Meadows Edge Care Home, truly embraced the spirit of community and celebration! Their vibrant dance performances inspired by Diwali not only brought joy to residents but also showcased the cultural richness of this beautiful festival. In addition, the staff came together to prepare a delicious group meal, allowing residents to enjoy traditional dishes that enhance their connection to the celebration. These activities are part of their ongoing fundraising and awareness campaign for Dignity in Care, demonstrating a heartfelt commitment to promoting dignity and respect for all. Bravo, Meadows Edge team! Your creativity and dedication make a meaningful difference in the lives of your residents!





Park Avenue Care Home for their remarkable dedication in learning and presenting lively dance moves inspired by Diwali. Their commitment not only honours this splendid Indian festival but also significantly contributes to the fundraising and awareness efforts for Dignity in Care. This endeavour not only showcases the staff's inventiveness and dedication but also cultivates a sense of community and happiness among both residents and supporters. Congratulations to the Park Avenue team! Your dedicated work has made a significant impact!

SOME EXTRACTS FROM DIGNITY ACTION MONTH 2024 MEMORY BOOK

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

Cavendish Home Care





We organised a Digni-Tea event with everyone expressing what dignity means to them on our Digni-tree. We talked about the Dignity in Care Campaign and what Dignity Action February is about. We reminded ourselves to care for those around us with respect, kindness and dignity.

The Live In Care Company. Digni-Tea & Digni-Tree!



At The Live In Care Company, we are committed to upholding the dignity and independence of every individual we support. We believe that dignity is paramount in all aspects of holistic and person-centred care. Our commitment includes creating a respectful and supportive environment, empowering clients to maintain control over their lives, and ensuring that all interactions are conducted with kindness, empathy, compassion, and respect for individual differences.



For Dignity In Action Month we hosted a virtual Digni-tea, bringing together colleagues to discuss and celebrate the importance of dignity. We also created a Digni-tree to share some of our pledges towards this years theme of '3 Little Deeds'. 🌳 We are excited to be sharing our individual pledges soon!

Acorn Lodge held a fund raising event and used the dignity cruise as a basis for a trip round the world. Undre the leadership of Nagis Sultana they raised an amazing £415 fir the Campaign.





ACCOUNTS 2024-2025

National Dignity Council

Treasurer's Report to the AGM

Statement of Accounts and Balance Sheet for the year ended 31st March 2025

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 2025			
		2024-25	2023-2024
INCOME			
Corp income/training		16314.12	£2,072.00
Amazon			£21.44
Donations		345.00	£425.00
DONR		29.20	£37.31
Sales		2097.50	£4,506.03
Conference		329.39	£388.98
DAD -Dancing		200.00	£397.27
Training [packs]		600.00	£400
Just Giving		1962.66	£1,229.63
PayPal		458.41	£480.69
		<u>22336.28</u>	<u>£9,958.35</u>
EXPENDITURE			
Insurance		313.19	£313.19
Website costs		4953.59	£4,958.56
Badges/Wristbands/Dos/Admin/travel/ stationery/postcards			£3,052.00
Post/Admin/Travel/Stationery/Postcards		1470.67	£1,723.82
Honorarium		650.00	£1,000
Just Giving		216.00	£216.00
Consultancy/Secretarial		1350.00	
		<u>8953.45</u>	<u>£11,263.57</u>
Surplus /Deficit		<u>13382.83</u>	<u>-£1,305.22</u>



BALANCE SHEET		
Opening Balance	<u>28/03/24</u> <u>8245.87</u>	<u>01/04/23</u> £9,550.59
Surplus /Deficit	13382.83	-£1,305.22
	21628.70	£8,245.37
Represented by		
Cash At Bank	21628.70	£8,245.37
Creditor		£0.00
Closing balance	31/03/25 21628.70	31/03/2024 £8,245.37

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 2024-2025

TRUSTEES

Jan Burns MBE	Chief Executive Officer	appointed September 2022
Alex Lewney	Chair Trustee	retires September 2025 retires September 2026
Lesley Flatley	Trustee	retires September 2027
Alan Clarke MBE	Trustee	retires September 2025
Roisin Burton	Trustee	retires September 2025
Amanda Cain	Trustee	retires September 2026

COUNCIL MEMBERS

Jane Finnerty.	Treasurer
Liz Taylor	Secretary /Administrator