



Ayrshire Hospice

Making today matter

Building
the
Future

CAPITAL BUILD PROJECT





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Foreword from Carla MacEwan

Chief Executive Officer



Each of us will, at some point in our life, experience the loss of a loved one, the grief and loss that brings, or see our lives touched by life-limiting illness.

The Ayrshire Hospice has been a leader in specialist palliative care for over 30 years, helping you, your family and your friends through those difficult times.

And we have provided this care, wherever the person needs it, at our In-patient unit and Day services on Racecourse Road in Ayr, in care homes and hospitals, as well as in people's homes in the community from Largs to Ballantrae, from Brodick to New Cumnock; we are here for the whole of Ayrshire, Arran and beyond.

Our service covers 1,129 square miles and serves a community of 370,000 people. We provide care to those with incurable life-limiting illnesses, their families and loved ones wherever best suits their needs. Our care and support is led by the patient and their family and is centred on offering exceptional care that supports their physical, psycho-social and spiritual wellbeing, making every day count free pain, distress, fear, isolation and loneliness.

The Hospice's current facility at Racecourse Road has served Ayrshire exceptionally well over the years. Now, our building is failing and with full support from the Board we need to urgently embark on a capital build project at Racecourse Road. Our colleagues at Health Improvement Scotland highlighted in their latest report the need to address urgent issues in our built environment, including the phasing out of shared rooms, only intensified with the onset of COVID-19.

We recognise the challenges a global pandemic brings and our goal to create the new infrastructure during this time is a brave but essential project where we must succeed or else our building will be deemed unfit for purpose.

So, we are launching our Capital Build Project with the aim of raising £13 million to create an Ayrshire Hospice fit for the future and able to meet the needs of our patients, their carers, their families, in an environment that supports care, dignity and respect for the needs of the individual and also support Ayrshire and Arran residents reaching end of life to remain in their own homes for as long as possible.

Since the Hospice was founded in 1989, by those first pioneers within our community, the landscape of palliative and end of life care has changed dramatically. The NHS is increasingly stretched, people are living longer than ever before and more and more have multiple, complex conditions toward the end of their lives. When we first began providing our care, the majority of our patients had cancer. Today, almost a third are affected by other life limiting conditions such as motor neurone disease, chronic obstructive pulmonary conditions, heart disease, multiple sclerosis and dementia. As leaders in palliative care, our aim is always to provide the best possible care in the right place at the right time. We want to continue to provide our patients and families with an environment that matches our excellent standard of care, well into the second half of the century.

Listening to our patients and their families, our staff who deliver their care, our volunteers who give so much and are vital to the future of Hospice care and members of the community, we believe we have designed the best possible environment to provide excellent contemporary palliative and end of life care.

The new In-patient unit will offer each patient a single room, with en-suite facilities, providing greater dignity and privacy. Each room will have space for loved ones to stay overnight in a comfortable, homely environment. Preserving a connection with the natural environment which so many of our patients cherish, each room will look out over a secluded, plant filled, landscaped patio, which can be utilised in all weathers. Our gardens will be enhanced and new areas of outdoor space created where families can gather with their loved one in proximity to care. Indoors, our public spaces will be updated to better reflect contemporary standards of care. It will also allow us to bring together all our services and staff (apart from those who manage

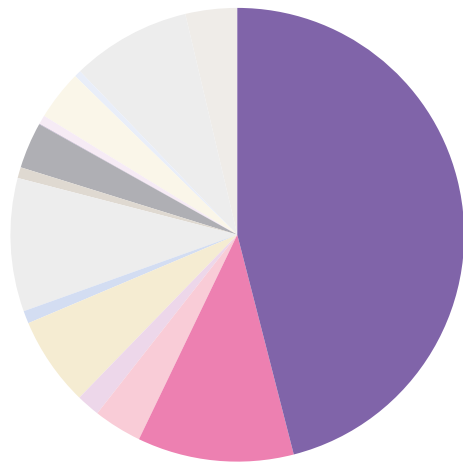
our wonderful charity shops) under one roof, providing a hub where they can share and learn together, enabling us to better connect health and social services, allowing for greater efficiency and of course benefit to patients.

To make this momentous shift in the provision of end of life care for our community will cost money to achieve: the total cost of the project is projected to be £13 million. With £6.2 million secured, this incredible project has already raised nearly half of the funds required; but we need your help to reach our target.


















The Ayrshire community and beyond has supported The Ayrshire Hospice over the last 30 years. As we embark on a campaign to raise the remaining £6.8 million over the next 2 years, we again look to everyone in the community for their continued support.

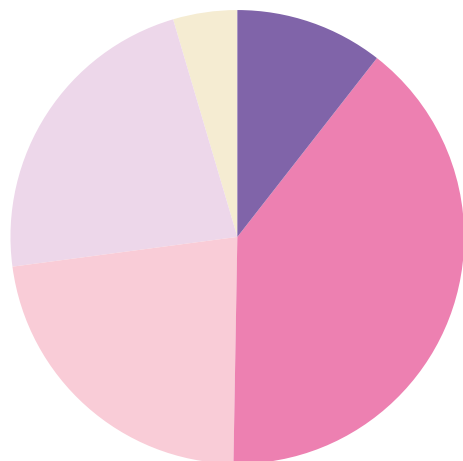
This is not merely an effort to construct a building; this is a transformational journey and long-term investment in our community to ensure that the growing need for this level of care is sustainably met for generations to come. We want everyone in the community to participate in this historic effort, and we welcome gifts of all sizes, whether you are a major donor interested in naming opportunities or someone who makes a smaller gift with great love. We hope you will continue to invest in our delivery of world class care as we begin the most important journey in the Hospice's recent history. With your help, we can continue to support those in our community when their lives are challenged by terminal illness and keep making today matter. This is our Hospice; it's Ayrshire's Hospice.

Revenue 2020-2021








Where did our money come from?

 Ayrshire and Arran Health Board	£3,270,090	 Education	£2,675
 Scottish Government Funding	£792,000	 Hospice Sales	£267
 Other Government Funding	£245,517	 Catering	£2,060
 Local Authority Funding	£118,750	 Fundraising Events	£43,229
 Individual Giving Income	£453,149	 Community Fundraising	£252,022
 Trusts and Grants	£64,000	 Retail Trading Activities	£34,427
 Gift Aid	£55,244	 Hospice Lottery	£604,863
 Bequests and Legacies	£675,245	 Hospice Shops	£261,881
 Investment Income	£234,381		



Where did our money go?

 Medical Services	£695,930
 Clinical Services and Education	£2,621,157
 Support Services	£1,493,218
 Finance and Fundraising	£1,486,015
 Executive Team	£301,615

Myth Buster...

You have to pay for hospice care, don't you?

No! It is totally FREE to patients and their families. The Ayrshire Hospice's annual running costs in 2020 were £6.6 million. Success of The Ayrshire Hospice is very much reliant on local support for approximately 60% of operating funding. The balance of the Hospice's funding is provided through Ayrshire and Arran Health Board, for which we are extremely grateful, however we still have to raise over £12,000 in voluntary funds every day just to keep the Hospice running.

The engagement of the local community is crucial to the ongoing viability of Hospice services.

A Volunteer's Journey

by Susan Campbell, IPU and Day Services Manager

I will always remember Dan. After taking early retirement from the Bank of Scotland, Dan decided to keep active and help others, so he became a volunteer driver at the Ayrshire Hospice. For almost 16 years, Dan drove patients from their homes to the Hospice, to access both the In-patient unit & Day services. He would also routinely go as far as Glasgow so that patients could receive cancer treatment.

Dan had a natural ability to put others at ease, he spent time getting to know every patient and he always had a smile on his face. He even gave up his time on Christmas Day to drive patients so that they could spend a short while with their families, in their own home. Dan was just happy to spend time with people and do what he could to make their day a bit easier.

In March 2020, Dan and his wife Lynn travelled to New Zealand for their daughter's wedding but as they arrived, Covid-19 broke; the wedding was cancelled and the country entered lockdown. After eventually making it back to the UK, Dan readjusted to life in lockdown, unable to volunteer at the Hospice due to the coronavirus restrictions.

As if circumstances were not challenging enough, in August of 2020, Dan began to feel unwell and in September he was diagnosed with cancer.

Dan became ill very quickly and he soon made the decision that he wanted to be at the Ayrshire Hospice. After years of volunteering, the Hospice was like a second home to Dan and during his stay with us; he was cared for by the same staff he had volunteered alongside. Dan said that he wasn't scared of being at the Hospice; he was ready.

Dan McKiernan passed away on 13 October 2020. We will always remember him and will be forever grateful for everything he did for us and our patients. Thank you to his wife, Lynn, and daughters Susie & Kerry for allowing us to share Dan's story with you.



Our Care

At home, in the community and at the Hospice

At a glance:

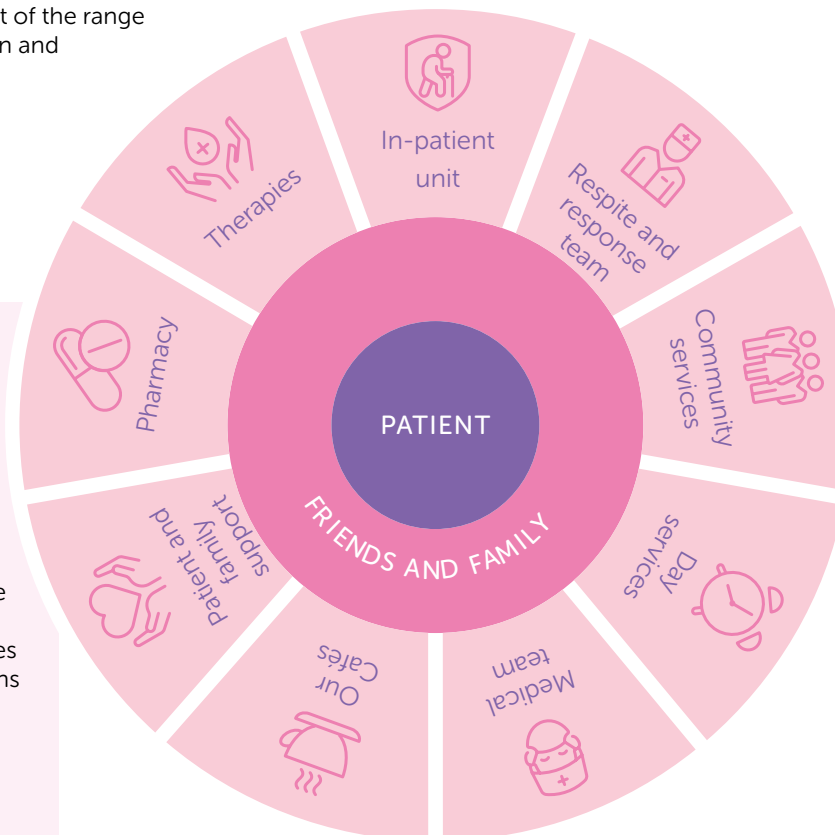
The graphic on the right provides a simplified snapshot of the range of our services that people with a life-limiting condition and their families can access across Ayrshire and Arran.

At The Ayrshire Hospice we provide care that is respectful of, and responsive to, individual patient preferences, needs and values, and ensuring that patient values guide all clinical decisions.

Myth Buster...

Hospices are all about in-patient beds and the care provided in those beds, right?

Wrong. Palliative care is not just care provided in the final stages of life, but also helps people to live well with a life-limiting illness. Palliative care can be of benefit for a person at their initial diagnosis and can also be useful on and off through various stages of an illness. Many people have ongoing interactions with their palliative care team, seeing them throughout the course of their illness. Everything we do is about making today matter for people who have a condition where there is no cure.



In-patient unit

We provide specialist care to around 350 patients p.a on our IPU. Here, our staff offer symptom management, pain control, short-term intervention, multidisciplinary assessment and end of life care 24 hours a day. This equates to 7,216 bed days and a cost of £3,882,208.

Respite and response team

Our respite and response service offer visits to patients and carers at home. The team recognise that carers need the opportunity to take a break if they are to be able to continue in their caring role and our team of care assistants give them the chance to do just that. The service aims to prevent unnecessary admission to hospital, provides respite or support to carers at a time of crisis. On average our R & R team covers 14,720 miles. (and several ferry trips to Arran) each year.

Community services

60% of our care is provided by our community specialist palliative care nurses outside the Hospice. They provide a service for patients, families and carers, at home or in care homes. Last year we carried out over 3,000 community visits.

Day services

We provide patient daily care, for a range of physical, emotional, social and spiritual support, in a welcoming, informal and relaxing environment: almost like a home from home. The Day services are run in addition to the care provided in the In-patient unit and the community.

Medical team

Our medical team is made up of Consultants in Palliative Medicine, a Specialty doctor, an Advanced Nurse practitioner in Palliative Care, a GP with special interest in Palliative Care and doctors in training on rotation. Our consultants also deliver 10 weekly sessions in palliative care sessions at Ayr and Crosshouse hospitals.

Our Cafés

We operate a drop-in café, a carers' café and a bereavement café. Our cafés provide the opportunity to chat, share and support each other. You'll find tears, laughter and information on how to deal with the rollercoaster of emotions from a diagnosis to bereavement.

Patient and family support

We provide emotional support to our patients and their families through counselling sessions and bereavement support. We offer people welfare advice and help with financial and practical issues such as making wills and appointing a lasting power of attorney. We also offer spiritual support to patients and families of all faiths or none. In 2020 490 patients, family members and children were supported with counselling.

Pharmacy

The clinical pharmacy team use their specialist pharmacist palliative care knowledge and experience to provide skilled advice and support to patients, carers and healthcare professionals in the Hospice setting and in the community throughout Ayrshire and Arran. We are experts in medication therapy management and emotional care for patients.

Therapies

Our Therapy Teams form part of the holistic support offered to patients and loved ones supported by our In-patient unit, Day services and Community services. Services include: Occupational Therapy; Complementary Therapy and Physiotherapy.

We go the extra mile to ensure that you are the most important person.

Over the years we have planned many weddings, vow renewals and christenings. We have supported movie nights; pamper sessions, jamming sessions, gin evenings.

We have facilitated early Christmases; Santa has visited on several occasions with children staying in our Wee House on Christmas Eve.

Anniversary celebrations, Valentine's meals, birthday parties. Burns suppers with Scottish dancing. Mother's and Father's Day celebrations. Countless BBQs, cream teas, impromptu drinks in the sun. Visits from all variety of pets. **All Making Today Matter!**

Today's Challenges

For over 30 years, The Ayrshire Hospice has provided quality specialist palliative care for adults with life-limiting illnesses within Ayrshire and Arran.

Now, this is not a time for complacency, no matter how valued and valuable the charity is within the community.

The Hospice needs to recognise and respond to significant changes in the care environment if it is to succeed and survive in the future.

Unless it adapts and responds to these challenges, its contribution will diminish, and its impact will be reduced. This would be a tragedy that would affect the community in immeasurable ways.



A different set of conditions and related needs

The population we serve are presenting with a different, higher and more expensive set of care demands with multiple co-morbidities and chronic conditions, including an increase in cases of cancers and dementia, which will result in a greater need for hospice care.

The challenge of responding to the needs of people with dementia, in significantly higher numbers, is not to be underestimated.

Increasing numbers of old people

The anticipated changes in the size and shape of the population will have a significant influence on the future of hospice provision. Scotland's population is continuing to age, with a 50% increase in over 60s projected by 2033. There is a strong urban/rural dimension to the ageing population; while 17% of the population are over 60, this age group makes up 21% of the population in several rural local authorities. The implications of these statistics are significant.

A changing social context

A changing social context will also pose new challenges; more people will live alone, and families will be more fragmented. With the average family size expected to shrink and more people being in employment, there will be fewer people available to provide full-time care.

Complying with modern healthcare regulations

The last three decades have seen many significant changes to the standards governing hospice care provision. The latest to impact the Hospice follows the Healthcare Improvement Scotland Inspection Report 2016, which highlighted the need to address urgent issues in our built environment, including the phasing out of shared rooms. These must be dealt with as a matter of priority as they relate to patient privacy and dignity.

Safeguarding Heritage

This is a healthcare and heritage project. This will be the first comprehensive, integrated redevelopment of the Category 'B' listed building in its 201-year history.

The Hospice building has undergone extensions, improvements and redecoration over the years, the layout and in-built services have remained largely unchanged in the past 30 years.

Our In-patient unit has the facility to care for 20 patients in a mix of single, double or three-bedded rooms. Only 30% of our 20 beds give the ideal level of privacy and amenity for patients and their families. We know this is a real issue for them. Our beds in shared wards are impacting on privacy and comfort and restricting admissions due to gender mixing rules.

Patient rooms are beginning to feel old fashioned and clinical in appearance and also have mismatched soft furnishings and out-dated bathrooms.

We have a beautiful garden area which is restricted and is inaccessible for bed access.

We must increase our accommodation for families wishing to stay overnight.

The equipment and facilities needed to deliver modern hospice care have considerably improved since we opened in 1989 and take up much more space. Developing the Hospice will allow us to stay in our current home; continue to care for the patients of Ayrshire and Arran and make our Hospice fit for the future.



Planning the Future

Front Elevation



North Elevation



South Elevation





RONALDSHAW PARK

10m Grid

SOUTHPARK ROAD

WATTFIELD ROAD

COURSE

Shelter

Services

Bowling

Landscape Retained As Existing

House Home

6.0m

5.7m

5.5m

7.3m

7.9m

2

31

20

16b

16a

14

12

1b

1a

34

17

33

6

8

PR

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18

14

12

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3

42

44

11

39a

39b

5

A Place Like Home

To ensure The Ayrshire Hospice is prepared to meet the needs of our communities long into the future, this £13 million project will transform our Hospice offering increased privacy and comfort whilst enabling us to continue to deliver exceptional care to our patients and their families.

Everything we do is about making today matter and our patients and family's voices are at the heart of the new Hospice design. We go above and beyond mainstream healthcare and our built environment and gardens are very much part of our therapy.

The design of the new building works with the existing landscape to minimise any impact on the ecology of the site and the conservation area setting. Internally, the patient areas are designed to foster a domestic and homely feel, with all bedrooms benefitting from direct access to outdoor space and the landscaped gardens.





A Place Like Home

The new accommodation will take the form of:

- A new In-patient unit with 18 single, en-suite rooms with private patio, enabling bed access outside. Each room will have space for loved ones to visit and stay overnight. Another bed can be hooked onto the patient bed to allow loved ones to sleep beside the patient. The rooms have been designed to create more natural light and the patio can be used in all weathers, anytime of the year.
- 2 patient and family respite rooms with en-suite facilities, stylishly furnished, creating a feeling of home, providing essential respite breaks for the caregiver.
- Family focussed spaces offering bright and open zones for patients and families with additional cubbies and booths offering private, quiet spaces to read, mediate or just be.
- A seamless linking corridor between the In-patient unit and Day services enabling ease of access for patients and bed access.
- Clinical and Community Nursing Hubs will bring our invaluable clinical team under the same roof for the first time.
- A dedicated and modern space for young people of patients. We've found that the needs of young people with relatives in hospices are often not met. We aim to create a safe and relaxed space with gaming station, laptops, couches, music system and counselling break out area to allow young people to navigate the stress of losing a relative with ongoing responsibilities inside and outside school.
- A vibrant playroom for young children. Again, creating a safe space filled with toys and activities that will have a positive impact on the children, their parents and the medical staff. This area will allow children to play, smile, laugh or even shout, allowing the child to be a child for that moment.
- A discreet, respectful separate entrance just for patients and their families allowing a private and dignified admittance into the In-patient unit.
- A new Day Services centre will provide a beautiful and calming environment, offering a wide range of medical and therapeutic support to ensure that patients at the earlier stages in their illness can live life as fully as possible.

This will include:

- State of the art equipment and facilities including introducing a Virtual Day Services Suite to reach more of our patients living in the community.
- Modern, 'less clinical' consultation spaces
- Separate areas for activities such as Art and Tai Chi
- 2 spa worthy, complementary therapy rooms offering a range of complementary therapies to patients and their families or carers for much needed R&R including Reiki, reflexology, massage, meditation/relaxation, Indian Head Massage and mindfulness.
- Dedicated occupational therapy space and gym to help patients remain as independent as possible, for as long as possible.



A Place Like Home

Our public spaces will be impactful and welcoming including:

- External front plaza
- A warm reception area and seating area
- A Community Café open 7 days a week, offering the provision of a welcoming hub for patients, families, visitors, staff and the people of Ayrshire. Our new café will offer the very best in local produce and hospitality.
- A gift shop offering a wide range of gifts from local produce, crafts and arts. Our stock will change regularly so it really will be worth coming along to have a browse.

As a University Hospice, with links to the University of the West of Scotland, it's imperative for us to have training facilities. We pioneer standards in the end of life care through collaboration, research and training and will create:

- Flexible conference space for up to 75 people that can also split into 3 discreet rooms.
- Library/education space.

Our unique outdoor space will provide a safe and peaceful environment that encourages gentle physical activity and can help to improve the physical, psychological and spiritual well-being of all palliative care patients at the Hospice.

- We are creating a Sensory Garden that will allow all five senses to be stimulated. Large bright flowers will appeal to the eye. Beautiful scents from flowers and herbs will fill the air. Raised beds will allow soft grasses and foliage to be touched. Water features will provide the relaxing sound of running water.
- There will be multifunctional garden rotundas, perfect spaces for arts and crafts, mindfulness sessions or for informal meetings.
- Our 'Wee House' is being redesigned to deliver essential care to patients and their families in a more innovative and creative way. Sitting in the grounds of the Hospice, patients are able to get the care and support they need, whilst their families are able to access a private, tranquil place to take time out.

Going green

- We will be installing electric car charging points in the carpark.
- We will be promoting the Cycle to work scheme and providing a secure cycle shelter for use by staff and visitors.
- We will be creating a more energy efficient and environmentally sustainable building, helping us to reduce our carbon footprint



Interior design concept : Hygge

Hygge (pronounced “hoo-ga”) is defined by The Oxford English Dictionary as “a quality of cosiness and comfortable conviviality that engenders a feeling of contentment or well-being, regarded as a defining characteristic of Danish culture.”

While the Danish word can't be directly translated in English, it suggests a general sense of comfort, charm, simplicity, and community.

As well as a lifestyle and wellness trend, Hygge is definitely creeping into our interior design. The ethos of our interiors is all about creating a warm, cosy environment with our furnishings, enabling a calm comfortable space for our patients and their families, our visitors and staff. We will provide a homely, welcoming environment not only helping patients to feel more relaxed, but it will help our staff to provide high-quality care maintaining each person's dignity, privacy and comfort.

Patients and families that are dealing with life-limiting illness can experience a lot of uncertainty and stress. We will create an environment that begins to reduce those stressors; from an easy wayfinding scheme to creating healing spaces that are aesthetically designed to help patients and family members to have private places to talk with members of the care team. Design features that mitigate symptoms and side effects are valuable to palliative care patients. Whether the issues are cancer, heart disease or lung disease, people may have a lot of symptom burden. So we need spaces that augment our symptom control.

Our interior design focusses on healing for all patients and combines comfort and style with everything that patients and staff need for care.



Your Hospice... Serving the Community

Serving the Community

When we talk about The Ayrshire Hospice, we are not just referring to the physical building but a true philosophy of care. We also provide the services and support that you find within the Hospice building in people's homes and in other healthcare settings. Across our communities we support people to die at home if preferred, working together with families, carers and other agencies to make this happen. We provide Hospice at home with our Respite and Response service and Specialist Palliative Care Nursing team to support people with complex needs to die at home.

We develop compassionate communities by striving to ensure all sections of society recognise the importance of supporting those who are dying and their families and carers, so they do not feel isolated and alone. We support people to have an open and honest discussion about their end of life wishes and ensure that they are known by others and respected.

We ensure that those with specialist palliative care needs can access and receive such care no matter where they are.

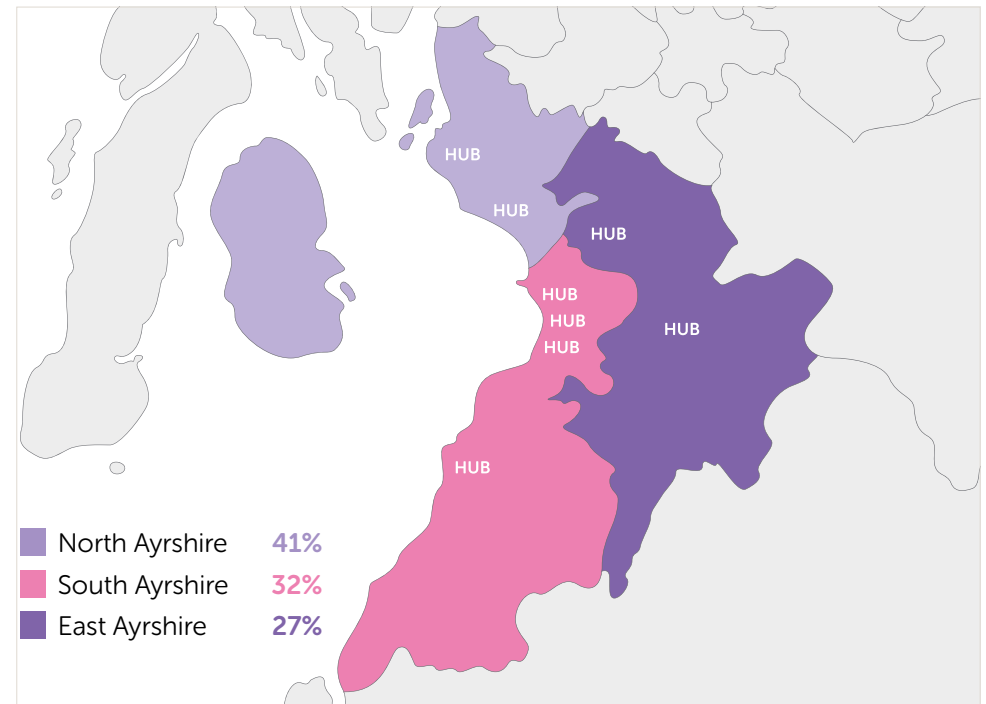
Today, The Ayrshire Hospice caters for a population of 370,000, spread across remote rural spaces, villages, towns and islands.

Hospice Hubs in your Community

There are intrinsic ties between our charity shops and the community because our shops depend on communities for the source of our

goods; for the source of our workforce as well as for the customers. So, all of our Hospice Shops are, to an extent, community shops.

We want to strengthen ties within our communities by creating Hospice Hubs that will make care services more available to the community. Whether that be a meeting with a social worker to baby equipment and clothes being given to struggling families from the shop floor. We've been listening and we want to give the community what it wants.



Passionate about local

The Ayrshire Hospice is proud to support local suppliers. Our commitment is to reinvest back into the communities in which we operate. One way of doing so, is to source 70% of our products locally.

Why? Because we care about and are invested in the well-being of our community and its future. Small-scale, locally owned businesses create communities that are more prosperous, connected, and generally better-off across a wide range of metrics. When we buy from independent, locally owned businesses, rather than national chains, a significantly greater portion of our money is then cycled back through our local economy – to make purchases from local businesses, and to support our local farms – ultimately strengthening the base of our whole community.

Keep your money where your heart lives...

[#supportlocal](#)

[#wealthbuildingpartners](#)



Patient Story



Fiona lived for her family; her husband Gareth and their two daughters, Abbie and Amy.

As long as they were happy and doing what they wanted to do, Fiona was content with life. They lived on the family farm in Ardrossan and could regularly be found exhibiting sheep and cattle at shows across Scotland. But, just after Christmas of 2014, life for the family changed when Fiona started to feel unwell. By the spring of 2015, Fiona had been diagnosed with bowel cancer.

Despite regular trips to hospital, undergoing surgery and enduring a rigorous plan of chemotherapy, Fiona's cancer did not go away. By April 2016, Fiona was exhausted and needed a break from treatment, and this is when the family were introduced to the Ayrshire Hospice.

After home visits from the Respite & Response team, Fiona went to stay at the hospice for 10 days to assist with pain management. Fiona was very apprehensive at first but then she met with Charlie at the hospice, who went through care plans and explained how the whole family would be supported. Charlie gave Fiona the reassurance she needed to know that her family would be cared for when she wouldn't be able to do it herself.

The team at the Ayrshire Hospice also visited Fiona at home to help maintain pain control and this enabled Fiona and her family to go on their last holiday together to Centre Parcs in Penrith. They were joined by Fiona's Mum, Gareth's Mum, sister and children and enjoyed a week full of activities and plenty of relaxation.

After a short stay at the hospice in June, Fiona's health started to deteriorate more rapidly and by mid-September, Fiona had to be admitted to hospital. After a short stay, she was transferred to the Ayrshire Hospice. From that point, the whole

family moved into the hospice and lived there together for five weeks.

The Wee House, a one-bedroomed, detached space, situated in the grounds of the hospice meant that the family were close to Fiona at all times, "The hospice helped us stick together; it kept us together as a family."

During their stay, staff helped to arrange an early 13th birthday party for Abbie. They ordered a takeaway, organised a birthday cake and even gave Abbie a new haircut at the on-site salon. Amy, has always dreamt of being a nurse and as a surprise, she was presented her with her very own, tailored uniform, ID badge, nurses' watch and lanyard, making her an honorary member of the team.

In October 2016, after five weeks at the hospice, Fiona sadly passed away aged just 42.

But for the family, the Ayrshire Hospice remains a place they remember fondly, "I don't ever want the girls to lose sight of what the hospice did for us. I want them to remember it for being that place that kept us all together; that place where we had fun together."

In 2017, Gareth, Abbie, Amy, and Fiona's sister, Janet, organised a team of friends and family to take part in the Ayrshire Hospice Colour Dash, a 5km obstacle course. By the day of the event, 'Team Fi' had over 130 members, far in excess of their original target of 42. Gareth and his daughters are also regular guests at the hospice's Autumn Ball.

"There is far more to the hospice than people would ever imagine. The support you get is remarkable. People will never understand the value of it, until the day you need it."

The Ayrshire Hospice was there when Fiona, Gareth, Abbie and Amy needed it most. With your support, the hospice will continue to be there for families across Ayrshire for many, many years to come.



A message from our chair

John Corrigan
Chair of Trustees



For over 30 years, The Ayrshire Hospice has been caring for people throughout Ayrshire and for their families.

Patients and relatives have repeatedly expressed the view that the quality of care has been second to none. As we plan for the next 30 years and more we know our highly motivated people will maintain those exceptional standards. We must ensure we provide them with facilities that match those standards.

The Hospice has been described as a gift from the people of Ayrshire to the people of Ayrshire. This ambitious project will ensure that gift continues to be available in future. The volunteer Charity Trustees from throughout Ayrshire who form today's Hospice Board and their predecessors have been carefully managing the finances of this precious and much-loved community resource, continuously planning for a sustainable future in which The Ayrshire Hospice provides the services that its patients and their families need.

The services available have expanded significantly during the past 30 years, as have the costs of providing them but the Hospice has maintained its policy, and will continue to do so, of providing all its services free of charge to our patients and relatives. This is achieved through a level of funding from the NHS but mostly from the fantastic support of the community who provide the Hospice with millions of pounds each year through fundraising, donating to and buying from our shops, playing our lottery, leaving legacies and by many other means.

In recent years, while maintaining or expanding all our services, the Hospice Board has been carefully putting some of our annual income aside, designating it for this ambitious but essential capital project that will deliver the facilities required of a modern and future-proofed Hospice. To date, we have accrued £6.2 million which is a great start but it is simply not enough. We need at least double that amount to provide the infrastructure that you and I want and need our Hospice to have for our patients of tomorrow, be they you or I, our relatives, our neighbours or our friends.

As you would expect, our capital project is being overseen and delivered under the highest standards of governance. A major project such as this requires a vast amount of carefully planned and co-ordinated work to deliver for the future while maintaining the services needed today. To achieve all that we have secured appropriate expertise to ensure every single penny is used wisely, effectively and transparently.

On behalf of the Hospice Board, but more importantly on behalf of the thousands of people across our community who will rely on the services of The Ayrshire Hospice in future, please know that whatever level of support you can offer to this essential project is needed and it is valued.

Thank you.

Funding Our Future

The project costs for the new Hospice are estimated at £13m therefore, we are undertaking a significant fundraising initiative in support of this critical building project for our community.

We need to garner support from trusts and foundations, corporate sponsors, individuals and the community to help raise what we need to complete the build.

Estimated Project Budget

Budget Line	Projected Costs	% of Goal
Enabling Works	£650,000	5%
New Build Works	£5,554,772	42.7%
Refurbishment Works	£4,066,228	31.3%
Contingency	£962,100	7.4%
Professional Fees	£1,269,972	9.8%
Inflation	£496,928	3.8%
Total Campaign	£13,000,000	100%

Funding to Date	% of Goal
£6,270,000 already raised*	48.2%
£6,730,000 to be raised*	51.8%

*at time of print

We Need Your Support

People will always need our help and we need your support to ensure that we will always be there to care for them.

There are many ways to support the capital build project.

Individuals can make a one-off gift, a multi-year commitment or make a gift of shares. Tax effective giving can significantly increase the value of a gift to The Ayrshire Hospice and significantly reduce the cost to you. The table below provides an illustration for higher rate tax payers.

Your Gift	Value after reclaiming gift aid	Cost to you after reclaiming higher rate tax	Total value if you give for three years
£2,667	£3,333	£2,000	£10,000
£13,333	£16,666	£10,000	£50,000
£26,666	£33,333	£20,000	£100,000

Your support will help to ensure that no-one faces death and loss alone.

Charitable trusts - can make a one-off gift or multi-year commitment

Corporate Sponsors - can make a one-off gift, encourage employee fundraising supported by The Ayrshire Hospice's dedicated team, sponsor events or make gifts in kind of equipment, fixtures and fittings or building materials.

Recognition - we believe that every donation from £5 - £500,000 deserves recognition and we have developed a suite of benefits for our donors, from your name being on an engraved plaque displayed at the entrance to the newly redeveloped In-patient unit, to a number of opportunities to have your donation linked to a specific area of the Hospice.

Sample Naming Opportunities	
In-patient unit wing	£1,000,000
Day Services unit	£500,000
Clinical and Community Nursing Hubs	£300,000
Education Suite and Library	£250,000
External front plaza	£150,000
Complementary therapy rooms (x2)	£75,000
Playroom for young children	£50,000
Individual Patient suites and patio	£20,000

To obtain the latest version of this list or discuss how to structure your gift, please contact:

Hazel McIlwraith
Capital Campaign Director
07896 730 366
hazel.mcilwraith@ayrshirehospice.org

Rory Traynor
Capital Campaign Manager
07957 174 257
rory.traynor@ayrshirehospice.org

Pledges paid over time are welcome.

If you think you can support us with a donation in kind please contact the Capital Campaign Team as above.

Generations of people have been touched by the work of The Ayrshire Hospice and you can help us deliver well into the future.

Project Milestones

Milestone	Date
Expected Decant of Staff	October 2021
Construction starts on main project	October 2021
Construction complete	August 2023
Client Fit-out works Complete	September 2023
New Facility Fully Operational	October 2023

*subject to dependencies dates may change

The Capital Build Project involves consolidating activities onto a single site at 35/37 Racecourse Road. This involves part demolition, a major new build element and refurbishment of retained buildings on the site.

Temporary Relocation

To enable our Racecourse Road home to be developed, The Ayrshire Hospice will temporarily decant our In-patient services. Thanks to our partnership with NHS Ayrshire and Arran Health Board, we are discussing suitable locations (utilising currently unused ward spaces) to house our In-patient unit and associated ancillary functions. While there will be a cost to the Hospice, this has been accounted for within the £13m breakdown on page 27.

The Ayrshire Hospice will continue to provide the excellent specialist palliative care for the population of Ayrshire for which we have become known over the last 30 years during the build period.

During our relocation, referral to the Hospice will continue to be made by healthcare professionals such as GP, district nurse, hospital consultant or specialist nurse. If you feel that you, or a loved one, would benefit from the specialist palliative care which the Hospice provides, this should be discussed with a member of your health care team. They will be able to advise you as to whether this is the right option at this time.

Outpatient Services, including Physiotherapy, Occupational Therapy and Complementary Therapy will continue to be available from 37 Racecourse Road utilising accommodation in our Day Hospice. Counselling and Bereavement Services will also continue to be provided by us and will be hosted at both sites.

Non-clinical departments of the Hospice including Fundraising and Capital Appeal will continue to be based at 29 Miller Road during the decant period.

Project Personnel

Executive Leadership Team

Chief Executive Officer - Carla MacEwan

Patient Services Director - Margaret Wilkie

Corporate Services Director - Valerie Richmond

Project Management Team

Capital Campaign Director - Hazel McIlwraith

Capital Campaign Manager - Rory Traynor

Capital Campaign Fundraiser - Lesley Dugan

Build Project Manager - Julia Connelly

Lead Advisor (Delivery Side Project Management) - Turner & Townsend

Architects - Austin Smith Lord

Structural Engineers - Struer

Mechanical and Electrical - Atelier 10

Quantity Surveyors - Turner & Townsend

Board of Trustees

John Corrigan QPM - **Chair**

Elizabeth Morton - **Vice Chair**

Robin Hume - **Treasurer**

David Brooks

Hugh Brown

Jean Clarke

John Dempster

John Gribben

Laura Johnstone

Donald Lyons

Tom Steele

Ayrshire Hospice

Making today matter

The Ayrshire Hospice
Capital Campaign HQ
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The Ayrshire Hospice is a Scottish Charity, SC011390, regulated by the Scottish Charity Regulator (OSCR) and also a Company Limited by Guarantee, SC102741, regulated by Companies House.

