



St Oswald's
Hospice

Stakeholder Experience

at St Oswald's Hospice

1st October 2024 - 31st March 2025

Quality time for everyone

The Stakeholder Experience Report brings together feedback from people who have a connection to St Oswald's Hospice. This covers patients and families, staff and volunteers, supporters and customers, commissioners and funders, and students and placements. This report focuses on activity from the last six months (1st October 2024 - 31st March 2025) and is split into sections based on the sources and mechanisms of feedback.

Feedback About Our Services

As always, throughout the past six months, we have sought and received feedback from patients across our services. This includes our Adult Inpatient Unit, Focus on Living Centre, Lymphoedema Service and Children and Young Adults Service.

Here are some direct quotes we've received about our services...

Adult Inpatient Services

"To everyone on the Adult Inpatient Unit – I just wanted to say a massive thank you to all the staff who were involved in my dad's care and final days. My Dad entered your care a very poorly person and in some pain. He ended his journey in peace and reconciled to his fate. Throughout his stay I was increasingly comforted by the empathy of all the staff especially the nurses, who spent so much time with him, putting up with his sense of humour (so called) and 'working class' northern ways! Thank you."

Lymphoedema Service

"Since getting the right treatment and support from the Lymphoedema team, it feels like I've been given a whole new lease on life. I feel stronger, more confident, and in control."

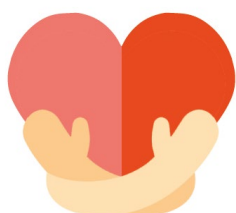
"I don't hide my legs anymore. I wear shorts, I go out, and I talk openly about my Lipoedema. I used to be so embarrassed, but now I just want people to know they're not alone, if they're going through something similar."

Focus on Living Centre

"It's a lovely place. Nothing like you think it is going to be. Everyone who knows me knows how much I love going to the Hospice. I come out of my shell, talking about my feelings."

Children and Young Adults Service

"St Oswald's Hospice has been the lifeblood of our family. It's given us time back with our older daughter and enabled us to recharge our batteries. It helps to make a better quality of life for us all."



Feedback From Our Supporters

Consultation Network update

In spring 2023, we launched the “Consultation Network” to help us connect with people who use or support our services. This year, the group has continued to meet and grow, and we recently asked members whether the name still felt right.

After listening to feedback and doing some research, we’ve decided to rename the group to the St Oswald’s Hospice Patient and Public Involvement Group. The new name feels more in line with what the group is about, and it also reflects the approach taken by organisations like the NHS.

Looking ahead to 2025/26, we’re hoping to grow the group – both in size and diversity – so we can hear from a wider range of voices and experiences.

Anyone interested in joining can simply email feedback@stoswaldsuk.org with their name and email address and you will be made very welcome.

From Lymphoedema patient to fundraiser – Malcolm’s Story

Malcolm first came to our Lymphoedema Service in 2022 for support with Lymphoedema and Venous Eczema – conditions that caused painful swelling, restricted mobility and had a huge impact on his confidence and quality of life.

With the help of our specialist team, Malcolm began to see real improvements. Not only did the treatment ease his symptoms, but it also helped restore his independence, lift his spirits and reconnect him with daily life.

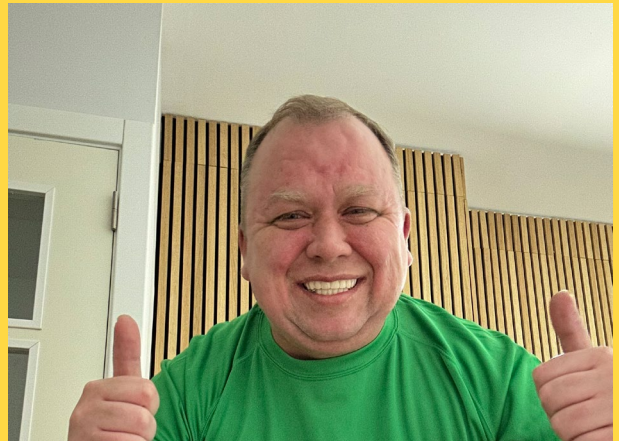
Following his treatment, Malcolm focused on improving his overall health. He started running and is now plans to take on a series of ten 10ks to raise money for St Oswald’s Hospice.

In March 2025, we caught up with Malcolm to gather his story and feedback for Lymphoedema Awareness Week. He told us:

“If I hadn’t been referred to St Oswald’s Hospice, I don’t know where I’d be. The care and support I’ve received have made a huge difference in my life.”

By sharing his experience, we aimed to raise awareness of the condition and highlight the life-changing care provided by our specialist team.

Malcolm’s journey continues to inspire others, and through his fundraising efforts he is helping more people access the same vital support that transformed his life.



“

Every step I take in these races is for the hospice. They gave me my life back, and now I want to help them do the same for others.

”

Feedback From Our Staff and Volunteers

Each year, we invite our staff and volunteers to share their views through the St Oswald's Hospice Staff and Volunteer Survey. The survey provides valuable insight into how people are feeling and their experiences of working or volunteering with us.

The October 2024 survey received 314 responses (183 staff and 131 volunteers), offering a clear snapshot of engagement, wellbeing, and communication across the organisation.

The infographic below highlights the key findings and actions being taken in response. Overall, staff and volunteers told us they feel valued and supported, but also highlighted the importance of continued recognition, timely communication, and clear signposting to wellbeing support.

In response, HMT has committed to building on these strengths- ensuring teams receive consistent communication, providing further guidance for managers, and promoting awareness of physical and mental health support. These steps will help us continue to make St Oswald's Hospice a positive and supportive place to work and volunteer.

When asked what St Oswald's Hospice can do to further support staff and volunteer wellbeing, the following themes were identified:

- You appreciate the support you get from colleagues and managers
- Some departments feel communication in your department could be improved
- You'd like guidance on which communication channels to use, for example, Microsoft Teams/Outlook
- You'd like further signposting to wellbeing provisions, especially for volunteers

HMT has committed to the recommendations of:

- Continuing to recognise and appreciate the support provided by colleagues and managers
- Supporting managers to ensure that people get messages on time
- Provide clearer signposting to help staff and volunteers know where to go for support with their physical and mental health
- Continuing to work with departments that have lower response rates to engage them in further survey

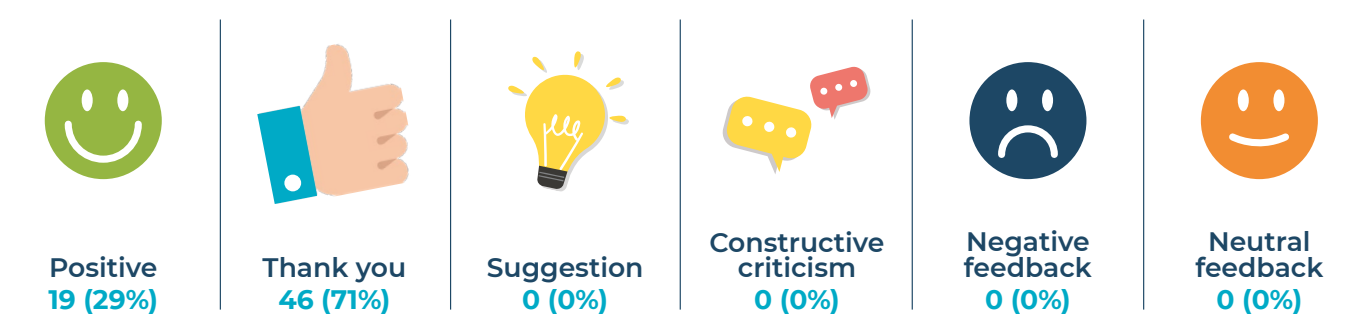
Feedback Bank

The Feedback Bank, St Oswald’s Hospice ‘suggestion box’ scheme, is an opportunity for patients, families, staff, volunteers and other visitors to provide feedback about all aspects of the hospice and to do so anonymously if they wish.

Feedback is recorded in the online Feedback Bank portal on St Oswald’s Hospice intranet, which includes verbal feedback, feedback in the post boxes around the hospice, social media, thank you cards and feedback books from our charity shops.

Feedback from this period

A summary of the type of feedback from the time frame **1st October 2024 - 31st March 2025** is shown below. As can be seen, the vast majority includes thank you or positive comments. A total of 65 responses were recorded on the Feedback Bank during this time. Breaking the results into categories, we received:



Theme	Positive	Thank you	Suggestion	Constructive criticism	Negative	Neutral
Care service experiences	3	39	0	0	0	1
Bereavement staff training	1	0	0	0	0	0
Student placement experiences	2	7	0	0	0	0
Retail experiences	9	0	0	0	0	0
Misc	3	0	0	0	0	0
Volunteering experiences	1	0	0	0	0	0

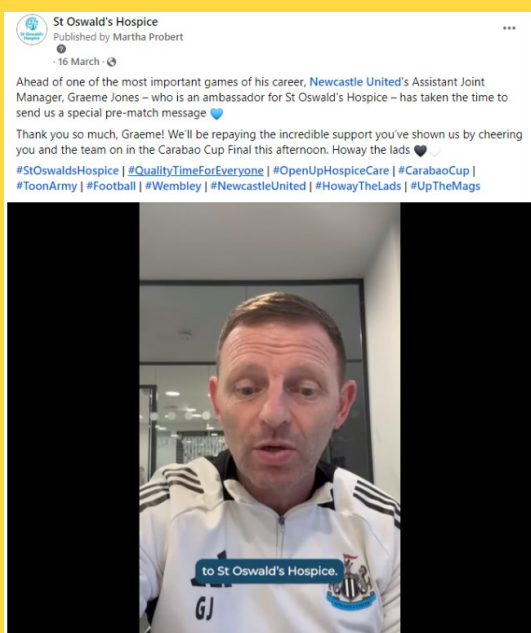
100% of feedback recorded on the feedback bank during this time was either positive or to thank the hospice.

Social Media Activity

Social media brings opportunities for us to reach out to supporters on our Facebook, TikTok, Instagram and LinkedIn accounts. We often provide engaging content about our services and service users, such as new developments and case studies.

The accounts are also an opportunity for supporters to engage with us. We regularly receive feedback and comments about the care we provide(d) to patients and families on posts and reviews.

Our Facebook posts about hospice services receive a huge amount of engagement from followers, often promoting positive comments from patients and their families. The table below highlights the highest engaged posts of this type for this period.

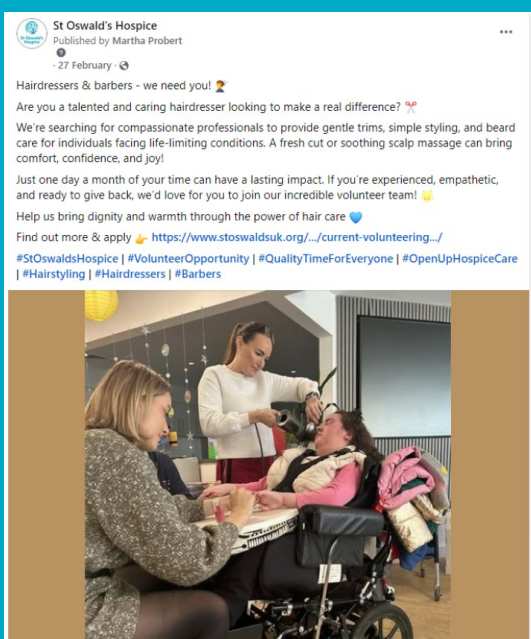


Message from Newcastle United's Assistant Joint Manager, Graeme Jones - and St Oswald's Hospice ambassador

Performance: This post reached 2,482% more accounts (50,741) than our typical post reach (1,965) on Facebook.

This post received 261% more reactions (1,862) than our typically reactions (516) on Facebook.

Top Comments: "Great video Bonner, been a while since I saw you, met you at the Junior Mags with NUFC, hope to see you and Tripps in the near future at a St Oswald's Hospice event, love the hospice done my last 12 GNR for them xxx good luck at Wembley and it's coming home."



Call-out for hairdressers and barbers

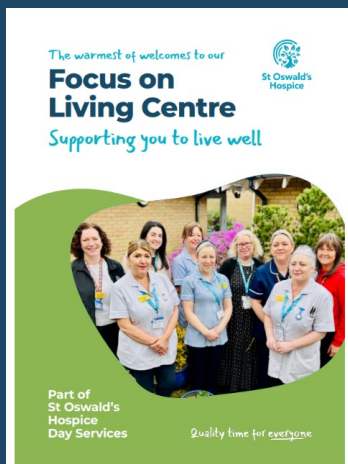
Performance: This post reached 6399% more accounts (11,485) than our typical post reach (127,714) on Facebook.

This post received 143% more reactions (1,254) than our typically reactions (516) on Facebook.

Top Comments: "Harleigh's beauty box would be interested in coming and painting nails and other beauty treatments for these lovely people <3 got to look after those within the community"

"If you need people for facials i am qualified, only using natural fresh products and would give up one day a month if needed. (Also experience of cancer and friends using the hospice x"

You said, we did...



Focus On Living Group

You said... “We’d love more information about the different activities available at Focus on Living – maybe some new leaflets or even a short film to help people understand what’s on offer.”

We did... We listened to your feedback and worked with the Focus on Living team to create brand new leaflets showcasing all of our activities. We also developed a short film to bring the service to life and highlight how it can support people in different ways.



Gift Aid Preferences

You said... “It’s not clear how I switch from postal to email notifications.”

We did... We listened and made it easier for you to stay in touch the way you prefer. Our website has been updated with new, easy-to-follow FAQ guidance on the Gift Aid page, showing exactly how to switch your communication preferences from post to email.

More feedback

We include examples of feedback in many of our publications and other communications. Click on the titles below to read more.

[Our Annual Report and Quality Account](#)

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Hospice**