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Advance Care Plan Day 2026

*Supporting people and communities
who are marginalised*

The National ACP Conference

1st July 2026

John Innes Conference Centre,
Colney Lane, Norwich NR4 7UH



Advance Care Plan Day 2026



**Advance Care
Plan Day 2026**

National Advance Care Planning Conference

John Innes Conference Centre, Colney Lane, Norwich NR4 7UH

Chairperson - Clare Fuller, RGN MSc, Advance Care Planning Advocate, Educator & Coach. Founder of Speak For Me.

08.30 Coffee and Registration

09.15 Welcome - Clare Fuller, RGN MSc, Advance Care Planning Advocate, Educator & Coach, Founder of Speak For Me

09.30 to 10.15 'The Missing Bridge in Advance Care Planning': volunteers, empathy and time to have conversations' Dr Lindsey Crockett, Bill Thompson, Kate Barber, Care Choices Services, Suffolk.

10.20 to 11.10 'How to involve people with a learning disability in end-of-life care planning': Irene Tuffrey-Wijne, Professor of Intellectual Disability & Palliative Care at Kingston University, London.

11.10 - 11.55 Coffee

11.55 to 12.40 'Supporting People and Communities who are Digitally Marginalised': James Norris, Founder of MyWishes, MyWishes Care and the Digital Legacy Association.

12.45 to 13.30 'Equity-oriented advance care planning – reflections from the No Barriers Here project 5 years on?': Dr Jed Jerwood (PhD) Advanced Clinical Academic Art Psychotherapist - Birmingham and Solihull MHFT, Honorary Clinical Associate Professor - University of Birmingham.

13.30 - 14.30 Lunch & Networking

14.30 to 15.15 'Advance Planning and Neurodivergence - Towards Accessible Approaches': Dr Emma Clare, Chartered Psychologist, End of Life Doula, and founder of Death Wired Differently.

15.20 Reflections: by Dr Kathryn Mannix, Retired Palliative Care Consultant, Bestselling author

15.30 Close and Thank you

(Times and speakers may be subject to change)



Dr Lindsey Crockett
Bill Thompson
Kate Barber
Care Choice Services.



Title of talk:
**The Missing Bridge in Advance Care Planning:
volunteers, empathy and time to have conversations**



Abstract:

People most likely to die in the next year are unlikely to have been asked what matters to them most. Frailty remains a hidden and often neglected trigger for advance care planning, regardless of age or cause, leaving many patients to enter repeated crises and over-medicalised decision-making. Our team will share their compassionate volunteer led model that creates a bridge to earlier, more human care choices.

Biography:

Care choices volunteers: the care choices service is essentially run by volunteers as a unique compassionate community of individuals connected by a desire to harness their innate compassion of humanness to benefit others. Many are attracted by their lived experience, some with medical backgrounds and all recognising the power of empathy and time with which individuals approaching death can be enabled to reclaim some control.

The Clinical team (providing oversight, governance, training and supervision):

Dr Lindsey Crockett BSc (Hons), MBBS, MRCGP, DFSRH (Senior Partner).

Qualified in 1999 and was a GP in Surrey until January 2010 when she moved to Suffolk and has since been full time Senior partner at a multi site coastal and rural practice. She also works in a strategic role as the clinical steward for End-of-Life and frailty care for the Integrated Care Board for Suffolk and Norfolk. Lindsey is also the pioneer and service lead for the recently re named care choices service across Ipswich and east suffolk. The service has attracted such interest that it is being adopted in Colchester and Norwich.

Lindsey combines her medical expertise with a passion for compassionate care, guiding the services ambition to support individuals holistically with true empathy and with no borders in their final year of life.

Bill Thompson, Clinical assistant and service administrator.

Bill applies his extensive experience as a former Speech and Language Therapist within the NHS to his role, providing logistical, training and governance support alongside his innate compassion to volunteers and patients.

Kate Barber, Clinical lead Nurse.

Kate has an extensive background in clinical palliative care, combining her nursing skills as the ESNEFT clinical nurse specialist for motor neurone disease. With great compassion and wisdom, Kate provides the clinical input for patients and volunteers for successful service delivery.



Irene Tuffrey-Wijne

Professor of Intellectual Disability
& Palliative Care at Kingston University,
London.



Title of talk:

How to involve people with a learning disability in end-of-life care planning



Abstract:

This session introduces the Victoria & Stuart Project: a co-created toolkit of resources supporting people with learning disabilities to be involved in end-of-life care planning.

I will explain why the toolkit was developed and share how it was created with nearly 200 contributors, including 36 people with learning disabilities. I will also show what the toolkit contains and explore how to include everyone in conversations about death and dying — including people who may not understand complex language or who communicate differently.

Participants will leave with practical ideas they can use in their own workplace, whether or not they work directly with people with learning disabilities.

The toolkit is free to download from The Victoria & Stuart Project, and participants are welcome to explore the resources at the exhibition stands.

Biography:

Irene Tuffrey-Wijne is Professor of Intellectual Disability & Palliative Care at Kingston University and leads The KIND Research Group, where researchers with and without learning disabilities work together on research about death, dying, and bereavement.

Since 2001, Irene has led research and development in learning disability, bereavement, and palliative care. Widely published and internationally recognised, she is a leading expert in palliative care for people with learning disabilities. Inclusive research, involving people with learning disabilities as participants and paid researchers, is central to her work.

The Victoria & Stuart Project (2022–2024) has received several national and international awards.

James Norris

Founder of MyWishes, MyWishes Care and the Digital Legacy Association



Title of talk: Supporting people and communities who are digitally marginalised



Abstract:

Technology can enhance Advance Care Planning, care provision and information sharing. This can help ensure that priorities of care are understood and person-centred care is delivered across various settings.

Technology can however, also act as a barrier. It can marginalise those unfamiliar, unable or unwilling to use online services and connected devices. In some circumstances the 'digital divide' can further marginalise the already marginalised in areas relating to the health and care they receive.

In this session James will highlight how emerging technologies are both reducing inequities and increasing them. It will use data and case studies to examine digital marginalisation through the lens of patients, professionals and care providers.

Biography:

James is an End-of-Life Technologist. Over the last 15 years he has researched and developed technologies, frameworks and public health interventions in areas relating to Advance Care Planning, Digital Legacy and End of Life Planning. His work spans across the Governmental, Charity, Academic and Technology sectors.

James co-authored 'Technologies in Palliative Care for Older People (Springer 2026) and often contributes insights to the media. He has led the development of the Digital Legacy sector since 2011 and argues that "making plans for Digital Assets and safeguarding Digital Legacy should form a holistic approach to Advance Care Planning".

James holds posts as the Digital Research Fellow at Harlington Hospice and the Design Research Fellow at the Velindre Cancer Centre.

Dr Jed Jerwood (PhD)

Advanced Clinical Academic Art Psychotherapist -
Birmingham and Solihull MHFT, Honorary Clinical
Associate Professor - University of Birmingham



Title of talk:

**Equity-oriented advance care planning - reflections
from the No Barriers Here project 5 years on?**



Abstract:

No Barriers Here was born in the Covid-19 pandemic as a response to the inequitable deaths experienced by people with learning disabilities. Since then it has evolved beyond an advance care planning intervention into a research methodology and has been used in work with many different people and communities underserved in healthcare – to great effect and impact. However, it hasn't always been easy work, it brings challenges and doesn't always go smoothly. In this session, I will explore the highs and lows and reflect on the learning and impact of No Barriers Here from the last five years.

Biography:

My background is as an art psychotherapist and my clinical practice is in adult mental health settings, with previous work in hospice settings. I am interested in creative, less-verbal approaches to psychological therapy and positive disruption of traditional clinical delivery, particularly working outdoors in therapy. Much of my clinical work is now in clinical supervision and reflective practice across nursing, psychological and allied health professions.

My research interests lie in equitable approaches to death and dying and addressing inequity of access to palliative and end of life care. My doctoral research focused on improving access to palliative care in mental health settings. I am the co-founder and research lead of the No Barriers Here programme – an arts-based, equity-oriented approach to advance care planning www.nobarriershere.org

Methodologically, I am interested in co-design and participatory methods, arts-based research methods and maximizing the impact of research through creative dissemination.

Dr Emma Clare

Founder of Death Wired Differently



Title of talk:

**Advance Planning and Neurodivergence:
Towards Accessible Approaches**



Abstract:

Emma will explore how current approaches to advance planning often don't work for neurodivergent people as they aren't designed with different ways of thinking, processing, and experiencing the world in mind. Drawing on her professional and personal lived experience, she will highlight key barriers that can make planning ahead feel inaccessible or overwhelming, from difficulties imagining the future to sensory and communication factors that are often overlooked. Through practical examples, Emma will show how relatively small changes can make a significant difference. She will also make the case for moving beyond adapting existing tools towards rethinking and co-designing advance planning with neurodivergent people, creating approaches that are more accessible, meaningful, and ultimately better for everyone.

Biography:

Emma is a Chartered Psychologist, End of Life Doula, and founder of Death Wired Differently, a platform providing resources, information, and training on neuro-affirming approaches to death, dying, caregiving, and grief support. Her work explores how neurodivergence shapes the way people understand, receive, and provide end-of-life care including advance planning.

Bringing together professional expertise and personal lived experience, she works with organisations and healthcare professionals to improve end-of-life care for neurodivergent people with a focus on accessibility, advocacy, and designing processes that genuinely work for how different neurotypes experience end-of-life care and planning.

Dr Kathryn Mannix
Retired Palliative Care Consultant
and Best selling author



Title of talk:
Advance Care Planning Reflections



Biography:

Dr Kathryn Mannix spent her medical career working with people who have incurable, advanced illnesses. Starting in cancer care and changing career to become a pioneer of the new discipline of palliative medicine, she has worked as a palliative care consultant in teams in hospices, hospitals and in patients' own homes, optimising quality of life even as death is approaching. She is passionate about public education, and having qualified as a Cognitive Behaviour Therapist in 1993, she started the UK's (possibly the world's) first CBT clinic exclusively for palliative care patients, and devised 'CBT First Aid' training to enable palliative care colleagues to add new skills to their repertoire for helping patients.

Using her experience as a physician, psychotherapist, trainer and service lead, Kathryn presents stories that illustrate how we can better understand and prepare for death (our own or somebody else's) in her bestseller 'With The End In Mind,' and then leads us through the art of Tender Conversations in her latest book, 'Listen.'

About Advance Care Plan Day

The UK's National Advance Care Planning Day highlights the importance of Advance Care Planning, Advance Care Plans and sensitive conversations.

The day of action and awareness is now in its third year and the national conference in Norfolk is the focal point for this across the UK and beyond.

To date, hundreds of health organisations have live streamed the conference with thousands (possibly tens of thousands) learning and improving practice.

Other ACP events are self hosted across the country and 'watch parties' of the live stream take place.

Advance Care Plan Day and Future Care Plan Day emboldens and empowers care professionals through education, collaboration and the sharing of experiences.



Contributors and supporters:

ACP Day is a not for profit awareness day organised and supported with love from:

- ♥ Norfolk & Norwich Hospitals Charity
- ♥ MyWishes Care
- ♥ The Digital Legacy Association
- ♥ Speak For Me
- ♥ Norfolk and Norwich University Hospitals NHS Foundation Trust

We would also like to thank the **Sue Ryder Charity** for supporting Advance Care Plan 2026 and for sharing both our mission and our goals.

More information can be found at www.AdvanceCarePlanDay.org

In the breaks please feel to network and browse the information stands:

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| Admiral Nurses | Gold Standards Framework |
| Alzheimers UK | Speak For Me LPA |
| BIG C | My Wishes |
| Carers Voice | Tapping Hospice |
| Norfolk County Council | Priscilla Bacon Hospice Charity |
| EOL Doula UK | Being Mortal |
| My Care Matters | Victoria & Stuart Toolkit |
| Healing Harbour Charity | OxCERPC |
| Leaving Gracefully | St Giles Hospice |
| MND Association | Medstrom |
| Specialist Palliative Care Services, East of England Community Health & Care Trust | PCPLD |
| Off the TWIG | The Carer |
| Star Throwers | RESPECT |
| N&N Hospital Charity | Your Final Matters |
| Sue Ryder | Hear for Norfolk |



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**Norfolk & Norwich
Hospitals Charity**



Pink Poppy Fund

About Us

Norfolk and Norwich Hospitals Charity (Registered Charity No. 1048170) is the official NHS charity dedicated to supporting better care at the Norfolk & Norwich, Cromer & District and Jenny Lind Children's Hospital.

Thanks to our supporters, we are able to enhance the experience of being in hospital, beyond what the NHS can provide, with pioneering equipment, research and innovation. Together with the hospital, we support life's most critical moments with exceptional healthcare for everyone in our community.

We are delighted to be funding the ACP conference again this year, and want to thank you all for attending.

Everything we do is because of supporters like you. Whether you wish to donate, fundraise, leave a legacy gift or raise awareness please speak to a member of the Charity Team today.

Thank you.

Alternatively you can scan either of the QR codes below to visit our JustGiving or our Amazon Wishlist pages.

Thank you.

Just Giving Page



Amazon Wishlist Page





Norfolk & Norwich Hospitals Charity



Alex Watson Memory Maker



This role has been funded, thanks to donations made to the N&N Hospitals Charity, for an initial period of 18 months. The service will focus on two main areas, firstly helping make EoL patient's rooms more comfortable and homely with gentle touches such as hand knitted blankets and soft lighting.

Secondly on creating meaningful memories, helping families create lasting keepsakes such as memory boxes, hand casts, fingerprint trees, and personalised letters or recorded stories that capture cherished moments, thoughts and connections.

Complementary Therapies



The Complementary Therapy Service is available to cancer and palliative patients at NNUH. The service is funded by kind donations made to the N&N Hospitals Charity. Therapies are holistic and help balance mind, body and spirit. Therapies help with relaxation, support wellbeing and aid symptom control. Why not try a 'CaLMS' (Caring and Light Massage Support) for hands - light touch therapy at the conference and purchase your very own aromastick for personal use and to support the charity (details below).



Phone

01603 287107



Email

charity@nnuh.nhs.uk



Social Media

@nnhospcharity

Aromatherapy sticks & information packs are available to purchase at the ACP Conference. The sticks are £5, which covers the costs of producing the stick, with the additional £3 being donated to the N&N Hospitals Charity.

Thank you from Palliative Care NNUH to:



N&N Hospital Charity for FULL SPONSHORSHIP

**To all Speakers for their time and dedication
To all the organisations, public compassionate
communities groups who have Live Streamed to
raise awareness**

**To all the services and charities for their
awareness stands**

**To all volunteers and staff who have helped to
plan, organise and host the conference
St John Innes Centre for Hosting
Norwich Live streaming**

**Graphics and Communications team NNUH
To all the services and charities for their
awareness stands**

**To all supporters that have contributed to the
conference**

**And to all attendees for your dedication and
passion towards raising awareness of Advance
Care Planning**





**Advance Care
Plan Day 2026**