

Impact Report 2018-19



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Welcome

Martlets has a bold vision. We want everyone affected by terminal illness to know they can still feel hope, purpose and possibility. Through our impact report, you'll gain an insight into how we are achieving this through compassionate care and support across our city.

In 2018-19, we helped more than 2,700 local people live life to the full and make the most of precious time with loved ones. It's an incredible number and we simply would not be able to achieve this without the support of our local community.

Every Martlets donor and volunteer makes a difference to the people we help. Your generosity is changing lives and your continued support will help us to reach everyone who needs us. Our special thanks is extended to our major supporters including trusts and local businesses.

It's 22 years since we opened and so much in hospice care has changed. People are living for longer with life-limiting illnesses and their needs are becoming more complex. Our focus is to ensure we're constantly providing the right care, in the right way and in the right location to people who need it.

One of the ways we're adapting is by helping more people earlier on in their diagnosis and by expanding our services too. We're also looking at how we might reconfigure spaces at Martlets so they can work better to meet the needs of our patients and their families.

We are tremendously proud of what we have achieved so far, but there is more to do – many people are still not receiving the care and support they need towards the end of their lives. Together, with your support, Martlets will be able to extend life-changing hospice care to everyone who needs it.

Thank you

Imelda Glackin
Chief Executive Officer

Juliet Smith
Chairman of Trustees



About Martlets

life-changing hospice care

Martlets is your local charity providing terminally ill people in Brighton and Hove, and surrounding areas, the very best care and support. Our expert team helps people do the things they love with the time they have. We want everyone affected by terminal illness to know they can still feel hope, purpose and possibility.

Patients and carers receive support from our community services, this may be through outpatient attendance or home visiting.

Outpatient appointments may include attending Martlets for symptom control, rehabilitation, counselling and welfare advice. We also provide social activities, including wellbeing and complementary therapies.

Home visiting services are provided for patients who are less well and who are unable to attend services at Martlets. Our clinical teams will visit patients in the comfort of their own homes for ongoing support and care.

In addition, patients may also access our inpatient unit, for ongoing symptom control management, respite, and end-of-life care.

Our community – the areas we cover

Martlets covers Brighton, Hove and the havens (areas in green on the map). We currently have patients and carers in:

- Brighton and Hove
- Portslade
- Rottingdean
- Woodingdean
- Saltdean
- Peacehaven
- Newhaven



2,764
patients &
carers
received direct
support



Martlets nurses – Helen, Justine, Tracy, Adam & Jess

Vision, Mission & Values



Our Vision

Some people might think we're all about death and dying. But they couldn't be more wrong. Yes, we deal with death – but that's why we're so determined to cherish life. Not only the lives of the people we look after at home and in our hospice, but also the family and friends who receive our expert care and support.



Our Mission

We are Martlets.
We provide people affected by terminal illness in Brighton and Hove, and neighbouring areas the very best care and support. And we do far more than that, because we're part of what makes our local community such an amazing place.

We help people do the things they love with the time they have. We bring our community together to support families and individuals coping with bereavement.

We're at the heart of Brighton and Hove.



Our Values

From our caterers to our clinicians, marketing team to massage therapists, this is what we all have in common. This is what makes us Martlets.

- We care**
- We're open**
- We're skilled**
- We move mountains**
- We're together**

"We want everyone affected by terminal illness to know they can still feel hope, purpose and possibility."
– Team Martlets



Our People

Our passionate staff and volunteers are essential to the running and growth of Martlets. In 2018-19, Martlets employed 260 staff (186 full-time equivalent) alongside 498 individual volunteers (carrying out 658 roles). The volunteers spanned across most of our services.

Our trustees work together to support and guide Martlets through its long term and short term objectives, ensuring we stay on track and accountable to everyone involved in what we do.

Trustees:
Juliet Smith - Chairman
Barry Egan - Vice Chairman
Jake Standing - Treasurer
Matthew Fletcher, Duncan Stewart, Chris Thomas, Giles Ings, Karen Blatchford, Michael Bedingfield, Rebecca Crook, Bec Davison, Wayne Murray

Leadership Team:
Imelda Glackin - CEO
Dr Simone Ali - Medical Director
Sally Brighton - Director of Income Generation
Bobby Dhol - Director of Finance & Support Services
Sharon Howes - Director of People Services
Karen Taylor - Director of Clinical Services



498 individual volunteers

#TeamMartlets



Our People Impact 2018-19

285 trading volunteers
64 inpatient unit volunteers
56 patient & family support volunteers
78 hospice volunteers
125 fundraising volunteers
1 new trustee
6 apprentices
50 day services volunteers

Martlets Services

How we organise our services

At Martlets we know that care isn't 'one size fits all'. That's why we treat everyone as an individual and take the time to understand their needs.

Inpatient Unit

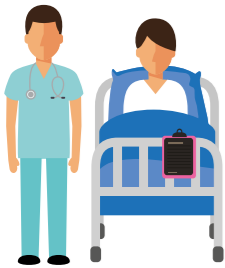
Martlets has 18 beds in total – two shared rooms (each housing four beds), eight single rooms, and two larger rooms where a loved one can stay comfortably with the patient. Every room has doors that open out onto our beautiful garden. There are quiet areas and lounges where patients can relax with a book or chat with friends and family. The hospice also has a rehabilitation gym, a jacuzzi bath, a pamper suite, a sanctuary and even a resident cat.

Our inpatient unit provides week-long periods of respite care to patients, offering carers a break when they need it.



314 admissions to the Inpatient Unit

Inpatient Unit Impact 2018-19



277 patients cared for

88% of patients cared for had been diagnosed with cancer

65% of our patients were cared for at end of life and died in the hospice

32 admissions to provide respite for carers

35% of patients were discharged home or to a care home



Sandra and Guy in the hospice garden

Community Team

Martlets' community team is made up of clinical nurse specialists, nurses in the Hospice at Home team and doctors. Other health and social care professionals including social workers, occupational therapists, counsellors and a chaplain also provide services to patients and their families in the community as part of the wider community service.

Our Hospice at Home service provides support for people in their own homes, seven days a week. It's a vital part of the hospice care we provide to people in Brighton and Hove and the havens. Hospice care isn't just about providing treatment in our inpatient unit. We reach far more patients and families in their own homes providing essential care and making them feel comfortable and at ease.

Martlets also runs 'The Hub', a 24-hour telephone support and advice service for patients, families and professionals.



1,556
patients and carers
supported by
the community team



Community Team Impact 2018-19



418
patients
cared for by
Hospice at Home

7,574
face-to-face
visits made to 962
individual patients

23,567
calls received and made to
the hub

18% of those calls
took place at the weekend

4,258
face-to-face
visits by
Hospice at Home

2,424
end-of-life
visits by
Hospice at Home

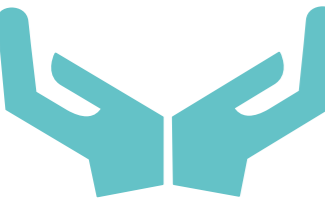
1,834
respite
visits

Day Services

Martlets offers a range of day services including clinics, acupuncture, rehabilitation, complementary therapies, welfare benefits support and counselling. We also host regular wellbeing and social events such as coffee mornings, a choir, tai chi, gardening and mindfulness sessions.

New services have been introduced in the past year including seated yoga and sound bath sessions. Many of the services Martlets offers are available to carers as well as patients.

Day Services Impact 2018-19



488

complementary
therapy
sessions

189

539

patients and
carers
seen by the
day services
team

patients received

67%

of those were
patients

33%

of those were
carers

complementary therapy

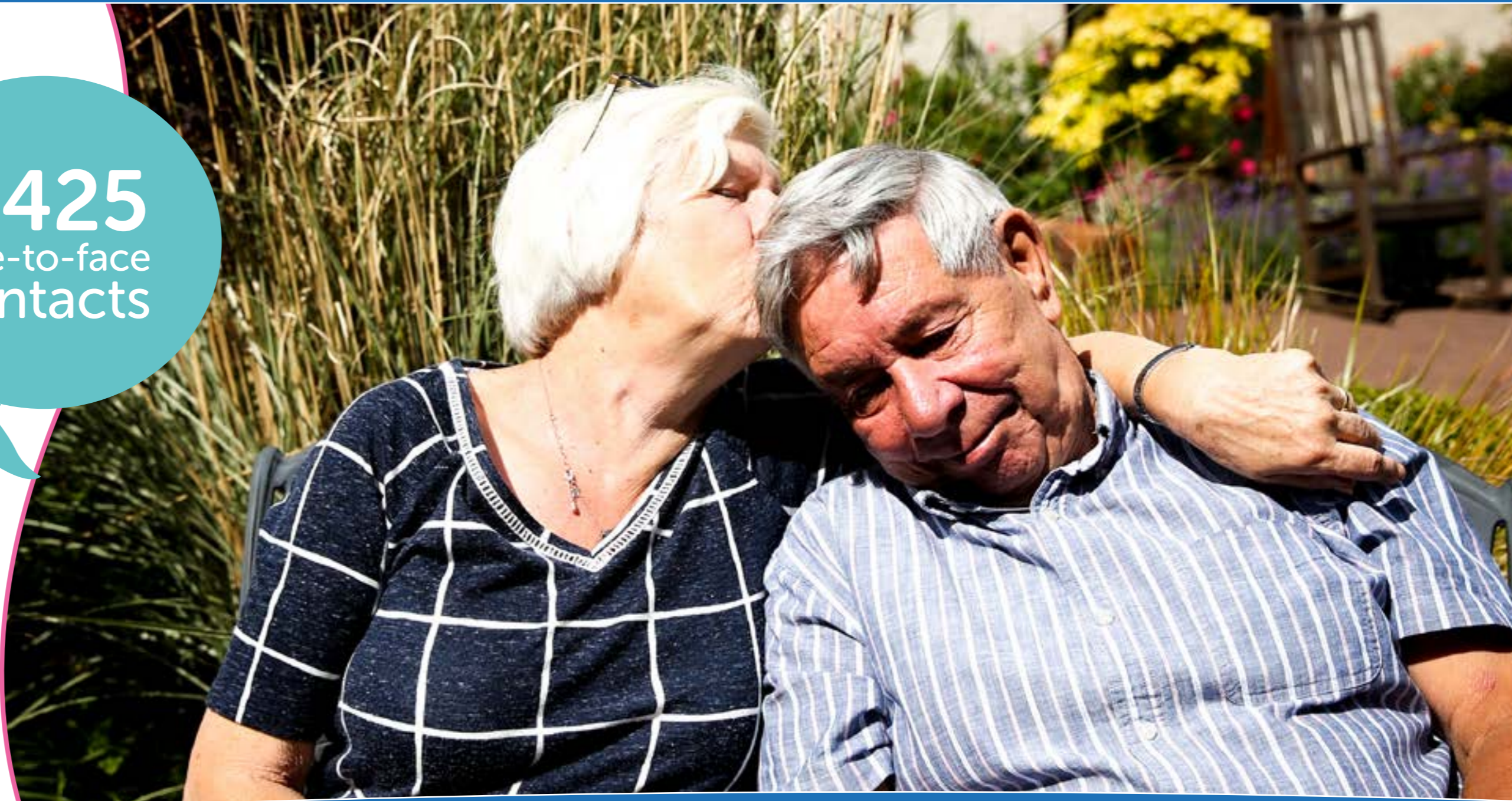
78

rehabilitation
clinic
patients

497

rehabilitation
sessions

2,425
face-to-face
contacts



Ian and Jackie at a day services coffee morning

Bereavement Services

Our bereavement service offers support to the family and friends of patients who have received care from Martlets whether that's in the hospice itself or out in the community.

Bereavement support and advice is available to all family and close friends of loved ones who were cared for by Martlets.

We offer individual support, 'Time to Remember' events, social evenings, an 'Earthworks' allotment group for bereaved men and remembrance events.

Bereavement Services Impact 2018-19



262
bereavement
clients

21
clients supported
by bereavement
volunteers

538
family and friends
supported by
bereavement
meetings

315
attendances at
bereavement social
evenings

140
visits made by
bereavement
volunteers

122
individuals attended
Time to Remember
events

99
individuals attended
bereavement
social evenings

122
individuals attended
Time to Remember
events

981
bereavement
counselling sessions
delivered



"Since my loss, life has been chaotic and stressful and this place gives me something to look forward to that is calm."

– Earthworks participant

The Cliffords

Elaine Clifford was diagnosed with endometrial cancer in 2016 and, a few months after surgery, was told her lymph nodes were affected. Chemotherapy and radiotherapy followed and during this time Elaine was referred to Martlets. Last year, Elaine explained how Martlets helped her to enjoy precious moments with her family:

"I have a wonderful oncology nurse, who is involved with Martlets as well, and she asked how I felt about coming along to the hospice to have a cup of coffee with her. I was a little apprehensive; you think of hospices as being just about end-of-life care, but my nurse told me that it really wasn't going to be like that.

Martlets is not intimidating in any way; it's like a friendly community that is supportive and has loads of things to offer if you want them. There's all kinds of arts and crafts, the choir, counselling and fun things to do. However, nothing is forced at all. It allows you to come in gently, to make friends and see how it goes because everyone is here for you.

It's important to not be afraid to walk through the hospice doors because it really is not just a place for when you are about to die; it's much more than that.

You need to embrace the services offered and be open minded about trying new things, to make the most of what you've got.

I come here for a meeting every few weeks and the day services team has been enormously helpful with their advice. I wasn't aware that I was entitled to an attendance allowance or a blue badge, not that I need it now, but it's good to have these ready for me for as and when I do need it. It will mean I don't have to get things organised when I don't feel well enough to do it.

> continues on page 20

"Martlets is like a friendly community that is supportive and has loads of things to offer if you want them."

– Elaine



Elaine and her husband, Bernard

My husband is my main support. You do get through these things, but it would be much harder without him. I don't know how I'd manage without him. When things hot up, and I become really ill, then it's wonderful to know that Martlets will be there for my husband and for my three children and their families. Martlets is a support network to everybody, not just the patient, the team at the hospice always ask my husband how he's doing. That's important, because it's not just me dealing with this, it's very much him as well.

My family is incredible and give me a tremendous amount of support. My grandchildren support me in a way that they don't even realise, just by being fun and a distraction – they are simply lovely to have around. My field of friends is there on the spot for me constantly. Not a day passes that they don't check up on me and Martlets has become part of that friendship.

At the moment I'm enjoying life and Martlets is there, helping me to do just that."



Sadly, Elaine died in May this year at home. She was surrounded by her loved ones. Shortly after her death, her son Adam sent a message to Martlets staff and volunteers. Here are a few of his words:

"Our Mum was extremely apprehensive about accessing hospice services in the early stages of her diagnosis, but over the last 18 months grew to become one of your greatest advocates.

In her last few days, the Hospice at Home service also gave our family invaluable emotional and practical support through some of the most traumatic and challenging few days and nights of our lives. They were impeccable."



"Nothing was ever too much and we felt very supported as a family."

– Rebekah Whiteley,
Elaine's daughter

2018-19 Martlets Highlights

Day services development

Day Services introduced sound baths – a relaxation experience with gongs and singing bowls – as a new therapy session.

Funding was also secured for the next year of coffee mornings which include a range of wellbeing and social activities.



Care homes project

Martlets and Macmillan Cancer Support began working collaboratively in 2016 on the Care Homes Project. The project was set up to ensure that care providers across the community have access to the best provision possible for terminally ill people.

The first phase of this project was focused on learning, building relationships and e-learning.

In 2018-19, the project secured funding from Macmillan for phase two, building on previous learnings and increasing our reach to not only care home staff but also residents and their families.

Halloween Ball

The 2018 event was sponsored by The Salt Room and The Coal Shed and is one of the key fundraising events in the Martlets calendar.



Our spooktacularly glamorous annual fundraiser raised an astounding **£61,500!**

Community team move

Our colleagues from the Community Palliative Care Service (CPCS) officially joined Martlets on 1 September 2018.



The team joined us from the Sussex Community NHS Foundation Trust (SCFT) and have always worked in partnership with the other hospice teams.

The newly named 'Community Team' comprises more than **30** people providing a palliative care service within the community of Brighton and Hove and neighbouring areas.

SNAILSPACE

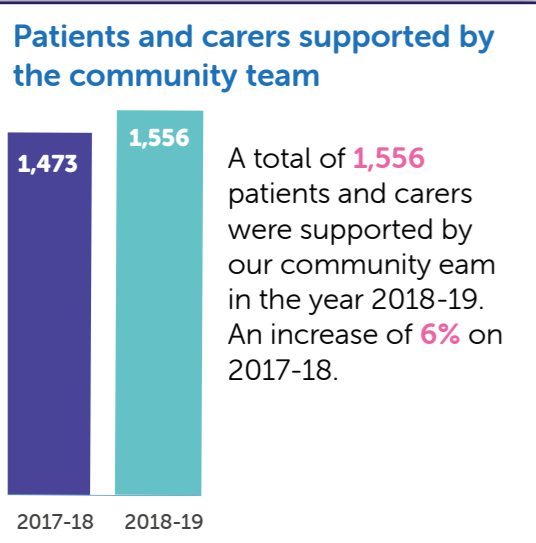


A fantastic **£300,000** was raised for Martlets: **57** schools took part (raising **£42,000**). Volunteers spent a total of **1,700** hours helping people en route; **80,000** trail maps were given out and **6,000** Snailspace app downloads were made.

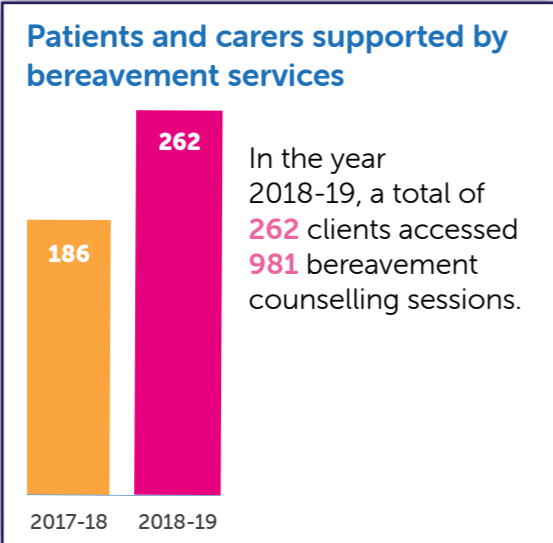
The Snail, 'To Everything There is a Season' sold for the highest sum of **£12,800** at auction.



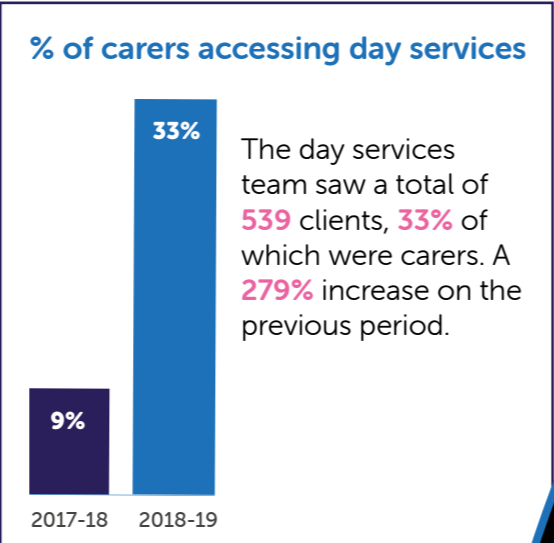
2018-19 Impact and Growth



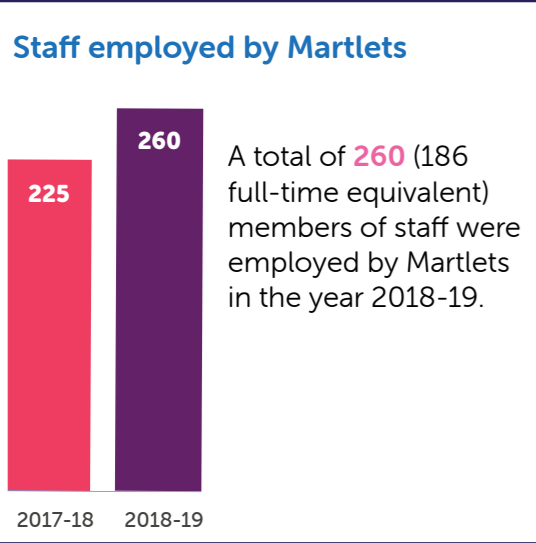
A total of **1,556** patients and carers were supported by our community team in the year 2018-19. An increase of **6%** on 2017-18.



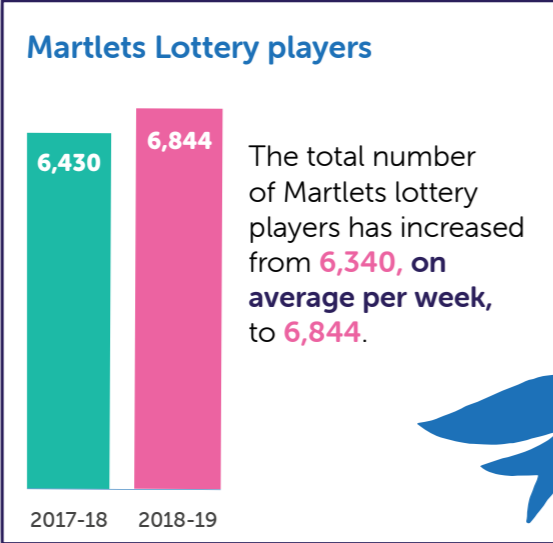
In the year 2018-19, a total of **262** clients accessed **981** bereavement counselling sessions.



The day services team saw a total of **539** clients, **33%** of which were carers. A **279%** increase on the previous period.



A total of **260** (186 full-time equivalent) members of staff were employed by Martlets in the year 2018-19.



The total number of Martlets lottery players has increased from **6,340**, on average per week, to **6,844**.



279%
increase of carers
accessing
day services

“We lift weights and my physio was surprised I could already manage the heavier ones. ‘Show off’ she said. I like spending time in there because they get my sense of humour.”

– Geoff



Financials

How we raised our income in 2018-19

Gifts in wills	£3,075,541	36.5%
NHS Grants	£2,128,170	25.3%
Corporate, community and events	£995,854	11.8%
Martlets lottery	£702,629	8.3%
Individual giving	£639,939	7.6%
Retail	£347,723	4.1%
Trusts and other non NHS grants	£198,881	2.4%
Investment income	£153,066	1.8%
Martlets Care	£101,290	1.2%
Other income	£85,290	1.0%
TOTAL:	£8,428,383	



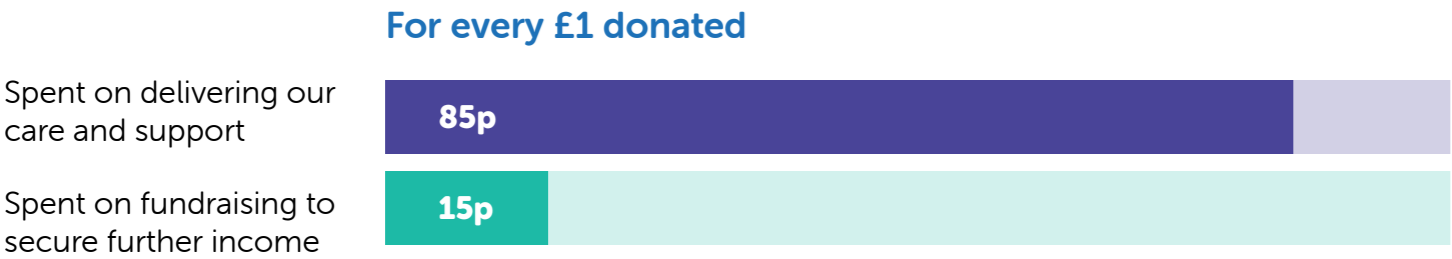
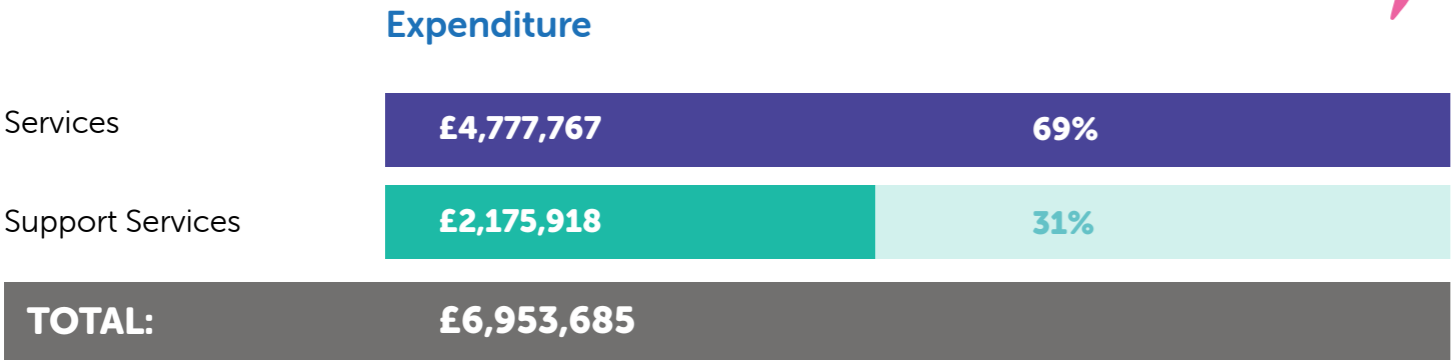
“Our relationship with Martlets began when we sponsored the Snowdogs by the Sea campaign, but our connection was cemented when we visited the hospice itself and gained a full understanding of the breadth of Martlets’ care in the hospice, across the city and beyond.

It really is about a good life as well as a good death. Our ongoing sponsorship is funding care that any one of us might need.”

– Razak Helatat
Martlets sponsor and director of the Salt Room and The Coal Shed

Financials

How we spent our income in 2018-19



85p
of every £1 donated
is spent on
care and support

“My Dad loved having Misty visit him ❤️ x”

– Barbara via Facebook



Income Generation Highlights

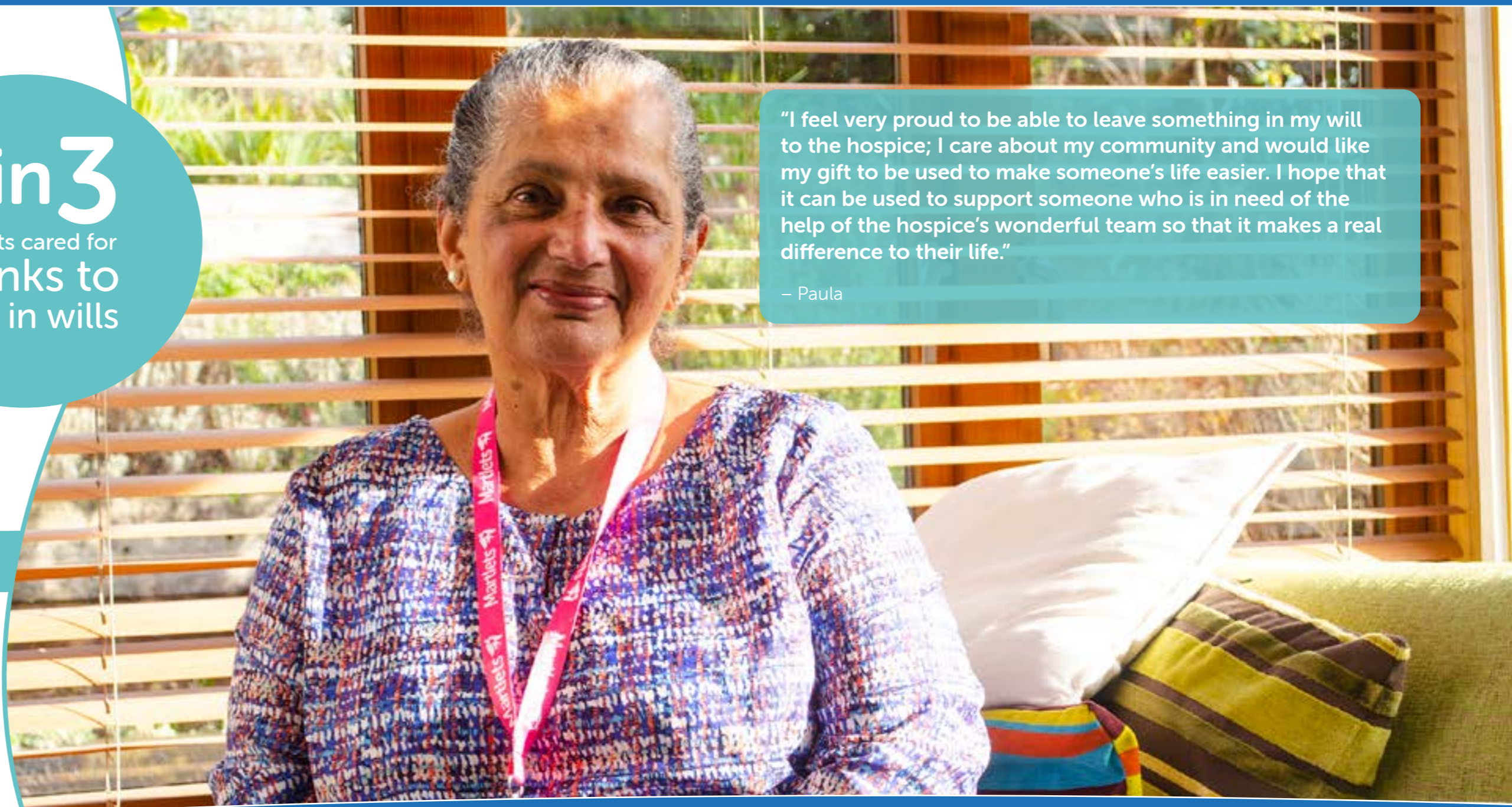


Gifts in Wills Impact 2018-19

The gifts in wills left by our supporters are essential to the running of Martlets and in 2018-19, made up **36.5%** of our overall income.

During the year 2018-19, we were notified of **65** gifts in wills from local people. These gifts ranged from **£100** to **£1.2 million**.

£1.2m
largest gift in will left
(2018-19)



"I feel very proud to be able to leave something in my will to the hospice; I care about my community and would like my gift to be used to make someone's life easier. I hope that it can be used to support someone who is in need of the help of the hospice's wonderful team so that it makes a real difference to their life."

– Paula

Looking ahead: our future

We're proud of our impact to date, but we know there is more to do. Martlets' strategy is clear – to increase our reach by ensuring we are relevant and sustainable, and to support everyone in our community who needs us, no matter who they are or what stage of illness they are at.

Our services have grown and developed over the last 22 years and we are now looking to our community's future needs. We will continue to support not only patients, but also families and carers by offering a broad range of services that meet their clinical, practical, emotional and spiritual needs.

We intend to realise the full potential of our newly reorganised community team (which recently moved from the NHS to sit within Martlets) and to work with partners across the rest of the city to do what's right for the changing landscape we face.

Our plans for future growth include a review of our hospice building, with improvements informed by the needs of patients and their families. We are working with architects to consider how to reconfigure and extend our spaces whilst also looking at how we might raise the funds to deliver our vision of a transformed hospice building.

We've recently secured our own allotment which will help us to expand our work in using nature therapeutically. One of the highlights of this will be relaunching our 'Earthworks' project for bereaved men. As experts in bereavement and grief, we will also expand the role of open access services to support people who have not already been directly touched by Martlets' care.

We are investing in a new project to develop better awareness of the support Martlets can offer within the carer community. We will inform them of everything they might need when caring for a patient in terms of entitlement, respite and support. Our carers project is currently in its infancy and will be constantly evolving, but we're confident in delivering on our mission – to initiate a vital shift in support for carers.

We know the challenges we face are great, but with your continued assistance and partnership, Martlets will always work hard to improve the lives of local people affected by life-limiting illnesses. Nobody should have to face death or bereavement alone and we're here when you need us most.

So, on behalf of everyone at Team Martlets, a huge thank you for your support and generosity.



"I don't think people realise that Martlets offers a lot of services as well as the medical side, and it's all free to access. They don't just care for you, they care for your whole family and those close to you."

– Neasan

Dr. Simone Ali with Neasan

Thank you

Business partners giving £1,000 and above

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Amplicon• Quality Solicitors Barwells• Big Beach Café• Brighton & Hove Buses• Brighton & Hove Streamline Taxis• Burnand Brazier Malcolm Wilson Solicitors• Cubitt & West• Captiv8• Dean Wilson LLP Solicitors• Domestic & General• Donatello• Fastnet• Fitzhugh Gates Solicitors | <ul style="list-style-type: none">• Focus• The Grand• Graves Son & Pilcher• Green Wright Chalton Annis Solicitors• Griffith Smith LLP Solicitors• Hayward & Green• Quality Solicitors Howlett Clarke LLP• Hownd• IEP Financial• Laxey Partners Ltd• LC Switchgear• Legal & General | <ul style="list-style-type: none">• Leumi ABL• Mayberry Garden Centre• McMillan Williams Solicitors• Octopus• Platinum Publishing Group• Robert Simon & Co Solicitors• RT Williams• The Salt Room & The Coal Shed• The Shore Group• Skerritts• Southern Co-Op• Trident• ViiSana |
|--|---|---|

Trusts giving £1,000 and above

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Argus Appeal• Arundel & Brighton Diocesan Trust• BDNA Trust• Broyst Foundation• Chalk Cliff Trust• Derek & Eileen Dodgson Foundation• February Foundation• Friends of Sussex Hospices• Haberdashers' Company• Hedley Foundation• Hilary Awdry Charitable Trust | <ul style="list-style-type: none">• Homity Trust• Ian Askew Charitable Trust• Inman Charity• Institute of Our Lady of Mercy• JC Robinson Trust No4• John Raymond Tijou Charitable Trust• Lawson Trust• Lloyds Bank Foundation• Masonic Charitable Foundation• Michael & Shirley Hunt Charitable Trust• Michael Watson Charitable Trust | <ul style="list-style-type: none">• PAR Charitable Trust• Patrick & Helena Frost Foundation• Richard Radcliffe Charitable Trust• Sandra Charitable Trust• Sussex Masonic Charities• Syder Foundation• The Pebble Trust• Thomas J Horne Memorial Trust• Valerie Emily Munday Day Centre Trust |
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"I can assure anyone taking part in any fundraising that whatever you do makes a big difference to me and everyone who comes here."

- Geoff Hill, a Martlets patient

"My chair has changed my life, I can now sleep and rest more."

- Richard, a Martlets patient

"Thank you!"

"Thank you for granting my Grandad's wish of being able to die at home, surrounded by his family"

- Lisa, patient's family member

"What people give in money, Martlets gives back in care and they'll never know when it's going to be their turn to need the services."

- Joan, partner and carer



Elaine and Tracy, community team nurse



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