

Impact Report 2019-20



Welcome

These are challenging times, but thanks to your generous support we're continuing to help local people with terminal illness make the most of the precious time they have.

This Impact Report provides an overview of the period April 2019 to March 2020, the month the COVID-19 pandemic put us all into lockdown and life changed so dramatically. It demonstrates the tremendous impact Martlets has had over the past year at the heart of Brighton and Hove, providing essential care to those who need it most. And, looking through the lens of COVID-19, it also highlights our priorities as we move forward in these uncertain times, making sure our community has access to safe and dignified care.

Over the past year, Martlets supported a total of 2,932 individuals – an incredible number and an increase on the previous year. We simply would not be able to achieve this level of care without the support of our local community.

As we look ahead, we feel a huge sense of pride in what we have achieved by pulling together as a community hit by COVID-19. We are grateful to our staff and volunteers and to the huge number of our supporters including individuals, community groups, local businesses and charitable trusts who have continued to give generously of their time and their money to help keep Martlets caring. We were especially heartened by everyone who donated to our crisis appeal as we faced loss of income.

We will all be living with COVID-19 for a long time and we know the future seems uncertain for many. We've adapted our inpatient and community services and we're using telephone and facetime support to stay connected with those who need us most. COVID-19 has also increased our resolve to build a more spacious inpatient unit, with safer, single occupancy rooms for the vulnerable people in our care. We have advanced our redesign plans and in 2021 we will be looking to raise the funds we need to build Martlets fit for the future.

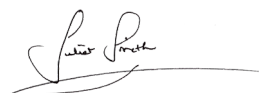
Rest assured that Martlets will keep caring for local people. We want all those affected by terminal illness to know they can still feel hope, purpose and possibility. With your support, everyone will get the essential care they need.

Thank you.

With warmest wishes,



Imelda Glackin,
CEO of Martlets



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.

Most people receive care from us in their own homes via our specialist community team. Outpatients also visit Martlets for pain relief, physiotherapy, counselling, welfare advice and social activities. Others choose to spend their final days here, or to stay with us as inpatients for respite care or symptom management.

In response to the COVID-19 pandemic, we've adapted our inpatient and community services to keep staff, patients and visitors safe. We closed our day services and set up a telephone welfare hub to reach out to everyone who could no longer visit us for support. We replaced many face-to-face services with telephone calls and videoconferencing to stay connected with those who need us most.

Martlets provides care across Brighton and Hove, Portslade, Rottingdean, Woodingdean, Saltdean, Peacehaven and Newhaven.



2,932 patients and carers were directly helped by Martlets.

273 patients were nursed on our inpatient unit.

Our **24 hour** telephone advice and support service line handled **24,245 calls**.

2,232 patients and carers were supported at home by our community teams.

554 patients and carers attended a total of **2,670** day services sessions.

19 nurses undertook **26 degree level modules** and 1,000 training events were attended by our staff and volunteers.

284 people attended a total of **1,080** bereavement counselling sessions.

We've made **160 video** consultations since the **COVID-19** lockdown in March 2020.

Over **500** volunteers gave their time, skills, and energy to support our work.

Our largest source of income is **gifts in wills** where over **£2.8 million** was left to us by local people.

Martlets received 29% of our funding from NHS grants and **71%** from individuals, local businesses and charitable trusts.



Caring for our community

273 people were nursed on our 18 bed inpatient unit.

"I can eat and sleep well here. It's quiet and I can hear the birds and look out into the garden. I couldn't get that in the hospital because there was so much going on. My husband Matt has been able to stay in a family room with me, which has an extra bed and an ensuite bathroom. We've been able to watch TV together in the larger 'cuddle up' bed and to have more intimacy and space to talk than in a single room. My prognosis isn't good so making the most of time together is important."

— Liz, patient



2,232 people were supported at home by our community teams.



"When my wife Jayne received a diagnosis of advanced breast cancer, we were quickly seen by Lisa, a Martlets specialist nurse who did a brilliant job of bringing Jayne's pain under control. She made visits to our house, gave us all the time we wanted and had answers to the many questions that we had. We don't have any family close by so when things get hard it will be frightening, but it's reassuring to know that Martlets will offer us support when that time comes."

— Robert, husband of patient

24,245 calls were received by our 24-hour telephone hub, supporting patients, carers, and health and social care professionals.

"Being a carer can be exhausting, but Martlets respite service made it possible for Mum to stay on the inpatient unit so my husband and I could take a holiday. Knowing Mum would be properly cared for was such a relief."

— Christy, carer

554 people attended a total of **2,670** day services sessions.

"Since the coronavirus outbreak, I've been doing tai chi, seated yoga, meditation and breathing relaxation classes via Zoom video, so I still feel like I'm being looked after by the team at even though I'm not going into the Hospice."

— Jackie, patient

2019-20 Impact and growth

Highlights 2019-20

In October 2019, our spooktastic **Halloween Ball** raised **more than £100,000**. We were also delighted to re-open our newly refitted Blatchington Road shop. **Martlets Lottery** achieved a new milestone of 7,000 weekly players raising over **£725,000** during the year to help fund our services.

We were also proud to launch our **new Carers and Compassionate Neighbours** projects which we hope to grow over the next few years to reach people who are often lonely and isolated.



Impact of COVID-19

In March 2020, we took immediate steps to keep our community safe and closed Martlets to all but essential clinical staff and inpatients requiring essential care. We made a huge effort to adapt our services, setting up a **welfare hub** to stay in touch with all our patients, and using video calls for consultations and wellbeing activities.

COVID-19 had a detrimental impact on our finances. For example, we had to cancel all of our fundraising events and close all of our shops. We were able to use the government's furlough scheme and its emergency grant allocation to hospices to help us reduce our losses. We also ran a successful **Crisis Appeal** where so many local people responded with generous donations to help us continue to keep Martlets caring.



Looking to the future

In the wake of the COVID-19 pandemic, phone and video conferencing will continue to connect us with our community, and we'll further adapt our services to provide safe and dignified care during these challenging times. As most of our outpatients are in vulnerable categories, our onsite activities will only recommence when we, and our patients, feel confident to do so.

We are anticipating a challenging year ahead financially due to continued restrictions on some of our fundraising activities as well as economic fallout from COVID-19 and Brexit affecting our local community. We will be looking to make savings and to refresh our income generation activities to meet these challenges. It's really encouraging that we have now been able to re-open most of our shops with social distancing measures in place.

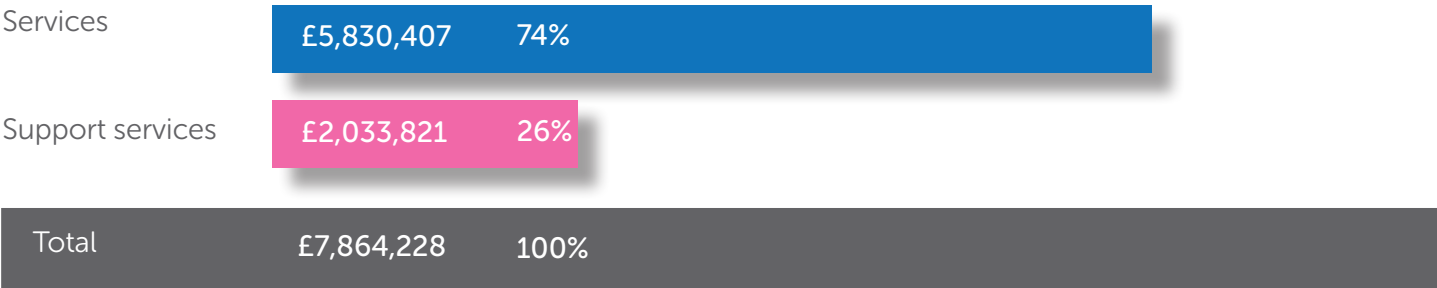
We remain committed to redeveloping our hospice building over the next few years starting with our inpatient unit. COVID-19 has delivered more urgency in our vision for a modernized and more spacious inpatient unit with single rooms for everyone to keep them safe. We have submitted our design plans to Brighton and Hove City Council for planning permission. During 2021 we hope to raise the remaining funds we need to pay for the redevelopment.



Financials – how we raised our income



Financials – how we spent our income



For every £1 donated





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We care. We move mountains. We're open. We're together. We're skilled.



[martletshospice](https://martletshospice.org.uk)



Registered with
**FUNDRAISING
REGULATOR**

Inspected and rated

Good



**CareQuality
Commission**

Registered Charity Number 802145

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