



Martlets

life-changing hospice care



Impact Report
2021-22

Welcome



A warm welcome to our impact report. It is a real pleasure to look back with you over the financial year and see the impact Martlets has had on our essential end-of-life services to people facing death, dying and bereavement. With COVID still part of our world, we continued to deliver our care in the face of real challenge and we are very grateful to every member of our team.

In the wake of the COVID pandemic, we've continued to adapt our services to ensure that everyone affected by terminal illness can make the most of the precious time they have.

In these pages you'll read about some of the people our teams have cared for, and we'll bring you news of our exciting plans to rebuild Martlets Hospice thus ensuring it is fit for future generations.

Hannah's story about the care her father, Gerry, received at home during COVID restrictions, illustrates our determination to deliver the best care in challenging circumstances, as well as the difference we can make to people's lives. Elizabeth and Shoona tell us about Sally, who was nursed on our inpatient unit. We are acting on Sally's suggestion to provide bigger beds for families to 'cuddle up' in; our new Hospice facilities will include larger ensuite rooms and bigger 'cuddle beds', which will allow those we care for to make special memories with the people important to them.

We have made great progress with regard to our building project; work is advancing on site in Wayfield Avenue and we continue to provide our services from temporary locations across the city. We are looking forward to returning to our new Hospice in late 2023,

where we will have the very best facilities to meet the changing and growing demand for our services. We have so far secured over 90% of the funds we need to pay for the rebuild and are confident of reaching our target in the coming months.

We are indebted to the thousands of local supporters, who give their time and money thus ensuring that Martlets is embedded at the heart of our community. We feature nine-year-old Ozzy, who ran a marathon in memory of his grandad, as a great example of people of all ages and backgrounds who are doing amazing things to help us. We also celebrate our major supporters in this report, including those charitable trusts, individuals and local businesses who have already committed to our Hospice rebuild project.

A huge thank you to everyone who continues to support us. We will provide a Hospice fit for the future, where we can care for even more local people affected by terminal illness and deliver the specialist services they need. Together we'll keep Martlets caring for many years to come.

With warm wishes,



Claire Irving,
Chief Executive Officer



Juliet Smith JP DL,
Chair of Trustees

Hospice care at home

Hannah talks about the care her dad Gerry received from our community nursing team, which enabled him to stay at home during his last weeks.

"I lost my dad Gerry last year, right in the middle of the third COVID lockdown. He had cancer and received hospice care at home from Martlets. COVID infection rates were high during that period, and I could only wave to Mum and Dad through the window of the house; I couldn't actually go in for a visit. That was so hard not to physically be able to hug them. Mum was Dad's main carer, and it was a lot for her to take on as I couldn't go in to give her a break.

The community nursing team from Martlets looked after Dad during his last weeks, which was such a help for Mum. They gave him pain relief and sorted everything out. They were in full PPE and it was hard for Dad as everyone was wearing masks. But they were still able to communicate with him and offer reassurance.

A week before he died, Dad had a big brain seizure and was unresponsive for a couple of days. We didn't know if he would ever wake up from that, but when this particular nurse visited, Dad suddenly opened his eyes and said hello to him. He was so kind, and you could tell he genuinely cared. After Dad died, he popped a letter through our door saying he was happy to have met Dad and that he was glad he had been able to care for him. It was so lovely and that really made a big difference to us at a difficult time.

"There was one nurse from Martlets who just had this instant connection with Dad which was so lovely to see. There was a real connection between them which was such a comfort to us as a family."



Hannah and her dad Gerry on her wedding day

My dad was my main carer when I was young. He worked early mornings as a dustman and was able to take me to school and pick me up. He and Mum were together for almost 50 years. Dad and I used to walk to the shops a lot and I love walking still; it really does connect

me to him. Being a dustman and being on his feet constantly, he would always tell me to look after my feet and to get a good pair of walking shoes!

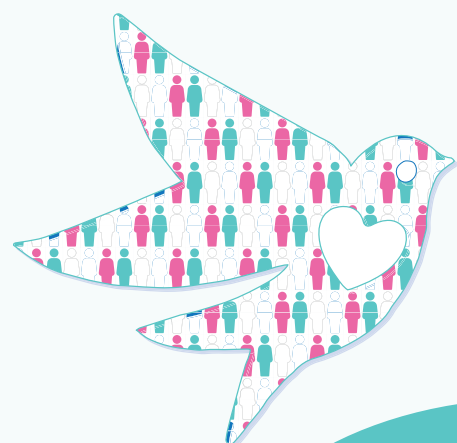
Despite COVID, we were able to attend Dad's

funeral, but we had to wear masks and sit in our 'bubbles'. Only 30 people were allowed to attend, and we couldn't hug anyone, but of course we played 'My Old Man's a Dustman' in his honour which he would have enjoyed.

I just can't thank Martlets enough for the support they provided during such a difficult time; it was just invaluable. I don't know how we would've coped without them."

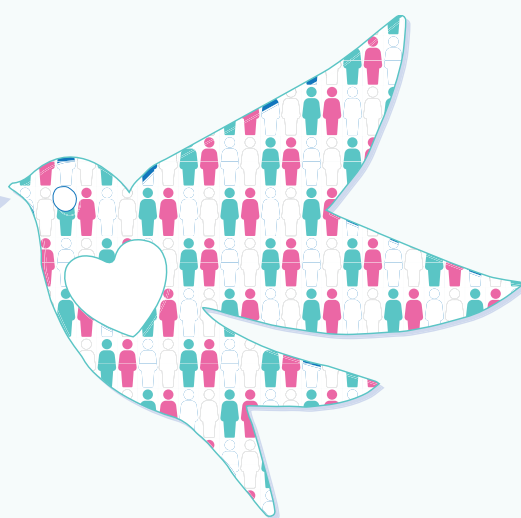


Caring for our community[✈]



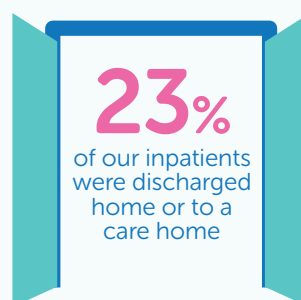
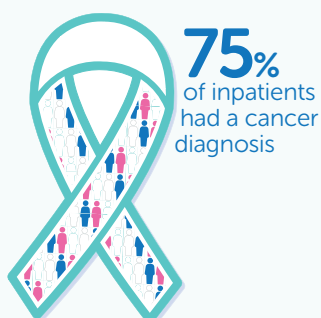
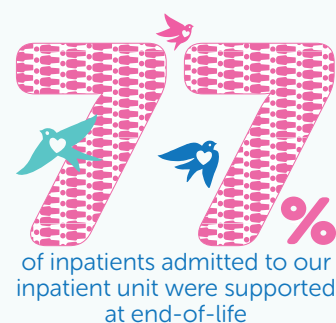
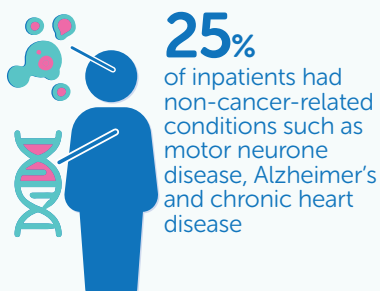
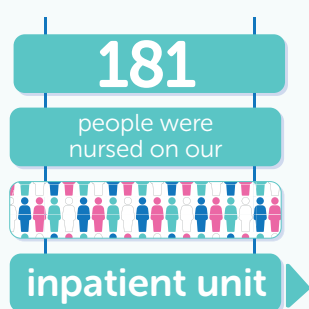
During 2021-2022
we directly helped
2,227 local people
affected by
terminal illness

1,660 patients and
567 carers were
helped across all of
Martlets' services

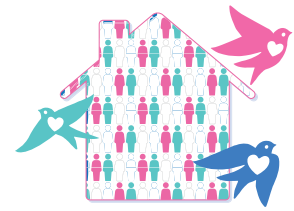


COVID continued to have an impact on
how and where people were supported

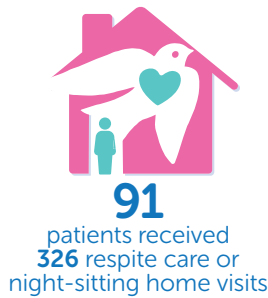
Our inpatient services



Our community services



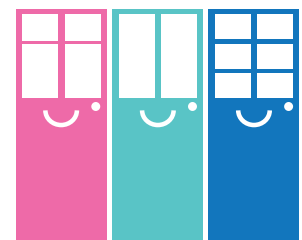
Our hospice at home team
made **1,740** home visits
to **272** people being
nursed at home



355
patients and **114**
carers accessed our
outpatient services



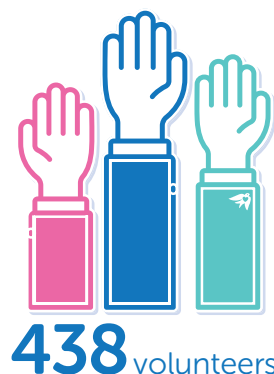
192
patients were supported
at home at end-of-life



24 Compassionate
Neighbours volunteers
supported **67** patients
and carers at home



Our people





Spotlight on services

supporting those who need us most

We shine a light on some of the projects that have supported local people over the last 12 months – and the fundraising that has helped us deliver these vital services.

Compassionate Neighbours – there to answer the call

Martlets' Compassionate Neighbours scheme is part of a nationwide project aimed at reducing loneliness for those touched by end-of-life issues.

Over the past year, 24 Compassionate Neighbours volunteers supported 67 patients and carers at home. Our Compassionate Neighbours are trained volunteers who offer friendship and emotional support to local people who may be at risk of becoming isolated.



"I was matched with Bernie who is 79 and has terminal cancer. He lives on his own and I call him once a week for a chat. Initially, Bernie was quite depressed as

he had lost his wife of 30 years and was struggling with loneliness. But he's a lot more positive now. He once said to me out of the blue, 'You give me a purpose to live', which really moved me."

Graham, Compassionate Neighbours volunteer

Earthworks helps men open up

Earthworks is our free, open access, bereavement group for men based at the Weald allotments in Hove. It is run by Martlets' counsellor Katie Dennis, and all bereaved men from Brighton and Hove, and surrounding areas, are welcome to join. No previous gardening experience is necessary and group sessions usually run for a period of 12 weeks.

"There are limited opportunities for bereaved men to get together in Brighton and Hove", says Katie.

"So, we developed Earthworks as an alternative way to provide support. We wanted to offer a safe space where the isolation of grief could be met by others."



"When I first lost my wife Penny, it was so important to have Earthworks to go to as I needed a focus. The relaxed environment meant we could do whatever we felt comfortable with; either chatting to each other, or one-to-one with Katie, or just digging and clearing and enjoying being outside. Some of us found it easier to open up in that outdoor setting rather than in a formal counselling room."

Rick, Earthworks participant



Wellbeing services from the comfort of your sofa

We continued to deliver many outpatient services online in the face of the continuing COVID pandemic. Online counselling, telephone support, physiotherapy – and a range of wellbeing activities including yoga, mindfulness and relaxation delivered via Zoom – continued to be a lifeline for many people. Some patients who are less mobile have found our online sessions particularly useful as they are easier to access than attending in person. Over the past year, 355 patients and 114 carers accessed our outpatient services mostly from their own homes.



"Martlets set me up with some counselling which was so helpful as I had been diagnosed with terminal cancer and was in quite an emotional

state. Since the beginning of the COVID pandemic Martlets has been offering online group sessions for all sorts of things. They are great because I can just log on via Zoom from home. I take part in 'chair yoga', mindfulness, Tai Chi and 'life writing'. I'm not very good at taking time out to relax, so these groups give me the focus to do that. It's also nice to have that social contact."

Ann-Marie, outpatient



Income generation – our supporters make all the difference

Our fundraising team worked hard to keep in touch with our supporters throughout the year. Once COVID restrictions ended, we were able to hold community participation events once again. We ran a successful Sahara Trek, filled marathon places, and enjoyed the return of our Halloween Ball. Our re-opened charity shops returned to profit, and we developed our online trading activities too.

"Ozzy understands that Martlets helps people like his grandad, who we lost to cancer last year. He is only nine but had seen me running races for charity and

asked if he could do one. I was so proud, and in floods of tears, seeing Ozzy run in memory of his grandad. Before the race he said 'Do you think Grandad can see me? Maybe he's watching.' Ozzy is autistic and doesn't always see the bigger picture, but before his race he said, 'There are more important things than winning Mummy. It's nice to be kind and to raise lots of money for people that are very sick.' That was quite an insight for him."

Jo, community fundraiser



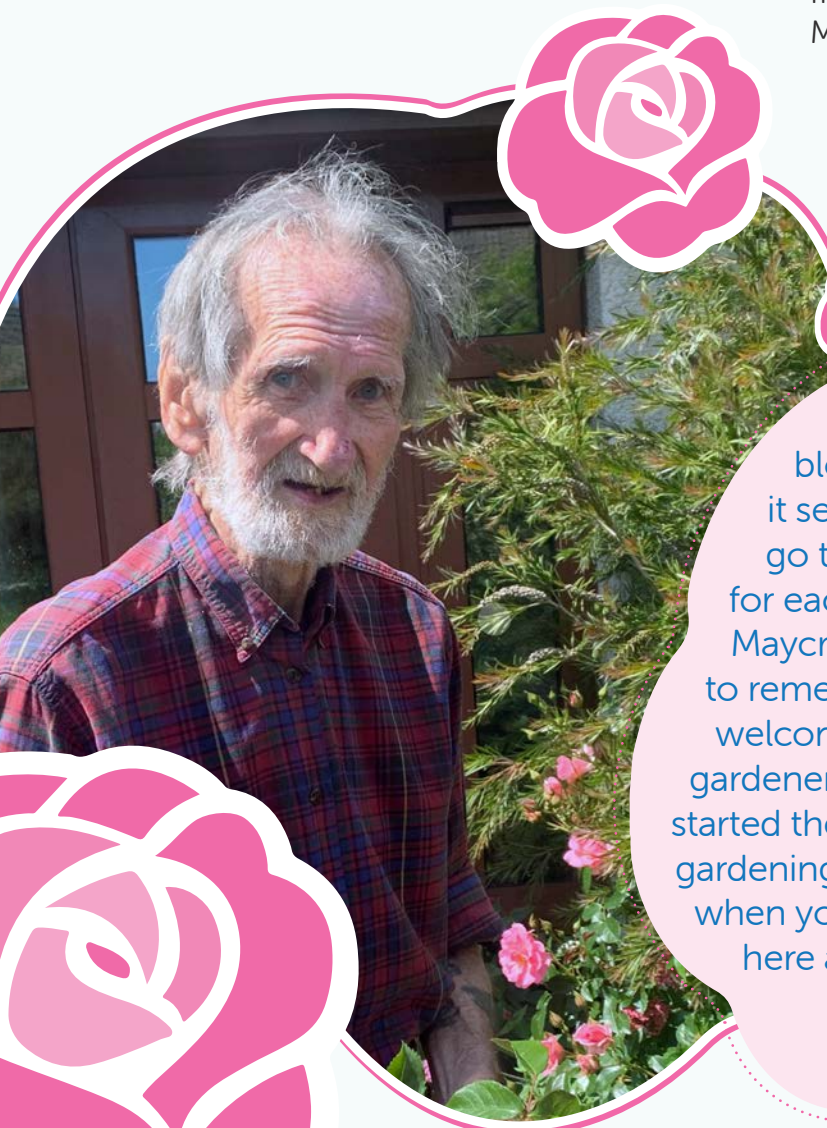
Our moving story

Since we opened our doors 25 years ago, expectations of hospice care have changed, and to ensure Martlets is fit for the future we are upgrading our facilities. In June 2022, we temporarily closed our Wayfield Avenue site and contractors are now building a new home there to ensure the communities we serve continue to be treated with dignity and respect.

It's an exciting and ambitious project. While the building work is underway we are committed to supporting patients and their loved ones at home, and from three new sites:

- Our **inpatient unit (IPU)** has moved to a private wing at Maycroft Manor Care Home in Brighton.
- Our **community nursing and rehabilitation teams** have relocated to Martlets' offices on Old Shoreham Road.
- Our **patient and family support teams** are now based at offices and counselling suites in Patcham, as well as continuing to offer services online.

David, who is 90 years old, was staying on our IPU for symptom management. He was one of the first patients transferred by ambulance from our Wayfield Avenue site to Maycroft Manor Care Home.



"So many flowers were in bloom in Martlets' gardens and it seemed such a shame for them to go to waste. I thought I'd pick a bunch for each patient to have in their new room at Maycroft Manor. Then they'd have something to remember Martlets by and it would be a nice welcome. I was Sir Winston Churchill's head gardener for 10 years at Chartwell House and started there in 1950 when I was 18. I still enjoy gardening and being outdoors is so therapeutic when you're ill. We're being so well looked after here at Maycroft Manor and it's still Martlets' staff that are caring for us."

David



A new Hospice fit for the future

Opening winter 2023

Martlets has supported 34,000 local people over the past 25 years. In our new building we can be there for those who need us for generations to come.

Our new Hospice will provide:

- 14 modern, fully-equipped, ensuite rooms;
- enhanced family and visitor areas in a spacious and comfortable setting, with a cafe;
- new treatment, therapy, gym, and counselling facilities;
- redesigned and reconfigured outpatient and community areas to help us care for more people;
- a beautiful sanctuary space where visitors can reflect and find peace;
- landscaped sensory and memory gardens.



"Our new individual rooms will give patients some control over their care

that you just wouldn't get in a shared bay. Knowing that each room also has its own view and access out to the gardens will really make a difference to patient wellbeing too. The new layout with two separate wings for care will give us the ability to respond to a patient's individual needs. It is far easier to keep someone prone to infections safe and well in a private ensuite room."

Sam Bennett,
IPU ward manager



"We'll have a new social space to host coffee mornings, our Life Writing

and Creative Art groups and our choir, all of which help people to switch off and relax. In our new treatment rooms we'll be offering everything from acupuncture to reiki. Our patients really benefit from these therapies as they help to control symptoms and medication side effects, and enhance overall wellbeing. We also look after our patients' loved ones too, offering individual therapy sessions to support them as carers."

Ann Borg, supportive care
project lead



"Lots of people don't realise you can be terminally ill for months or years

– not just a few weeks. Our physiotherapy and occupational therapy services help people take back control of their symptoms and find ways to manage them in their day-to-day lives. The new gym will enable us to offer safe supervised exercise with specialised equipment in a friendly environment. It will be a fantastic resource for patients."

Angie Steel, physiotherapist
technical instructor

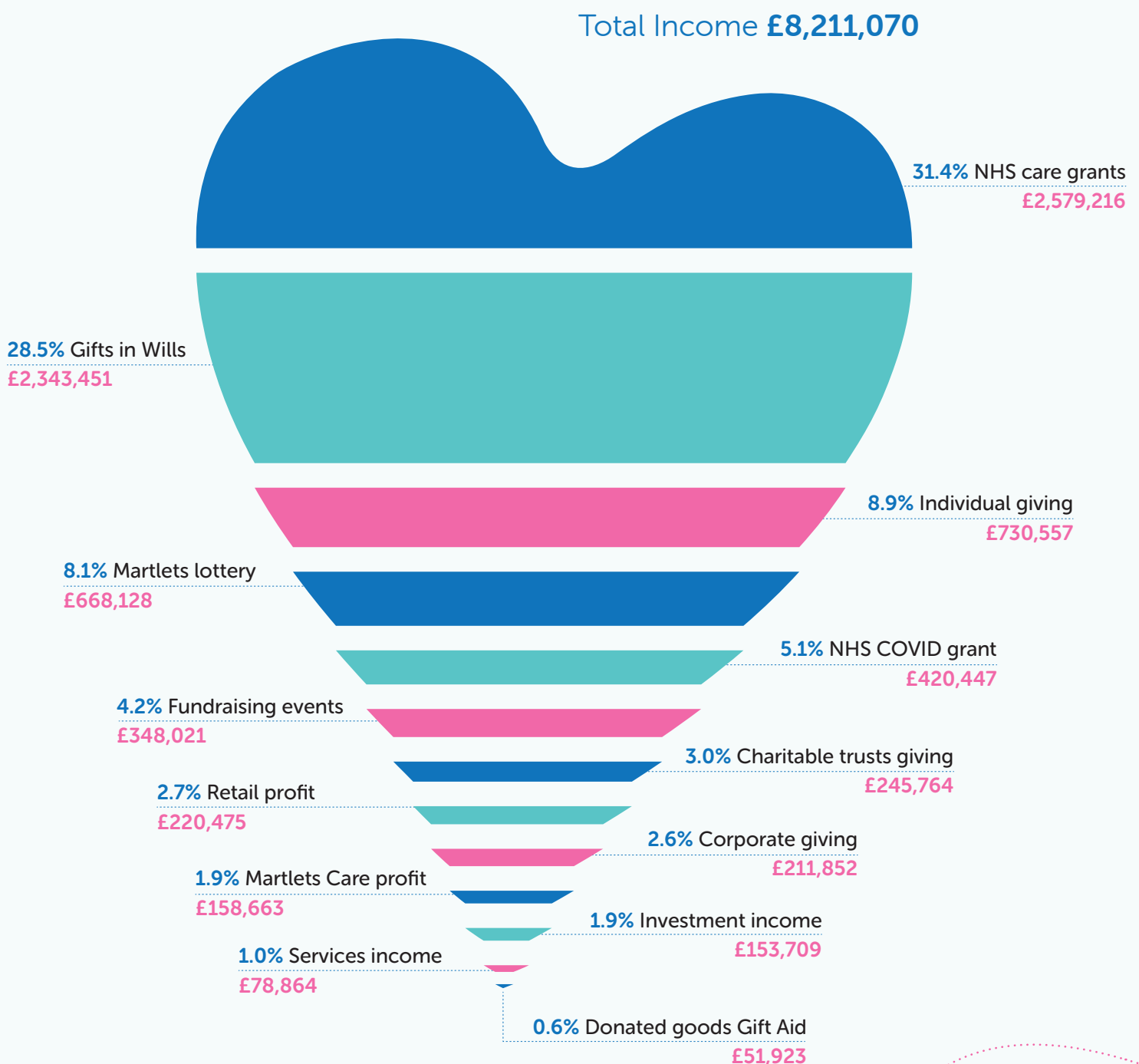


How we raised our income[✈]

Our finances returned to pre-COVID levels

During 2021-2022 our income generation recovered to pre-COVID patterns on the whole. Our charity shops returned to profit and our care agency profit increased too.

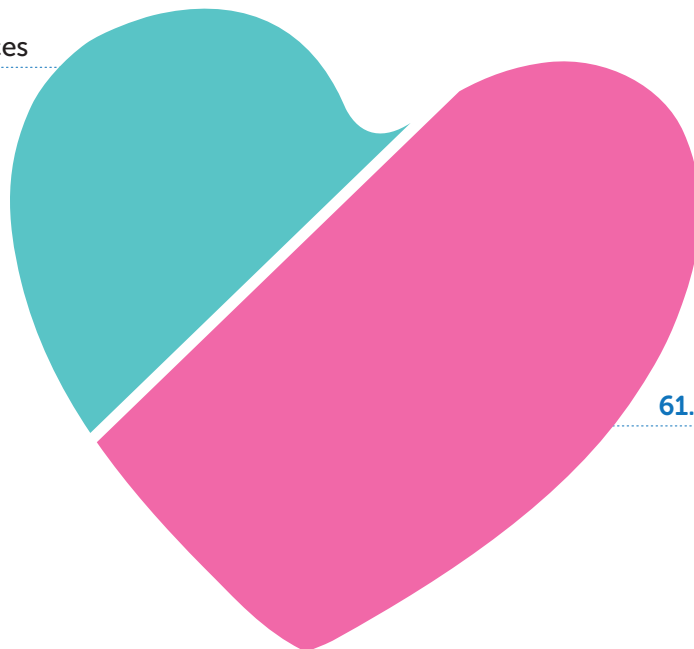
We were able to restore some community fundraising activities and so our income from fundraising events grew significantly. We were helped by a final COVID grant from NHS England and recorded a small operating deficit for the year.



How we spent our income[✿]

38.4% Support services

£3,161,276



61.6% Hospice care services

£5,071,854

Total Expenditure **£8,233,130**

For every **£1** donated

70p Spent on delivering hospice care



30p Spent on fundraising to generate income



Keeping our word to Sally

Sally was given a terminal diagnosis seven months before she died. She was only 53 and leaves behind a husband, Den, and two teenage children. Her friends Elizabeth and Shoona tell of Sally's time on the inpatient unit, and how Martlets will honour Sally's legacy in the new Hospice building.

"Martlets did everything they could to make our wonderful friend Sally as comfortable as possible during her last days and weeks. It was a real comfort knowing Sal was in the best place possible, receiving such amazing care. We didn't know what to expect and thought it might be depressing, but as soon as we walked through the doors at Martlets there was a lovely, welcoming, calm atmosphere. Sally always said the staff treated her like a queen. They were so compassionate but never patronising and knew how to have a laugh and a joke which she loved. It was really evident that they saw Sally as a person rather than simply a patient.

It's a lovely feeling to know that some of Sally's suggestions will be incorporated into the new Martlets' building and that other families will benefit.

Sally spent two weeks on Martlets' inpatient unit in January 2019 while the doctors got her pain under control and managed her symptoms. During the time she was there were some fairy lights up outside her room in the gardens; Christmas decorations that were about to be taken down. She was disappointed as she loved looking at them twinkling outside, so the



nurses wrapped them around her bed frame. It was lovely gesture, just so thoughtful. Another day when we visited, and Sal was eating a meal, the nurses brought us cheesecake from the canteen so we could eat dessert along with her. It was another nice little touch, and all of those little things made a difference.

While Sal was staying on the inpatient unit, she was also asked what improvements she would like to see as part of a planned new building. Her daughter wanted to get into bed and cuddle up with her, but it was a bit of a squash so Sal suggested larger beds would be a good thing. She said she'd love it if every patient could have a 'cuddle bed'



and if there could be more family space for loved ones to stay in patients' rooms if need be. These suggestions are part of Sally's legacy and it's lovely

to know they will be acted upon. Sally would be really happy about that."



"Cuddle beds' enable patients to cuddle up with their loved ones, to have coffee in bed with their partner, or the space to read the grandchildren a story. It's these human touches that mean so much and help people make lasting memories. Each bed costs between £10,000 - £12,000. It's wonderful that we can honour Sally's wishes and include these as part of our new facilities."

Sam Bennett,
IPU ward manager



Building our future together

It will cost £10.7m to build our new Hospice. We have allocated £7.7m to the project from our free reserves built up over several years. We began a capital fundraising campaign in late 2021 to raise the £3m balance required to achieve our vision.



So far, we have been successful in raising £2.2m towards our £3m target mostly from charitable trusts and foundations, local companies and individuals and we are continuing to fundraise from these groups.

In 2023 we will run a public campaign to raise the final sums from our local community appealing to individuals and community groups to give what they can to build our new Hospice.

We are very grateful to the charitable trusts and foundations, local companies and individuals who have generously donated to our capital fundraising campaign (at 30 November 2022) including:

- Maureen and Michael Chowen CBE, DL
- Luke Davis
- Derek and Eileen Dodgson Foundation
- Patrick and Helena Frost Foundation
- Kathy Gore OBE, DL
- Edward Gostling Foundation
- Thomas J Horne Memorial Trust
- Michael and Shirley Hunt Charitable Trust
- Peter James
- Ernest Kleinwort Charitable Trust
- Simon Lowater
- Masonic Charitable Foundation
- Pebble Trust
- Rampion Community Benefit Fund at Sussex Community Foundation
- Rockwater
- Rotary Club of Brighton
- Sandra Charitable Trust
- Sussex Masonic Charitable Foundation
- Paul Thompson
- Tillo
- Garfield Weston Foundation
- Black Rock Restaurant Group
- Boxpark
- Bradbury Foundation
- Chalk Cliff Trust
- Childwick Trust
- Jerry and Joan Cooper



Thank you to our local businesses, community groups, charitable trusts and NHS funders who gave £1,000 and above during the year.

Business partners and community groups

Barclays
Barwells Solicitors
Brightlocal
Brighton Railway Club
Coole Bevis LLP Solicitors
Coop Community Fund
Covers Timber and Builders Merchants
Crosby and Woods Solicitors
Diageo Retired Staff Association
Focus Group
Friends of Harewood Court
Green Wright Chalton Annis Solicitors
Martlets Good Vibrations Choir
Hampshire Court Residents Association
Lancing College Prep at Hove
L C Switchgear
Legal and General
Medical Centre Developments
Park Avenue Estates Ltd
Populous Group LLC
Riverstone Management Limited
Syntactix Ltd
The Arch
Unity At Work Ltd
Vivid Technology
West End Experience

Statutory funders

NHS Brighton and Hove Clinical Commissioning Group
NHS High Weald Lewes Havens Clinical Commissioning Group
NHS England

Charitable trusts and foundations

Ambergate Charitable Trust
Arundel and Brighton Diocesan Trust
Ian Askew Charitable Trust
Hilary Awdry Charitable Trust
BDNA Trust
Broyst Foundation
Bupa Foundation
Chalk Cliff Trust
Derek and Eileen Dodgson Foundation
D'Oyly Carte Charitable Trust
February Foundation
Friends of Sussex Hospices
Patrick & Helena Frost Foundation
Gallery Lodge No 1928
Green Hall Foundation
Heads On Charity/ NHS Charities Together
Homity Trust
Thomas J Horne Memorial Trust
Hove and Portslade Aid In Sickness Association
Albert Hunt Trust
Michael and Shirley Hunt Charitable Trust
Institute of Our Lady of Mercy
Lawson Trust
Provincial Grand Lodge of Mark Master Masons Sussex
Masonic Charitable Foundation
Valerie Emily Munday Day Centre Trust
Pebble Trust
Richard Radcliffe Charitable Trust
Sandra Charitable Trust
Skipton Building Society Charitable Foundation
Sir Jules Thorn Charitable Trust
Sussex Masonic Charitable Foundation
Vermeer Partners Charitable Trust
Michael Watson Charitable Trust
Yorkshire Building Society Charitable Foundation



Martlets is your local charity, providing terminally ill people in Brighton and Hove, and surrounding areas, the very best care and support. Our expert teams help people do the things they love with the time they have. We're bold, we're brave, and we break down barriers so that everyone affected by terminal illness can make the most of the precious time they have.

We are reliant on the generosity of local people, community groups, businesses and charitable trusts for the majority of our funds. Please consider a donation towards our work.

Your support can help us to reach our target to build our new hospice and to ensure that we can deliver life-changing hospice care to local people into the future.

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