



**Martlets**  
life-changing hospice care



Impact Report  
**2023-24**

# Welcome



A warm welcome to our Impact Report. It has been a challenging year of change and development, but we can now look to the future with a renewed sense of purpose. This year, #TeamMartlets moved into a magnificent new Hospice home. We also began the merger process with St Barnabas Hospices, ensuring that Martlets is fit for the future and that we can continue to deliver the very best care to all who need us. In addition, we organised another hugely successful community art trail, Shaun by the Sea.

As we look back with you over the financial year and acknowledge the positive impact Martlets has had in our community, we should all feel proud of what has been accomplished during this time of transition. Thank you to everyone – our supporters, volunteers, and staff – who have gone above and beyond to keep Martlets embedded at the heart of our community.

In these pages, you'll read about some of the people our expert teams have cared for and about the positive impact of our new hospice facilities. We also share some highlights of Shaun by the Sea, which over the last two years, generated £850k income for Martlets despite tough socio-economic conditions, thanks to our generous and unwavering supporters. And of course, we bring you further news of our hospice merger. We look forward to getting to know our colleagues at St Barnabas House and Chestnut Tree House as we combine our experience and expertise. Though we will still, of course, maintain our identity as Martlets, serving the people of Brighton & Hove and neighbouring areas.

During acutely challenging times for the hospice sector, demand for our services continues to grow against a continuing backdrop of financial insecurity, health system pressures, and challenges with recruitment of clinical staff. So, it is more important than ever that our organisational and financial structure sustains our high level of care, regardless of other conditions. With this in mind, we believe that, looking back, this important merger and the completion of our new Hospice home will be seen as a pivotal moments in the history of our organisation; positive steps forward for palliative and end-of-life care in Sussex. Together, we will build a stronger foundation for compassionate, life-changing hospice services in our communities.

With warm wishes,



**Amanda Fadero**  
Chief Executive Officer



**Mike Rymer**  
Chair of the Board  
of Trustees

# Inpatient care at our new Hospice

Danny was one of the first patients to be admitted to our inpatient ward at the new Hospice. He spent two weeks at Martlets while doctors adjusted his pain medications so that he could manage more easily at home.



"I came into Martlets' inpatient ward so that the doctors could balance my pain medications and improve my mobility, so I'd feel safer and could cope better at home. I have terminal bone cancer and my left leg was useless when I came in, but I can use it again now and get around more easily.

My room at Martlets had doors that opened onto the new gardens and I would sit out there two or three times a day. It made such a difference being able to get outside in the fresh air. I didn't

care if it was raining or not as there there's a roof that runs along outside all the rooms so there's some cover. There are bird feeders to encourage the birds to visit and the new gardens will look wonderful once they come into bloom. It's great to have paths that wind around the Hospice; when my friend visited he'd push me around in a wheelchair.

I'd even sit out there in the evening wrapped in a blanket, as all these relaxing blue lights come on – it's gorgeous at night. It was great to have this outside space to sit and reflect.

"I'll miss the new jacuzzi bathroom at Martlets. It's a large space with a hoist, so if your mobility isn't good the staff can help get you in there easily. You can play your own music and have different colour mood lighting. It's awesome. I was sitting in the bath listening to Led Zeppelin!"

The care I got at Martlets was amazing – nothing was too much for the staff. I'm a big football fanatic and being a Scot I support Celtic. Jaheda, one of my carers on the ward, is also a football fan so we had a

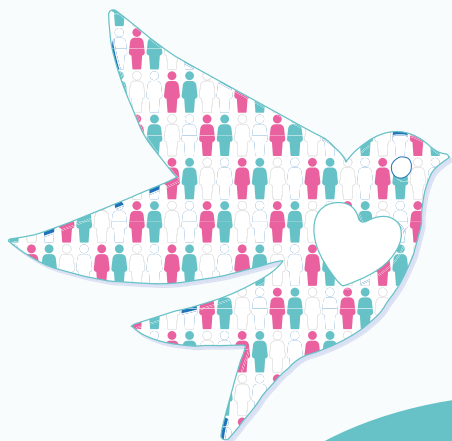
lot to talk about as she's an Arsenal supporter. My brother pushed me around the new Hospice facilities, and I went to the new café and everywhere. The canteen food was great too and it's brought to our patient rooms. There was always a choice of meals and plenty of tea and biscuits. It's good to be able to

go back home, but I'll miss my chats with wee Jaheda, and sitting outside in the evenings just reflecting on things with the twinkly blue lighting all around."



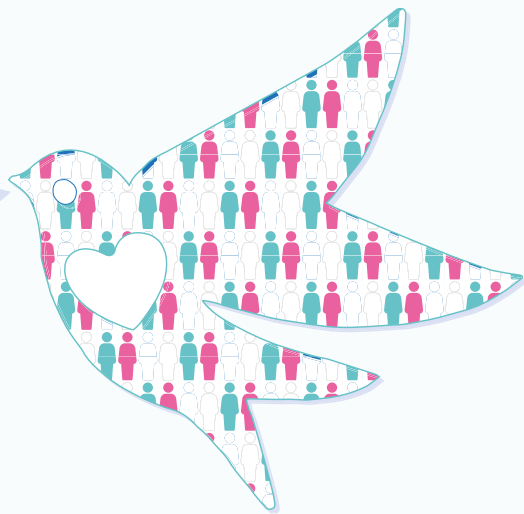


# Caring for our community

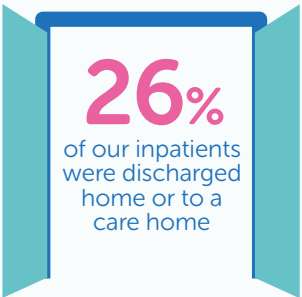
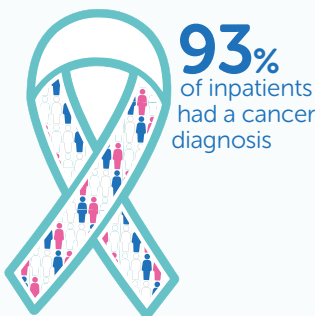
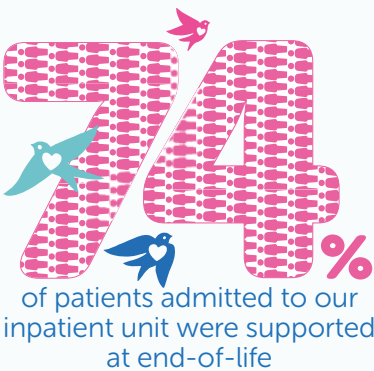
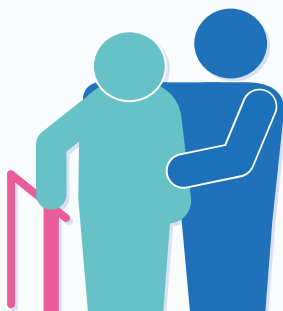


During 2023-2024  
we directly helped  
**2,218** local people  
affected by  
terminal illness

**1,716** patients and  
**502** carers were  
helped across all of  
Martlets' services



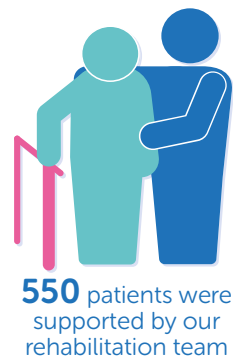
## Our inpatient services



## Our community services



## Patient and Family Support Services



# Spotlight on our new Hospice

## supporting those who need us most

Our enhanced facilities and services are making a phenomenal difference to patients and their loved ones and will ensure that Martlets can provide the very best care to local people for many years to come.

### Improved inpatient facilities

Our new inpatient ward is light, bright, and welcoming. Comprised of the Dervia and Bradbury wings for flexible care, it has 14 bedrooms each with access to our beautiful gardens; our patients tell us that garden access makes such a difference to their wellbeing. Each room has its own en-suite bathroom and a sofa bed for overnight guests, and our larger 'cuddle' beds allow patients to snuggle up with visiting loved ones. These rooms give patients control over their care as well as the privacy that you just wouldn't get in a shared bay. New equipment, including overhead hoists, helps our nursing teams to support patients with reduced mobility. We also have a jacuzzi spa bathroom, and a family room with facilities for children to play.



"Our wonderful friend Sally was an inpatient at Martlets before the newbuild. Her young daughter wanted to get into bed and cuddle up with her, but it was a squash, so Sally

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. It's lovely to know that Sally's suggestions have been incorporated into the new Hospice and that other families will benefit."

Shoona and Elizabeth

### Specialist gym and rehabilitation centre

Many people find the idea of going to a public gym a daunting prospect – even more so when they're terminally ill – so our new rehab space is a welcome resource for patients. Our specialist rehabilitation team provides occupational therapy and physiotherapy to those receiving hospice care at home, or staying on our inpatient unit. They help people take back control of their illness by finding ways to manage symptoms in their day-to-day lives. The larger gym space means the team can offer safe, supervised exercise with specialised equipment, in a friendly environment on a one-to-one basis. They also run group classes (which limited space would not allow for previously) and this is making a huge difference to the level of support.



"After a long hospital stay and a diagnosis of terminal cancer, I was having to use portable oxygen and the muscles in my legs had wasted due to steroids. Regaining my independence at home seemed a huge mountain to climb, but the team at Martlets reassured me I could go at my own pace. The gym sessions were life changing at a very dark time. I'm now living independently, oxygen free, and have techniques to manage the side effects of the cancer treatments."

Karen



## Enhanced patient and family services

Our designated outpatients' area – the Norman Cook Wing – is a quiet, private suite of rooms in which patients and their loved ones can relax and reflect. New purpose-built counselling rooms provide comfortable and confidential spaces for one-to-one support, and we offer complementary therapies from our new treatment rooms – including acupuncture, aromatherapy, and light-touch massage. Our patients really benefit from these therapies, as they help to control symptoms and medication side effects and enhance overall wellbeing. We look after our patients' loved ones too, offering individual therapy sessions to support them as carers. Our beautiful new Sanctuary space is available for peace and reflection, and our café is a public area to socialise and enjoy refreshments.



"I've had reiki and acupuncture at Martlets and it has been a fantastic experience. I'm an inpatient and the nurses were able to wheel my bed directly

into the hospice gardens outside my room. I was able to have a reiki session in the sunshine with the birds singing, which was so restorative. As the person receiving the treatment, I could just lie there and be in receiving mode. I could feel the energy flowing down into my body – it was quite remarkable."

Richard



## Essential hubs for community outreach

The new Hospice includes bespoke office hubs for our specialist multi-disciplinary teams. These new spaces encourage innovative and efficient ways of working, ensuring that Martlets can keep on caring for many years to come. Our 24-hour phone Hub provides advice to carers day and night, and our specialist community nursing and Hospice at Home teams take our life-changing hospice care out into the community. Around 80% of Martlets' care is delivered to people in their own homes, enabling families to stay together in familiar surroundings for as long as possible.



"As Martlets' Clinical Service Manager, I'd like to emphasise the positive difference the new building has made to our working practices. The Hub enables multidisciplinary teamwork alongside all Martlets healthcare professionals and administrative teams, combining all efforts to create a stronger, more effective system. This means we can offer the very best care to our patients and their loved ones."

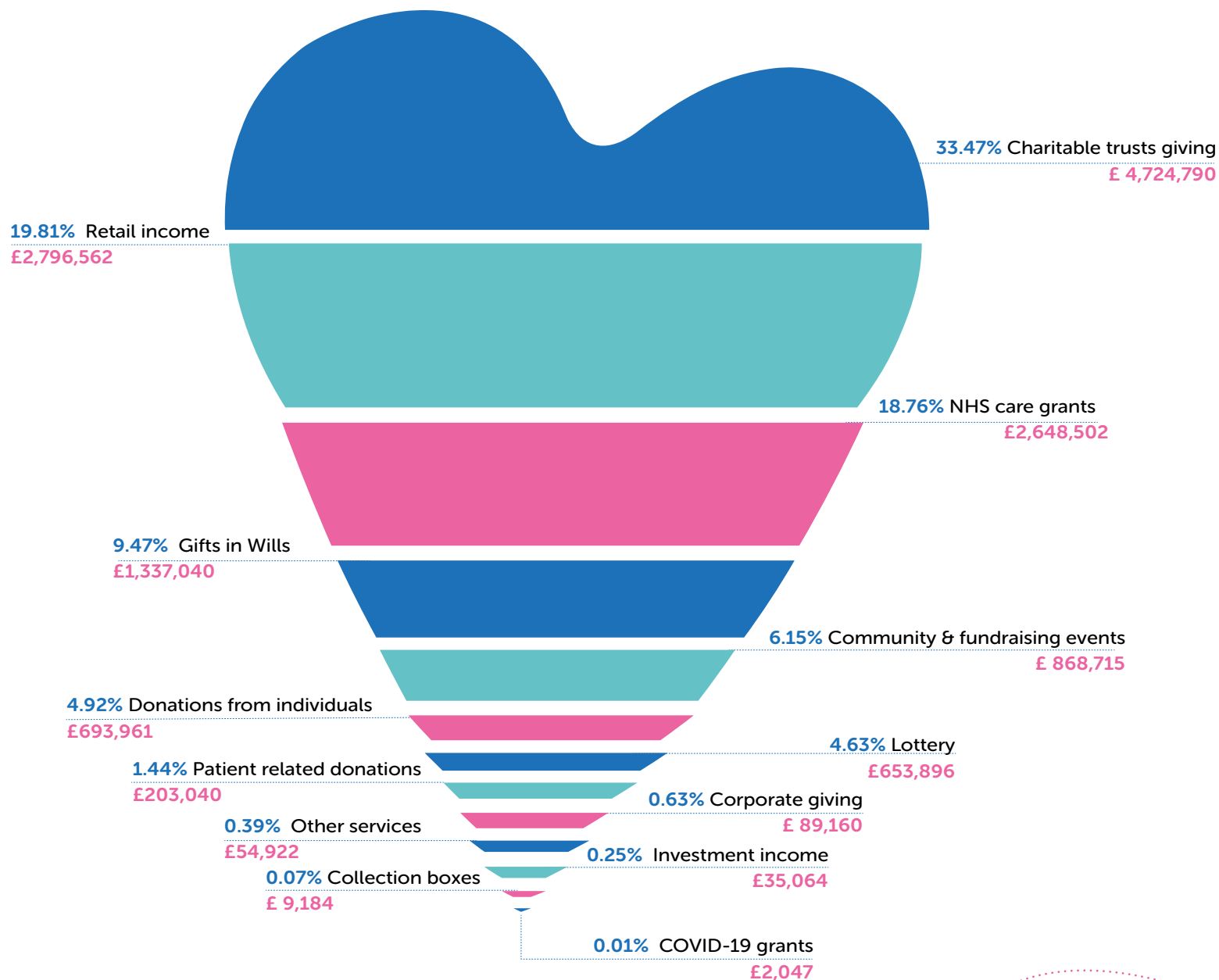
John McDonald

# How we raised our income<sup>✈</sup>

We experienced an increase in income this year, growing from £2.1 million in 2022–2023 to £7.1 million for 2023–2024. A significant factor in this growth was the success of our capital appeal for the Hospice rebuild, which inspired incredible generosity, with £2 million specifically donated towards this vital project.

Additionally, our income was boosted by the funds raised through the Shaun by the Sea art trail (see page 10), which captured the imagination of our community and helped us raise both awareness and support for Martlets.

Total Income **£14,116,883**





# How we spent our income<sup>✈</sup>

19% Expenditure on raising funds  
£2,525,808



81% Expenditure on charitable activities  
£11,022,756

Total Expenditure **£13,548,564**

For every **£1** donated

19p Spent on fundraising to generate income



81p Spent on delivering hospice care

# Shaun by the Sea

In the autumn of 2023, we invited the people of Brighton & Hove and beyond to flock together for our Shaun by the Sea art trail. At Martlets we support those who are dying, and we're also all about bringing as much joy to life as possible. Every day, we are reminded that life is precious, and we understand how important it is to make special memories with those we care about. Shaun's trail brought together individuals, families, fundraisers, volunteers, schools, artists, community groups and businesses in support of those affected by terminal illness.

★ ★ ★  
Total Income  
Generated  
**£850,000**



Most of our funding at Martlets is provided by our local community. The money raised during Shaun by the Sea enabled Martlets to keep caring.



"I feel extremely privileged to have been on such an epic Martlets journey. They helped my dad when he was at his most ill and vulnerable, but they also helped me continue on my journey after losing him – surprisingly, in the form of Sheep! For this, I will be forever grateful."

- Cat



"Your support of Shaun by the Sea helped fund our new Hospice which is now open in Hove. It's an amazing place to work and we have the very best facilities to provide a fantastic standard of care to local people. In my nursing role it is a privilege to support people in making the most of the precious moments they have, and the art trail reflected that by helping friends and families make memories together."

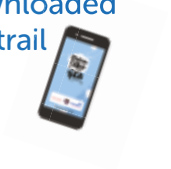
- Jess, Sister, inpatient wards

# Shaun by the Sea Art Trail Impact

116,877  
visitors



93%  
downloaded  
the trail  
app



189 shifts and  
756 hours  
completed by our  
trailgrazer volunteers

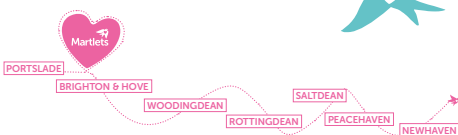


## Local Impact

£5,654,28  
spent in the local  
economy as a result of  
Shaun by the Sea



94%  
said they would like  
the trail to return  
to the area

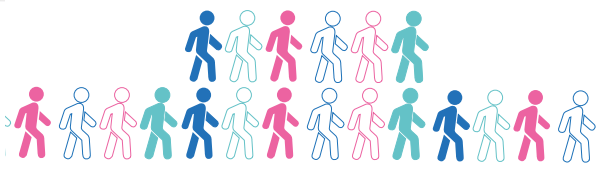


## People Impact

82%  
said the trail enhanced their  
health and wellbeing



79%  
said taking part in the trail  
encouraged them to walk more  
than usual



# Our hospice merger and the year ahead

In February 2024, Martlets joined St Barnabas House and Chestnut Tree House to form a new hospice group. Together, we aim to deliver some of the best specialist palliative and end-of-life care in the sector.

Whilst Martlets will retain its own individual identity, the merger will combine the three hospices' strengths and expertise. It increases our impact through better care and improved access for the community. It secures financial sustainability for all three hospices and will ultimately ensure greater benefits for patients and families – as well as our employees and communities.

St Barnabas House is the hospice for the Worthing, Adur, Arun and Henfield areas. Chestnut Tree House is a hospice for children and young people with life-limiting and life-threatening conditions in East and West Sussex, and South East Hampshire. Martlets will continue to care for local people affected by terminal illness in Brighton & Hove and surrounding areas, from Portslade to Newhaven.

The new group organisation brings management under a single leadership team, combining specialist and compassionate workforces with many highly skilled professionals. This year, we have begun to work together and will formally merge into one organisation by the end of December 2024.

## Moving forward together

As part of the group, we are committed to responding to the specialist needs of our Martlets community. Our aim is to ensure that we are there, seamlessly, for patients and their families, be that supporting them to live well or as they are facing dying and bereavement.

With the merger comes an opportunity to refresh our strategic objectives for the coming period. With a new set of objectives, we can ensure that our aims and those of our colleagues are in alignment to see us through this period of change and beyond.

## Our objectives are:

- to provide excellent care through continuous improvement and collaboration.
- to support those who need us.
- to build a financially sustainable organisation.
- to create a culture that enables colleagues and volunteers to thrive.





## Thank you

We would like to thank the following organisations for their significant gifts to our building project:

Dervia Foundation  
Norman Cook  
The Bradbury Foundation  
Anglo Management  
The Ernest Kleinwort Charitable Trust  
Patrick & Helena Frost Foundation  
The Thomas J Horne Memorial Trust  
The Spectris Foundation  
Chalk Cliff Trust  
The Dodgson Foundation  
The Sandra Charitable Trust  
Sylvia Waddilove Foundation  
Patrick Moorhead Antiques

And our thanks to the following for their gifts in support of Martlets over the last year:

Blackrock Restaurant Group  
Trident  
The Leir Foundation  
Wild in Art  
The Albert Hunt Trust  
The Dyke Golf Club  
Brighton District Nursing Association (BDNA) Trust  
Rockwater  
One Family Foundation  
Friends of Sussex Hospices  
Mrs Valerie Emily Munday Day Centre Trust  
Lloyds Bank Foundation For England and Wales  
Trusted Housesitters

One Family Foundation  
Brighton & Hove Albion Football Club  
Golden Lion Group  
Hanningtons Brighton  
Peter James  
Sussex Community Foundation  
GMS Group  
Churchill Square Shopping Centre  
American Express Services Europe  
Lawson Trust  
Sussex Masonic Charitable Foundation  
High and Mighty Properties  
Cow Corner Investments  
Badger Fest  
The Sussex Pub  
The Theatre Workshop  
Sir Cliff Richard Charitable Trust  
L C Switchgear  
Brighton Lions Housing Society Ltd  
DMH Stallard LLP  
Coop Community Fund  
Brighton & Hove Buses  
Sheelagh Felce Discretionary Trust  
ODT Solicitors  
The Bloom Foundation  
HPS Newhaven  
Covers Timber & Builders Merchants (Brighton)  
Amplicon Liveline Ltd  
Legal & General  
Peacehaven Horticultural Society  
Shore Events  
Legal and General  
Arundel & Brighton Diocesan Trust



## THANK YOU



to everyone in our community who donated this year. Whether you gave in memory of a loved one cared for by Martlets, took part in a trek or challenge, gave to our Help us Move or Shaun by the Sea campaigns, or you delivered your own fundraising event to raise money — every penny we received over the year has helped care for thousands of people in our community.



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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