

Hospice matters

News and stories from Rowcroft Hospice

Summer 2014

taking care further
across South Devon



Staff support

Care from the inside out

Also inside

Glenn Cosby

Talks the Big Bake

Rowcroft Lottery

Win! £1000 this Friday

www.rowcrofthospice.org.uk



rowcroft
hospice



rowcroft
hospice

taking care further

We're not just about beds and cancer and last days; we're about living life, family, friends, community, reconciliations, coping and not coping.

It costs **£8.9m** to run Rowcroft's services every year and **70%** of our funding comes from the local community

We aim to:

- Provide the very best care for people with a wide range of life-limiting illnesses.
- Provide ongoing emotional support to patients and their loved ones.

Rowcroft Hospice provides an extensive range of services to over **1800** people living with life-limiting illnesses across South Devon every year

From our 17-bed Inpatient Unit in Torquay, our services extend throughout South Devon, providing community-based care for people across 300 square miles

Bovey Tracey
Ashburton
Newton Abbot
Totnes
Dawlish
Teignmouth
Torquay
Paignton
Brixham
Dartmouth

To donate, or register your support,
visit www.rowcrofthospice.org.uk

Contents

News

- 4 The latest on our fundraising events and campaigns
- 5 A round up of our retail news
- 6 What's happening in the grounds of the hospice

Discover

- 8 How Rowcroft helps us to help you
- 11 Our youngest Staff Nurse talks work and gerbils
- 12 Volunteer Allan Towell shares his family's Rowcroft story

Support us

- 7 Soar like superman with our Superhero Skydive
- 14 Sign up for the Rowcroft Lottery

Keep in touch

 @RowcroftHospice

 'takingcarefurther'

 blog.rowcrofthospice.org.uk

www.rowcrofthospice.org.uk

We welcome any views, comments and suggestions for future publications of Hospice Matters. Email communications@rowcroft-hospice.org.uk or call 01803 210866.

Building a team of people as kind-hearted and determined as those at Rowcroft does not happen by chance.



It happens because people are dedicated to the cause, but it's also a result of them feeling valued, respected and cared for. I recently read a report that found 80% of 568 large multi-national organisations considered a high level of customer service to be a primary route to success; of those 71% stated a high level of employee engagement as a success promoter.

We have always known our staff and volunteers to be the cause of our success; together they support the provision of services to over 1800 people facing life-limiting illnesses every year; in return we have a responsibility to value and look after them. You can read more about how we do so in our article on staff care (page 8), and about the support we provide for patients and their families in our interview with Inpatient Unit reception volunteer Allan Towell (page 12).

I believe it is absolutely the case that everyone here goes the extra mile to help people, and that every one of our supporters is also dedicated to making that difference – for that I will always be grateful.

I hope you enjoy this issue of Hospice Matters. Thank you for taking the time to read it and for your support of our services, and our staff.

Giles Charnaud
CEO Rowcroft Hospice

Events and campaigns

The Rowcroft Big Bake

Thank you to everyone who took part in Rowcroft's first ever Big Bake, which was supported by The Great British Bake Off 2013 contestant Glenn Cosby. The total raised currently stands at a flan-tastic £6200!

Glenn Cosby on being part of Rowcroft's first ever Big Bake...

What did you enjoy most about being part of the Big Bake?

I loved meeting all the kind and generous people who had thrown themselves into the Big Bake. Everyone I met had been profoundly touched by Rowcroft and their enthusiasm was completely infectious!

What are your most memorable moments from the campaign?

Community Fundraising Manager Laura Cameron and I spent a day on a road trip going from one event to the next.



We had a blast, met some lovely people and I ate my own body weight in cake.

What would you like to say to all the people who took part?

I would say thank you from the bottom of my heart. You know more than I do what our hospice means to people in our community at the most difficult time of our lives – without you, none of the support, care, expertise and love Rowcroft offers would be possible.



The Colour Rush returns for 2014

South Devon's brightest 5K, The Colour Rush, will take place on Paignton Beach on Saturday 13 September. To find out how you can get involved with the colour craziness visit www.thecolourrush.co.uk.

THE Sleep Walk 2014

Record numbers sign up for Sleep Walk

Places for our Sleep Walk sold out in record time, with over 2000 ladies registering to take part before our early-bird discount had the chance to expire. Details of how much we've raised will be announced soon but we have already been overwhelmed with the response we've had to this year's carnival-themed walk, and expect the streets of South Devon to be abuzz with the sound of samba for months to come!

“ Thank you to everyone who has supported our biggest, brightest Sleep Walk ever! ”



Shops

Loyalty scheme launches



Rowcroft shops have launched a brand new loyalty scheme known as Rowcroft Rewards. The scheme will reward customers with a £5 voucher when they earn 500 points by purchasing goods in any of Rowcroft's shops. Customers can then choose whether to spend their £5 voucher in-store or donate it back to the hospice. The scheme has launched in response to research that showed loyalty cards can boost sales by up to 50% as well as encourage repeat custom among cardholders. To find out more, or register for a loyalty card, visit www.rowcrofthospice.org.uk/rowcroftrewards.

New distribution centre

Rowcroft is opening a distribution centre in Newton Abbot to ensure all donated items are sorted and sent to the most appropriate of our 13 shops for re-sale, guaranteeing they are sold for the best value and helping to maximise income. The centre will also enable us to re-use, recycle or refurbish more donated items, and will support plans to develop our ebay shop and launch an online bookstore.

In residence

Green fingers

Rowcroft's garden makeover is complete and the grounds surrounding the Inpatient Unit are being enjoyed by patients and their families. The space features a bigger terrace with greater accessibility from the wards, discreet seating areas that are wheelchair-friendly, a water feature and resurfaced, wider pathways. The project was funded by a grant from the Department of Health.

📷 The Inpatient Unit garden before, during and after the garden makeover



Model behaviour

The Inpatient Unit (IPU) nursing team have implemented a new nursing model which has been well received by staff and patients. The new model pairs Registered Nurses with Health Care Assistants during shifts, rather than the previous model which sometimes resulted in the two working

separately. It has already resulted in better continuity of care for patients and their families. Sue Harvey, IPU Manager, says: "It is important that we are able to get the patient experience right for each person, and this new model is helping us to do just that; it has challenged us in a good way."



Thank you for your support!

We would like to say a big thank you to everyone who has helped to support our fundraising efforts over the last 12 months. Our latest fundraising report shows a 36% increase in our fundraising income and 84% increase in legacy income in the financial year ending March 2014. We rely on the local community for over 70% of our funding and with your help are able to provide support and care for over 1800 people living with life-limiting illnesses in South Devon every year. Thank you.



Is it a bird?!

Is it a plane?!

**Is it a superhero skydiver
plunging 15,000 feet towards the ground
for Rowcroft Hospice?! It could be!**

We are looking for daredevil fundraisers to sign up for our Superhero Skydive on Sunday 28 September. If you've ever wanted to soar through the sky like Superman, travelling at speeds of up to 120mph then now is your chance!!!

The event is open to anyone over the age of 16 and the only requirement is that you agree to raise at least £395 for Rowcroft – you'll be a Superhero for the day AND be raising an incredible amount of money to support the services we provide for over 1800 people living with life-limiting illnesses in South Devon every year.

Visit www.rowcrofthospice.org.uk to find out more!



**To take to the skies this September
call us on 01803 210846.**

Go on, be a superhero!

Care for another

A lot of people question why we choose to work at a hospice, and how it is that we do what we do. Not because our work is unappreciated or undervalued, but because hospices can be regarded as dark, difficult places. Rowcroft, we can assure you, is anything but.

Kelly Taylor, a Staff Nurse who has been here for six months, says she loves working here because among the difficult work she does there is also laughter. But it is true that caring for more than 1800 patients with life-limiting illnesses every year, and providing support for their family, friends, loved ones and carers, is challenging. The hospice has a number of support mechanisms in place for

its staff, whether they work directly or indirectly with patients, and the following is an insight into just a few of them. Giles Charnaud, our CEO, recently asked us all why we choose to work here and the response he had from people across the organisation was the same — because we want to make a difference. It is that determination, together with the support we receive, that inspires us to continue doing what we do. ►

Rowcroft
employs
271
members
of staff

Remembering and reflecting

Staff and volunteers meet for weekly Remembering and Reflecting (RAR) sessions in Rowcroft's Chapel every Tuesday. A candle is lit and the names of patients who were cared for at the hospice and recently passed away are read out by Rowcroft's Chaplain Gill Still or Loretta McHugh, a member of the Inpatient Unit Social Work Team. This safe, protected time is an opportunity for staff and volunteers throughout Rowcroft to reflect on their experiences with individual patients and their loved ones. Loretta, who regularly leads the sessions, explains: "By giving this time, we enable staff to release their emotions away from the ongoing pressures of the Inpatient Unit". Gill adds: "The RAR sessions are a peaceful time for staff to remember the people we have cared for and many staff members describe themselves as feeling freer following a session."

Mindfulness

The value of mindfulness practise has been recognised and is now used in a variety of settings such as hospices, hospitals, businesses and, more recently, in the Houses of Parliament. Put simply, mindfulness is about understanding what we are experiencing when we are experiencing it. A moment of mindfulness gives us space to pause, recognise how we might be about to react to a situation and then choose how to respond to it. The practise helps to develop steadiness and resilience in the face of changing circumstances and situations. Complementary Therapy Coordinator, Julie Milton, is running courses for staff to develop this skill. ►


 Buckfast Abbey;
where the hospice's
Quiet Days take place

Image courtesy of Buckfast Abbey



📷 Candles in the chapel, for the Remembering and Reflecting session

447
volunteers
contribute to
Rowcroft's
services

Julie hopes that encouraging resilience will enable staff to maintain the invaluable service they provide, and take care of themselves in the process. As well as being available to staff, an eight week course for patients and carers will take place later in the year, and a course has also been offered to people experiencing bereavement.

Quiet days

Held several times a year at Buckfast Abbey, the hospice's Quiet Days are a chance for staff to think about themselves as individuals, and what makes them happy. Each Quiet Day includes advice on how to manage stress and anxiety, and the opportunity to attend relaxation and mindfulness sessions. Staff members who attend can choose to spend the day however they wish, some like to

sit and walk alone in the grounds of the Abbey, while others like to talk about their worries and anxieties. Gerry Gillespie, who provides support for staff at the hospice and leads the Quiet Days with Julie Milton, explains: "We look at how

" We look at how and why people get stressed and look at ways of managing and coping with that "

and why people get stressed and look at ways of managing and coping with that."

All staff members who attend the Quiet Days are asked to complete a feedback form detailing how the day has benefited them and their work. One staff member who attended a recent Quiet Day commented, 'Mine happened to be at the end of a particularly difficult week. It helped me manage my feelings, acknowledge the kindness and support of my colleagues and carry on with an extraordinary week.' ●

Work life

Meet 23-year-old Maxine Halcro, Rowcroft's youngest Staff Nurse

I first came to Rowcroft as a student on placement and really enjoyed it.

I wanted to do something different and was lucky to get the place. I felt like it was a job I could do every day because I enjoyed it so much, so I decided to apply for a full time position here when I graduated.

I never get upset — or very rarely, I am always smiling.

I have two gerbils at home who always make me laugh, they are so funny. They're called Frodo and Gandalf because I'm a massive film buff. My favourite movie of all time is Sleeping Beauty as it's got a bit of everything, including fairies!

You never know what you're going to face here so you have to be able to adapt.

I think that is something I'll get better at doing with experience. I learn by observing how other health care professionals handle situations and ask them questions; doctors, nurses, the lot! I know I'll get a different answer from whoever I ask, but that's how I'll learn.

Despite being the youngest Staff Nurse here I'm not made to feel like it.

People here appreciate how much work you've done, not how old you are. I am very happy here; Rowcroft is an amazing place. ○

Find out more about the services our staff provide by visiting www.rowcrofthospice.org.uk

Allan Towell

Each year we care for more than 1800 people with life-limiting illnesses, but every patient has their own experience and every family, friend and loved one their own story. Allan Towell's wife Lorraine was cared for by the hospice in 2012. He now volunteers two nights a week on the Inpatient Unit reception; this is his story.

"My wife wasn't apprehensive about coming into the hospice; she knew she had to come. She had been diagnosed with pancreatic cancer in September 2011 and was at home until June 2012 but then the pain got too much. When we first came here we didn't know whether she'd have to stay for weeks or months, or whether

she'd be able to go home again. Unfortunately she was in a lot of pain so remained in the hospice for the next six weeks, until she passed away. I stayed here at the hospice with her for the whole six weeks; I ate here, I slept here, I shaved here – everything. I slept in a room next to the Inpatient Unit reception, the only time I left was in the morning to go home and get a change of clothes and for an hour in the afternoon when my children and ▶

 Allan with his wife Lorraine, daughter Helen, and grandchildren Jacob and Lauren



**Hospice
At Home
care for
one patient
costs
£1500**

grandchildren visited and I'd go down to the pub. Everybody here looked after me so well and they were so friendly, I was made to feel very welcome and the breakfasts were amazing – I could have anything I wanted. The staff would offer me the 'full monty', as they called it, but I had to start saying no after a while because they were very good to me and did pile the plate high! I became a volunteer here six months after my wife passed away and everybody recognised me. I still volunteer on the Inpatient Unit reception desk two nights a week. Sometimes I do have to deal with problems but I was in the fire service for 25 years so I'm used to having to make split second decisions. I met my wife while I was a fire-fighter; she worked in the Control Room of the station in Exeter. I had a second job doing discos with a friend for the marines at Lympstone and down in

“ I stayed here at the hospice with her for the whole six weeks; I ate here, I slept here, I shaved here – everything ”

Plymouth, we were called Dave Allan Discos, but when I met Lorraine I stopped doing them, I'd have lots of girls coming up to dance with me and she told me it was her or the discos! Our children and grandchildren are still involved with the hospice. They donate to the Meadow of Memories and play the Lottery. Plus my local pub is raising funds for Rowcroft this year; it's the Two Mile Oak in Newton Abbot. They're selling people's old CDs in there at the moment for £1 each, so if you'd like to donate any you can take them there. Even if you don't think anyone will want them, you might be surprised – they even sold the Cheeky Girls for £1 a couple of weeks ago!” ●

**It costs
£547.94 to
fund each
bed in our
Inpatient Unit
every day**

Help us to take care further

Did you know? One in three UK families have been touched by hospice care. Donating £5 per month for one year will enable us to provide three hours of one-on-one specialised nursing, helping patients to remain in control of their lives. **We may not be able to add days to lives, but with your help, we can add life to days.**



Visit www.rowcrofthospice.org.uk/regulargift to set up your regular gift.

Weekly Prizes

1st Prize
£1000

2nd Prize
Rollover
£200 – £3000

3rd Prize
£100

Plus 30
weekly £10 Prize
Winners

A total of **33**
prizes drawn
each week

Each
week we
guarantee
someone will
win **£1000**

Rowcroft Lottery



This year Rowcroft Hospice's Lottery will celebrate its 10th Anniversary, but did you know the UK's first ever hospice lottery was started by St Catherine's Hospice in Lancashire in 1993?! Nope, neither did we! Here are ten things you might not know about the Rowcroft Lottery...

- 1 You are much more likely to win a **cash prize** on the Rowcroft Lottery than the National Lottery.
- 2 The first weekly Prize Draw took place on 16 July 2004.
- 3 A total of **17,270** prizes have been won so far.
- 4 The Lottery has so far contributed a net total of **£1.9 million** to the hospice.
- 5 The biggest prize won by a lottery player is **£3000**.
- 6 One in three lottery players have won a cash prize at least once since joining.
- 7 Some Lottery winners choose to donate their winnings back to the hospice.
- 8 The regular weekly draw takes place EVERY Friday with a guaranteed first prize of **£1000** and **32** other chances to win a cash prize.
- 9 **80%** of Lottery members pay £1 a week directly from their bank account to Rowcroft.
- 10 Last year alone the Lottery contributed a net total of **£255,000** to the hospice.

Be in with a chance of winning **£1000** this Friday by signing up for the Rowcroft Hospice Lottery at www.rowcrofthospice.org.uk/lottery

rowcroft
hospice **lottery**

Lottery application form

I confirm I am over 16 (please tick)

Date of birth: d d m m y y

Title: Mr / Mrs / Miss / Ms / other (delete as appropriate)

First name(s):

Surname:

Address:

Postcode:

Telephone:

Email:

(If you would like confirmation via email, please provide us with details of your email account)

Payment amount

For 1 weekly entry

- £4.34 monthly*
- £13 quarterly
- £26 half yearly
- £52 annually

For 2 weekly entries

- £8.68 monthly*
- £26 quarterly
- £52 half yearly
- £104 annually

For 3 weekly entries

- £13.02 monthly*
- £39 quarterly
- £78 half yearly
- £156 annually

*Direct Debit only

Direct Debit

Instruction to your bank or Building Society to pay by Direct Debit



Please fill in the form and return to Rowcroft Hospice Lottery. **Service Number: 291079**

To the Bank/Building Society Manager:

Bank/Building Society address:

Postcode:

Instruction to your bank or Building Society

Please pay Rowcroft Hospice Lottery Direct Debit from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee.

I understand that this instruction may remain with Rowcroft Hospice Lottery and, if so, details will be passed electronically to my Bank/Building Society.

Name(s) of account holder(s):

Signature(s):

Branch sort code: - -

Date:

Account number:

Reference: (Office use only)

Banks and Building Societies may not accept Direct Debit for some types of account.

Payment by cheque/cash — each entry costs £1 per week

I would like to buy entry(ies) each week for weeks and remit:

Cheque / Cash **£:** (Make cheques payable to 'Rowcroft Hospice Lottery')

Please complete and return to:

Rowcroft Hospice Lottery, FREEPOST (EX2321), Torquay, TQ2 5ZZ (using a stamp saves us postage)

Data Protection: Rowcroft Lottery will not share your details with any third party organisations. We would like to occasionally send details about our other fundraising activities. If you prefer not to receive details please tick box.

Support Rowcroft in 2014!

Thank you for all that you do – the spared pennies and donated goodies, bake sales and sponsored boogies! Here are some other ways that you can help us to support people living with life-limiting illnesses in your community in 2014. Your amazing efforts are appreciated by each and every one of us – thank you.

July

26 Saturday The Sleep Walk

Over 2000 ladies unite for Rowcroft's biggest ever Sleep Walk! Get involved by visiting www.rowcroftsleeppwalk.org.uk.

August

09 Onwards Summer Reads

Pick up the perfect book for your summer holiday in one of Rowcroft's 13 shops across South Devon.

September

09 Tuesday Widcombe Fair

Travel to Dartmoor's famous country fair by coach with the Babbacombe and St Marychurch Friends. For more information call 01803 315634.

13 Saturday The Colour Rush

South Devon's brightest 5K takes place on Paignton Beach! Get involved by visiting www.thecolourrush.co.uk.



28 Sunday Superhero Skydive

Sign up for our Superhero Skydive and you could be soaring through the sky at speeds of up to 120mph – Superman would be proud!

October

06 Monday – Sunday 12 Hospice Care Week

We'll be running a number of events during Hospice Care Week, including our Bring £1 to Work campaign!



09 Thursday Trek China

Explore one of the New Seven Wonders of the World on this incredible trek along the Great Wall of China.

November

Visit www.rowcrofthospice.org.uk/events to find out what events are taking place for Rowcroft in your community during November.

December

01 Monday – Wednesday 31 Light up a Life

Remember family and friends at Christmas by making a dedication in our Book of Light or dedicating a Light on Rowcroft's Tree of Light. For more information call 01803 210857.

2015

Whether you fancy holding a bake sale, running a marathon or taking on a once in a lifetime challenge, why not make it your New Year's resolution to **Do Something Amazing for Rowcroft in 2015!?**



EXTREME CHALLENGE

Find out about Extreme Challenges taking place in 2015 by visiting www.rowcrofthospice.org.uk or call 01803 210846.