

Update

SALISBURY HOSPICE CHARITY
NEWSLETTER ● AUTUMN 2012



A team of 12 runners
completed the British
10k in July

Our new look

4 In the chair with Sarah Hennell, Senior Nurse

10 In the Community 15 Volunteer news



Our new look

As some of you will know a great deal of work has been going on behind the scenes to ensure the economic future of Salisbury Hospice.

Last year Salisbury Hospice Charity funded 64%, or £1.3m, of the costs of the day to day running of Salisbury Hospice – rising from £800,000 5 years ago. Hence the trustees felt we needed to develop a strategy which would enable our charity to stand out from the crowd, in order to help secure our future and to allow us to compete in an ever increasingly competitive charity market. Part of this new strategy has been the creation of a new logo and rebranding the charity's "face". A great deal of thought and work has gone into developing our new identity; patients, volunteers, staff and relatives have all been involved and we hope you like it!

Following on from interviews with nearly 60 stakeholders including volunteers, nurses, consultants, fundraisers, social workers, trustees and patients and their families, several core perceptions of our charity began to emerge. Firstly fewer than 25% of those interviewed realised the significance the charity plays in the day to day funding of the hospice – many thought we were here simply to provide the "extras". It also became clear that people had strong perceptions of the core values with which they identified our charity: care, community, dignity, nurture and support.

A small panel of staff and trustees interviewed representatives from three design agencies and eventually after several days of presentations and discussions decided to retain Adept Design Agency based in Norfolk. We were fortunate in receiving an unexpected donation at the end of last year which is being used to pay for the new identity and for the new website.

Adept produced three new possible identities for the charity and again a group of stakeholders was asked to come along and decide which one they thought would best represent us. The "tree" logo was voted unanimously; whilst most people felt either of the other two identities "would have done" everyone agreed the tree was the right one for us. It symbolises many of the core values identified earlier in the planning process: the roots symbolise the idea that Salisbury Hospice has its roots or foundations in the community and the overarching tree represents shelter, nurturing, community, support and growth.

Sara Morley
Chief Executive



We would like to thank everyone who helped with this process and to share with you some of the positive feedback already received:

Dr Shaun McGee, chair of the trustees:

'The tree is an important symbol for me, it represents all that I feel Salisbury Hospice Charity is and should be about.'

Ben Kemp, managing director, Adept Design Agency:

'When researching ideas for the new identity we wanted to create a symbol that represented the support the hospice provides to its patients and their loved ones. We feel the tree created the tone we were seeking and we believe it will help provide the charity with the tools to continue funding the hospice and the valuable work it does.'

Caroline Taylor, therapy assistant:

'The branches represent the breadth of the support we offer patients and their families.'

Ali Sewell, staff nurse: *'I love the natural symbol of the tree; it feels friendly and supportive and that represents so much of what we do here in the hospice. We provide help and shelter to those in great need, in much the same way as a tree does in nature.'*



Lindsay Brewer, senior administrator:

'Our old charity name and logo led to confusion between us and the NHS Foundation Trust. This new identity makes it clear that the charity is indeed a charity and links it firmly with the hospice, confirming in people's minds the need for fundraising for the hospice.'

Sarah Ackroyd, volunteer: *'This is both a fun and modern looking identity, with a serious message. I really liked it and it was a clear winner amongst the three short listed.'*

Salisbury Hospice Charity

Salisbury Hospice
Odstock Road
Salisbury SP2 8BJ

Telephone: 01722 416353

Email: info@salisburyhospicecharity.org.uk
www.salisburyhospicecharity.org.uk

 [facebook.com/SalisburyHospice](https://www.facebook.com/SalisburyHospice)

 twitter.com/SalisburySHCT

Patient enquiries

Telephone: 01722 425113

Hospice Shop

11 Catherine Street, Salisbury SP1 2DF

Telephone: 01722 411983

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This newsletter is produced twice a year and is sent to over 5,000 supporters. If you have any comments we would very much like to hear from you. If you would prefer to receive the newsletter by email or not to receive it at all please either email, telephone or write to us using the details above.

In the chair with Sarah Hennell, Senior Nurse

Q. What made you go into palliative care?

A. I always wanted to be a nurse – nothing else! I looked after my Dad when I was 18, before he died of cancer at Countess Mountbatten House (CMH). I'm not sure this influenced me but I started my nursing training in Southampton in 1983.

Q. How long have you worked in palliative care?

A. I started off on a very busy radiotherapy/ oncology ward but always had a passion for end of life care and felt that on a busy ward end of life was neglected – not because people didn't care but because the emphasis was on people who were poorly. I became senior staff nurse, then sister, then I moved to CMH as Senior Nurse Manager in 1993. During my time at CMH I also had the opportunity to work as lead for end of life care in Winchester.

Q. I believe we need to aim to fulfil the needs of patients 24 hours a day both at home and in the hospice, and to help more people more of the time.

Q. When did you come to Salisbury Hospice?

A. I came to Salisbury Hospice in 2007 as Senior Nurse. Despite having the same title as at CMH this new role gave new challenges both strategically and operationally, whilst still being involved clinically and in making a difference for patients.

Q. How many people work here, and what is your role?

A. There are 54 staff currently working in the hospice and I have responsibility both for managing staff and for their wellbeing. I have an umbrella responsibility for all aspects of the service working alongside the clinical (doctors') team which is led by Lead Consultant Dr Helen Kirk.

Any member of staff has to really want to work here, and must have the passion to work with patients at the end of life.

Q. How have things changed since you started in palliative care?

A. Our patients are becoming more complex and living longer with their disease, which means a lot more people are living with their disease in the community and having the opportunity to decide where they want to be. There has been a huge shift towards working with people in the community rather than as inpatients, which allows us to work with patients short term on things such as symptom control, rehabilitation and psycho-social needs.



Q. What would you like to see in the future?

A. I would love to be able to create a better physical environment; there is so much we could do to enhance the environment for both patients and their relatives. There are services we currently offer which could be further developed such as complementary therapies, and new services such as a lymphoedema service. I believe we need to aim to fulfil the needs of patients 24 hours a day both at home and in the hospice, and to help more people more of the time. We know demand will increase for our services over the next 10 years and we are working with the charity to try and help meet that demand.

Q. What is special about Salisbury Hospice?

A. Before I came to Salisbury Hospice I was told Salisbury is like a village, everyone knows each other and that despite its size it is a small place – and that is mirrored in the hospice. The hospice is a very friendly place and the people I work with want to be here and want to make a difference to the experience of both patients and carers. That makes it a very special place to work.

10 November

Soup Kitchen with a difference

Wylve Valley Village Hall 12.30–2.30pm

The Wylve Valley Friends are providing lunch of soup and rolls to raise money for the hospice, charity Christmas cards will also be on sale.

5 December

Raymond's Christmas Tea Party

A fabulous Christmas Tea Party is to be held by Raymond Tuffin at Hinton Hall, Church St, Tisbury, supported by a group of volunteers,

on Wednesday 5th December from 3pm to 4.30pm (tea is served at 3.30pm). There will be homemade sandwiches, scones, shortbread, cake & mince pies and there will also be craft and cake stalls, Christmas cards and a raffle. Tickets are only available in advance from Kate Good Pottery, High St, Tisbury (open Tues – Sat) or from Mary James on **01747 870446**.



Daphne Scamell will again be running her Christmas card stall, this year in Springs Restaurant in the main hospital on the following dates: 5th and 15th October, 1st and 12th November and 10th December.

Daphne was a member of the original charity fundraising committee and has been with us for nearly 30 years – a huge thank you to her for all her support over the years.

6 December

Salisbury Christmas Market

Guildhall Square 10–7pm

Salisbury Hospice Charity will have a chalet at an exciting new Christmas Market being held in Salisbury for the first time this year. Visitors to the market can expect to find a range of quality gifts and festive goods as well as a programme of music from local groups.

The Salisbury Hospice Charity stall will be selling a range of our latest charity Christmas cards, including some with stunning local scenes, so do come along and support us and join in with a really lovely festive occasion.

9 December

Light up a Life

A beautiful opportunity to remember and make a dedication to loved ones. Supporters are invited to make a donation in memory of a loved one, or a friend, who will be remembered through the lights that shine on the Salisbury Hospice Christmas tree.

This year we will be holding a 'Light Up a Life' carol service in the grounds of Salisbury Hospice on Sunday 9th December at 4pm when the hospice Christmas tree lights will be switched on. The order of service for the carol service will contain the names of every person who is being remembered through the Light Up a Life Appeal 2012.

Sporting events and challenges

Salisbury Hospice Charity is incredibly fortunate to be supported by many runners who choose to compete to raise sponsorship to help support the work of the hospice.



Events range in length from 10k runs through to marathons – and beyond! This year we have been supported by runners Tracy Platt, Clive Smith and Sarah Gent running on our behalf in the London Marathon, our team of 12 in the British 10k London Run, as well as many more who trained in the worst of conditions over countless months to complete their events successfully. Many of the runners have personal reasons for supporting the hospice having had loved ones and family who have experienced the care of our dedicated palliative care team.

Runners currently in training for events include Chris Weston who is undertaking a series of runs, including the Salisbury Half Marathon and Great South Run, and Hospice Shop manager Kathryn Dreyer who is also competing in the Great South Run.

There are those for whom a marathon is just not enough. Ultra event competitors include Kevin Richards who will be attempting the Atlantic Challenge; this involves running 78.6 miles (3 marathons) along the coastal paths of Cornwall over 3 days. Emma D'Alton is competing in the fearsome Jungfrau Marathon in Interlaken,

Switzerland, one of the most challenging marathons on Earth being 26.2 miles uphill – except for the last half mile! Our admiration and thanks to all of these runners and to the many more who are too numerous to mention, who have chosen to support Salisbury Hospice Charity by completing a sporting challenge.



Emma D'Alton running earlier this year in the Trail Marathon Wales.

A team of 4 cyclists made up of Lawrie Kidd, Dave Hanna and the Pope Brothers set off in early July to complete the JOGLE (John O’Groats to Land’s End cycle ride). Cycling over 110 miles each day they completed their epic ride in 8 days. The team raised £1,327 to support Salisbury Hospice where Lawrie’s father was cared for 2 years ago.



Lawrie Kidd and team arrive at John O’Groats

A team of 12 runners entered the British 10k in July, our biggest team ever.

Fundraisers Celia Scott and Sue Turnbull drove the mini-bus which left early on Sunday morning. With numerous road closures owing to the forthcoming Olympic Games Celia’s driving skills were tested to the full before they found a place to jettison the runners ‘somewhere’ near the start of the race!

Tired and wet but still smiling – some of the team in London

Despite the rain and a lengthy walk back to the mini-bus from the finish all the team had a good

time and the event has raised over £4,000 to date with more sponsorship money still to come.



If you are competing in an event and would like the hospice to benefit please get in touch with Sue Turnbull or Celia Scott on **01722 416353** or email fundraising@salisburyhospicecharity.org.uk



In the Community

The sixth Salisbury Hospice Annual Golf Day organised by Andy Thomas, Glen Thomas and Nigel James has become a regular event in local golfers' calendars.

This year the event raised a fantastic £2,187, our thanks to the fabulous three for all their hard work. Thanks also to the local businesses who donated raffle prizes or sponsored a hole.



Organisers Andy Thomas, Glen Thomas and Nigel James

Bygone Days took place on the 4th and 5th August at Brooklands Farm, South Gorley.



Spirit of Kent MKIXe

The event, which has supported the hospice for 21 years, is a much loved mixture of entertainment and nostalgia. The weather tried its worst with some torrential showers on the Saturday but the Sunday crowds enjoyed warm sunshine. With Hyde Band playing 'Jerusalem' and the sight of a Spitfire flying in a clear blue sky it was easy to see why this special event is so popular.

This year the event has raised £3,704.33 for Salisbury Hospice Charity. Our thanks to Elaine Micklewright and all those who work tirelessly at making the event such a success year after year.

The Alderbury Scout Group held a ball in memory of Scout Leader Howard Atkinson who sadly died last November.

Howard spent 20 years with various Scout groups and was leader of the 1st Alderbury Scouts for more than 10 years. Celia Scott, fundraiser for Salisbury Hospice Charity collected a cheque for £500 and said "I was so pleased to attend and see for myself how much helping the hospice in memory of such a very special person meant to the boys and girls of the Alderbury Scout group".



Alderbury Scouts presenting a cheque for £500 to hospice

For the second year Suzanne Smith organised a Vintage Vehicle Rally and Fun Day at Udder Farm Shop, East Stour.



Suzanne on her late father's Fordson Super Dexta

As well as a 15.5 mile road run around beautiful Dorset countryside this year local stall holders were invited to sell their goods and the Gillingham Silver Imperial Training Band played in the afternoon.

Wet weather prior to the event had given Suzanne some concerns but the days leading up to it were dry and the event was a huge success raising £1,851.11 for the hospice.

In June Lady Holly Rumbold opened her beautiful 17th century walled garden at Hatch House, Tisbury in support of Salisbury Hospice.

As well as enjoying the garden with its extensive herbaceous borders and wonderful views over the Vale of Wardour, visitors were able to browse the many stalls which included Lady Rumbold's celebrated Nearly New Clothes Stall. Lovely weather on the day ensured that visitors flocked to enjoy the event and a total of £4,749 was raised for the hospice on the day, including £220 from the Nearly New Clothes Stall. Our thanks to the Tisbury Support Group who organised the event.



Visitors to Hatch House enjoy browsing the stalls

Margaret James of Cricket Field House bed and breakfast held a swing dance at the Michael Herbert Hall, Wilton to raise funds for Salisbury Hospice Charity and Naomi House children's hospice. Dancing to the music of 'Zac and the Zeroes' this fabulous fun event raised £2,000, £1,000 of which was given to Salisbury Hospice Charity. Many thanks to Margaret and her son Andrew for organising the event.



Margaret James and her son Andrew presenting a cheque to Sue Turnbull

Back by popular demand this year saw the return of the Up the Downs sponsored walk.

Even more challenging than before the 20 mile route covered ground not generally open to the public. Organiser Stella Sykes said 'We were incredibly lucky; it was a perfect English summer's day, blue skies, fluffy clouds and a light breeze. For most people it was the views that made this such a spectacular walk'. Thanks to the generosity of the Earl of Radnor, who kindly gave access to the Longford Estate, walkers experienced the incredible views from Clearbury Rings, the wild flowers and butterflies on Clearbury Down and the amazing ancient trees in Great Yews. Local people who have lived in this area all their lives said they walked through places they never knew existed or indeed visited before. One lady commented that she had never seen Longford Castle before and walking along the river bank seeing it with the sun on it was simply beautiful. We look forward to seeing you next year.



Up the Downs

Diane Norman runs a school of Ikebana (an ancient Japanese form of flower arranging) from her studio near Fordingbridge.

Earlier this year she held an Ikebana exhibition at Ellingham village hall and raised £1,000 for the hospice which was donated in memory of the late Margaret Templeman.



Di Norman and members of the Ikebana Study Group

The winner of our Summer Raffle 2012 drawn on the 31st August was Mr Thomas Foulis of Fordingbridge! Congratulations, and many thanks to all of you who bought raffle tickets – this year you helped us raise over £4,000. Our thanks also to those who donated prizes including Porton Pets, The Winterbourne Arms, Center Parcs, Salisbury Playhouse and Scats.



Chair Dr Shaun McGee draws the lucky ticket

Corporate Connections

Four members of Simplyhealth staff completed the Three Peaks Challenge and the Andover Community Fund generously sponsored them £500.

Our thanks to the staff from Simplyhealth for nominating Salisbury Hospice Charity as the beneficiary of the Challenge. In particular, our gratitude must go to Mike Riley, Dave Clifford, Anthony Lerpiniere and Mary Hill for undertaking such a demanding event in support of the hospice. The team have also raised a further £746.85 in donations on 'JustGiving' making a grand total of £1,246.85.



The team at the base of Ben Nevis

White Stuff staff member and London Marathon runner Tracy Platt raised a fabulous £2,703.20 in sponsorship.

This included £1,000 matched funding from the White Stuff Foundation who are great charity supporters. Our thanks to the Foundation and to all the staff at the White Stuff Salisbury store for choosing to support the hospice.



Tracy receiving the matched funding cheque from store manager Ruth, who, in recognition of Jubilee year, was 'Queen' for the day!

Sarum Asbestos in Charlton All Saints has chosen Salisbury Hospice Charity to be their Charity of the Year.



It is hugely beneficial for the hospice to be supported in this way as not only does it raise funds for us but also give employees an insight into the work of the hospice.

If your business would like to know more about our hospice do get in touch. We are always happy to come along for a chat or to give an informal presentation to staff about the work of the hospice.

A team from Chris White Funeral Directors, led by Becky Perry, held a Charity Car Wash at Michael Herbert Hall, Wilton on 16th August.

In addition to car washing fundraising activities included guessing the number of balloons on the backseat of a limousine (126!) and a raffle. Their hard work washing cars raised an astonishing £241.42 for the hospice.

Friends Life, Salisbury sent a team to help in the hospice wildlife garden.

The picture shows the team 'getting stuck in' renovating garden furniture.



The team from Friends Life

Salisbury Hospice Charity Christmas cards are now on sale and this year the selection includes two stunning new views of Salisbury Cathedral and, for the first time, a striking picture of the interior showing the quire altar.

Our thanks to Wiltshire Slide Library for donating photographs from the collection of the late Steve Day, and to Andrew Stewart for his photograph 'Salisbury Cathedral View'.

Cards cost £3.50 for a pack of 10 and can be bought from Salisbury Hospice and the Hospice Shop as well as at various outlets in Salisbury and the surrounding area.



Volunteering

Farewell to Kathy Quinn, Lise Bevan and Margaret Clarke

Without our 122 hospice volunteers Salisbury Hospice would be a very different place. Sadly we say goodbye to three of our long term volunteers this summer. Kathy leaves us after 24 years volunteering on the inpatient unit, never missing a shift. She was also a volunteer driver for day centre patients. Her support for nursing staff was legendary and she was often heard telling them to sit down for 5 minutes to give them a break. Kathy is also a mine of local historical information and regularly gives talks to local groups, refusing a fee but asking that the group make a donation to the hospice.



Margaret Clarke and
Kathy Quinn

Lise has volunteered with the hospice for 15 years having joined us in July 1997. She has worked across most of the hospice departments, including most recently on the inpatient unit, and like Kathy has never missed a shift. However she is not putting her feet up yet and will be continuing her volunteer work in the Hospice Shop.



Lise Bevan

And last but very much not least we bid farewell to Margaret Clarke who also retired at the end of July. Margaret joined us as a volunteer in February 1997 and has worked on both the inpatient unit and supporting our fundraising. Again, Margaret is not resting on her laurels and will continue to support the Light up a Life celebrations and working in the Hospice Shop.

They will all be very much missed. We wish them the very best of luck in the future and thank them for all their support over the years.

Congratulations Bobby Brown!

Our congratulations to Bobby Brown who was awarded the MBE in the Queen's Birthday Honours List 2012 for services to the community in Salisbury. Bobby has worked tirelessly to support many charities over the years and since 1998 has been a volunteer at the hospice. At the age of 91 she continues to give her valuable support as a volunteer receptionist.



Bobby Brown at
work on reception

Volunteers needed

Volunteers are vital to both the charity and the hospice and we would like to thank all of you who help in jobs as varied as working in the shop, on reception, in the kitchen, on the ward, volunteer drivers, bereavement support and last – but very much not least – fundraising. Without all of you Salisbury Hospice would not exist.

If you would like to help either fundraising or with volunteering in the hospice please do contact us.

For volunteering in fundraising please contact Sue or Celia on **01722 416353** email fundraising@salisburyhospicecharity.org.uk or if you would like to discuss volunteering in the hospice please contact Dorothy Harker on **01722 425113**.

Donate now



Support Salisbury Hospice Charity

Please complete this form and return it to Salisbury Hospice Charity,
Salisbury Hospice, Odstock Road, Salisbury SP2 8BJ

I would like to make a donation of £

I enclose a cheque payable to Salisbury Hospice Charity

Or please debit my: Visa MasterCard CAF Card

Card No:

Expiry date: Security No: *Last 3 digits on reverse*

Title: Initial(s): Surname:

Address:

Town: Postcode:

Tel:

Email:

If you are a UK tax payer, you can increase the value of your gift by 25% at no extra cost to you.

I would like all the donations I have made to Salisbury Hospice Charity in the past four years, and any donations I make in the future, to be Gift Aided until I notify you otherwise.

To qualify for Gift Aid, you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that the charity reclaims on your donations in that tax year. Should your circumstances change in the future and you no longer pay tax, please let us know.

giftaid it

Signed:

Date:

