

# Hospice matters

News and stories from Rowcroft Hospice

Spring 2015

*taking care further*  
across South Devon

## Youth revolution

Young people at Rowcroft

Also inside  
Saddle up for The  
Sleep Walk 2015

Rowcroft's award-  
winning gardens

Registered Charity No: 282723

[www.rowcrofthospice.org.uk](http://www.rowcrofthospice.org.uk)



rowcroft  
hospice

**Trek** to Everest  
Base Camp, **Cycle**  
from London to Paris,  
**Skydive** 15,000 feet  
— the choice is yours;  
the logistics are ours,  
the rewards are  
**amazing.**



Find out more about our adrenalin-  
busting range of extreme fundraising challenges  
at [www.rowcrofthospice.org.uk/challenges](http://www.rowcrofthospice.org.uk/challenges)

# Lottery



*A chance to win, a way to care*

**33 prizes**  
**£10 – £1000**  
every Friday!

Play  
for just  
**£1**  
a week!

Win **£1000** this Friday! Sign up today by visiting  
[www.rowcrofthospice.org.uk/lottery](http://www.rowcrofthospice.org.uk/lottery)

# Contents

Welcome

## News

- 4 Our latest fundraising news
- 5 A round up of our retail news
- 6 What's been happening at the hospice

## Discover

- 7 Yeeha! Saddle up for The Sleep Walk 2015
- 8 Discover Rowcroft's 22 acres of grounds
- 10 Learn how we support people under 18
- 12 Scrumptious fundraising campaign, The Big Bake
- 13 Meet 17-year-old volunteer Damian Coates

## Support us

- 14 Dedicate a flower in our beautiful Meadow of Memories



Our cover image was taken by 16-year-old Luke Hill at The Colour Rush 2014

## Keep in touch



@RowcroftHospice



'takingcarefurther'



[blog.rowcrofthospice.org.uk](http://blog.rowcrofthospice.org.uk)

[www.rowcrofthospice.org.uk](http://www.rowcrofthospice.org.uk)

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

Rowcroft is an adult hospice, and we describe ourselves as such. I'm not sure that this term comes close to what we are and what we do, but maybe more importantly, I think it restricts us from portraying the role younger people have in making Rowcroft the positive community it is.



To combat this, we have dedicated much of the content in this issue to young people; the people who support us with huge energy, do extraordinary things for us, raise funds, take tea to people on our Inpatient Unit and remember loved ones with us.

Young people are so important to Rowcroft because they 'get it'; they understand that life should be fun, colourful and vibrant, they see Rowcroft as a place of light and, if they know enough about us, have the potential to change society's perception and attitude to dying.

I am proud of what we do to support young people in South Devon and am committed to providing opportunities for them; be that fun events, support following the death of a loved one or opportunities to volunteer and work here. Damian's story on page 13 reminds me why it is so worthwhile to include young people in what we do.

Young people make me proud; so take time if you have it, to read this issue of Hospice Matters and find out why. Thank you.

**Giles Charnaud**  
CEO Rowcroft Hospice

# Events and campaigns

📷 Freddie braving the Boxing Day Dip

## Fundraising champions

Thank you to all the young people in and beyond South Devon who raise funds for Rowcroft!

**Freddie Longmuir**, 10-years-old, braved the Bay's freezing waters on Boxing Day to raise money in memory of his Grandad, who was cared for at the hospice.

**Emilie Frost**, a member of 1st Dartmouth Guides, held a Christmas prize bingo in Dartmouth in December and raised £450!

**Students and teachers at Newton Abbot College** chose Rowcroft as



their charity of the year in 2014 and raised an incredible £10,039 by holding mufti days, taking part in skydives and completing the gruelling three peaks challenge.

## Willing to help

Make or update your Will with our participating solicitors during Make a Will Week from 18–24 May and your fee will be donated directly to us. To find out which solicitors are taking part call **01803 217642**. You might also be interested to know 25% of our patient's care is funded by gifts left to Rowcroft in Wills, though there is no obligation to remember Rowcroft when taking part in Make a Will Week. Visit [www.rowcrofthospice.org.uk/will-week](http://www.rowcrofthospice.org.uk/will-week) for more information.



## Colour me crazy

Thank you to everyone who helped transform Paignton seafront into a sea of colour on Saturday 13 September 2014 by taking part in our Colour Rush. Together you raised £75,669 to support our services, while turning each other, and the beach, rainbow coloured! Make sure you like The Colour Rush on Facebook for exciting announcements about more colour craziness in 2015.





## The Little Book of Big Bakes

Cafés across South Devon have joined forces with our Community Fundraising team and former BBC Great British Bake Off contestant Glenn Cosby to create a fundraising recipe book in support of our Big Bake campaign. *The Little Book of Big Bakes* is packed with recipes from popular foodie destinations including Daisy Cakes in Torquay and Shaldon's Café Ode. "Buy this book and you'll have great recipes to try out, and be giving to a great cause," said Glenn Cosby. Find out how to buy your copy on page 12.

## Shops



### Two new makeovers

Rowcroft's Babbacombe shop has had a vintage makeover and our Paignton shop now boasts a dedicated Kids Corner, selling toys and clothing for children and mums. Caroline Wannell, Associate Director of Retail at Rowcroft, said: "Our spend on both refurbishments has been kept to a minimum by upcycling where possible. We hope both refurbishments will help to boost the income generated by our shops while providing shoppers with exciting new retail destinations!"



## Second Furniture Outlet now open

Rowcroft has opened a new Furniture and Electricals Outlet on Brunel Industrial Estate, Newton Abbot. The new store is attached to the hospice's also newly opened Distribution Centre. Manager of the new Furniture and Electricals Outlet, Simon Dunn, said: "The store has two rooms; one large that is packed with furniture and items for home décor, plus a smaller room for electricals, including TVs, fridges, cookers and lamps."

# In residence

 Gill Horne, Director of Patient Care

## New appointment

Rowcroft's Director of Patient Care, Gill Horne, has been awarded an honorary role as Assistant Professor at the University of Nottingham. As well as maintaining her position at Rowcroft, she is working in the Sue Ryder Care Centre for the Study of Supportive, Palliative and End of Life Care. The role involves lecturing degree and masters students, drafting papers to submit for publication in palliative care journals and joining in academic discussions. Gill said: "It's a great opportunity to get involved in the centre's teaching and research projects, potentially helping to shape the future of palliative care."



## Win-win

Rowcroft's redesigned Inpatient Unit Garden has won multiple awards since opening last summer, including the prestigious Best External Environment Award in the nationwide Building Better Healthcare Awards 2014. For more information see page 8.



## Join Rowcroft's User Advisory Group

Rowcroft's User Advisory Group (RUAG) is looking for new members. The user group is made up of patients, family members or friends of patients who seek to use the 'patient voice' to further develop the quality of the hospice's services. For more information visit [www.rowcrofthospice.org.uk/RUAG](http://www.rowcrofthospice.org.uk/RUAG) or email [ruag@rowcroft-hospice.org.uk](mailto:ruag@rowcroft-hospice.org.uk).

# SADDLE UP AND JOIN US FOR THE WILDEST SLEEP WALK IN THE WEST!

## THE Sleep Walk

Yeeha! Registration is now open for our rootin' tootin' Wild West-themed Sleep Walk, taking place on Saturday 11 July.

This year we're inviting ladies to don their boots, chaps and cowboy hats and walk through the night in support of our services, helping to raise vital funds while having a boot stompin' time!

This year's walk features a brand new five and ten mile route, starting and finishing at Torbay Leisure Centre and passing some of the Bay's most stunning viewpoints at sunset and into the night.



The Sleep Walk is open to all ladies over ten-years-old, no matter what their fitness level but beware, more than half our places have already been filled!

If you want to take part don't waste another cotton pickin' minute — sign up for £12 at [www.rowcroftsleeppwalk.org.uk](http://www.rowcroftsleeppwalk.org.uk) using code **HOSPICE15** before 31st March and get your deputies registered too!

Jess Goodwin, Events Co-ordinator at Rowcroft, says: "We can't wait to see the local community come together for the wildest Sleep Walk in the West!"

Entry for Hospice Matters readers costs just £12 when signing up online before 31st March. To claim your discount, simply enter the code **HOSPICE15** when registering at [www.rowcroftsleeppwalk.org.uk](http://www.rowcroftsleeppwalk.org.uk).



# Back to nature

Gardens can be havens for all kinds of wildlife, they are spaces to appreciate the beauty of nature, witness the changing seasons; they can be used for quiet contemplation, or for play.

**15 trees**  
are planted in  
our grounds  
every year

Rowcroft's gardens are all of the above, and so much more. Whether viewed from a hospice bed, wheelchair or office, the hospice's 22 acres of land bring peace and tranquillity to patients, visitors, staff and volunteers alike.

Ken Sunshine, whose wife Denise was a patient at Rowcroft for seven weeks, found comfort in Rowcroft's beautiful surroundings: "The gardens were undoubtedly a major contributor to my wife coping with the awful emotions she must have suffered at the end of her life," explains Ken. "In the early days she walked unaided, then with a frame, then in a wheelchair, but at all times she loved to be in the gardens; by the turkey oak, the tree seat, flower meadow and rose arbour, in her

'secret' spot near Rainbow House. As an aid to recovery or a comfort through a terminal illness I find it impossible to praise the benefits of the garden too highly."

As well as providing space to be peaceful and contemplative, the grounds also provide opportunities to remember loved ones. In the summer the Meadow of Memories comes alive with colour in celebration of special loved ones and treasured memories, while in winter our Tree of Light glows brightly outside the hospice buildings, remembering those we miss at Christmas time as part of our Light up a Life appeal. ►





## Green fingers

The maintenance of the gardens is a year-round full time job involving a dedicated team of staff and volunteers. From pruning to dead heading, watering to grass cutting, tree planting to path laying, it is a time-consuming and, at times, costly job.

Rowcroft's Estates Manager, Simon Weal, says: "It makes it all worthwhile when we see people enjoying the grounds or we hear comments from patients and their families about how much the gardens mean to them." Gardens really do have the capacity to lift our spirits and revitalise the soul.

## Big win

In 2014 the hospice opened its new Inpatient Unit Garden, which was refurbished using a grant

from the Department of Health.

The new garden includes a water feature, easy to access seating and extra wide paths to allow patients' beds to be wheeled outside. The

new design won multiple awards both locally, and nationally, including the prestigious Best

External Environment Award in the nationwide Building Better Healthcare Awards 2014. Judges described the design as 'full of thoughtful touches' including parasols to provide shade, and electricity points for beds to be wheeled onto the terrace. Richard Taylor, Rowcroft's Gardens Supervisor, said: "We're over the moon to have won!"

*"It makes it all worthwhile when we see people enjoying the grounds"*

Seven Estates team volunteers save us over **£7000** each year

📷 Spring Scillas in the grounds of Rowcroft Hospice

## Rowcroft's Gardens Fund

We have established a Gardens Fund designed to help with the maintenance and upkeep of Rowcroft's grounds. This Fund will be used to purchase gardening tools, seeds, trees and shrubs. If you would like to support this work, please send your donation to **Freepost RTKK-UJRJ-XBKS, Rowcroft's Gardens Fund, Rowcroft Hospice, Avenue Road, Torquay, TQ2 5LS**. Please make cheques payable to 'Rowcroft Hospice'.

## Seen and always heard

The purpose of Rowcroft, when the hospice admitted its first three patients in 1982, was to provide care and support for adults with life-limiting illnesses. 33 years on, Rowcroft's purpose remains the same, but its range of services has extended to the children, grandchildren and other young loved ones of those cared for at the hospice.

Rowcroft's Social Work Team Leader, Mandy Pearman, explains: "We have seen a huge rise in the number of referrals we're getting for people under 18 whose relatives we're supporting. I think people are moving away from the view that you have to protect children from what's happening and not include them." Lynne Gibson, Palliative Care Social Worker, adds: "It's so important to involve children in what's happening from the beginning, in a way that's appropriate for their age. Many young children find it very difficult to talk about how they're feeling, so instead we'll draw ►

📷 Rowcroft supports young people in schools, their homes and at the hospice

**£15** per month would buy 15 Memory Boxes every year



pictures with them, read books, or go out and look at natural things in the garden. We'll look at leaves on the ground and flowers that are wilting to help them understand the process of life and death."

## Resources

The hospice has a selection of resources available for young people, many of which are funded by a book and DVD stall run for members of staff. Resources include Memory Boxes, which are used to house treasured memories a child or teenager might have shared with their loved one, such as the stub of a cinema ticket, or leaves collected on a wintry walk. "Children might also include photos, perfume, or other objects that are precious to them", adds Lynne. Illustrated books written by child psychologists are also available, as well as poems and other resources written by teenagers who have experienced the loss of a loved one. "It's incredible the number of children who have lost a parent," explains Lynne, "it is likely that there is at least one child in every classroom in the UK who has lost their mother or father." The hospice also has a number of volunteer counsellors who are able to support teenagers and young people, and is increasingly working with local schools to offer additional support.

*“ It is likely that there is at least one child in every classroom in the UK who has lost their mother or father ”*

## Children and Families in Grief

The hospice also hosts sessions for another charity called Children and Families in Grief (CFG) four times a year. Libby Luke, Rowcroft's Bereavement Services Co-ordinator, says: "CFG therapists support the family unit to encourage expression of feelings and readjust to loss, offering ways to remember the person who has died and affirm bonds with them." CFG and the hospice aim to support families on two levels, both directly with children, and with a trusted, significant adult. Speaking about the hospice's Community Team, Mandy Pearman adds: "Having the privilege to work with children and the whole family is really important to us. A lot of what we do is about death and

dying but by working with children we are working with somebody right at the beginning of their life journey. The

loss that we help them with might be the first they experience; if we can make it as manageable as possible, then it's something they can take with them for the rest of their lives." ●

**If you would like to support our work with bereaved children, please consider making a regular gift to the hospice by registering your details at [www.rowcrofthospice.org.uk/regular-giving](http://www.rowcrofthospice.org.uk/regular-giving).**



# The Rowcroft Big Bake

18-26 APRIL 2015  
• ACROSS SOUTH DEVON •

## Rowcroft's most scrumptious...

...fundraising event The Big Bake is back with a bang for 2015!

Sign up to host your own tea party, coffee morning, cake sale or bake off in aid of Rowcroft and we'll send you an exclusive fundraising pack containing a secret recipe from former BBC Great British Bake Off contestant Glenn Cosby.



## Get Baking!

We have 100 exclusive Big Bake chef's aprons for the first 100 people who raise and send in at least **£100** each for the campaign!

Help us  
raise our  
**£19,000**  
fundraising  
target!

To find out more visit:

[www.rowcrofthospice.org.uk/big-bake](http://www.rowcrofthospice.org.uk/big-bake)



Purchase our **Little Book of Big Bakes** from your nearest Rowcroft shop or participating bakery for a minimum donation of **£5**. This carefully crafted Big Bake keepsake contains 20 delicious recipes from local cafés and patisseries across South Devon, Glenn Cosby and staff and Friends of Rowcroft.

# Work life

Meet Damian Coates, 17, a volunteer in Rowcroft's St Marychurch Shop and the hospice's gardens.

**I moved to Devon two and a half years ago and started volunteering while waiting for a place in school.** I really enjoyed myself — so much I'm still here three years later! Every day is different for me; I like the variety of jobs that need doing, including sorting donated items, making drinks and running weekly safety checks.

**I also study at South Devon College three days a week.** I'm taking the Armed Forces Preparation course. When I finish I'm hoping to go into logistics in the Army, delivering supplies and materials all over the world. I'd love to go to Canada; my tutor tells me amazing stories about trekking across the country.

**When I'm not at college or volunteering, I'm out with the 200 Squadron Torquay Air Cadets.** We're training to take part in Nijmegen 2015, a 100km march across the Netherlands, with people from 50 countries across the world. It's hard work, but great fun!

**I want to thank everyone at Rowcroft for the amazing time I'm having.** I've learnt so many things by volunteering at Rowcroft, and enjoyed every minute of my time here. My confidence has grown enormously; I was very shy when I first arrived in Devon and volunteering has really given me the boost I needed. I love knowing that I'm supporting a great cause, and helping people who are less fortunate than me. ●



Read more about Rowcroft Hospice's young volunteers at [blog.rowcrofthospice.org.uk](http://blog.rowcrofthospice.org.uk)

## Remembering someone special

Every year we create a summer meadow in the hospice grounds, which as it grows and blooms becomes a beautiful, tranquil place to sit, walk and remember.



We invite all those who have lost loved ones to be a part of the garden by requesting a flower to grow in celebration of their memories.

Last year Julie

Hollingsworth requested a poppy for her Mum's second husband, Ralph, and a linum (flax) in memory of her own husband, Alan. She says:

"I took part in the Meadow of Memories campaign last year because my Mum lost her second husband to cancer, and my husband died in February. We came to the service in the meadow in July. It wasn't a religious memorial service, it was about how we feel about the people we've lost, how we miss them and can remember them with joy

and happiness. My granddaughter Ellie didn't attend the Meadow of Memories service, but she drew a picture that we took with us and pinned to a board of messages. We've told her that her Grandad is living in the clouds now; she's been asking for a ladder so that he can climb down to see her. Rowcroft provided a lot of support to us as a family; they had a gentle way and a calming presence, we had long chats with the nurses — our whole family appreciated their help."

For more information on Rowcroft Hospice's Meadow of Memories, visit [www.rowcrofthospice.org.uk/meadow](http://www.rowcrofthospice.org.uk/meadow). To request a flower in memory of your loved one, fill in the form on the following page and send to **Freepost RTKK-UJRJ-XBKS, Meadow of Memories, Rowcroft Hospice, Avenue Road, Torquay, TQ2 5LS by 8 April 2015.**





# Dedicate a flower



Name: .....

Address: .....

Postcode: .....

Email: .....

Data Protection: Rowcroft Hospice 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 this box. ☐

## Please choose a flower from the following list

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Virginia Stock    | <input type="checkbox"/> African Daisy              | <input type="checkbox"/> Sweet Alyssum |
| <input type="checkbox"/> Californian Poppy | <input type="checkbox"/> Night Scented Stock        | <input type="checkbox"/> Cornflower    |
| <input type="checkbox"/> Linum (Flax)      | <input type="checkbox"/> Gypsophila 'Covent Garden' | <input type="checkbox"/> Marigold      |

I would like the flower to be planted in memory of:

## To make an everlasting gift by standing order

A regular monthly donation is the best way to support Rowcroft's care



Instruction to your bank or building society to pay a standing order:

Bank name:

Address:

Account holder's name:

Account no:

Sort code:

Please debit my above account and send payment as follows: please pay NatWest Bank plc  
sort code 55-70-01 payee Rowcroft House Foundation Ltd account 05977703

The sum of: £ each month, starting on: day / month / year

Signed: ..... Date: .....

## To make a one-off donation by credit/debit card or cheque

I would like to make a donation of: £ Payment type: Cheque/Visa/ Mastercard/ Maestro

16 digit card no:

Start date: month / year Expiry date: month / year Issue no: 3 digit code:

Signed: ..... Date: .....

Please make cheques payable to 'Rowcroft Hospice'

*giftaid it*

I wish Gift Aid to apply to the enclosed donation and any future donations I make to Rowcroft. I confirm I will pay in this tax year an amount of Income Tax and/or Capital Gains Tax at least equal to the amount that all charities and Community Amateur Sports Clubs to which I give will reclaim for this year (25p for each £1 given). I understand that other taxes such as Council Tax and VAT do not qualify. Please tick: ☐

Print name: .....

Signed: ..... Date: .....

# Facts about Rowcroft Hospice

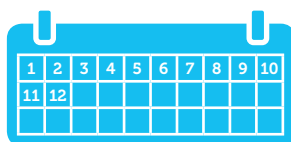
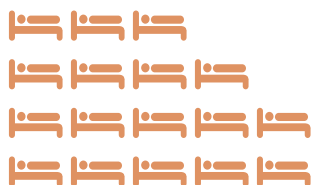
Last year it cost

**£8.3m** to run  
Rowcroft Hospice; that's  
**£22,740** per day

Our supporters raised

**£5.04m**  
last year; that's  
**£13,808** per day

We have **17**  
inpatient beds



**12 days**

the average length  
of stay for a patient in  
our Inpatient Unit



**376**  
patients were helped  
by our **Hospice  
at Home** team  
last year

We employ

**90**  
nurses



It costs **£780** to  
provide **24hr** care to  
a patient  
on our  
Inpatient  
Unit



We care  
for **3/4**  
of our  
patients  
at home

**1106** patients  
were supported at  
home by members  
of our **Community  
Team** last year



**80p** from every  
**£1** fundraised goes  
towards funding  
our services — we  
use the other **20p**  
to help us make  
another **£1**



All costs based on 2013/14 figures

## Did you know?

Last year we received **£1.9m** from the NHS;  
for every **£1** the NHS gave us we had to raise  
another **£3** in order to provide our services