



**PLYMOUTH HOSPITALS
CHARITY**

**Charitable Funds
Annual Review
2014/15**

Registered Charity Number 1048679

■ Welcome ■

A few words from our Chairman, Richard Crompton

When I was asked to write the introduction to this review, I wasn't quite sure where to start. Of course I wanted to say 'thank you' for all the donations we receive and I wanted to try to highlight the difference that charitable funds make to our patients and staff. But, where to begin? Then I thought of all the wonderful things that you do to raise funds for us. I know this because I sign letters of thanks to the enthusiastic volunteers who organise golf days, coffee mornings, skittles matches, cake sales and a myriad of other events where people come together to enjoy each other's company and to have fun in the aid of a good cause.

Some donations are also tinged with sadness. I sign many, many letters to people who

make a donation in memory of a loved one. It can be a way of feeling that lasting good for someone else results from a sad, emotional and very personal experience for them.

I also want to pay tribute to two of my Non-Executive Director Board colleagues who led the work of the Charitable Funds Committee during 2014/15 but who stepped down from that role during the year.

Firstly, to Margaret Schwarz, whose passionate belief in the importance of funding first-time researchers and desire to support our staff in their continuing education, whatever the job they do, has touched so many. Secondly, to Denis Wilkins, who recognised and encouraged the community fundraising which is so very important to us. Thank you both for your leadership.

2015 will be an important year for our Gold Dust Appeal. I want to welcome Emma Cronin as our Fundraising Manager and I have every confidence that, with your continued generosity and fantastic support, we will achieve our goal to transform our children's and young people's areas to more welcoming places, where a hospital stay is less formidable and more fun.

Fundraising should be fun. It's an activity that gives us all a sense of community involvement and some degree of emotional comfort and satisfaction. Supporting people to have fun on our charity's behalf is part of Emma's role and she'd love to hear about what you might be planning.

I'll finish where I started, by saying 'thank you' to everyone who's helped to make a difference for our charity over the last year. Patients, their families and friends, our staff,

fundraisers and donors - thank you one and all.



Richard Crompton
Trust Chairman

■ Our Vision ■

Plymouth Hospitals Charity exists to support the work of Plymouth Hospitals NHS Trust in providing the best possible healthcare to our patients. It supports the work of NHS staff and allows us to raise standards above the level that NHS funding alone allows.

Patients and their family members and carers often make donations in appreciation of care received, or to say 'thank you' to the staff who looked after them during their stay in hospital.

We use our charitable funds wisely and promptly to improve the patient experience, facilitate research and support staff education and welfare.

Our vision is to help this Trust to continue to make the difference to thousands of lives every year by supporting the ground breaking work that takes place within our walls, in addition to providing the extra touches that make the hospital and other Trust sites more comfortable and welcoming.



▪ Making a difference ▪

In 2014/15 we received 2,549 individual donations to our charity. That's more than last year and thank you for each and every one. 1,744 separate items of expenditure were made, ranging from just £2.76 – to enable a cancer patient in protective isolation to telephone loved ones – to £55,000 towards ultrasound equipment. Charitable Funds supported ten staff posts, from a few hours per week to full time, to help deliver patient care. In total, £893,000 was spent on our patients and staff. What an achievement.

Nearly £4 million is overseen by our Charitable Funds Committee. The money is held on investment and most of it is distributed across two hundred or so designated funds controlled by fund holders

in every area of the Trust. Some funds are big, some are small, but each is precious and our specialist fund holders ensure that spending is targeted where it's most effective. The balance of the money sits in the General Fund, overseen by our Charitable Funds Committee. Any member of staff can make an application to the General Fund.

The Charitable Funds Committee, which comprises staff from all areas of the Trust, oversees the management, investment and disbursement of funds on the behalf of the corporate trustee and ensures statutory compliance.

This Review illustrates how charitable funds made a difference during 2014/15.

▪ Better for Patients ▪

Charitable funds were instrumental in funding resources to develop the Trust's Innovation Pathway. As a result, we now have an Innovation Group. An early success for the Innovation Group was the use of mirrors to detect heel ulcers.

Heel ulcers are more likely to involve deeper and more extensive damage than other types of pressure ulcers. Having identified that visual access to heels is often difficult and that the use of pocket mirrors helps in the detection of compromised tissue, Teresa Beer, Hartor Ward Manager, approached the Innovation Group for support.

The Group identified a source for mirrors that met infection control standards and

charitable funds supported the initial funding stream for all nurses and allied health professionals to have a pocket mirror to use in their routine examinations for heel ulcers.



Teresa is pictured (third from left), together with nursing colleagues and representatives of the Innovation Group and Charitable Funds Committee

▪ Better for Patients ▪

Looking after mums-to-be was a focus for charitable funds in 2014.

Senior Midwife Janette Thomas asked for charitable funding to provide recliner chairs for partners to rest and sleep when supporting their partner, either during labour or during an antenatal or postnatal admission. Janette also asked for mood lighting to relax women in labour. One of the positive benefits of mood lighting is that some women feel it's helpful to focus on as a distraction to counteract pain.

Maternity Sister Angela Wright applied for charitable funding to establish a tailored antenatal programme for obese mothers-to-be, a hard to reach group of patients, often

with complex social and medical needs, and with an increased risk of complications within pregnancy. Angela presented such a compelling case for the 'Well Rounded Mums' project that the Charitable Funds Committee awarded her more than double the amount she had requested.

Sue Stock, Head of Midwifery, said: "There are more risks to mums-to-be when they have a higher BMI, not just to them but also to their baby. As NHS Choices explains, most women who are very overweight have a successful pregnancy but if you have a BMI over 30, there can be extra problems, including miscarriage, gestational diabetes and birth defects.

▪ Better for Patients ▪

Sue continued: “It is our duty to care for women and to do the best for them and their babies and offering this service is us enacting our duty of care.”

Angela added: “It allows us to see some women who, because of their BMI, would have been referred for consultant-led care; however, if all is going well in pregnancy they can now be seen as part of our group.

The group will enable us to provide this care for them, whilst at the same time discuss with them eating habits, healthy replacements and portion control. It will also look at active birth activities, as well as parent education. We want to make

pregnancy a positive experience for all of our mums-to-be.”

A referral onwards can be made, if necessary, to the other public health services within the city to help with weight management and making key lifestyle changes.



▪ Better for Patients ▪

Charitable funds enabled the purchase of fifteen compact sound systems for the benefit of women and their partners.



In each delivery room, women and their birth partners can listen to familiar music or the radio for relaxation. Recent evidence has shown that women feel more relaxed and less likely to require analgesia in labour as a whole because music works as a good therapeutic distraction.

Familiar music can help women feel in control and the delivery room becomes 'their room'.

Music can help block out other sounds and helps women stay mobile which, in turn, reduces the amount of pain relief that's required.



▪ Working Together ▪

The Snowdrop Appeal

Greg and Jen Phillips of the Snowdrop Appeal were welcome visitors to the Charitable Funds Committee's February meeting.

Greg and Jen started the Snowdrop Appeal in 2009 to raise one thousand pounds for dedicated facilities for bereaved parents. Funds raised now total more than £90,000 and, having met and substantially succeeded the appeal's early goals, Greg and Jen's ambition is to raise £450,000 to establish a new, self-contained specialist unit or area at Derriford hospital for parents bereaved through still birth, miscarriage or early baby loss.

Some of the money Greg and Jen have raised has gone towards making an existing place within the maternity area more suitable for this purpose.

The Committee acknowledged the efforts of Mr & Mrs Phillips in fundraising for the Snowdrop Appeal and supported them by agreeing to fund a maximum of £50,000 to develop plans for the new unit within the footprint of the existing building.



▪ Facilitating New Research ▪

In 2013 the Committee donated £100,000 to fund grants aimed at first-time researchers. The projects given the green light covered a variety of specialties, including diabetes, physiotherapy, radiology and post-operative pain. All had clear patient benefits and potential for further larger scale studies involving collaboration with other hospitals and applications for more outside funding.

Our grants are hugely popular with Trust staff because external funding is extremely scarce. We help our staff start on their research careers and researchers can foster collaborations with Plymouth University and other partners. Our patients benefit from being treated by proactive clinicians who are trying to define the best care for their patients.

In March 2015 Research Advisor Helen Neilens requested a second tranche of £100,000 to provide seed corn funding for more first time researchers. The Committee had no hesitation in agreeing her request.



▪ Valuing Staff ▪

Our nurses and midwives are now wearing, with great pride, their badge of honour.

At the Trust's first Nursing Conference in May 2014 – funded, in part, by charitable funds - a design for the hospital Nursing and Midwifery Badge was selected. The origins of nursing badges go back to the late nineteenth century, when many hospital nurses lacked any form of formal training. Hospital authorities sought to improve the standards of care in their institutions and as a result, many introduced competitions for their nurses, presenting those obtaining the highest examination marks or distinction in ward work with a suitable medal to wear with their ward clothes. This became popular and many of the earliest nurses' badges resemble military medals.

After the introduction of the Nurses' Registration Act of 1919, the new General Nursing Councils presented all newly qualified Registered Nurses with a badge.

The tradition of presenting a badge persisted for many decades to follow, but began to disappear with the change to university-based training in the late 1980s.

Our senior nursing and midwifery team worked in collaboration with Plymouth College of Art, who agreed to support this as a community project. Initially, twenty five students submitted designs, which were shortlisted to four and then a staff survey at enabled the final design to be chosen.

■ Valuing Staff ■

There are two badges that are awarded for hard work and dedication: a blue badge is given after one year of service and a red one is given after ten years' service. This initiative was made possible by the Charitable Funds Committee.

Sue Johnson, Head of Nursing for Surgery, said: "I want the badge to represent the Trust's nurses and midwives who serve with pride and commitment. I am very proud to work with everyone that I do and hope that the hospital badge will be worn with pride and demonstrate a sense of identity and achievement."



Above: Sue Johnson, Head of Nursing for Surgery, and Sam Rafferty, Head of Nursing for Medicine, show off the badges

▪ Valuing Staff ▪

Continued Learning

In 2012 the Charitable Funds Committee created a Staff Education Fund. Any member of staff, whatever their job role, grade or skills background, can apply to the fund to further their education or training need. This scheme supports our Trust values of *Listening, Learning and Improving* and, in turn, supports our staff by improving morale, celebrates the potential of our people and results in a positive impact on patient care.

The Fund has supported 117 members of staff through a range of development opportunities, from computer literacy to Masters level education, where enrolment has been deemed relevant to their current role or to the development of their 'next steps'. To date, funding totalling £144,791 has been committed.

Here's some of the feedback from our staff:

"Having been involved in the direction and facilitation of many projects, I felt on a personal level I needed to undertake a course that would clarify a project process in a standard and recognised manner."

"The PRINCE2 course has enabled me to confidently and independently implement project plans and manage programmes and projects which, in turn, has meant the wider team have delivered their objectives."



▪ Valuing Staff ▪

Pharmacy Staff Room

Lesley Saunders and Brian Fulton, on behalf of 120 colleagues from Pharmacy, asked for £3,000 of charitable funds to refurbish their department's busy tea room.

They also made a successful application to the Trust's Improving Working Lives Fund to purchase items to complete the makeover. Their application highlighted a clear need and the Committee was pleased to support it in full.

Lesley and Brian changed this ...



to this ...

This facility was refurbished with financial support from the Trust's Charitable Funds Committee.



■ Gold Dust Appeal ■

In November 2014 we launched the Gold Dust Appeal to raise £100,000 to create a bright and welcoming environment in the children and young people's areas of level 12 of Derriford Hospital.

Creating a friendly and inviting space is key to providing a welcoming, safe and caring environment where children can play and explore, making hospital fun and less formidable.

We want local children to be cared for in a stimulating and sensitive environment with bright and spacious surroundings which will provide greater comfort and privacy for children and their families. Tactile trails and attractive play spaces with exciting, colourful

displays will encourage young people to enjoy their surroundings, making a visit to hospital less worrying. We're working with children and young people to shape the ideas and solutions that we'll take forward.

The Gold Dust Appeal has raised £19,000, predominantly via community and corporate fundraising, successful applications to external trusts and through in memoriam donations.

There will be opportunities for local companies and Gold Dust to work together to raise funds and engage staff and customers in a variety of ways.

▪ Gold Dust Appeal ▪

Local children have taken part in sponsored walks, organised cake sales and sold unloved toys.

Nine year old Ellie is one of our young fundraisers.



“Gold Dust is a wonderful cause which will help so many local children!”

“I’ve completed bake sales at my school and organised a sponsored walk with my Mum.”

“I chose to donate to the appeal as I believe children deserve the best hospital environment.”

■ Gold Dust Appeal ■

There have been supermarket collections and awareness events at summer fayres. It's this community engagement we'll be looking to substantially increase over the next twelve months, with the local community choosing to support the appeal in whatever ways that work for them.

We'll be providing supporters with ideas and tools to get involved and to really make a difference.

To initiate local support and to reinvigorate the appeal we'll be hosting a Gold Dust Appeal event, inviting current supporters, potential volunteers and key members of the community.

The goal is to nurture a momentum of support which will steadily build throughout

2016, culminating in us achieving our fundraising target.

Corporate and community fundraising packs are available on our Trust website, www.plymouthhospitals.nhs.uk, or from Emma Cronin, Gold Dust Fundraising Manager, ecronin@nhs.net



▪ Special Thanks ▪

We are extremely grateful to the following donors for their legacy gifts to our charity during 2014/15:

Frederick Amy

Ina Cadby

Gwendolen Dawe

Alison Hogg

Paul MacDonald

Arthur Mannell



■ Our wonderful, wonderful volunteers ■

We've made a real effort to bring together representatives of the numerous charities involved with the Trust to exchange ideas about fundraising and to provide mutual support.

The result of this 'bringing together' was an overwhelming desire to showcase the wide range of charities working within the hospital and to raise awareness of the support and help they can offer to patients and families, so giving everyone the opportunity to work together on a small project.

Volunteers Week, 2 to 6 June 2014, was chosen as a suitable time, as it gave charities

the chance to showcase the vital role played by volunteers within their organisations.

Over the course of the week **341 people** made enquiries for help and information, while **over 600 people** took part in activities.

Our partners gave us plenty of good feedback ...

- "Many new, good contacts were made."
- "The public were happy to engage with us, and we were happy to oblige!"
- "Many people knew who we were already."
- "Interest was shown and leaflets read on all aspects of our work."

▪ Your Generosity ▪

Many donations come to us as a result of fundraising events held by you, by local clubs and societies, by families in remembrance of a loved one and from former patients who just want to say ‘thank you’. So, whether it’s a sponsored swim, cupcake bake off, coffee morning, table top sale or charity walk, we want to say “thank you” for your generosity and for your support. We hope you had fun with your event.

Thank you for thinking of us and thank you for your willingness to do something special.



We also wish to acknowledge those individuals who make regular contributions to our charity. Thank you to everyone who makes their contributions via regular standing orders and to our supporters who give to us on a regular basis. You know who you are.

▪ Making giving easy ▪

We are extremely grateful for all donations, whatever the size. They help to make a real difference to the care of patients, to the environment and training for our staff. Your donation can be used to support a particular ward, service or appeal - please let us know your wishes.

Donate on line

Please visit us at www.justgiving.com/plymouthhospitals/donate

By phone by debit or credit card

01752 792180 or 01752 439805. Our Cashiers' Office will be pleased to help you. Please have your card available.

By cheque

Complete the donation form and hand to a member of Trust staff or send to the address to the right hand side of this page.

Make a gift in your will

You may wish to consider remembering the Hospital's General Charity in your will, either by leaving a share of your estate or a fixed amount.

Payroll giving

If you are an employee of the Trust, you can arrange to deduct a set amount each payday to give to our funds. If you'd like to do this, please contact Rob Turton, Charitable Funds Accountant, on 01752 437047. If you're not an employee of the Trust, your employer can arrange payroll donations for you.

Write to us

Plymouth Hospitals NHS Trust, Finance Department, Ground Floor, Norwich Union Building, 1 Brest Road, Plymouth PL6 5YE

▪ Accountable to you ▪

The Charitable Funds Committee's membership is drawn from across the Trust. We do this to encourage diversity in views and representation. During 2014/15 it was:

- Denis Wilkins, Committee Chair and Associate Non-Executive Director (from October 2014)
- Margaret Schwarz, Committee Chair and Non-Executive Director (to September 2014)
- Gill Hunt, Board Secretary
- Brian Jones, Associate Director of Finance
- Amanda Nash, Head of Communications
- Salvatore Natale, Consultant Urologist
- Anna Orrock, Care Group Manager and Director of Clinical Professions
- Nicky Phillips, Matron, Obstetrics & Gynaecology
- Pete Robbins, Consultant Cardiac Anaesthetist
- Debbie Taylor, Assistant Director of Learning & Organisational Development
- Mike Trembeth, Shadow Governor and Volunteer
- Rob Turton, Charitable Trust Fund Accountant
- Sally Wilson, Chief Financial Accountant

Martin Highley, Consultant Oncologist, and Kathyne Heyes, shadow Governor and representative of the League of Friends, have a standing invitation to our attend meetings. Sue Hobbs joined the Committee as an independent advisor in April 2015.

If you're a member of the Trust's staff and interested in joining the Committee, please contact Gill Hunt, Board Secretary, for further information. Gill.hunt1@nhs.net

▪ Accountable to you ▪

Members of the Board of Plymouth Hospitals NHS Trust act as the corporate trustee. The following voting members of the Trust Board served as the corporate trustee during 2014/15:

- Richard Crompton, Trust Chairman
- Kevin Baber, Chief Operating Officer
- Greg Dix, Director of Nursing
- Ian Douglas, Non-Executive Director
- Phil Hughes, Medical Director
- Ann James, Chief Executive
- Terence Lewis, Non-Executive Director
- Elizabeth Raikes, Non-Executive Director
- Margaret Schwarz, Non-Executive Director
- Joe Teape, Director of Finance
- Mike Williams, Non-Executive Director

Associate Non-Executive Director Denis Wilkins served as the Committee's Chairman between October 2014 and March 2015. Mr Wilkins was not a voting Director of the Board.

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