

The Marie Curie Hospice, Newcastle has opened its newly designed Reflection Room, which has been created to give patients and their families a special place within the building.

The hospice team wanted to create a space that could offer a calm, soothing and uplifting atmosphere for people to pray or to just sit and reflect in peace. Design of the room followed consultation with patients, families and staff, and helped by expert insight from consultant Helen Sanderson, of Quiet Rooms Designs.

The room has a 'water' theme, and includes a central water feature, a specially commissioned wall sculpture and stained glass windows.

Religious texts, including the Bible and Qur'an, are available in the room, as well as a prayer mat and a meditation mat.

It was funded by a Department of Health grant through Help the Hospices.

Hospice Manager Pauline Lowes said: "We are delighted to be able to offer our patients the opportunity to spend time in the Reflection Room when they come to the hospice. This space ensures that along with the ongoing expert medical care given, we can now offer a contemporary space for the spiritual care of our patients and their families.

Principal Social worker Joanne

Garrett said: "It's a beautiful room – a warm, tranquil space where people can relax, and reflect. The focus is spiritual rather than religious.

"The overall result is a room that can be used by staff, patients and volunteers, regardless of faith."

## Elaine to head Bradford hospice

Marie Curie Cancer Care has appointed a Registered Nurse with 38 years' experience in health and social care to the post of Hospice Manager at its Bradford hospice.

Elaine Hill, is currently Director of Operations at the Medaille Trust, a charity that helps victims of human trafficking.

She said: "I am really looking forward to the new role. I've visited the hospice a couple of times, and attended the charity's Senior Management Conference. What really struck me is how forward thinking the organisation is. We know there are going to be lots of challenges with the economic situation, but Marie Curie is looking to expand – and that's really refreshing to see.

"I was also impressed with the theme and focus of the new strategic plan – we put patients and families first. If you get that focus right, everything else will follow.

"There are also personal elements that have touched me throughout my life, and made me really interested in this area of work," she said. "My mother died when I was 12, and as a child, we didn't discuss death."

Elaine started work as a cadet nurse at Friarage Hospital,



Northallerton, in 1972, and qualified as a Registered Nurse in 1977. In recent years, she has worked in senior management roles in Yorkshire, Teeside and Tyneside. Outside work, Elaine is completing a Masters degree in Voluntary Sector Management, and is an athletics official for York City Athletics Club, where her teenage daughter competes.

## Media buying agency UM chosen for ad space

Media buying agency UM has won the media planning and buying account for Marie Curie Cancer Care, following a competitive pitch process involving four other agencies.

This means that UM takes responsibility for buying media space in paid – for media, including TV, radio, digital, press and any other media the charity uses.

The creative account – ad design, copywriting and production – is held by DLKW Lowe. UM will work closely with DLKW Lowe Chairman Greg Delaney and his team in planning future Marie Curie campaigns.

UM's immediate focus will be on supporting the Great Daffodil Appeal. UM's task will be to find the right media (eg radio, press or TV) in which to buy advertising to recruit volunteers.

Marie Curie's Head of Marketing Communications Fiona Andrews, said: "We asked the agencies which pitched to put together a media buying plan for the Great Daffodil Appeal. They had to plan for both a collector recruitment drive in early January, and the appeal itself in February and March.

"UM really impressed us with their overall approach to our business, their ideas-led focus, digital leadership and commitment to client service. We are very confident that they will give us excellent service and value for money. We are looking forward to working with the UM team to help us meet our challenging objectives in these difficult economic times."

Andy Jones, CEO of UM London said: "We are delighted to have won such a prestigious account as Marie Curie Cancer Care. It is a charity that does truly inspirational work for many people across the country and we look forward to playing our part in bringing this work to the attention of the great British public in the coming months and years."