

Every person matters.

Our vision is simple

Our mission is clear

Embracing, empowering
and enriching lives every day.
Rebalancing and refocusing
our services to enhance
quality of life based on the
needs of our communities.

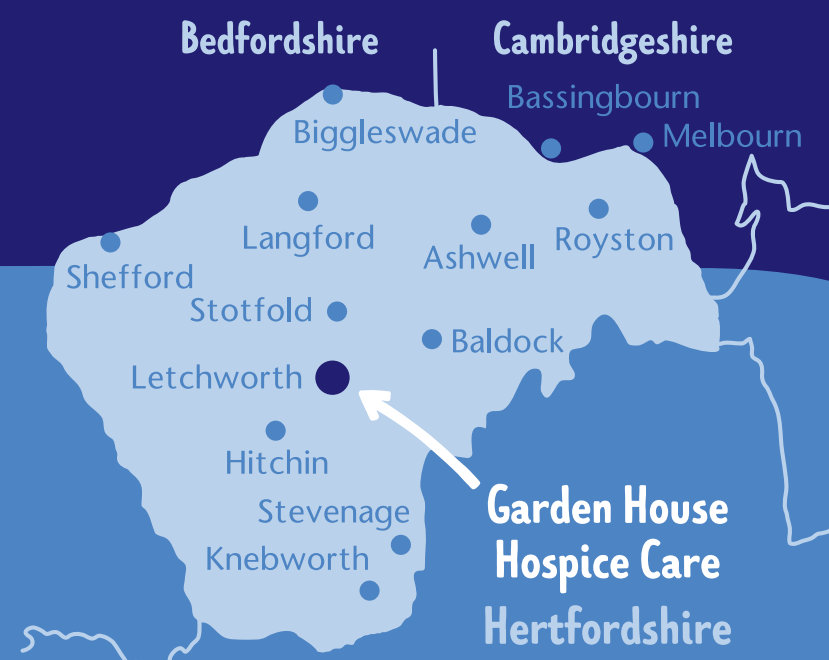
Our values

Inclusiveness
Integrity
Innovation



2025
2035 STRATEGY

Our reach



- We will develop an outcomes-based population health model for all people in their last phase of life, designing services to address local need
- We will develop agile partnership models addressing inequality in access for everyone including Frailty, Mental Health and Dementia
- We will focus on proactive care to ensure better outcomes
- We will collaborate with health and social care partners for seamless, person-centred integrated care
- We will grow our services to address the unmet need by doubling our provision over the next 10 years.

Our impact



- We will remove the 'hospice' title from our name to help improve access by reducing the stigma and misconceptions associated with it
- We will invest in research as a powerful tool for influencing change, providing evidence-based insights and data, driving improvements and innovations that enhance patient care and support
- We will influence policy using research findings to advocate changes that support better palliative care services
- We will become an innovation hub and learning academy providing education and training to inform healthcare professionals about the latest best practices and advancements in palliative care
- We will share knowledge: Organise conferences, workshops, and seminars to share best practices
- We will co-author papers and articles to publish in reputable journals, ensuring our research reaches a wide audience
- We will build collaborative networks: Partner with other organisations and institutions to amplify our message and reach a broader audience.

Our people



- We will focus on recruitment, retention and talent management at an individual and team level, working in partnership to secure our future workforce
- We will invest in our health and wellbeing offering to ensure our colleagues are healthy, happy and that our workplace is safe
- We will create an organisational culture that is welcoming, builds and celebrates inclusivity and diversity and provides a sense of belonging and trust
- We will create agile workforce models, digital enablement and innovative roles that embrace new ways of working
- We will work closely with system partners and education providers to optimise funding and training that enables workforce transformation.

Our partners



- We will work in collaboration with our strategic partners and develop collaborative care models where our strategic goals align
- We will form partnerships with corporate partners, trusts, foundations and other organisations that share our vision, mission and values to support our growth
- We will co-produce our future models with those who use our services
- We will work as an equal partner within the health and social care landscape with equal responsibility to deliver seamless, cost-effective, excellent care.

Our foundations



- We will be commercially disciplined and enterprising
- We will build a 70/30 diverse funding model
- We will cultivate collaborations where we can access additional funding opportunities and expand our financial resources
- We will extend our pipeline of commercial opportunities to include new businesses, acquisitions, franchises, partnerships and public sector contracts that fit with our vision, mission and values
- We will ensure our digital infrastructure is designed to meet our ongoing needs and requirements, this will include the development of a digital transformation strategy to include use of AI
- We will grow our fundraising, lottery and retail income through new and creative approaches.

Our planet



- We will responsibly reduce our environmental impact
- We will ensure sustainable standards are in place for our estates
- We will raise awareness, train and empower our staff to drive the change that is needed.

