

East Lancashire Hospice is all about...

‘Making the most of life’

for the people of Blackburn, Darwen, Hyndburn and the Ribble Valley

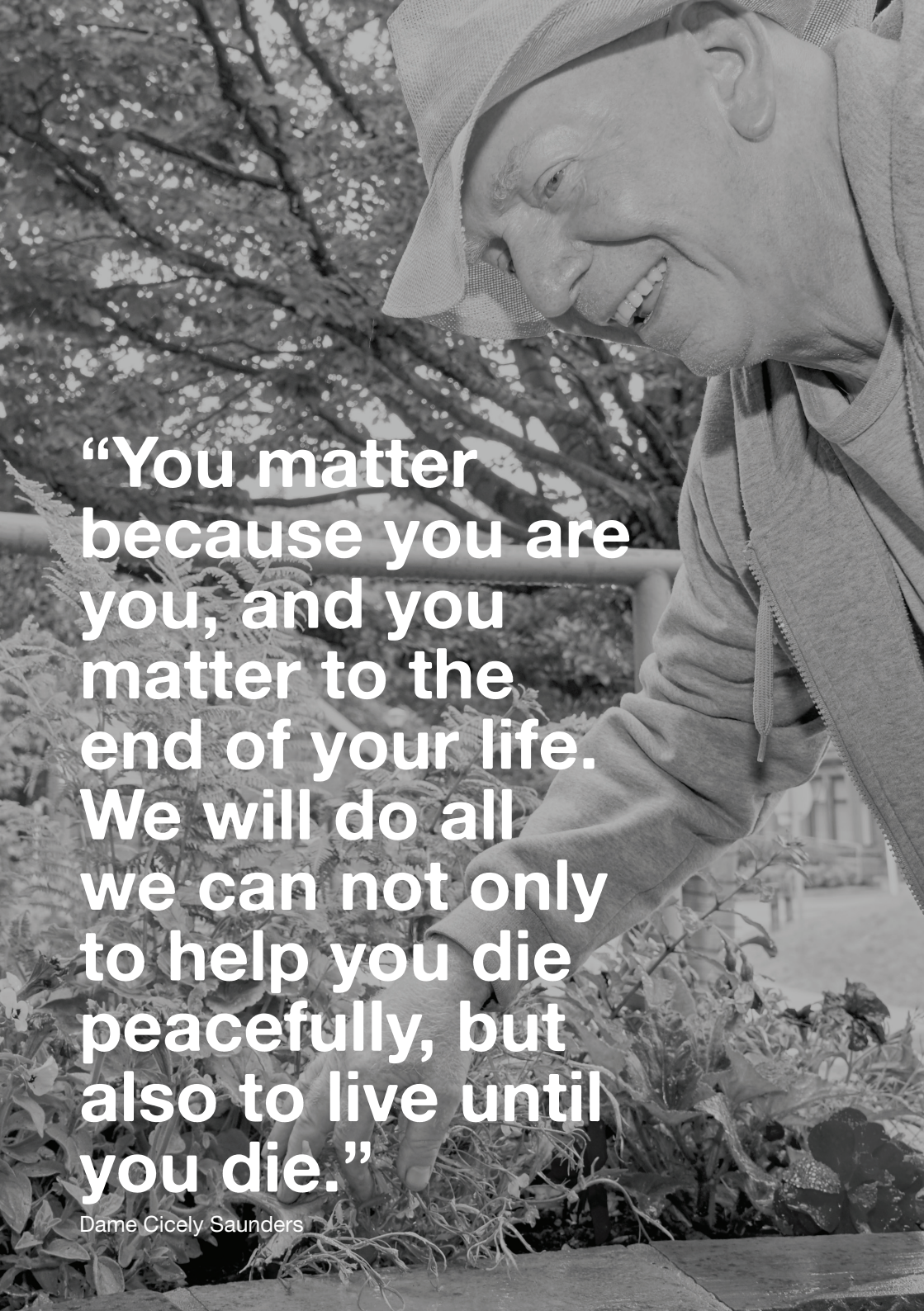
Strategic Plan 2020-2023

**We commit to care, listen, respect and
work together**



East Lancashire
Hospice

...a special way of caring



**“You matter
because you are
you, and you
matter to the
end of your life.
We will do all
we can not only
to help you die
peacefully, but
also to live until
you die.”**

Dame Cicely Saunders

Our Hospice

East Lancashire Hospice supports and cares for patients with a life limiting illness, their families and others close to them. We provide this in a number of ways; at the hospice and in people's own homes across our community of Blackburn, Darwen, Hyndburn and the Ribble Valley.

Our Vision

Our vision is to help everyone who comes into contact with the hospice to make the most of life. We do this by committing to care, listen, respect and work together to support people to live well until they die and support those affected by death.

This will mean different things to different people; managing symptoms, being able to talk openly and honestly about their illness or simply having someone to take the time to listen.

Our Values

We commit to

- **Care**
- **Listen**
- **Respect**
- **Work together**

Complementary
Therapist



Our Strategy

Our strategy summarises our ambitions and outlines what we aim to achieve over the next three years.

Our patients, their families and others close to them are at the centre of everything we do. We are driven by their needs through their journey from the point of diagnosis, and through to death into bereavement.

The strategy will be delivered by a highly skilled, motivated and caring workforce who always strive to deliver excellence in all that they do.

The strategy reinforces our commitment to continue to work closely with our commissioners and local providers to understand and meet the evolving needs of our communities, forming collaborative partnerships to achieve the very best outcomes for patients.



Strategic Priorities

To ensure we can meet people's needs we have focussed our new plans to improve access to services at the right time in the right place delivered in collaboration with others. Developing regular and sustainable income streams will mean that we can continue to provide care and support to best meet the needs of those we serve.

Our vision is courageous. To make this a reality we need to be innovative in our approach and focussed on two strategic aims. This will give direction to ensure that we help 'make the most of life' for all the people who need us.

These priorities will ensure that we continue to evolve, innovate and push the boundaries to be the very best we can be.

Strategic Aim 1

Continue to be financially viable and ensure our long-term sustainability

Strategic Objectives

- Make every pound count
- Develop strategies to maximise income through a range of diverse funding streams
- Analyse the implications of creating separate trade subsidiaries
- Establish a wider variety of payment methods to make it easier for our supporters to donate
- Develop strategies to increase profitability and awareness of our services through innovative use of our retail outlets
- Develop a marketing and communications strategy that engages with our community, enabling people to connect with the hospice, ensuring key messages are communicated
- Establish mechanisms for demonstrating the impact of the hospice on the lives of the people in our communities
- Identify and establish business ventures with a view to income generate, whilst meeting a community need
- Establish a more focussed approach for use of data to inform decision making
- Establish a programme of events and activities that support our communities to engage with the hospice

Strategic Aim 2

Develop patient services to enhance the provision of care and support to deliver the best possible care to our patients and families

Strategic Objectives

- Work with partner organisations to use community premises as 'hubs' for delivering services
- Increase our capacity through creative innovative redesign to meet people's needs in the right place, at the right time, by the right people
- Identify and remove barriers that restrict timely access to hospice services
- Further develop support and wellbeing services so that provision for families, children and young people is strengthened and accessible to more people
- Continue to create a culture in which there is shared responsibility, ownership and individual accountability through staff development, engagement and empowerment
- Further develop our existing volunteer models to meet the current and emerging needs of our patients and their families
- Carers are recognised for the role they play and are provided with education and support in collaboration with other services



East Lancashire Hospice

Park Lee Road, Blackburn
Lancashire BB2 3NY

T : 01254 287000

F : 01254 665000

info@eastlancshospice.org.uk
www.eastlancshospice.org.uk