



Our ambition to extend our reach and impact

Key activities for 2021-2022

Local care

We will:

- Develop and expand our Compassionate Neighbours programme
- Scope out and explore funding options to establish a home care service
- Improve and increase the diversity of our publications and messaging
- Establish and build on collaborative relationships with other local providers of spiritual care
- Enhance the patient and family experience of our bereavement support

Flexible, person-centred care

We will:

- Develop a plan to implement recommendations on future models of care
 - Source funding to retain the Family Liaison role
 - Work with specialist hospital teams to fast-track patient transfer to the Hospice
 - Embrace digital technologies to enhance care
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Specialist care

We will:

- Enhance the experience of people with dementia under the care of the Hospice
 - Recruit to the European Certificate of Palliative Care (ECPC) programme
 - Undertake an analysis of the unmet palliative care needs of people with frailty
 - Seek funding for the launch of a frailty service
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Skilled, compassionate care

We will:

- Develop an education and training strategy
 - Provide inclusivity training for all colleagues
 - Work with colleagues to establish and embed agile leadership principles across the organisation
 - Create a programme of proactive and targeted engagement, recruitment and support for volunteers that enables diversity
 - Encourage positive workplace wellbeing
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Care for our cause

We will:

- Deliver and review the impact of Elmer's Big Heart of Kent Parade
- Launch a Gifts in Wills campaign, promoting the core message 'Your present, our future'
- Grow income from Gift Aid donations, through improved messaging within our shops, publications and online channels
- Create and implement equality, diversity, inclusion and accessibility guidelines for all digital activity



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