



Our 2024-2027 Strategic Plan

Delivering our care



Each year we
support around
2,000
people living with
a terminal illness



We have over
1,000
people on our
caseload at
any one time



Over
500
volunteers play
a vital role in
Hospice life



We need
£6 million
to deliver
our services
each year

Compassionate care for all

As Heart of Kent Hospice's Chief Executive, I am proud of everything we do to support those who need us.

We provide specialist palliative and end-of-life care for adults with a terminal illness. We help them come to terms with their illness and support them to live with independence and dignity until the end of their lives. Of equal importance is the practical and emotional support we give to their loved ones.

We support a population of 266,000 people in Maidstone, Aylesford, Tonbridge & Malling, and the surrounding areas. The demand for our services is increasing as it is anticipated in the future that the UK will soon have more deaths than births.

Our plan for 2024-2027 is to expand the reach of our care services to more people, while ensuring that our colleagues and volunteers are well supported and thriving. We are committed to maintaining the high quality of care that we provide and we are known for, while also increasing our income to ensure ongoing success in the future.

Thank you for your kindness and support now and in the future.



Rachel Street,
Heart of Kent Hospice, Chief Executive



Our 2024-2027 strategy will focus on four priority areas to be delivered throughout our community:

1  Securing income and future success

2  Extending the reach of our specialist palliative and end-of-life care

3  Supporting our colleagues and volunteers to achieve and thrive

4  Expanding our reputation and recognition as an outstanding organisation

1. Securing income and future success

Heart of Kent Hospice can only continue to provide outstanding palliative and end-of-life care and help even more people if we have the funds to do it. We need to grow our income and secure plans to relocate to a newly built Hospice.

Our focus in 2024/25:

1. Develop the funding model and delivery plan for a new Hospice.
2. Increase the level of statutory funding received for the specialist palliative and end-of-life care we provide.
3. Successfully deliver Shaun in the Heart of Kent Art Trail and raise awareness about our services and the difference we make.
4. Grow income through fundraising and retail activity to secure the delivery of core Hospice services.

2. Extending the reach of our specialist palliative and end-of-life care

Against a backdrop of increasing demand for our services, we need to identify how we can reach more people. We will review our models of care and seek to find ways to ensure we are there for everyone who needs our support.

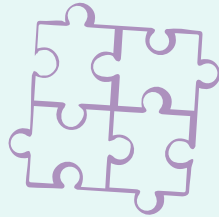


Our focus in 2024/25:

1. Develop the action plan for Compassionate Maidstone to equip and empower a community who are ready and confident to support each other in times of need.
2. Maximise our impact by reviewing our approach to holistic patient assessments, ensuring that resources and demand are more aligned.
3. Work with colleagues in the wider health and care sectors to help identify people who are nearing the end of their life sooner.
4. Identify how best we can support the palliative and end-of-life care needs of a growing frail population in our community.

3.Support our colleagues and volunteers to achieve and thrive

Our Hospice makes a real difference to local people because we have incredible teams of colleagues and volunteers. Ensuring that our colleagues and volunteers can thrive at work is a critical priority for our future success.



Our focus in 2024/25:

1. Ensure that new colleagues and volunteers have a smooth and enjoyable introduction to their work at the Hospice.
2. Demonstrate our eagerness to support growth and development through the newly embedded learning management system.
3. Celebrate and enhance the benefits and values of working and volunteering at the Hospice.



4. Expand our reputation and recognition as an outstanding organisation



Quality and excellence are at the heart of everything we do, and our outstanding reputation lies at the core of achieving our strategic plan.

Our focus in 2024/25:

1. Continue our quality first approach to clinical governance and safety standards, using clinical research and audit to enhance and modernise services and outcomes.
2. Demonstrate our commitment to pro-actively developing our colleague experience and being recognised as a local employer of choice.
3. Increase awareness and understanding of the Hospice and how we help local people who can benefit from specialist palliative and end-of-life care.





At Heart of Kent Hospice, we firmly believe that every person deserves compassionate and specialist care when there is no cure for their illness.

We treat each individual as the unique and special person they are. All our services are tailored to help people live as fully and as well as possible.

Our local community's compassion, kindness, and generosity power our services and ensure we can help, support, and comfort those in need. As an independent charity, we rely on your support. Thank you.

hokh.org

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