Strategic Plan 2025





Develop Sustainable Partnerships

- Assess the possibility of formal partnership with Rowans Hospice to share resource and develop services.
- Further relationship with ICB to influence the direction of PEOLC provision within Hampshire.
- Build relationships across local healthcare to improve end of life care.

Financially Balanced and Self-Sufficient

- Eliminate deficit operating budget.
- Approve NHS-style contracts and increase financial contribution from ICB to meet population need.
- Grow Major Donors Programme.
- Further Legacy Marketing Campaign.



Enhance Training, Education and Invest in our People

- Improve education opportunities including apprenticeships, work placements and shared hospice training.
- Develop Nurse Competencies Framework to ensure clinical excellence in the delivery of Palliative Care.
- Re-launch AFC matched pay scales.
- Increase use of AI to improve efficiencies.
- Sustain our culture of togetherness focussing on values-linked behaviours.

Invest and Extend our Services

- Develop 24/7 Hospice at Home to increase patient reach and reduce hospital admissions at end of life.
- Enhance Living Well Service provision and develop outreach posts.
- Develop Child Support Services to care for bereaved children.
- Increase data capture to improve patient outcomes.
- Extend community reach to encompass the last year of life.

