



# KEMP Hospice

Strategy 2024 – 2029



**Welcome** from

Caroline (Chief Executive) & Geoff (Chair of Trustees)



We have the pleasure of presenting to you the KEMP Hospice strategy for 2024-2029, which sets out our ambitions and what we hope to achieve. 2024 marks the 55th anniversary of KEMP Hospice, a milestone that reflects our enduring commitment to providing compassionate care. Our strategy is the result of consultation and discussion, enabling us to set out a plan which represents our #KEMPTeam and identifies our priorities for the next five years.

At the centre of our strategy is a commitment to reshaping our services to reach as many people in our communities as possible. The needs of our patients, clients and families, and the local community we serve are evolving all the time, and we recognise that we must adapt to help those who need us most.

As we look to the future, we are mindful of the anticipated increase in the population and the corresponding rise in demand for our hospice and bereavement counselling services. To meet this growing need, we are exploring the feasibility of building a new hospice facility and enhancing our existing infrastructure. This expansion is crucial to ensuring that we can provide the necessary care and support both now and in the future.

We know that what we do makes a difference, and we want to achieve a bigger impact for more people whether that is in the hospice, in the community or at home. Our strategy is very much focused on sustainability in the long term to ensure we are here for our local communities for many years to come.

This strategy sets out our ambitious plans and captures our passion for reaching more people. We cannot do any of this without our volunteers, our staff, and our wonderful community who all form part of #TeamKEMP.

Thank you so much for your support.

*Caroline & Geoff*





# Our Vision

Compassionate care and support with dignity.

## Our Mission

To provide free holistic palliative care and support to people living with a progressive life-limiting illness.

Providing support to adults, children and young people affected by bereavement.

## Our Values



**We Care**



**We are Collaborative**



**We are Innovative**



**We are Inclusive**



**We have Integrity**



**We are Sustainable**



## KEMP Hospice - Making Life Better

KEMP has been providing valuable care and support to people across the Wyre Forest, affected by a life-limiting illness, for 55 years. We give end-of-life care, counselling and emotional support free of charge to adults facing a life-limiting illness, their families, and carers for as long they need it. We're by their side in our day hospice, in their home or virtually, as they face some of their toughest times.

### For Everyone with a Life-Limiting Illness

KEMP's specialist support and person-centred care is for everyone, no matter their life-limiting condition: cancer, organ failure, motor neurone disease and others. Our team of caring professionals specialise in palliative nursing care, rehab / exercise and occupational therapy, wellbeing therapies and psychological support. From diagnosis to end of life, we help people live as well as possible at every stage of their journey.

### And for anyone Coping with the Death of a Loved One - No Matter the Cause

Our bereavement service is here for adults, children, and young people across the Wyre Forest area, even when the death of a loved one isn't linked to a life-limiting illness. Our bereavement counselling helps people cope with their grief by giving them an outlet to talk openly about their feelings and time and space to process their emotions. We're here whenever people are ready to talk.

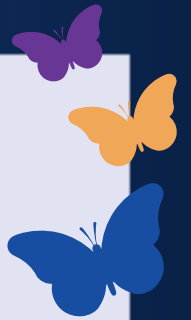
### Thanks to People Like You

Every year we help make life better for over 1,000 people living across the Wyre Forest district. And because people can self-refer or ask a family member, carer, or GP to refer them, our support is easy to access. We never charge for our care; however, we rely on voluntary donations and gifts in Wills to support our work. Such support means the world to us, and we are forever grateful for every penny and pound generously given.





# To provide excellent care and support, both now and in the future.



- We will further develop and foster a cohesive and collaborative partnership approach to care to ensure we achieve the best outcomes for our patients.
- We will ensure our services are accessible for those in our community, whether that is in our hospice building or through our community and outreach services.
- We will further develop and enhance quality improvements using feedback and reported outcomes of care.
- We will expand our services and care for more patients and clients.



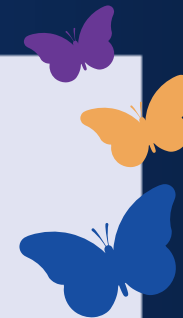
# To grow our income and be financially stable.



- We will increase our charity retail income and maximise profitability of the existing estate.
- We will use a sound financial model to underpin existing services
- We will develop proactive strategies to raise additional funds.
- We will be prudent in our approach to ensure resilience and sustainability.



# To ensure our buildings and infrastructure are fit for the future.



- We will identify opportunities to improve our facilities to optimise space utilisation and improve the patient and client experience.
- We will explore the feasibility of building a new hospice and further review our Mason Road site to ensure it remains fit for the future with the changing needs of the population and demand on services.
- We will continue to move with the digital era and embrace emerging technologies to enhance our care, impact, and effectiveness.
- We will continue to review and implement cost-saving measures and operational efficiencies to maximise resources and minimise expenses.
- We will be more environmentally sustainable throughout our operations.





# We will achieve success through our people.



- We will work together as 'one team'.
- We will continue to support our staff and volunteers to be the best versions of themselves.
- We will foster a culture of teamwork, empathy, and resilience, supporting staff and volunteer well-being and morale.
- We will live and breathe our values in everyday activities and ensure good governance is maintained and regularly reviewed throughout the organisation.
- Leadership will be values led, compassionate and inclusive.



## To communicate well.



- We will enhance communication channels to ensure transparency, engagement and understanding among all stakeholders.
- We will regularly communicate updates, progress, and changes related to our buildings and infrastructure.
- We will seek feedback from patients, clients, families, staff, and community members to inform decision-making and improve services.



**KEMP**  Hospice  
kemphospice.org.uk

Registered Charity No: 1146310  
Company Number: 07846810



KEMPHospice



kemphospice



@kemp-hospice



kemphospice

Registered with



FUNDRAISING  
REGULATOR

