

# THREE-YEAR STRATEGY



## | ABOUT US

The Priscilla Bacon Hospice Charity was established in 2016 to fundraise for and build a new hospice on an 8-acre site close to the Norfolk and Norwich University Hospital. This replaced the existing Priscilla Bacon Lodge on Unthank Road in Norwich. The Charity's focus has now turned to enhancing the patient experience at Priscilla Bacon Lodge, by supplementing the core services delivered by the Norfolk Community Health and Care NHS Trust, and aiming to provide a holistic approach to care.

## | MISSION

Working in collaboration and collectively to provide support and personalised care for people living with and those affected by death, dying and bereavement across Norfolk and Waveney.

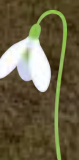
## | VISION

A community where organisations work together ensuring every person and those close to them have access to high quality, coordinated care and support to live and die well, whatever their illness and wherever they happen to be.





# SUPPORT



# OUR VALUES

## Collaboration

We work in **collaboration** together as one team striving for excellence in the provision of palliative and end of life care in our local community.

## Respect

**Respecting**, building **trust** and **learning** from each other. We are welcoming and kind to those we support and their family and friends, to each other and, partner organisations.

## Inclusive

We seek to **understand** what matters to people, taking an **inclusive** approach that values differences.

## Innovative

We are **innovative** and **creative** looking at ways and solutions to transform and sustain high-quality services.

## Community

We go **above** and **beyond** for our **community** recognising that we are here to serve them and in turn our local community supports our work.

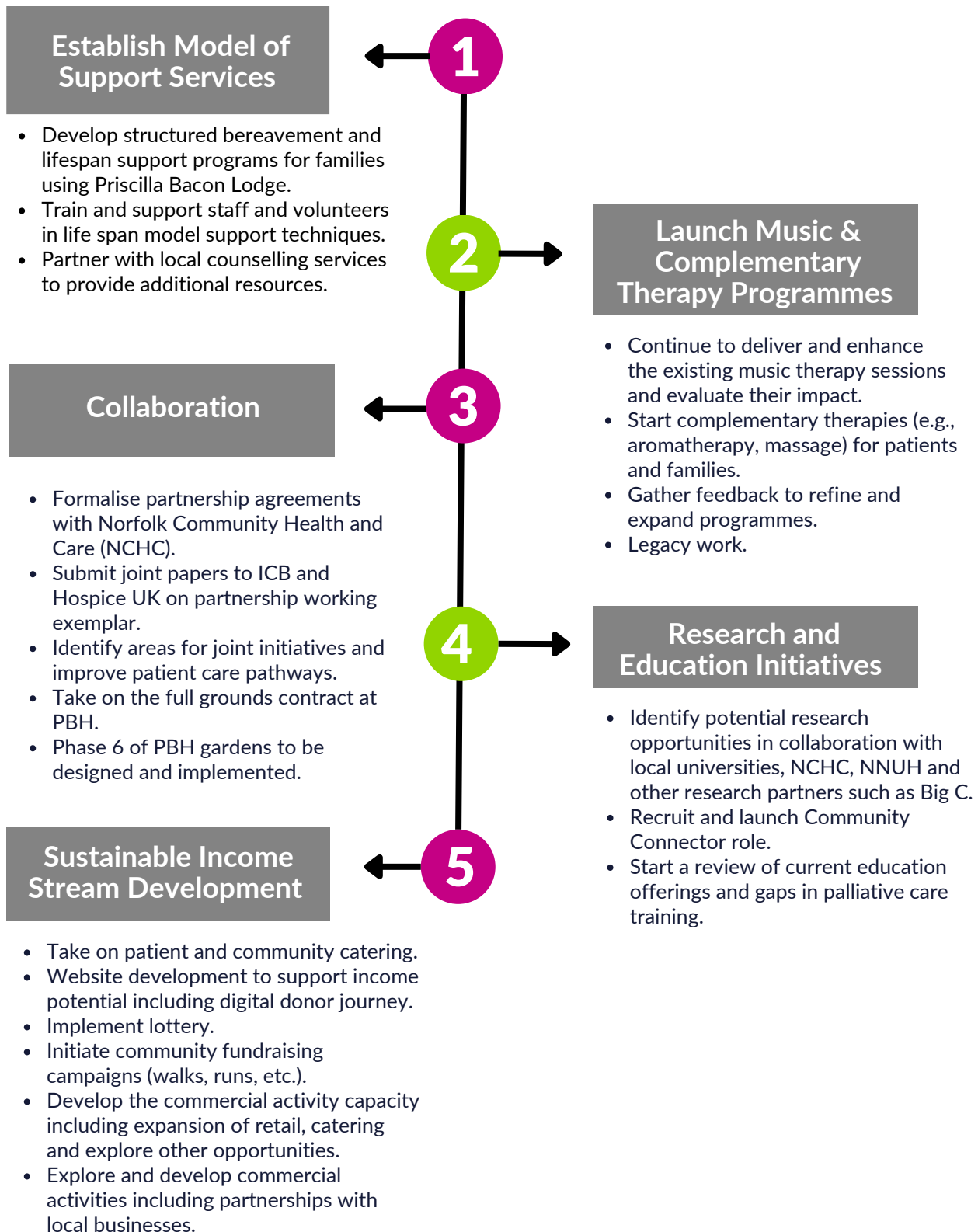


# THREE-YEAR OVERVIEW

	Foundation	Expansion & Refinement	Consolidation
	1st Jan - 31st Dec 2025	1st Jan - 31st Dec 2026	1st Jan - 31st Dec 2027
Bereavement Support	Establish lifespan model support services. Increase bereavement tier 3 support. Introduce family art therapy.	Enhance life span support. Introducing family therapy. Widen reach of corporate education.	Evaluate and optimise of model of support.
Therapy Programmes	Launch music and complementary therapy programmes.	Community support initiatives. Introduction of night sitting services. Refine therapy programmes.	Therapy programme expansion.
Income Strategies	Sustainable income stream development.	Develop new & strengthen existing income streams.	Enhancing paid services.
Collaboration	Collaboration with NCHC, NNUH, other hospices & primary care.	Wider collaboration with research & education providers in EoE.	Redevelop & initiate collaboration with palliative care.
Research and Education	Facilitate research & education initiatives at PBL.	Develop enhanced research & education model.	Deliver enhanced research & education at PBL.

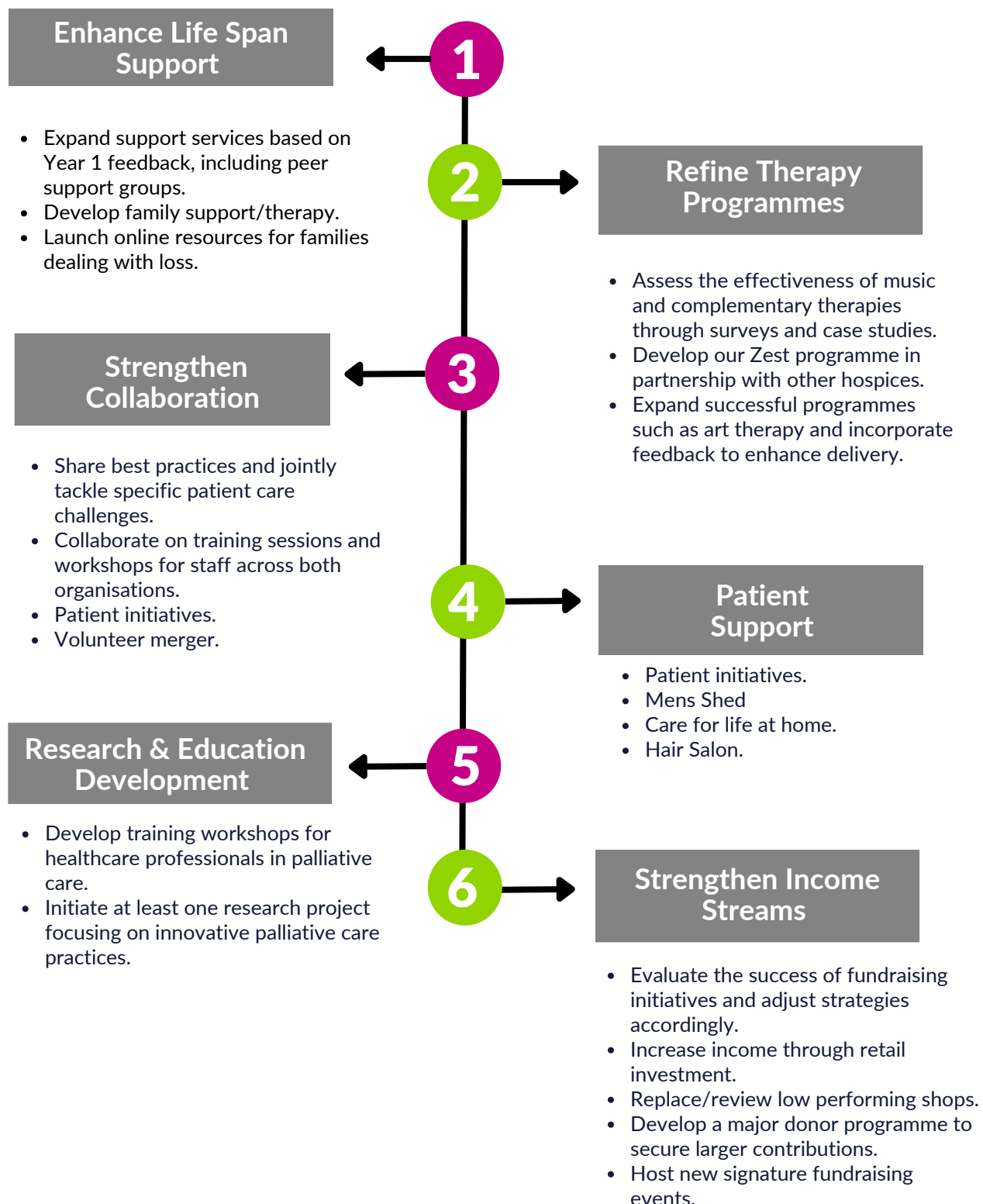
**YEAR ONE | 2025**

# FOUNDATION BUILDING



YEAR TWO | 2026

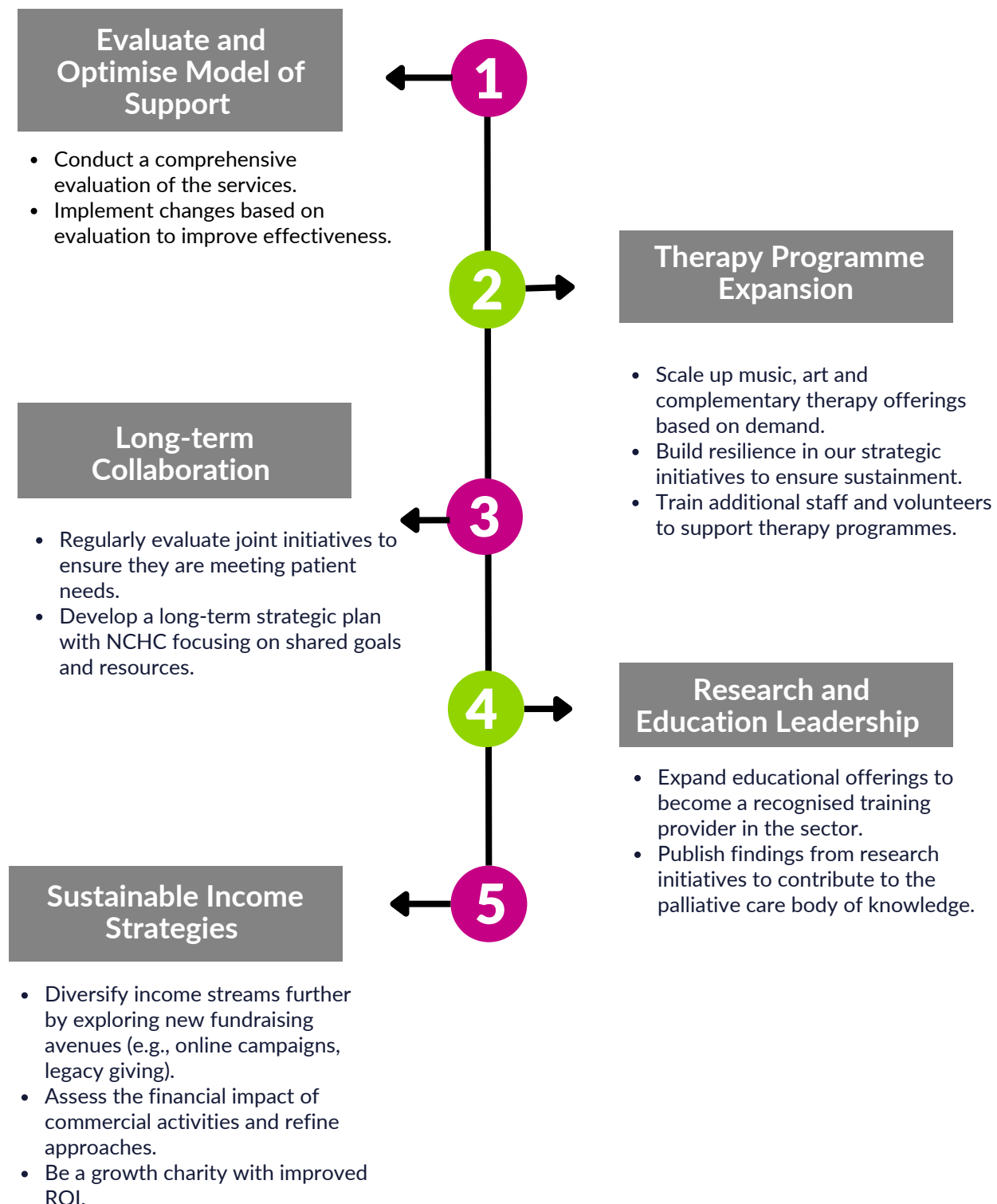
# EXPANSION & REFINEMENT





**YEAR THREE | 2027**

# CONSOLIDATION & IMPACT ASSESSMENT





# MONITORING & EVALUATION

We'll know if we've been successful if:

## | KPIs

Track metrics such as the number of families served, therapy participation, fundraising totals, and collaboration outcomes.

- Income targets achieved
- Qualitative and quantitative feedback on therapy participation
- Number of patients supported at the lodge

## | Feedback Mechanisms

Regularly gather feedback from staff, volunteers, and service users to inform strategy adjustments.

- Include patient forum / collaborative
- Monitor ICB & NCHC as feedback forums - committee and joint management teams

## | Annual Reviews

Conduct comprehensive annual strategy reviews to assess progress and recalibrate goals as needed.

