



Strategy

Our Vision, Mission and Values provide the foundation of our organisational strategy and direction and guidance in delivering our goals.

Vision

Our vision is a world where dying with dignity, compassion and having choices is a fundamental part of a life.

Mission

Our Mission is to ensure all individuals facing the end of their life in Lincolnshire receive dignified, compassionate care when they require it and where they ask for it.

Aims and Objectives

• Pushing Boundaries

- Our approach to care will require dynamic clinical models, working with others and beyond organisational boundaries to support greater numbers of people in new ways and improve outcomes for people.
- Support communities across Lincolnshire to feel more confident to support those at the end of life.
- Embrace technology that makes a positive impact on the efficiency of services.
- Develop a dynamic workforce that is confident to adopt and drive innovation.

• Reaching Out

- Collaborate with other organisations to meet changing needs and increasing demands.
- Strive to be formally recognised as the system leader for end-of-life care in Lincolnshire.

• Sustainable into the Future

- Develop new fundraising and income generation strategies to reduce our reliance on the NHS in the future.
- Ensure that our approach to our facilities is both sustainable and future proof.
- Develop the skills of our staff and volunteers to embrace opportunities in the future.

Values and Culture

• Aiming High

We reach for excellence and set the standard for others to follow. Celebrating individual and collective success and actively looking for ways to be even better.

• Being Courageous

We push boundaries and provide challenge – standing up for what is right and supporting others to make a difference across all aspects of our work.

• Working Better Together

We recognise the power of community; building connections and relationships which help us make a positive contribution. Respecting and valuing all contributions - we are ONE team, united and inspired by our common purpose.

• Having Heart

People are at the centre of all we do. We're proud of our ability to work in tough situations with resilience, empathy and kindness.

• Doing It Right

We are ethical, honest and use resources respectfully. Taking responsibility for our actions and doing what we say we'll do – we challenge others to do the same.