

# OUR CLINICAL SERVICES

Our services will continue to grow and develop with the input of service users and stakeholders and will be:

- Highly personalised; free of charge and unique
- Sustainable, flexible and relevant to our population needs
- Accessible and equitable to all communities that we serve
- Of high quality that can be measured and evidenced
- Delivered by well trained, supported happy staff
- Meeting enhanced, as well as essential needs
- Delivered in modern, therapeutic environments

There will be a particular focus on:

- Reducing inequalities in access to palliative and end of life care
- Living Well, bereavement and supportive care services
- An approach to accessing communities and supporting communities to help each other
- Marketing and public engagement approaches
- Investing in technical and innovative approaches

# PARTNERSHIPS

We recognise we are stronger and can add greater value by working in partnership with others. We will develop partnerships that add value by:

- Working with other providers to develop long term provider collaborations and strategic alliances with mutually beneficial outcomes; this to include electronic record sharing
- Developing community networks that are able to support each other
- Focusing on end of life care in primary care and care homes
- Developing a stakeholder plan to ensure long term relationships
- Developing a hospice/System wide approach to education and development
- Developing the supporter journey/recognising supporters as partners
- Developing a 'staff as business partner/owner' model to encourage pride and ownership

# LEADERSHIP AND CULTURE

We recognise that we can only deliver our services well if we have excellent leaders and a culture that supports our people to work at their best. We will continue to support leaders and develop a positive culture by:

- A relentless approach to communication and engagement
- Emphasising our values in everything that we do and holding everyone to account
- Ensuring everyone knows their specific role and contribution and valuing them equally
- Developing a culture of continuous learning supported by access to training and development
- Developing leadership and management capability at all levels
- Encouraging continuous quality improvement via robust governance and risk management processes, access to feedback and use of quality improvement tools
- Promoting openness and transparency amongst our staff via Freedom to Speak Up champions, visible leaders and listening events



# OUR PEOPLE

We will continue to support and develop our people, including volunteer staff, enabling them to deliver excellent services. We will do this by:

- Being competitive in the employment market, recruiting the best candidates with values that fit Compton
- Developing clear strategies around recruitment, retention, pay and benefits
- Ensuring we are an employer of choice supporting all aspects of staff and volunteer wellbeing
- Enabling development, education and learning opportunities to support career progression and job satisfaction for all staff
- Having open communication channels that are respectful and inclusive and which support engagement and participation on initiatives, projects and service provision
- Developing robust leaders and managers, supported by modern inclusive policies and procedures and excellent succession planning
- Recognising the value of volunteers and supporting and developing people from all backgrounds, age and gender, into volunteer roles
- Being robust in our determination to be equitable and inclusive across our workforce regardless of any protected characteristics

# REACH AND INFLUENCE

We want to secure our long term sustainability but also be ambitious in our ability to reach more people and influence end of life care locally and beyond. To do this we will:

- Ensure our retail store network continues to deliver in both income generation and also in brand reach and influence
- Position ourselves on key Boards/Committees
- Continue to expand our service offering and to deliver in modern more accessible ways
- Identify new Income Generation models to grow income sustainably for the future
- Look to procure facilities based in the heart of our communities
- Identify and work with harder to reach communities by developing key relationships with community leaders and influencers
- Develop a new approach to patrons, ambassadors, stakeholders and members, ensuring representation from key parts of our community
- Develop new marketing approaches, ensuring everyone knows what we do
- Lobby and advocate for excellent end of life/palliative care
- Engage robustly with our communities, listening to their views and proactively responding to their opinions

**Compton Care**