



# Strategy and values

## 2024-2027

# Vision

is that every child and young person has access to palliative care when and where they need it.



# Mission

to help children and young people with a life-limiting condition along with their families, to live well and fully offering the best possible end of life care and support to the family in bereavement.



# Strategic aims

## REACH

more children and young people  
and meet evolving needs

➔ *Delivering outstanding care*

- Grow understanding of the communities we support and build plans to address specific barriers within our communities
- Raise our profile as the regional specialist centre for paediatric palliative care and develop the Martin House Education Centre

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## OPTIMISE

our physical environment

➔ *Deliver THE BUILD*

- Maintain service delivery on a live site to minimise the impact on children, families, staff and volunteers.
- Deliver the Capital Appeal, private and public phases.

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## GROW

sustainable income

- Maximise voluntary income.
- Grow statutory funding to achieve a fair contribution.

# Drivers

## **We will continue to develop our digital capacity:**

- To implement and optimise the use of digital assets and integrated systems.
- To be data driven in our decision making.
- To consider digital advancements for opportunities to grow resources.

## **We will deliver high standards through corporate and clinical governance;**

- To meet or exceed regulatory requirements.
- To continue to be a research active organisation.
- To embed environmental sustainability into governance and decision making.

## **We will attract, retain, and develop the right people;**

- To develop an affiliative culture and embed our values.
- To enhance and communicate the health and wellbeing offer to our people.
- To offer education, learning and development opportunities.
- To embed equality, diversity, and inclusion within our organisation.

## **We will optimise opportunities for partnership and collaboration;**

- To identify and respond to opportunities.
- To amplify our impact on the wider system.

## **We will strengthen awareness and increase our reach;**

- To increase brand awareness and profile.
- To enhance communications.

# Values



## **EXCELLENCE**

We will, with enthusiasm, deliver an outstanding service. Always doing our best.

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## **RESPECT**

We value the qualities, diversity, abilities and feelings of others.

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## **INTEGRITY**

We act with honesty, responsibility and trust.

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## **COMPASSION**

We treat people with empathy and care.



# Martin House

Children's Hospice

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