



Strategic Plan 2024 - 2029

The Butterfly Hospice Trust

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We are proud to present our five-year strategic plan a clear and compassionate roadmap that outlines our commitment to delivering high-quality palliative and end-of-life care to those who need us most. This strategy defines our Mission, Vision, Values, and Strategic Objectives and sets ambitious yet achievable goals to ensure that every individual facing a life-limiting illness, and their loved ones, receives the dignified, holistic care they deserve.

Between July and August 2024, The Butterfly Hospice Trust undertook a comprehensive strategic review to align our goals with the evolving needs of our community. By reflecting on past achievements and engaging with staff, volunteers, trustees, and local stakeholders, we identified our key strengths and new opportunities. This collaborative approach ensures our strategy not only reflects local need but also aligns with wider healthcare priorities.

Our strategic plan is an aspirational document that outlines our path forward and marks a new chapter, focused on 4 key areas:

- Listening to the needs of our community
- Partnership working and collaboration
- Enhanced service delivery
- Sustainability

We are excited to work with our staff, volunteers, partners, and local community to bring this vision to life. Together, we will strengthen our services, deepen our relationships, and ensure the hospice remains a welcoming and supportive space for all who need us.

About Us

The Butterfly Hospice Trust works in partnership with Lincolnshire Community Health Services NHS Trust (LCHS), to provide free, high-quality, personalised care, 24 hours a day. Based in Boston, Lincolnshire, The Butterfly Hospice is a six-bedded unit not only offering expert palliative care but emotional support to guests and their families.

We are dedicated to enhancing quality of life by providing choice, comfort and compassion in a purpose-built, welcoming hospice environment.



Providing free, high-quality,
personalised care, 24 hours a day.

“

*You matter because you are you,
and you matter until the last
moment of your life*

”

Dame Cicely Saunders

Our **mission** sets out who we are and what we do today.

“Completely free, accessible, quality of care and freedom of choice.”

Our **vision** describes the future we are working towards.

“Our vision is to create a community where no one faces the end of life alone. We will provide a place where care, respect and choice come together in a warm, home from home environment. With compassion, guidance and support being offered to loved ones, bringing comfort during life’s most difficult moments”

Our **four strategic pillars** outline our key focus areas with each pillar including specific aims and objectives.

- 1 Listening to the needs of our community**
- 2 Partnership working and collaboration**
- 3 Enhanced service delivery**
- 4 Sustainability**

Core Values

Our Core Values underpin all aspects of this framework and guide our organisational culture

Supportive

We provide comfort, encouragement and assistance to all.

By offering our undivided attention, we create space for others to voice their opinions without fear of judgement.

Positivity

We choose to be positive and optimistic in life.

Through positive thinking, emotions and behaviours such as kindness and generosity, we focus on what we can control. Even when circumstances are beyond our influence, we decide where to place our attention.

Integrity

We value honesty and strong moral principles.

Integrity means being whole and undivided, trustworthy, hardworking, helpful and patient. We act with consistency, ensuring our words and actions reflect who we are.

Respectful

We show respect to everyone around us.

This means listening well, being polite, helpful, and open to change. By avoiding excuses and recognising the achievements of others, we create an environment of mutual admiration and support.

Innovative

We welcome improvement and new opportunities.

Change is not something we fear; it is something we embrace and pursue together. While perfection is an ideal, we strive to identify fresh ideas, processes and systems that help us grow.

Teamwork

We believe that Together Everyone Achieves More.

Our strength lies in a clear understanding of individual roles, shared goals, and the ability to cooperate under pressure. We show resilience, flexibility and a readiness to face challenges together.

Our Challenges and Commitment

The Butterfly Hospice Charity Trust recognises the challenges we may face going forwards such as:

- A projected 42% increase in demand for hospice care by 2040
- An ageing population, often with more complex needs
- Rising operational costs and economic pressures on fundraising
- Volunteer recruitment and retention
- Ongoing funding uncertainty, both statutory and voluntary
- Ensuring equity of access to hospice care across our region

However, we are committed to ensuring that our strategy is not just a document, but a living framework that guides everything we do to best meet these challenges and ensure a sustainable future.



We are committed to:

Embedding our Values

Our core values will be fully integrated into day-to-day operations and decision-making. They will form a key part of staff supervision, appraisals and team development to ensure our culture reflects our mission at every level.

Clear, Measurable Planning

We will implement a detailed action plan with clear targets, timelines and success measures. This plan will be reviewed regularly with Trustees, our Senior Leadership Team and shared with staff, volunteers, supporters and key stakeholders to maintain transparency and collective ownership.

Monitoring Impact

We will continually evaluate the impact and outcomes of our services on those we support including our guests, their families and carers to ensure we remain responsive, compassionate, and accountable in everything that we do.

As a Charity, we are energised by these strategic priorities that will guide our work of providing an environment that enhances the comfort, dignity and quality of life of individuals and families living with or affected by life threatening illness or grief.

Thank you
for all of your support