



Strategy 2015-2020

www.mytonhospice.org



Our Vision, Mission and Values guide everything we do at Myton.

Our Vision

The Myton Hospices believe everyone in Coventry and Warwickshire should live well towards the end of their life and have the right to a good, natural death, the way they want it to be and with their loved ones supported.

Our Mission

The Myton team provide high quality, specialist care to people whose condition no longer responds to curative treatment, from diagnosis to death. We aim to meet their physical, psychological, spiritual and social needs and ensure their families are supported both through and after this difficult time. We are also committed to training, supporting and encouraging other care providers to practise good palliative care.

Our Values

1

RESPECT and dignity for all

2

VALUE every individual and ourselves

3

ONE MYTON,
One Team, One Goal – delivering holistic care

4

PROFESSIONALISM
in all that we do

The Myton Hospices are the only provider of in-patient hospice care in Coventry & Warwickshire.

- We have hospices in Warwick, Coventry and Rugby and our teams touch the lives of around 4,000 people who are living with or affected by a terminal illness every year
- We support our patients and families' spiritual and emotional needs as well as looking after their physical symptoms
- All our care is given free of charge
- We support families, including children, before and after bereavement
- We provide education and training in palliative and end of life care to other health and social care organisations

24/7

We care for people
24 hours a day, every day



We look after people in their own homes with our Myton@Home service, as well as in our hospices



Around 50% of our patients go home, and we look after adults of all ages



Not all of our patients have cancer – we support people with any terminal illness



We are a charity and we have to raise in excess of £8 million per year

The Myton Daisy helps explain what we do.

One of our main aims at Myton is to help our patients and families cope with what is happening to them and our Daisy helps us do this. The Myton Daisy has 7 petals and each one reflects a different aspect of life. A good balance in life is achieved when all the petals are equal, but when one or more aspects are not so good our resilience and ability to cope with what is happening suffer.

At Myton we offer a menu of services to patients and families that can help them deal with what is happening to them, and this picture shows some of the ways we do that.

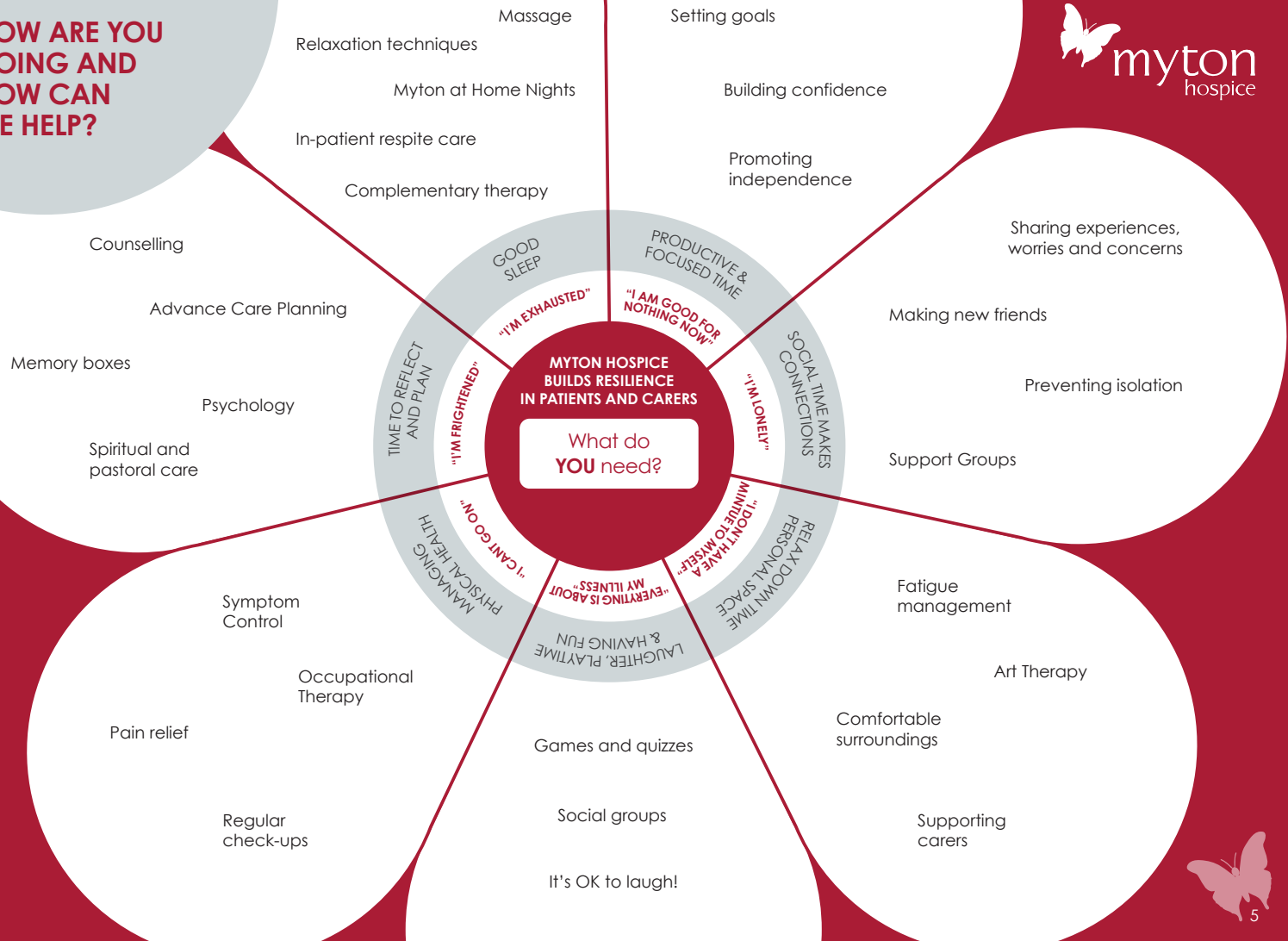
We understand that different people need help with different parts of their life at different times. We want to make our services more easily available to all those who need them, to help them achieve the right balance and live independently and happily for as long as possible.

Reference:

*Rock & Seigel Healthy Mind Platter NeuroLeadership Institute 2012
Adapted for Hospice Care Kate Lee 2014 with permission.*



HOW ARE YOU DOING AND HOW CAN WE HELP?



Why does Myton need a 5 year strategy?

The world around us is changing fast. Myton is renowned for giving great care and support where it is needed, but the demand for our services will continue to grow because



Coventry & Warwickshire's population will grow by 13% by 2030 - faster than the national average of 11%



The number of people living with dementia is increasing as the population ages and will more than double by 2050



People are living longer, and more have long term conditions or disabilities so their needs are increasingly complex



Hospices are being called upon to help meet increasing demand as hospitals and community services find it harder to cope



More than 90% of people wish to die at home or under hospice care but currently in Coventry & Warwickshire more than 50% die in hospital

**We know we can make a difference,
but we need to plan to put the right
things in place**



Our response to the changes we are seeing is to set ourselves five specific challenges which we aim to meet over the next five years. Achieving success against these challenges will enable us to meet the growing demands that we will see on our services in the future.

We will design and deliver our services with the patient and family at the centre of what we do

Everyone is different, and we recognise that our services should meet the needs of the individual. We will use the Myton Daisy to help us deliver the right service at the right time to help our patients and families cope better with what is happening to them.

We want to make accessing our services easier and fairer

No matter where you live or what terminal illness is affecting you or your family, we want you to be able to access the right Myton service for you at the right time. We'll be more flexible, and make sure all health and social care professionals throughout Coventry & Warwickshire understand what we do and how to access our services for their patients.

We want to touch the lives of more people who need us

We know there is more that we can do for the people of Coventry and Warwickshire who are facing the challenges of end of life, and we want to reach as many of them as we can. This will mean developing the services we provide so we can increase what we offer and working more closely with our partners and other voluntary organisations. We want to do more education too, to help others deliver better care to people who are approaching the end of their life.

We want to work more closely with the people who make the decisions in Coventry & Warwickshire

We know we're an expert in what we do. As well as directly caring for patients, we want to do our bit to make sure the best end of life care

is available wherever it's needed in Coventry and Warwickshire, and we'll work with the people and organisations who make the decisions to help them get it right.

We want to secure our position financially to make sure we're still here in the future

We will work to protect and grow our statutory and voluntary income (that's the money we get from the NHS and the money we raise ourselves). We will look for opportunities to bring in new sources of income so that we can meet the challenges we have set ourselves and do even more in the future.



We know we have a lot to do if we are going to be successful in meeting the challenges we have set ourselves.

These are the main areas we will be focusing on within our own organisation:

Developing our people

We have a fantastic team of staff and volunteers who work tirelessly for our patients and families. We will invest in their learning and development and build on their knowledge, skills and experience to make Myton an even better place to work and volunteer.

Improving our data and use of I.T

We will strengthen our production of data and the way we use technology to help us show the people and organisations who fund us and regulate us that we make a real difference to peoples' lives. We will also base our decisions for how we develop what we do on the evidence that we have gathered.

Reducing our costs and improving efficiency

As a charity we know that every penny counts and we will work hard to reduce our costs without reducing the quality of our services. We will make even better use of our resources to ensure we offer great value for money to our funders and are working as efficiently as possible.

Strengthening our marketing and communications

We will build awareness about our services and how we can help amongst the people who refer their patients to us, other health professionals and the general public. This will help more people to access our services and will also support our fundraising and make us more influential.

Building relationships and working more closely with our partners

We know we can't do everything ourselves! But by working closely with others, we can help to put our patients at the centre of the care they are receiving, advocate on their behalf and help them move around the system. We'll also be able to work with new and diverse groups that we don't currently reach in 2015.



We are already amazing – read some of the comments and statistics below which have been gathered in 2015. But we know we can be even better and this strategy will help us get there.

96%

of patients and families say our doctors and nurses listen to what they have to say

99%

would recommend us to family and friends (although we hope they never need to)

100%

of patients and families say we treat them with dignity and respect

Reference:

*From Myton 'real time' patient feedback between April and June 2015
(229 patients & visitors surveyed.)*



"Nothing is too much trouble. It's lovely not to be a nuisance which is what I sometimes feel at home."

"Can't fault the place, all the staff and carers are fabulous and it's really reassuring to know that my mother is so well cared for when I leave. She has improved so much since being at Myton."

"The two words which have always terrified me are "cancer" and "hospice" – this place has changed my mind. The staff have been brilliant with both me and my family."

"I was very apprehensive about coming in because it is a hospice, but all my doubts have been unfounded."

"They think outside the box for you."

"They make the rest of the world seem a bit slack!"

Our strategy is supported by a five year action plan, and each year an annual action plan will be produced, with targets to enable us to monitor how we are doing. Progress will be regularly reported to Myton's Senior Leadership Team and Board of Trustees, and there will be an annual review of the strategy every year (2017/18 will be a full mid-term review). We will publish results and progress in our Audited Accounts each year.

We can't do it without you!

If you'd like to help us achieve our goals and support us in delivering the best possible palliative and end of life care to the people of Coventry & Warwickshire you can...

Make a donation

Our fundraising department needs to raise more than £8 million every year and we have a variety of ways in which you can get involved and raise money. To find out more call **01926 492518** or visit our website **www.mytonhospice.org**

Leave a gift to Myton in your Will

You don't have to be wealthy to make a real difference to peoples' lives. Large or small, your gift can help our patients and their families at a time when they really need the care of The Myton Hospices. Once you have protected and remembered your loved ones, please consider remembering us too and making the gift of a lifetime. Visit **www.mytonhospice.org/fundraising/legacies** for more details.

Become a Myton Volunteer

Myton is lucky to have an invaluable team of almost 1,000 volunteers who help us within the hospices and with our Fundraising. We have a huge variety of roles available from complementary therapy to helping in our shops, from driving our patients to counting money in our finance team.

For more information contact our volunteer team on **01926 838836** or visit **www.mytonhospice.org/join/volunteering**



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