



NHS Lothian
Charity



Strategic Plan

2022-2027

nhslothiancharity.org

NHS Lothian Charity is a registered Scottish charity (No. SC007342)

Introduction

We're proud to be the official charity of NHS Lothian. We aspire to be viewed as a partner and strategic asset of the board.

We deliver non-clinical services and invest in programmes and projects which promote better physical and mental health and wellbeing for the people of Edinburgh and the Lothians.

Our funded programmes Tonic Arts, Greenspace and Health, Volunteering Well and Work Well, plus capital investment in the physical and technological environment of Lothian's hospitals and healthcare facilities, support for staff wellbeing and professional development, clinical research and innovation, altogether enhance the experience and care for patients in hospitals and their communities.

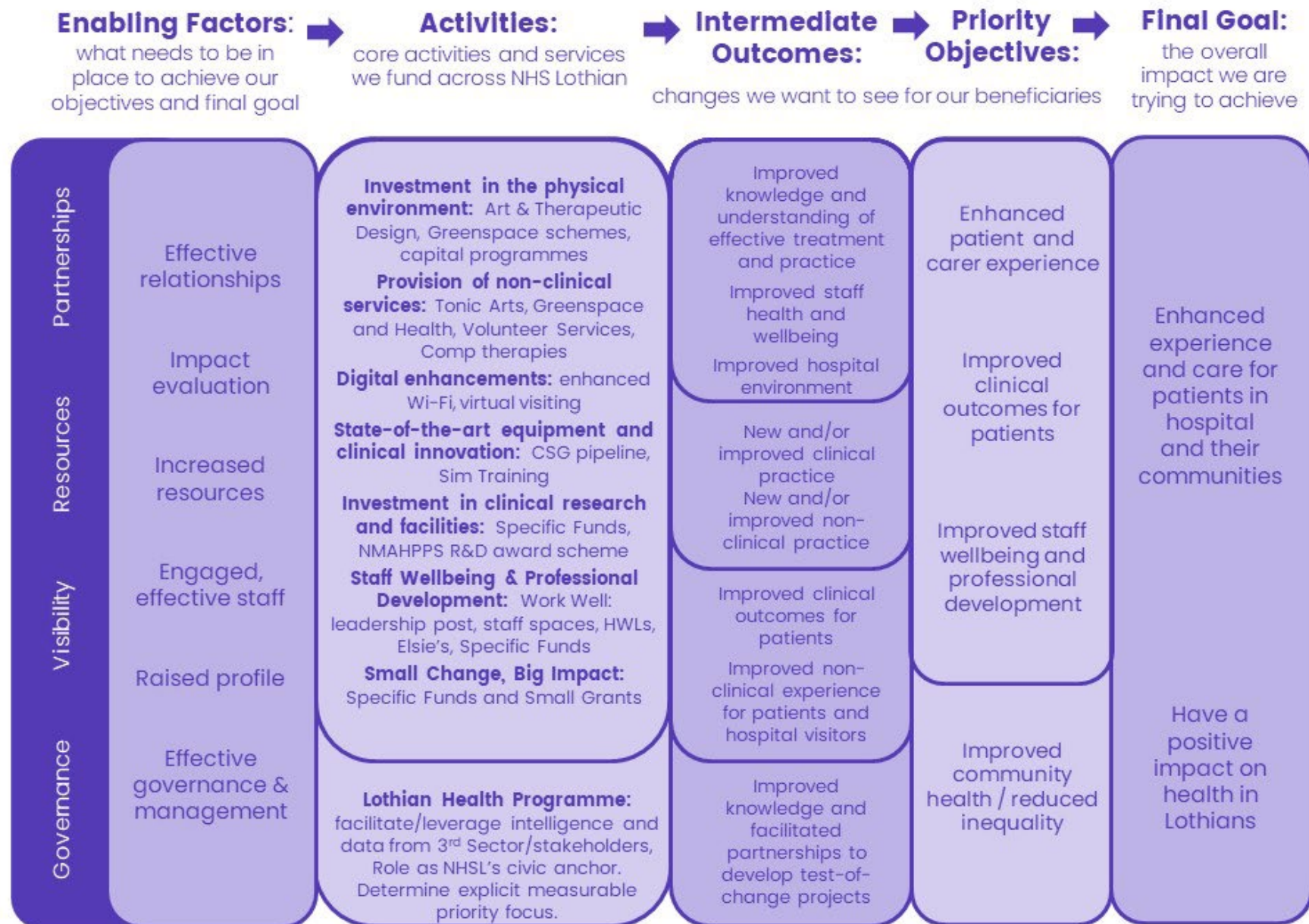
We invest an historic endowment and manage philanthropy and fundraising for NHS Lothian, which enables us to continue this important work and increase our impact.

We aspire to:

- have 'touchpoints' in every ward, department and clinic, where our non-clinical services, capital investments and grants enhance every patient and visitor experience. We are national thought leaders and influencers across our service delivery programmes.
- support exceptional healthcare in Lothian hospitals and in community settings, where strategic investment will maximise effective use of core resources and skills, and be transformative for patients.
- be a primary funder of staff wellbeing and enhanced professional development for the NHS Lothian workforce.
- create the Lothian Health Programme, which will seek to understand complex health challenges and how they are affected by other health and wellbeing factors such as social, health and digital inequity. Intelligence and data driven, it will provide a framework and baseline for future investment.

Making healthcare better, together

THEORY OF CHANGE



PRIORITY OBJECTIVES:

specific changes we want to see for our beneficiaries

Enhanced patient and carer experience

Summary Statement: enhancing the patient experience is in our DNA; historically the primary objective of all NHS charities. We support the patient throughout their entire healthcare journey: in primary care and the community setting, during a hospital stay or visit, and on their return home. Our nonclinical services include improvements to the physical environment, person-centred support and participation, and digital enhancement.

Improved clinical outcomes for patients

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Improved staff wellbeing and professional development

Summary Statement: our NHS colleagues deliver outstanding care for their patients, and we believe that their wellbeing is critical for improving the health and care of their patients, our beneficiaries. It has also been demonstrated clearly to us that donors and supporters want to say thank you to these everyday heroes. Our commitment to the workforce is to their wellbeing, training and professional development.

Improved community health and reduced health inequality

Summary Statement: our vision of making healthcare better for everyone is about supporting patients at every step in their healthcare journey and aligns with NHS Lothian's strategy of more care closer to home and healthier living. COVID shone a harsh spotlight on the health inequalities within our communities, forcing us to reconsider the way care is delivered, and prioritising community health needs and infrastructure.



ENABLING FACTORS:

what needs to be in place to achieve our objectives and final goal.

Effective relationships

We work in strategic partnership with NHS Lothian, local Health and Social Care Partnerships and other partners to make a difference to people's health and wellbeing. Our relationships are most effective when they are underpinned by a commitment to a shared goal and a clear delivery framework.

Impact evaluation

We use evidence of what works to continuously improve our service delivery and grants. Qualitative and quantitative evaluation enables us to be reflective and agile, and review and revise our activities. By investing in evaluation systems, and by demonstrating our impact we motivate staff, raise our profile and secure more support.

Increased resources

We broaden our activities and reach our goal faster by increasing the resources available to us. Our strengthened fundraising capacity and responsibly managed investment portfolio provide both income and long-term capital to benefit present and future generations.

Engaged, effective staff

We are invested in our staff, and they in each other; we celebrate our successes. Our culture reflects our core values and behaviours, supports wellbeing, learning and personal and career development.

Raised profile

We are the recognised partner to NHS Lothian, and its entire workforce are our champions and advocates. Awareness of our work and our impact both internally and externally across multiple channels drives up support and income.

Effective governance & management

We are sector leaders in good governance and endowment management; we share with and learn from our stakeholders and peers to inform our work. Value-adding systems ensure a firm basis for future quality improvement.



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