



Growth Strategy 2024 - 2029



Hope for Tomorrow is dedicated to creating new spaces for cancer services to be delivered faster, to more patients, in more convenient locations.



Our strategy

In this document, we share our five-year strategy. It's an explanation of our priorities, goals and the actions we will take to continuously improve the cancer pathway for more patients in the heart of their communities.



* For this document "The cancer pathway" includes the screening, diagnostics, treatment, complementary therapies, and aftercare of a patient.

Welcome

I am delighted to be sharing with you our new five-year strategy. Over the past five years we have made so much progress. This has been achieved despite the extreme challenges of COVID, during which we supported the NHS through one of its most difficult times. We have delivered mobile units in new areas, developed our Generation 3 model pilot project and have established a new partnership which is moving us into the area of cancer screening. We have re-branded, moved offices, and invested in technology to make us as efficient as possible. All of this allows us to have an impact on patient care that far exceeds our size as a charity.

Myself, my fellow trustees, and the team at Hope for Tomorrow work tirelessly to ensure that more people can receive the best and most convenient cancer care, giving them time to spend with their loved ones, or just getting on with life. This saves them money by avoiding long journeys and expensive travel and just makes their cancer pathways more bearable. It also contributes to a reduction in the environmental impact associated with extensive travel for cancer treatment.

This new strategy sets out our vision for the future. It is ambitious and we know it may be challenging for our charity in a difficult financial climate. However, we recognise that with the great partnerships and support we have now and those that we will forge in the future, we can make this happen. By doing so we will continue to alleviate some of the pressures patients face in a simple and practical way.

Thank you for reading this document and for all the support you have given us in the past, currently and in the future.



Best wishes,

Sean

Dr Sean Elyan, Chair

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Our values



Compassion
We understand the breadth and depth of challenges experienced by cancer patients and their families. They are at the heart of everything that we do.



Action
Our actions reflect our passion. We feel a strong drive to assist cancer patients, by providing a convenient and stress-free environment to receive treatment during their cancer journey.



Respect
We appreciate and value all our contributors and their diversity in whatever role they carry out. We do what we do for the patients but would not be able to do it without our staff, volunteers, and our NHS partners.



Evolution
We will continually look at ways to evolve beyond today's cancer care delivery model. Tomorrow's opportunities offer hope.

Our clear aim

Everything that Hope for Tomorrow achieves is through collaboration.

A team of colleagues, trustees, ambassadors and volunteers working directly for our charity, bringing their individual skills, experience and energy.

Exceptional delivery partners, NHS trusts and their teams, delivering patient services with expertise and compassion.

Supporters selflessly giving their time and talents, maximising the extraordinary generosity of friends, families, colleagues, and you.

We're a diverse group, united by a common purpose.

Our Aim

Our aim as a leadership team is to realise the purpose, vision and mission set out in this strategy.

Our Purpose

The belief that drives us:
Helping every community to have equal access to cancer services.

Our Vision

The reality we have set out to achieve:

Continuously improving the cancer pathway for more patients in more convenient locations.

Our Mission

What we're doing to achieve the vision:

Creating new spaces for increasing the delivery of patient-centric NHS cancer services within communities.





Five pillars underpin our work



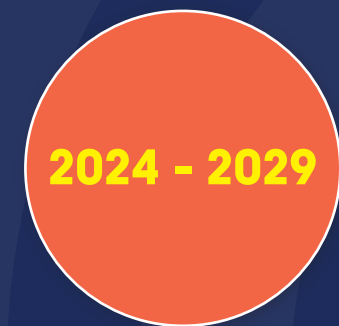
Our journey of continuous improvement



Reflecting on the progress we've already made in helping to improve the cancer pathway gives us the confidence and drive to focus on the next five years. We will continue to look for new and innovative ways we can help more cancer patients in more convenient locations in the heart of their communities. We cannot and must not stand still.

Having launched the world's first mobile cancer care unit in Cheltenham, Gloucestershire in 2007, our fleet now consists of 12 units, which help to deliver a wide variety of treatments and supportive services in partnership with NHS trusts. The addition of our Generation 3 unit in 2021, named Christine after our founder, represented a significant expansion to the way in which cancer care is delivered. Two consultation rooms expand from the unit's side and can connect to the main hospital via video conferencing if required.

Working with like-minded partners, the next five years will see a move towards working on prevention, screening, and aftercare in a mobile setting to make cancer services more accessible and convenient for everyone. We want to make more of a difference in the whole cancer pathway.



01

Making the cancer patient pathway more accessible

02

Grow our offering to help more patients

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Increase awareness of our services and the work we do

04

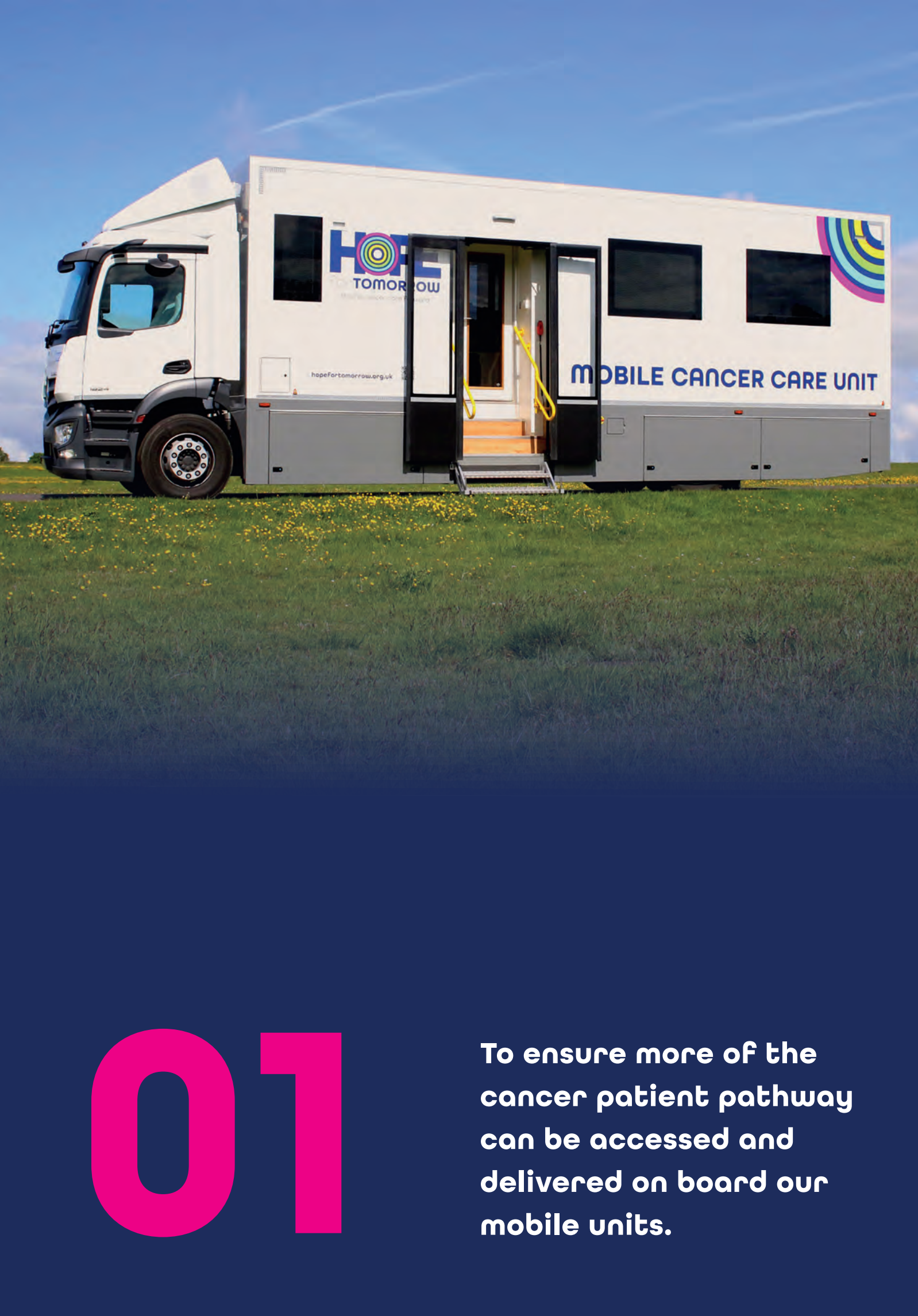
To be responsible and sustainable

05

To be as efficient as possible

The next five years

Delivering five key objectives



01

To ensure more of the cancer patient pathway can be accessed and delivered on board our mobile units.

Why?

Through continued development and in partnership with like-minded organisations, we can develop new services which will help with the prevention, screening, treatment and aftercare of cancer patients.

What we will do

- Offer facilities for screening and prevention services in a mobile setting.
- Look for new ways to bring cancer services closer to patients in their communities.
- Investigate how we can offer more supportive, pre and post cancer clinics on board our units.
- Consult with patients and health professionals to ensure we deliver the services they need and where they need them most.

How we will do this

- Continue to learn from our current and new NHS partners and health professionals and use this to improve our current fleet of mobile cancer care units.
- Survey more patients who are treated on board our units and use this feedback to improve and change our services or facilities where necessary.
- Work with coach builders to develop new and innovative designs and solutions.





02

To grow our offering to ensure that cancer services are available to more people.

Why?

Our units save people living with cancer time and money, reduce waiting times and stress. We know that patients prefer to receive their cancer treatment in their communities and in more convenient locations. By expanding our offering, we can not only make cancer services more accessible, but provide additional capacity to hospitals which means that those who need to be in hospital, can be.

What we will do

- Maximise the delivery of services to ensure as many people benefit as possible.
- Expand our fleet where possible and in a sustainable manner.
- Continue to focus on maximising the use of the existing fleet of units.
- Aim to expand our services in both rural and urban communities across the UK.

How we will do this

- Look within both our existing network and elsewhere for partners to build solutions to help make services more accessible for all communities.
- Align with government strategies for NHS cancer services to make our offer easier for new commissioners to find us.
- Take our units into new communities to help break down the barriers in health inequality, building trust with hard-to-reach people.
- Work to ensure we can provide services that keep pace with the innovations in cancer treatments.
- Through collaborations, maximise the opportunities to work with others to support future sustainable growth.
- Keep up to date with innovations in cancer care and consider if they could be carried out in a mobile setting, working with partners where possible.





03

Increase awareness of our services and the work we do and become the provider of choice for mobile cancer care solutions.

Why?

This will help us to find new partners to work with who share our vision of providing cancer services in the communities that need it. As awareness grows, we will also need to increase our supporter base. We can do this by demonstrating the impact our mobile units have on people's lives.

What we will do

- Aim to be the provider of choice when health professionals are looking for a mobile cancer care solution.
- Extend our reach via traditional and social media.
- Increased recognition from policy makers and health professionals for the work that we do.
- Assist others who want to use our expertise in areas where we do not or cannot operate.

How we will do this

- Establish partnerships with medical professionals, pharmaceutical companies, and the voluntary sector to learn and benefit from their resources, expertise, and support.
- Using our clear and compelling mission to help demonstrate the impact our charity currently has and could have.
- Continue to grow our NHS Trust relationships to raise our profile nationally and attract new partnerships.
- Invest in our online and social media presence to engage with our audiences through creative content, targeted campaigns, and peer to peer fundraising.
- Engage with policy makers to influence health policies that will benefit cancer patients.
- Use our current and new networks and partners to advocate for providing convenient cancer care both locally and nationally.
- Assist our ambassadors (including our partners, patients, and supporters) to spread the word about the work we do to help us reach a larger audience.

Why?

We act in accordance with all relevant legislation and best practice whilst working towards minimising the negative impact we may have on the environment.

What we will do

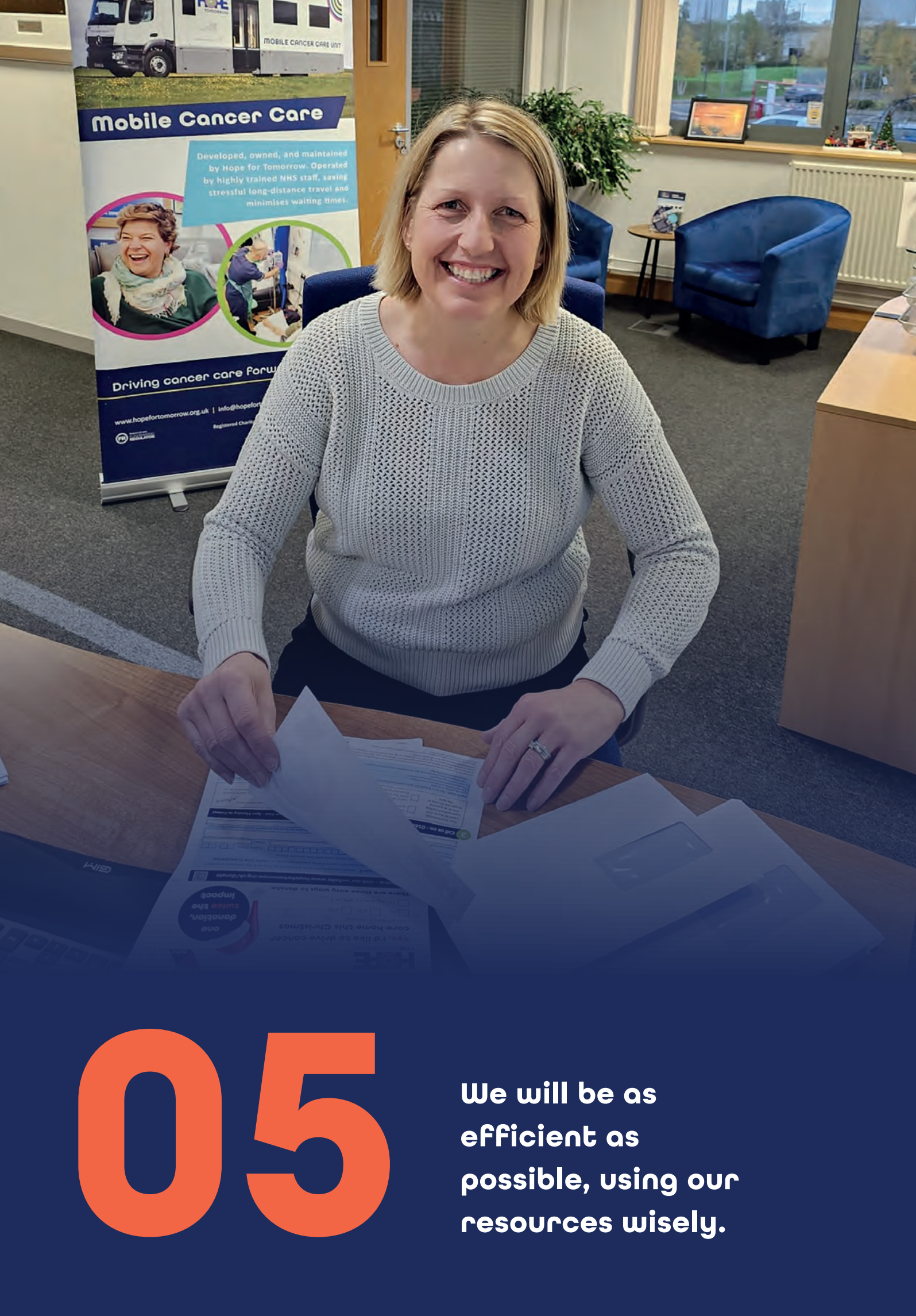
- We will follow all legislation and guidance within the sector.
- We will ensure our charity is sustainable financially.
- Ensure that we dispose of our decommissioned units in a responsible way.
- Purchase the most sustainable vehicles that we can afford for our fleet.
- Help to reduce carbon emissions by bringing cancer care closer to patients, reducing the need for individual travel.
- Use data to understand the environmental impact of our services and seek advice for implementing measurements and setting goals.
- Maintain a high level of transparency in our operations.

How we will do this

- We have signed up and continue to work on the national campaign for preventing fraud initiative.
- We will have robust income generation plans that support our current activities and any areas of growth that we wish to pursue.
- We will maximise fundraising efforts into the most beneficial areas to enable growth.
- We will explore untapped fundraising activities to support our growth as a charity.
- We are committed to working within the guidance of the Fundraising Regulator
- We continuously review and improve our internal processes to meet best practice.
- Ensure any decommissioned units, are reused and/or recycled to minimise waste.
- Use patient feedback to document the mileage that they save, which we will share with NHS Trusts.
- Ensure our administration suppliers and processes are reviewed to see if they can be more energy efficient and minimising our environmental impact.
- Review our new vehicle purchases to ensure they are as environmentally friendly as possible, for the funding that we have available.
- Share our annual reports, accounts and impact assessments with our donors and stakeholders, to ensure they understand the difference their contributions make.

04

**To be as responsible
and sustainable
as possible.**



05

We will be as efficient as possible, using our resources wisely.

Why?

We do not receive statutory funding and currently all our income is generated from fundraising. This means we have a responsibility to ensure that every pound goes as far as possible and that we maximise the outcomes from each donation.

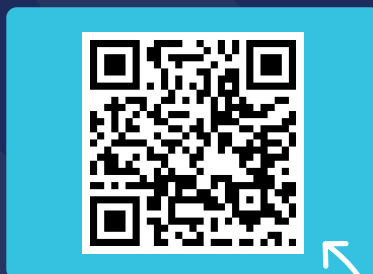
What we will do

- Use data to understand the impact of our services and identify areas of growth so we can make the biggest difference to the greatest number of people whilst tackling health inequalities.
- Invest in training and building capacity in our team.
- Use volunteers where possible to assist with the increased workload that comes with growth.

How we will do this

- We continuously review and improve our internal processes to remove waste and ensure staffing resources are used effectively.
- We will update our people plan to ensure we are resourced effectively, having the best people in the right roles at the correct time.
- Work in line with the recommendations of the Fundraising Regulator to ensure that we meet the highest standards of fundraising.
- Work with our auditors to ensure that our governance and structures are compliant and fit for purpose.
- Ensure our actions and processes are overseen so that expenditure is used efficiently.
- Work in line with the recommendations of the Fundraising Regulator to ensure that we meet the highest standards of fundraising.





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