



2030 VISION

Local Hospice Lottery Strategy 2025 - 2030

Contents

Purpose and values	3
Introduction	4
Our stakeholder strategy	5
Strategic stakeholders	
Our hospices	5
Our players	6
Our people	7
Our impact and financial strategy	8
Measuring our progress and impact	9



LOCAL HOSPICE LOTTERY

Our purpose and values

Purpose

Local Hospice Lottery exists to be the leading lottery for hospices, providing additional funding and opportunities for growth by inspiring people to support their local hospice in a fair, open and affordable way.



Values



Supportive

Supporting the work of hospices with regular funding and expertise through a dedicated team that encourages loyalty and understanding and displays these attributes in our working relationships.



Fair

Being honest and open with our players, people and hospice partners, promoting a culture of trust and confidence in our abilities and decision making.



Professional

Developing expertise to improve our skills and work processes, encouraging efficiency and effectiveness to enhance our impact.



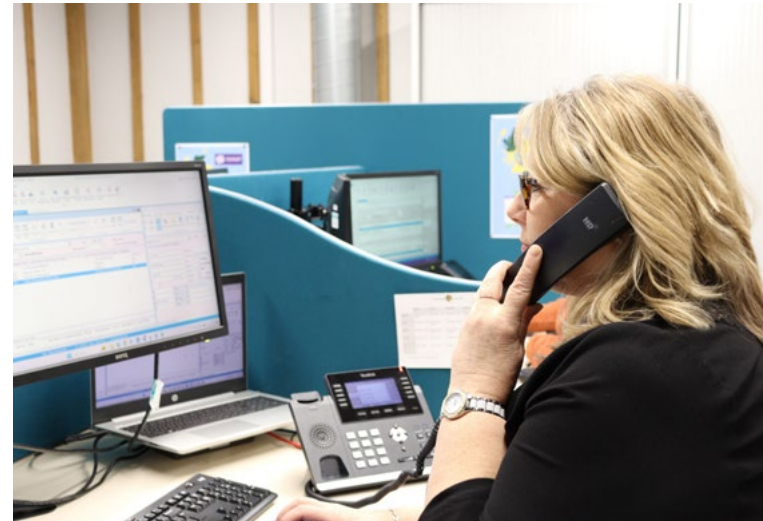
Ambitious

Motivating people by the impact of our work and aspirations, striving to do and raise more, encouraging increased commitment to hospice care across Great Britain.

Introduction

2030 Vision is Local Hospice Lottery's new stakeholder focused strategy to maximise our impact by collaborating with our hospice shareholder and partners, our players and our people.

Local Hospice Lottery is now established as the most successful hospice lottery, and one of the largest charity lotteries, in the country. In the next five years alone, our new strategy will aim to double the amount of funding we provide, with our 2030 Vision to impact positively on the lives of tens of thousands of patients and their families each year through the increasing numbers of people committed to supporting their hospice and community through the Local Hospice Lottery.



Our stakeholder strategy – Hospices

Local Hospice Lottery will work with our stakeholders to create the largest possible source of income for End of Life Care at a critical point in the history of hospices and lead the way in charitable collaborations for the benefit of patients and their families.

OUR AIMS

- 1 To provide our owner and partnering hospices with a crucial source of regular, sustainable income by developing mature local memberships, managing risks and adding value with our expertise and collaborative ways of working.

We will do this by:

- Enhancing our capacity and profitability
- Developing our face-to-face fundraising
- Working collaboratively

- 2 To deliver a continuous culture of efficiency improvements and economies of scale utilising information technology to maximise resources for hospice care.

We will do this by:

- Maximising business improvement techniques
- Utilising technology
- Minimising environmental impact

- 3 To provide the lottery of choice for hospice care, engaging with and enhancing the experience of new and existing hospice partners

We will do this by:

- Increasing awareness
- Delivering choice
- Developing partnerships



Our stakeholder strategy – Players

OUR AIMS

- 4 To provide our players with a lottery product and experiences that inspire their participation and long-term lottery membership in support of hospice care.

We will do this by:

- Enriching our players' experience
- Developing long-term relationships
- Enhancing our lottery product

- 5 To maximise opportunities to engage with potential players through innovative campaigns across a wide range of channels.

We will do this by:

- Expanding our marketing channels
- Enhancing our innovation
- Maximising our brand impact



Our stakeholder strategy – Our People

OUR AIMS

- 6 To develop Local Hospice Lottery as a Great Place to Work and an employer of choice.

We will do this by:

- Attracting and retaining expertise
- Enhancing diversity
- Promoting Wellbeing

- 7 To develop Local Hospice Lottery's culture in line with our values and ensure staff have a voice, opportunity and influence.

We will do this by:

- Building our culture
- Developing one team
- Enhancing opportunities



Our impact and financial strategy

Our key impact will be through the funding we provide to hospices from players. During our first 29 years we will have contributed in excess of £70 million.

Over the next five years alone we aim to double this amount and raise a further £70 million for hospice care.

In order to do this, we will provide an affordable, easy way for people to play and will work with our hospice partners to inspire our players' continued commitment, demonstrating the impact their support has locally.



Measuring our progress and impact

We will develop the relevant aims, objectives and tactics for each of our strategic stakeholders - providing clear, annual, measurable operational plans that will be overseen by our Board and Leadership Team. We will develop and utilise a range of KPI's to measure success for our stakeholders and report to them as follows:

For our hospice shareholder we will measure and report on:

- Developments in efficiency, profitability and new technology
- Achievement against financial budgets and membership targets
- Achievements against profitability ratios

For our hospice partners we will measure and report on:

- Achievement against financial budgets and membership targets
- Retention of existing players
- Cost and effectiveness of new player recruitment

For our players we will measure and report on:

- How much of each £1 is used to support hospice care
- The impact of Local Hospice Lottery on their local hospice

For our people we will utilise a range of feedback tools to support them in their individual roles delivering against the plan, including:

- Regular one to ones, team meetings and annual appraisals
- External staff survey benchmarking with Great Workplaces
- Staff Development Plans Feedback and suggestion outlets
- Communication forums and publication of KPIs

For the public:

We will maintain an up to date website and social media presence and publish annual reports and accounts. We will answer queries professionally and fairly and provide information that inspires more people to support local hospice care.



THANK YOU

Local Hospice Lottery acknowledges the contribution of all stakeholders in developing 2030 Vision, and would like to thank everyone who has been involved. Through workshops with partner hospices, a major player survey, and away days held with staff members and the board, all stakeholders will help ensure the priorities and plans for Local Hospice Lottery best reflect the needs of patients and families in need of hospice care.

Our professional registrations, memberships and certification:





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