



The Newcastle upon Tyne Hospitals
NHS Foundation Trust

Newcastle Hospitals Charity Strategy

2021 – 2026

Helping Our Hospitals Go Further





Introduction from the Chair of Newcastle Hospitals Charity

The people and patients of Newcastle upon Tyne NHS Foundation Trust (Newcastle Hospitals) are at the heart of all we do, and they are what make Newcastle Hospitals an incredibly special place. Every day, our people are prepared to go further to provide world class care and treatment with the utmost care and compassion for their patients and their families. Newcastle Hospitals Charity aims to recognise this dedication and to support our people to flourish and develop.

Our Strategy to 2026 is ambitious. Informed by patients, families, staff, partners and supporters, we have developed areas of specific focus for our Charity for the next 5 years. Work on this strategy began as the first coronavirus patient in the UK was admitted to Newcastle Hospitals. The pandemic showed further the sheer commitment to care for coronavirus patients while also keeping other essential

services running. The pandemic further highlighted elements of vital importance that are central to this strategy: staff wellbeing; the patient experience; community engagement; partnerships and collaboration, and the need to tackle the health issues and inequalities of our region.

Our mission is clear – we will work closely with Newcastle Hospitals to improve the health and wellbeing of the patients, people and wider communities we serve, providing compassionate and innovative healthcare, education and research, locally and nationally.

We are incredibly grateful for every single supporter of our Charity and we are committed to ensuring that we make best use of these resources to help our hospitals to go further for our patients, for our staff and for our region.

Jill Baker, Chair of Newcastle Hospitals Charity Committee





Our mission

Newcastle Hospitals Charity is an enabler to improving the health and wellbeing of the patients, people and wider communities of Newcastle Hospitals, providing support for compassionate and innovative healthcare, education and research; locally and nationally.

We are, "Helping Our Hospitals Go Further"

Our Guiding Principles

Our guiding principles underpin our Charity and embody the values and behaviours of our governing committee, our colleagues and our volunteers.



We are caring



We are honest and open



We are respectful



We make best use of our resources



We are committed to high standards





Mission

To be an enabler to improving the health and wellbeing of the patients, people and wider communities of Newcastle Hospitals, providing support for compassionate and innovative healthcare; education, research; locally and nationally.
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Goals

Improve the patient and visitor experience, enhancing care for patients and the wider community

Improve staff health, wellbeing and development

Tackle health inequalities and key health issues for our region and nationally

Strategic Aims

Aim 1: Enhance the patient experience and environment



Aim 2: Support the health, wellbeing and professional development of the staff of Newcastle Hospitals



Aim 3: Fund major developments and health related clinical research and innovation



Aim 4: Develop place-based partnerships to tackle health inequalities and to create healthier communities



Aim 5: Be a trusted charity partner with connected and engaged supporters and volunteers



Link to Strategic Framework of the Trust

Patients – putting patients at the heart of everything we do. Providing care of the highest standard focusing on quality and safety

People – ensuring that each member of staff is able to liberate their potential

Pioneers – ensuring that we are at the forefront of health innovation and research

Partnerships – we will be an effective partner, developing and delivering integrated care and playing our part in local, national and international programmes

Performance – being outstanding, now and in the future

Impact

- Improvements to the patient environment
- Excellent patient experience and engagement
- Creative patient and community engagement opportunities

- Improved health, wellbeing and morale of staff
- Opportunities for Trust staff
- Delivery of sustainable healthcare initiatives
- Expanded clinical knowledge/practice, better patient outcomes

- Catalyst funding for Trust's strategic priorities
- Ability leverage available funding for strategic priorities

- Collaborative approach to addressing health inequalities and preventions/interventions
- Proactive in influencing policy for addressing health inequalities

- Efficient and effective charity governance and operations
- Charity a household name in the region
- Significant increase in fundraising income, from diverse range of sources
- An outstanding charity team
- Loyal and informed supporter base

Strategic Priorities

- Deliver an effective, accessible grants programme to support Trust improvements to services and the patient environment
- Establish a grant programme dedicated to supporting patients and families experiencing severe financial difficulty during their treatment
- Establish Arts engagement programme for staff and local community

- Generate financial support for the Trust's flagship wellbeing and recognition programmes
- Generate financial support for staff initiatives within 'Sustainable Healthcare in Newcastle' (SHINE)
- Fund a research fellowship programme for staff, supporting career progression while supporting the Trust to be at the forefront of health innovation and research

- Fund and fundraise for major projects within the Trust, and where the Trust is a key partner
- Provide financial support for cutting edge clinical research and innovation, particularly when there is no other source widely available

- Build and strengthen partnerships with key health and VCSE organisations to deliver greater impact
- Establish Newcastle Hospitals Charity as a regional partner for collaborative prevention initiatives
- Support micro-communities through Collaborative Newcastle to improve health and wellbeing and reduce inequalities
- Work with the NHS Charities Together network to influence national NHS charity funding priorities

- Ensure excellent governance and ethical standards of charity practice
- Develop and resource professional, ethical fundraising programmes to deliver our ambition
- Develop brand to ensure that our ability to deliver impact is understood
- Focus fundraising on initial key themes:
 - Green & Healthy Hospitals
 - Research and innovation
 - Child Health
 - Cancer

Priority Actions

Increased visibility, profile and understanding of Charity within the hospitals and wider community

One Charity team supported to succeed

Effective use of technology and systems across all charity operations

Well managed income generation and resources to deliver our goal

Strategic grant-making, evaluation and impact



Goals

Working in close partnership with the Trust the goals of our Charity are to:

1. Improve the patient and visitor experience, enhancing patient centred care
2. Improve staff health, wellbeing and development
3. Tackle health inequalities and key health issues for our region and nationally

In delivering on these goals we aim to

- provide more opportunities to improve the patient and visitor experience across the Trust, providing the highest quality of care
- increase support for staff development opportunities that support wellbeing as well as clinical excellence
- support research and innovation that ensures we can lead the way in delivering world class health care and treatment
- actively seek and strengthen partnerships at a regional and national level to tackle health inequalities and to create healthier communities
- increase engagement with people across the Trust and become more visible as the charity for the Trust

We will ensure good governance and take a thematic approach to maximising our fundraising income, and will focus our grant-making on where we can make the greatest impact

Key Actions 2021/22

We will achieve our aims through a professional team and through innovative fundraising and grants programmes, supported by the enablers of:

Aims



1. Increased visibility, profile and understanding of our Charity within the Trust and the wider community

2. One integrated Charity team, supported to succeed



3. Effective use of technology and systems across all Charity operations

4. Well managed income generation and resources



5. Strategic grant-making, evaluation and impact



The implementation of our strategy will be guided by our Charity Committee and we will monitor and evaluate our progress on an annual basis, reporting on priorities through our Annual Report and Accounts.





NHS

The Newcastle upon Tyne Hospitals
NHS Foundation Trust

Contact

Newcastle Hospitals Charity
Peacock Hall
Royal Victoria Infirmary
Newcastle upon Tyne
NE1 4LP

E: nuth.charity@nhs.net

T: 0191 213 7235



charity.newcastle-hospitals.nhs.uk/



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Healthcare at its best
with people at our heart