

shops. This will generate new volunteer opportunities in order to support this initiative.

We intend to further develop this initial project to resorting books in Sept 2013. This journey will continue to grow and adapt and creates a clear strong platform for further revenue developments, working on the concept of generating more income from our existing donations whilst reducing waste.

\*Rags = donated clothes considered unsaleable

#### P77 WILLEN HOSPICE WINTER CAMPAIGN - 'A WONDERFUL GIFT'

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**Background** Requirement identified to raise our profile in the local community, with new and existing supporter's over the Winter (Christmas) period.

Holistic campaign designed to drive community responsibility, ownership and involvement.

#### Aims and objectives

- Provide opportunity for supporters to engage– giving evidence of the value the Hospice provides to local community.
- Re-engage with target audiences, driving them to take action.
- Supporters feel that 'care' applies to supporters as well as patients.
- Volunteers to feel integral and inspired.
- Employees unite.
- Generate income through retail streams, event attendance and donations.

**Approach used** Engaging with Trustees, team members and creative resource a Campaign Brief was created, capturing key stakeholders, aims, and objectives. Communication vehicles and tactical elements were designed, timelines agreed and learning's taken from our sector peers and retail competitors.

The 'A Wonderful Gift' proposition helps to demonstrate:

- The specialist care provided by the Hospice is a gift to patients and families.
- The cost of giving care is full of surprising facts, just like Christmas is full of surprises.
- The gift (of support) makes wonderful things happen, gifts that mean something beyond the wrapping paper.

From here, tactical elements were designed:

- An iconic branded blue gift box
- Creative designs for Retail outlets
- Cable Display Posters
- Leaflets
- Winter Draw Tickets
- Twelve weeks of Christmas e-shots focusing on selected activity, i.e. e-shop gifts, Christmas cards, Memorial event, Lottery tickets, donating unwanted gifts, purchasing retail gifts, hosting fundraising events

#### Outcomes

- Increased sales on Christmas Cards, e-shop gifts
- Positive feedback on visual branding
- Drove footfall into Shops/high street interest
- Social Media posts - significant increase in 'chatter'
- Successful e-shots for Cards and Gifts - 31% unique opens and 5.17% click thru rate

#### P78 CLINICAL LEADERS FORUM - "THIS IS PLACE WHERE I ALWAYS FEEL HEARD, I LOVE THE ENERGY OF OUR MEETINGS"

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**Background** The forum reflects an aspiration to bring the patients' voice into strategic developments through greater engagement of front-line clinical staff with senior decision makers in an innovative and interactive way.

#### Aims

- Create an open, participative culture that seeks to improve strategic decision making by integrating professional clinical practice into strategy.
- Demystify and model senior level/ strategic decision making
- Capitalise on the benefits of integrating disciplines, working across departments and breaking down hierarchy.

**Approach** Facilitated monthly gatherings; involving CEO, Directors, Doctors, Nurses and AHP's, were set up in 2009. Facilitation used to ensure: ample time for differing views to be heard; an open environment to discuss both challenging and/or controversial issues; and time to thoroughly explore topics. A stable membership has created a trusting environment where other colleagues including volunteers have been invited if the topic requires wider participation.

A forum, not a meeting, promotes information exchange and enables some distillation of thinking whilst encouraging strategic leaders to consider and remain grounded in clinical practice and encouraging clinical managers to think strategically.

The forum was reviewed in 2011 and again in 2013 resulting in new and increased membership and some changes to the running of the forums.

#### Outcomes

- Catalyst for change
- An integrated and transparent business planning and strategic decision making process
- Closer collaboration between Trustees and Clinical leaders.

**Application** This forum enables the hospice to achieve the top four key operating principles contained within the Commission's "Preparing for the future: Key operating principles": We have developed our strategic leadership, and improved the capabilities of the workforce, while using our discussions at the forum to inform rigorous strategic analysis. Finally, our innovative and inclusive approach has enabled us to think beyond what we currently do and positively influence our culture.

#### P79 USING SBAR TO ENHANCE THE MULTI-DISCIPLINARY TEAM MEETING (MDTM)

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SBAR is a quality and service improvement tool developed by the NHS Institution for Service Innovation & Improvement. It has been designed to streamline conversations between health and social care professionals, ensuring relevant, succinct information is shared.