



Our Strategy 2026 - 29

Educate | Innovate | Collaborate

Our Vision

Everyone experiences
compassionate and personalised
end of life care.

We are proud to launch The End of Life Partnership's (EOLP) new three-year strategy, shaped by our long-standing commitment to improving people's experiences of palliative and end of life care.

Since our inception, the need for our work has continued to grow, and we enter this next chapter with clarity, purpose and confidence.

Our ambition for growth reflects both the scale of today's challenges and our belief in what can be achieved through skilled, collaborative, and honest partnership.

With a unique blend of strategic leadership, clinical expertise, training excellence, and system-wide insight, we are ready to support more organisations and teams than ever before.

Our team brings together nurses, allied health professionals, medics, dementia specialists, public health and community outreach, expert educators and data analysts. We offer an independent and objective voice, able to cut through complexity and quickly focus on what truly matters to those at the centre of care.

National in reach and agile in approach, we draw on our deep system intelligence, professional experience and strong data capability to generate meaningful insights and deliver real impact.

We are excited about the journey ahead and confident about the positive change we can create together. This strategy sets out how we will continue to lead with compassion, act with integrity, and work alongside partners to shape a better future for palliative and end of life care for all.



Lynn

Lynn McGill
Chair of Trustees



Annamarie

Annamarie Ratcliffe,
Interim CEO

Our Values



Who We Are

Empowering more people to care with confidence and compassion at the end of life.

EOLP is a charity, committed to improving palliative and end of life care for everyone. Our approach is to make sure that people who are planning and providing care have access to high quality information, data and education to help them make good decisions.

The NHS Connection

The NHS plays a huge role in providing end of life care for people. Our strategic work aligns with the NHS 10-year Health Plan and its priorities, including the forthcoming Modern Service Framework for Palliative and End of Life Care, and our training aligns with the national Career Pathway and Education Framework for the Palliative Care workforce.

Wider Partnerships

We recognise, however, that people's experiences at end of life encompass more than just NHS care.

Our partners include care homes, hospices, housing providers and the voluntary sector. These organisations play a vital role in enabling people to plan and realise their wishes when they are dying, and supporting their loved ones after their death.

Arguably, our most important partners are the people and communities who share their lived experience of end of life care and help shape our work and keep our services grounded in reality.

The Case for Change

600,000 people die each year in the UK

The number of people who will need end of life care is growing, as our population gets older.

More of us will die with dementia, and more of us will die with multiple health conditions which may make our care more complex to manage.

Current trends suggest that more people will die in care homes than in their own homes in the future.

Achieving a good death needs all the organisations involved to work together to support the dying person.

At EOLP, we educate, innovate and collaborate to make this happen.



1 in 10 deaths due to dementia
(Alzheimer's Society)



1 in 4 adults are living with multi-morbidity.
(Health Trends 2025, GOV.UK)



20% of deaths are in care homes
(England 2022 ONS)



28% of people say their loved one didn't have a good death
(Dignity Funerals 2025)

Getting Ready

In response to the growing need for palliative and end of life care, we will continue to support our partners to plan and deliver high-quality, sustainable care that meets the needs of patients and their families, without compromising environmental, social or financial resources for future generations.

- ▶ Our training is dynamic, accessible and grounded in real practice. People who learn with us leave feeling confident and better prepared, with a strong focus on communication skills across all roles.
- ▶ We encourage open and honest conversations about death and dying so that wishes are understood, plans are shared and people experience better end of life care.
- ▶ We remain informed and stay ahead of policy and guidance to anticipate workforce and system needs. By providing relevant data, insight and analysis we support effective planning decisions and improved outcomes.
- ▶ We embrace new technologies, whilst never losing sight of the fact that dying is a deeply human and personal experience, unique to every individual.

Our Four Strategic Goals

Resilient &
confident
workforce

Informed &
empowered
public

Engaged &
collaborative
partners

Improved **care**
through
technology

Resilient and Confident Workforce



We recognise that the workforce is changing. Our training will continue to equip the workforce with the knowledge, skills and understanding to meet the increasing needs of our population, including more people living with dementia, as well as other complex health conditions.

Our education is current, innovative, and rooted in real life practice to enable learners to build confidence and resilience.

We are responsive to our partners' needs through bespoke and co-designed training models.

Educate



Develop confident practice and leadership through the right blend of practical, emotional and ethical skills

Innovate



Grow diverse and immersive learning, with a strong focus on communication skills

Collaborate



Co-design and co-deliver training with partners, sharing capability and expertise to provide learners with the best experience

Informed and Empowered Public



Access to clear, reliable information helps people feel more in control and better prepared at the end of life.

EOLP provides trusted information about what to expect, choices, options and how to share wishes with those who matter most.

Working with the public, carers, communities and the voluntary sector, we support open conversations about ageing, death and dying, helping people feel informed, supported and less alone.



Educate

Expand the range of opportunities for the public to have conversations about ageing, death and dying



Innovate

Use lived experiences and the power of storytelling to bring learning to life and improve care



Collaborate

Offer more opportunities for members of the public to co-produce EOLP resources and training.

Engaged and Collaborative Partners



EOLP brings organisations together to achieve shared goals.

We provide trusted leadership and an independent clinical perspective with technical expertise and a deep understanding of our partners' challenges and priorities.

EOLP supports and facilitates meaningful partnerships and collaborations that lead to greater consistency and lasting quality improvements in end of life care.



Educate

Provide strategic intelligence that enables change and addresses health inequalities



Innovate

Develop a system wide hub for data, research, lived experience and best practice



Collaborate

Build strong alliances with diverse partner organisations to expand knowledge and reach more people

Improved **Care** through **Technology**



Technology continues to enhance all areas of our work, including the expansion of remote and hybrid learning to reach new audiences.

We use AI responsibly to streamline our data analysis and interpretation.

EOLP works with partners who are using technology to empower and inform patients.

We help design and deliver hybrid models of end of life support that combine technology with human care.

Educate



Use technology to deliver immersive and impactful training

Innovate



Generate meaningful and engaging insights that support system leaders to make informed decisions that lead to better outcomes

Collaborate



Promote the use of technology to improve co-ordination, consistency and continuity of care

Working Together

Together, we can ensure everyone experiences compassionate and personalised end of life care.

Learn with us

eolp.org.uk/education-and-training 

Build the confidence and skills to deliver compassionate end of life care.

Partner with us

eolp.org.uk/contact-us 

Work with us to shape better end of life care, together.

Have conversations

eolp.co.uk/help-for-you 

Help normalise open and honest conversations about ageing, death and dying.

Join us as a trustee

eolp.org.uk/trustees 

Help guide our charity and strengthen end of life care for the future.

Support us

eolp.org.uk/donate 

Support our work to improve end of life care for everyone by making a donation.



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The End of Life Partnership

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