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Cancer Support Scotland is a charity registered
in Scotland (Number SC012867) and a company
limited by guarantee (Number 153568)

Here for your wellbeing

Our Strategic Plan 2020 – 2025

Cancer Support
Scotland is the
national charity
focussed on
improving the
wellbeing of all
those people
affected by
cancer.



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Introduction

As Scotland's cancer charity, we've been supporting the wellbeing of those affected by cancer for over 40 years.

- We deliver high quality counselling, complementary therapy, and stress management services to improve mental and physical wellbeing and enable those affected by cancer to continue to be active in their community
- We provide group settings for those affected by cancer to come together, defeat loneliness and become resilient
- We provide the platform for individuals to champion their experiences resulting in greater awareness of the cancer journey and ensuring better quality of public services
- We provide all of our services at no cost to those that use them to help reduce health inequalities
- We are proud that our services support people with cancer and their families
- We are Scotland's wellbeing champions for those affected by cancer

Here for your wellbeing: from our Chair & CEO



We are proud of our journey so far, however as Scotland's wellbeing champions for those affected by cancer we know there is much more to be done.

In the 1980s, our founder, Professor Sir Kenneth Calman was a pioneer and our first wellbeing champion. He believed we were essential to ensuring the wellbeing of those affected by cancer was fully understood by the wider medical community and could then be supported. As we launch our new strategy, we take note of our past and look forward to how we can develop further.

We are calling for a decade of action in Scotland to help reduce inequalities and the impact cancer can have on someone's mental health. We believe that everyone affected by cancer in Scotland should have access to high quality wellbeing services. As Scotland's leading charity for counselling, podiatry, stress management and complementary therapy we believe it's our duty to stand up, call for support and lead the action.

To succeed for the 260,000 people (and rising) affected by cancer in Scotland, we know we cannot do it alone and need the support of others.

Those affected by cancer need wellbeing to be a key part of the Scottish Government's Cancer Strategy. With more people living beyond cancer diagnosis and treatment, this neglected area is vital.

Those affected by cancer require workplaces to be caring and compassionate, by ensuring they provide the tools for employees to stay in work where possible and support their wellbeing and the wellbeing of their colleagues.

Those affected by cancer need wellbeing services to receive the serious investment required to ensure high quality services are available and accessible across the whole of Scotland.

We have been tested for over 40 years and Cancer Support Scotland has the experience and passion to deliver. We know this strategy is ambitious however we also know that those affected by cancer urgently need support.

Together we can make a difference. Join us on our journey to support your wellbeing.

Why we do what we do

1 in 2 people will be diagnosed with cancer¹

3% of men and 4% of women live with cancer¹

A third of those diagnosed will experience depression²

260,000 people living with cancer – set to increase to **360,000 by 2030**¹

Those in underserved communities are **32%** more likely to get a cancer diagnosis¹

Survival rates are on the **increase** for most types of cancer

Information gathering

An integral part of developing this plan was to engage with those affected by cancer, our partners and supporters to ensure we were meeting their needs as we enter this decade of action.

We sent out an online survey to current and past supporters, those who have or haven't used our service, as well as funders, people involved with our Board of Trustees, staff, volunteers, stakeholders and partners.

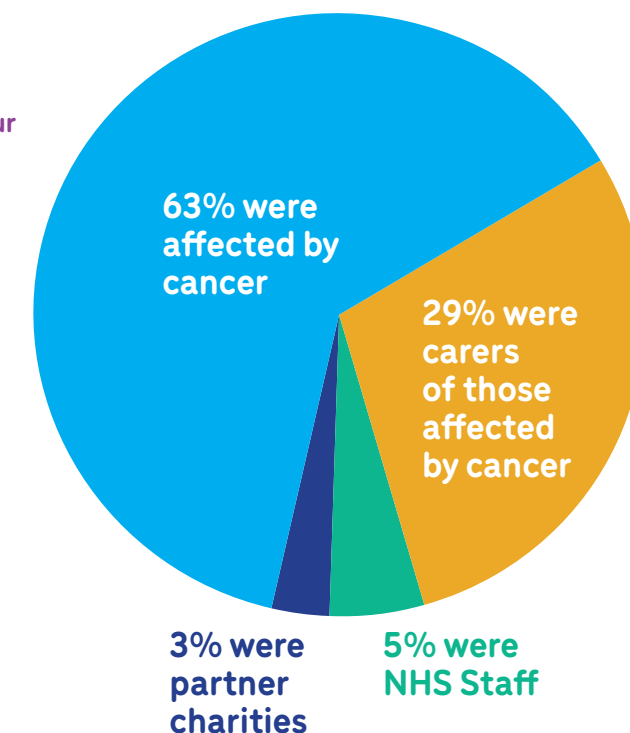
People affected by cancer said they wanted:

1. Counselling
2. Complementary therapy
3. Stress management
4. Podiatry

Our partners of CSS (Third Sector, Private, etc.) said they felt the following services were needed:

1. Counselling
2. Complementary therapy
3. Stress management

Who responded:



People affected by cancer said they wanted services to be delivered:

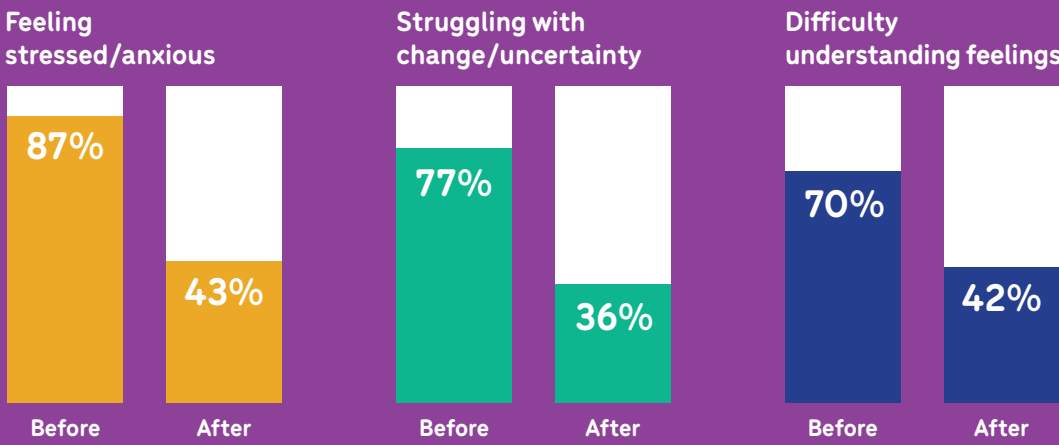
1. Monday-Friday (AM, PM and early evening)
2. Saturdays
3. From the comfort of their own home

NHS Health professionals said they felt the following services were needed:

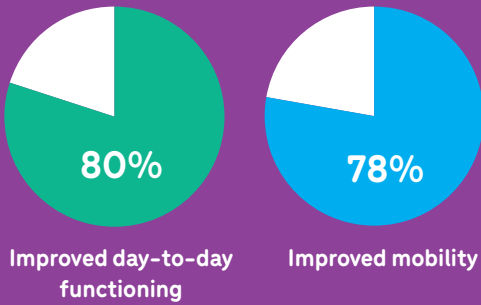
1. Counselling
2. Benefits advice
3. Stress management
4. Podiatry

Our current impact

Counselling



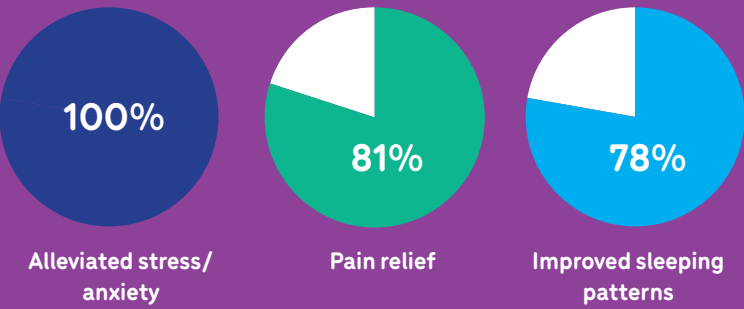
Podiatry



Stress management



Complementary therapy



The future

2020-2025: What we will do

We have identified four key themes that will underpin all that we do over the next 5 years.

Theme 1	Improve the wellbeing, mental & physical, of those affected by cancer	Pg 09
Theme 2	Promote the experiences of all those affected by cancer to increase awareness and support	Pg 10
Theme 3	Support our people to be the best they can be	Pg 11
Theme 4	Deliver long term financial and operational sustainability	Pg 12



Theme 1

Improve the wellbeing, mental & physical, of those affected by cancer

Growth in our high quality counselling, complementary therapy, group work and podiatry services to support wellbeing and enable those affected by cancer to continue to be active in their community. This will result in a more resilient population not suffering from loneliness.



Goals

By 2025 we will:

- Scope, develop and launch a full digital wellbeing support service
- Launch a family, children and young people counselling service
- Focus on resilience specifically with men and carers to access our stress management sessions resulting in a 15% increase in uptake
- See a 15% increase in those who have undergone chemotherapy accessing our podiatry services
- Launch regional counselling service for those in the most disadvantaged demographics and geographical areas
- See an increase in the diversity of those accessing our refreshed Complementary Therapies

How we will:

- Implementing an innovative digital wellbeing support service by using phone, digital platforms eg zoom, email, podcasts, self-help guides and video
- Securing COSCA Recognition Scheme for Organisations, Scotland's professional body for counselling and psychotherapy
- Developing a new self-management offering to groups of people affected by cancer and those caring for them
- Developing a digital impact tool which will record, monitor and evaluate the journey of those using our services. This will help us understand our impact, provide us with opportunity to improve and inform broader strategies including external affairs, fundraising and partnerships
- Establishing strategic partnerships with regional cancer networks, local authorities and NHS cancer hubs to deliver a local counselling provision
- Developing a co-designed workplace wellbeing plan to include engagement, corporate partnering and support materials
- Developing our podiatry service to meet the increasing demand by those whose mobility is challenged

Theme 2

Promote the experiences of all those affected by cancer to increase awareness and support

Highlighting the impact of wellbeing in the cancer journey to influence policy, develop services and raise funds to increase our impact on all those affected by cancer.



Goals

By 2025 we will:

- Have embedded a supporter group shaping the design of our wellbeing resources and services
- Have a core group of individuals established to tell the story of their cancer journey
- Ensure wellbeing services are playing a key role within the Scottish Government's Cancer Strategy
- Establish a unified approach amongst cancer charities to supporting the wellbeing of all those affected by cancer across Scotland
- Clearly position Cancer Support Scotland within the Scottish cancer support landscape and raise awareness of our services
- Increase sustainable fundraised income by 10% YoY
- Work towards a consistent 1:3 fundraising return

How we will:

- Encouraging and supporting those affected by cancer to co-create information, sign posting and self-help guides for wellbeing
- Developing a bespoke champion programme for those talking on behalf of Cancer Support Scotland
- Creating a new and interactive outreach programme to deliver cancer wellbeing awareness sessions in schools, youth groups, businesses, public sector and community groups
- Influencing Scottish Government and others on key matters relating to the wellbeing of all those affected by cancer
- Campaigning on issues that matter to the wellbeing of all those affected by cancer
- Create an ambitious annual fundraising strategy to fulfil the goals of the charity each year
- Create a robust marketing strategy that utilises all our resources in a progressive and effective annual plan

Theme 3

Support our people to be the best they can be

Providing the modern, creative and safe space where staff and volunteers can be nurtured and developed as high performing, compassionate and bold individuals, ensuring our vision to be the centre of excellence for those affected by cancer becomes a reality.



Goals

By 2025 we will:

- Ensure our values and core competencies are embedded into daily practices
- Develop a leadership culture at all levels which is brave, confident and has integrity
- Be a workforce which is valued, energised and has their wellbeing supported
- Create and sustain a One Team Succeeding culture which supports, empowers and nurtures all our staff, volunteers and trustees

How we will:

- Creating our first volunteer strategy which puts their wellbeing and the support of all those affected by cancer
- Reviewing and auditing all policies and procedures to ensure alignment with Investing in Volunteering
- Producing a comprehensive suite of support, review and development processes for all staff and volunteers
- Offering a modern working environment supporting the wellbeing of our staff and volunteers
- Aligning and achieving: Mindful Employer Award, Healthy Working Lives and being a Disability Confident Employer
- Develop our Purpose to crystallise our differentiated market offering and provide the focus and strength to our positive culture
- Develop a People strategy that delivers our People vision and supports resilient organisational planning

Theme 4

Deliver long term financial and operational sustainability

The development of a strong organisation which delivers financial and operational sustainability to ensure our wellbeing support services continue to grow.



Goals

By 2025 we will:

- Develop key internal support services including finance, human resources, communications, fund raising and administration.
- Set out objectives to be in line with supporting the Scottish national performance framework
- Offer increased capacity at the Calman centre and/or via partnering models
- Develop and deliver a resourcing and investment strategy to support the delivery of our 3 year strategy (FY23 – FY26)

How we will:

- Ensuring that all contractors and external services are cost effective
- Creating a robust investment and resourcing strategy to support annual planning and strategy delivery
- Developing a brighter, refreshed brand for Cancer Support Scotland
- Delivering an upgrade to the Calman Centre and the successful building of annex while ensuring optimum value creation and resource management in line with our vision
- Continuing ongoing discussions with Scottish Government, NHS and other bodies to secure core funding



We will live by our values

Founded by former Chief Medical Officer and Oncologist, Professor Sir Kenneth Calman, we remain a strong values-based organisation.

As an organisation we will:

- Put people affected by cancer at the heart of what we do
- Take care of the wellbeing of those affected by cancer
- Treat everyone with kindness and respect
- Ensure professionalism and excellence

We will do this by

- Working collaboratively
- Being non-judgmental
- Having the ability to adapt
- Achieving excellence

Keep in touch or get involved

We are here for anyone affected by cancer and for those who want to support us in achieving our vision. You can reach us in a number of ways.



On social media:



On the phone:
0141 337 8199

On the website:
cancersupportscotland.org

By email:
info@cancersupportscotland.org

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