**User Groups / Audiences**

**1. Service Users**

* People at the very end of life – to support them to achieve a good death in a place of their choosing. We mainly interact with this group when they are referred to our in patient unit. Our aim is to improve availability of and accesses to end of life care at the Hospice / use our expertise and specialist knowledge to help to manage complex symptoms and pain management. The audience profile would be adults over the age of 18. Most of our patients are over 60 but we are seeing an increasing number of younger patients in their 20’s and 30’s.
* People with a Life Limiting Illness – to support people to love well and make every day count. These are mainly people that use our Living Well Centre. Our aim is to develop a culture of rehabilitative care across the Hospice as people are living longer with life limiting illnesses. We would also like to engage more volunteers in the delivery of palliative care and initiative programmes to support people to live well.   The audience profile would be adults over the age of 18. Most of our patients are over 60 but have started a group recently that is aimed at younger adults (18-55).
* Carers of people with a Life Limiting Illness – to provide the information and support to carers so that they can provide the care that they want to provide.
* People who are bereaved following a life limiting illness – to support those people to adjust to life without their loved one. We are aiming to actively promote pathways through bereavement – facilitate peer support and promote compassionate communities. The recipients of our support would be adults and children (through our family support team) but the target audience is most likely to be spouses / partners and parents.
* The General Public. Who want to know more about us in general. We also have a public health project called Everything in Place which aims to break down the taboos about death, dying, grief and loss.

**2. Donors**

Those that have experienced / been supported by our services and want to give something back.  The majority of our donors give in memory of a loved one. These donors often reflect the demographics outlined for our service users above.

Members of the general public that know about the Hospice and want to support a local cause. Can see the local impact of their donation.

Those that first support the Hospice by attending one of our events. Our events attract different kinds of audience’s e.g.

Ladies Lunch: Ladies aged 40+. A number of our female volunteers. Generally engaged / aware of the work of the Hospice.

Gents Dinner: Male: Local Business Network. Some high net worth.

Bubble Rush: Family Demographic / Groups

Paws for a Cause: Dog Owners / Dog Show Circuit. Family.

Great North Run…. Younger, athletic.

Businesses that want to partner a local cause / Fulfil corporate social responsibility.

Shop donors – to donate items / to shop in our retail outlets. We sell new and used goods.

**3.    Volunteers**

* Predominantly female.
* Often have a connection / been bereaved
* Generally of retirement age.

**4.    Health professionals (people, businesses and organisations)**

Whom we want to recruit to clinical roles

Whom we want to share our specialist knowledge, partner with and learn from. For example: Residential Care Homes; Carer support organisations; Schools / Universities