

Our purpose and ambition

Our purpose

We believe every child who is life-limited or dying, and their family, should have the opportunity to make every moment count and get the support they need.

Our ambition

We will support every family with a child who is life-limited or whose child has died, when they need us.

Our goals



Reach further:
Reach more children and families



Keep improving:
Be seen as outstanding



Co-create:
Build partnerships that add value



Grow people:
Be proudly chosen by staff and volunteers



Grow income:
Ensure our work is sustainable

We know that we can only achieve our goals and ensure families get the support they need by working in partnership with others.



If you share our ambition and you'd like to find out more about what we do or how you can help, please visit **shootingstar.org.uk** or scan the QR code.

Shooting Star Children's Hospices

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Shooting Star
children's hospices

Our strategy

2026-2030

Registered Charity No: 1042495. Company Registration No: 02927688 (England and Wales).

We support families who have a baby, child or young person with a life-limiting condition, or who have been bereaved, across Surrey, north-west London and south-west London.

Our impact 2023-2026

“Over the last three years, we have reached more families than ever before, and strengthened our foundations by investing in our people and diversifying our income streams.

These achievements give us a strong platform for what comes next. We are deeply grateful to our community and dedicated workforce, whose incredible support has made this progress possible.”

Paul Farthing, Chief Executive at Shooting Star

We responded to growing need

We strengthened our ability to support children with increasingly complex needs by growing our clinical capacity, and building stronger partnerships with community nursing teams, paediatric intensive care units and neonatal care units.

- End-of-life referrals increased by **100%** (from 39 referrals each year to 78)
- Children accessing palliative care each year increased by **81%** (from 47 children to 85)
- Children with life-limiting conditions receiving support each year increased by **12%** (from 538 children to 604)

We expanded our psychosocial care

We expanded our specialist bereavement service to families whose child has died suddenly or unexpectedly, ensuring more families can access expert support.

- Bereaved families receiving support increased by **216%** (from 176 families to 556)
- Family members receiving support increased by **70%** (from 1,541 family members to 2,623)



We reached more families

We expanded our reach, particularly in north-west London, helping more families access support when and where they needed it.

- General referrals increased by **54%** (from 65 referrals each year to 100)
- Contacts made with families increased by **92%** (from 11,643 face-to-face and telephone contacts to 22,373)

We now support over 1,000 families – 300 more families than in 2023.

Our 2026-2030 strategy

Building on the significant progress made over the last three years, our 2026-2030 strategy sets out seven priorities that will help us reach further and deliver on our ambition to **be there whenever we're needed**.



Always listening

- Create meaningful opportunities for children and families to help design, review and improve services.
- Deliver support closer to home across north-west and south-west London, informed by community insight.



Inspiring others

- Increase awareness and understanding of Shooting Star.
- Build deeper, lifelong relationships with supporters and grow sustainable income.



Seeking excellence

- Invest in learning and professional development.
- Strengthen quality, governance and continuous improvement.
- Harness digital, data and AI innovation.



Evidence based

- Strengthen how we measure and demonstrate our impact.
- Use data and insight to better understand need, inform decisions and shape future services.
- Deliver a pioneering children's hospice research programme.



“I don't think we'd have survived to this point, without the hospice nurses and the Specialist Paediatric Palliative Care (SPACE) team being on the end of the phone. Day-to-day life is very difficult, difficult in ways, that until you have a child like Josh and experience it, you don't really know. Without Shooting Star, I don't know where we'd be.”

Alex, Josh's dad



Confident support

- Build a highly skilled workforce and move to a complexity-based model of care, service delivery and funding.
- Extend psychosocial support to a seven-day service.



One Shooting Star

- Create a culture where every colleague and volunteer feels valued and recognised.
- Ensure every member of staff has personalised learning, development and career opportunities and invest in leadership, wellbeing and inclusion.



Reaching further

- Explore new opportunities to reach more children and families through local partnerships.
- Build statutory funding and grow our volunteer and partnership networks.
- Shape the future of children's hospice care through a co-produced Children's Hospice 2030 blueprint.

