



# Clan Cancer Support Strategy 2026 -2030





Clan is entering a new era as a trusted community asset in cancer support across the north-east, Moray, Orkney and Shetland. Over the next five years, our focus is on strengthening personalised, accessible and holistic care that complements the work of our NHS and social care partners.

This strategy directly supports the ambitions of the Cancer Strategy for Scotland 2023–33 and aligns with the Scottish Cancer Coalition’s priorities for equity, lived-experience-led services and system collaboration.

Grounded in our values and built on our strengths, we will ensure that every person affected by cancer can access high-quality support when and where they need it.

The next five years are pivotal for cancer support in Scotland. As demand grows and inequalities persist, the role of the third sector has never been more essential. ‘Growing Our Impact’ positions Clan as a leader in delivering person-centred cancer support, influencing policy, and addressing gaps in access across our geography. We will harness innovation, collaboration and community power to significantly improve quality of life during and beyond cancer treatment.



# Clan’s Vision, Mission and Values

## Mission

To empower people of all ages to navigate a cancer journey by providing free first-class emotional and physical support services through a network of wellbeing centres across the north-east, Moray, Orkney and Shetland.

## Vision

To be the first non-medical point of contact for anyone across the north-east, Moray, Orkney and Shetland who is impacted by cancer, where people with a diagnosis and their loved ones are supported to significantly improve their lives.

## Values

### Honesty

We are honest, reliable, transparent and treat others with fairness.

### Accountability

We take ownership of, and are responsible for, our choices and actions. We are accountable to each other and consider the outcomes of our behaviours on the achievement of our goals and tasks.

### Excellence

We invest in and empower people, are committed to excellence and strive to provide high-quality, consistent support in a healthy, safe environment.

### Teamwork

Clan is a community. We are welcoming, supportive and we communicate openly. We are strong together.

### Respect

We value diversity of people and thought. We behave in ways that earn trust and support each other.

01

## Person Centred, Holistic Cancer Support

Clan is committed to delivering person-centred, holistic cancer support that improves quality of life for everyone impacted by cancer, providing integrated emotional and physical care, reducing inequalities in access, and working in partnership with NHS and community services to ensure the right support is available in the right place, at the right time. As a trusted local partner, Clan empowers individuals and families to navigate cancer with dignity and resilience.

### Focus areas:

- Enhanced emotional, physical, and practical support for families, carers and patients.
- Offer personalised, holistic support that integrates practical, emotional and physical wellbeing and is delivered through collaboration, in line with Clan's client pathway.
- Strengthen partnerships with the NHS, social care, and third-sector organisations to create seamless support pathways.
- Equity in Access
  - Ensure every person impacted by cancer can access support when and how they need it.
  - Reduce geographic barriers through hybrid delivery – local hubs, outreach, and digital services. This links directly links Clan's aims to Ambition 8 of the Cancer Strategy for Scotland (Tackling Inequalities)
  - Tailor support for underserved and diverse communities.
  - Invest in communication and cultural accessibility, including outreach through local community partners.
  - Embed transport and outreach solutions.
  - Extend equitable access to people impacted by cancer within HMP Grampian, through partnership-based, trauma-informed outreach.

02

## Workforce and Volunteer Sustainability

Clan is committed to building a resilient, skilled and supported workforce (staff and volunteers) so we can continue to deliver high-quality, person-centred cancer support as needs grow and become more complex. By investing in recruitment, training, wellbeing and development, strengthening volunteer engagement, and embracing flexible, future-ready ways of working, Clan will remain an employer of choice and ensure our people are equipped, valued and empowered to meet the needs of everyone affected by cancer now and in the years ahead.

### Focus areas:

- Support staff wellbeing, leadership development, and clear progression pathways.
- Foster a learning culture – sharing best practice and encouraging investment where necessary.
- Develop a succession plan throughout the whole organisation but especially for key leadership and operational roles.
- Invest in volunteer recruitment, training, and retention.
- Grow, expand and utilise the skill sets of members and ambassadors across Clan's geography.



### 03 Strategic Partnerships

Clan is committed to strengthening its role as a key strategic contributor within Scotland’s cancer landscape by building purposeful partnerships across health, social care, academia and the third sector. Through collaboration, advocacy and shared learning, we will create seamless support pathways, amplify lived experience, and influence future cancer care, positioning Clan as a trusted, proactive leader improving outcomes for people affected by cancer across the north-east, Moray, Orkney and Shetland.

**Focus areas:**

- Build strategic alliances with regional health and wellbeing partners, academic institutions, and local authorities.
- Actively contribute to regional and national cancer networks, ensuring third sector voices are represented.
- Develop partnerships that improve care coordination, shared resources and referral pathways
- Further develop targeted partnerships to support those impacted by cancer within custodial settings, including enhanced outreach to HMP Grampian.

### 04 Digital Transformation and Data Insight

Clan is committed to using digital transformation and strong data insight to enhance impact, efficiency and accessibility across all our services. By investing in modern digital infrastructure and building a robust evidence base, we will remove barriers to support, extend our reach to rural and remote communities, and deliver flexible, person-centred care whenever and wherever it is needed. Through meaningful data, we will better understand demand, demonstrate impact, strengthen donor awareness, and inform service development. This will position Clan as a forward-thinking, evidence-driven organisation that improves outcomes for people affected by cancer now and into the future.

**Focus areas:**

- Develop digital platforms for service delivery, including virtual and hybrid wellbeing support and self-help resources.
- Invest in robust data collection and evaluation frameworks to evidence outcomes and inform decision-making.
- Use data storytelling to communicate impact, strengthen fundraising, and build supporter and donor engagement.
- Use insight and evidence to support national cancer outcomes and drive sustainable income generation
- Invest in training to ensure smarter use of digital platforms and systems reducing the burden on people time for the completion of some tasks





## 05 Financial Resilience

Clan is committed to building a financially resilient and sustainable organisation with diverse income streams and strong collaborations. This ensures we can continue delivering reliable, high-quality cancer support as demand grows. By strengthening partnerships, expanding commercial activity, and aligning fundraising with clear evidence of impact, we will secure the resources needed to innovate, adapt to emerging needs, and provide long-term support that people impacted by cancer can depend on.

**Focus areas:**

- Be bold, brave and creative in our thinking.
- Diversify income: community fundraising, corporate partnerships, legacies, retail, grants and philanthropy.
- Align fundraising narratives with measurable community impact and emotional connection.
- Enhance and expand commercial activity, through Clan Now, in support of balanced budgets.



*Having been a paramedic, the most important thing I was told to have in my kit was a blanket. This is because no matter what, putting a blanket around someone makes them feel like you've got them. This is what Clan has been for me.*





**Telephone:** 01224 647000

**Email us:** [enquiries@clancancersupport.org](mailto:enquiries@clancancersupport.org)

**[www.clancancersupport.org](http://www.clancancersupport.org)**