



Great Care, Great People, Great Partner

Introducing our new strategy for 2024-2029

More Than A 999 Service

People trust us to provide emergency, urgent care and non-emergency patient transport services – but Yorkshire Ambulance Service (YAS) delivers so much more. Our new strategy sets us on a path to 2029, to ensure that every patient receives a seamless and accurate triage, assessment and response to their care needs as quickly as possible, helping to reduce demand on overstretched hospital services.

YAS serves a population of more than five million people across almost 6,000 square miles of varied terrain, from isolated moors and dales to coastline and inner cities.

We work within three integrated care systems as the only NHS Trust that covers the whole of Yorkshire and the Humber, giving us a unique regional view. We are there for all patients, whether they have life-threatening injuries or complex ongoing needs, and we interface with a wide range of partners to provide co-ordinated, joined-up care, including primary, hospital, community and mental health partners, as well as local authorities, social care and the voluntary sector.

Proud to serve Yorkshire and the Humber



5.4 million
people served



7,000 with more than **3,750**
staff than frontline workers



1,000
volunteers



3.4 million calls
annually to our 999, 111 and patient transport services





Our Core Purpose

To provide and co-ordinate safe, effective, responsive and patient-centred out-of-hospital emergency, urgent and non-emergency care, so all our patients can have the best possible experience and outcomes.

Our Vision

Great Care, Great People, Great Partner

By 2029, we will be best known for delivering **great care**, being a **great place to work** and being a **great partner to work with**.

YAS Together

This is a way of working collaboratively to achieve our vision. Under the YAS Together programme, we will work together under five key pillars:

- Care Together
- Lead Together
- Grow Together
- Excel Together
- Everyone Together



Bold Ambitions

We have identified **four bold ambitions** that set out the way we plan to achieve improvements over the next five years for:

Our Patients | Our People | Our Partnerships | Our Planet and Pounds



1. Our Patients

Our ambition is to deliver **exceptional patient-centred out-of-hospital emergency, urgent and non-emergency care**, which is safe, kind and responsive, seamlessly integrating services and utilising technology to deliver a high-quality patient experience.



2. Our People

Our ambition is to be a **diverse and inclusive organisation** with a culture of continuous improvement, where everyone feels valued, included, proud to work and can thrive.



3. Our Partners

Our ambition is to be a **collaborative, integral and influential partner** across a joined-up health and social care network that works preventatively, reduces inequality and improves population health outcomes, supporting all our communities.



4. Our Planet and Pounds

Our ambition is to be a **responsible and sustainable** organisation in the use of our financial and physical resources, reducing our environmental impact and ensuring the most effective use of all our resources.

Our Values

Our values underpin everything we do and how we do it. They reflect the behaviours our patients, colleagues, volunteers, partners and others can expect from us all as we aim to reach our goals over the next five years.



Kindness

We believe kindness is shown by **caring as we would care for our loved ones.**



Respect

We believe respect is having due regard for the **feelings, contribution and achievements of others, adhering to the highest professional standards, even in the most challenging of circumstances.**



Teamwork

We believe teamwork is **working collaboratively and openly with colleagues, patients, volunteers and partners, striving to achieve an exceptional standard in everything we do.**



Improvement

We believe improvement is a commitment to **learning, developing and implementing best practice to deliver better care and services.**