



February 2024

Stakeholder Update – strategy launch

Great Care, Great, People, Great Partner: Our Strategy 2024-29

This week we have launched our new strategy to take us to 2029. This is the culmination of months of hard work and engagement. We have actively listened to our colleagues, patients, volunteers, communities and healthcare partners to ensure our strategy is reflective of their views and experiences and meets the needs of those we serve and work with. Many of you shared your thoughts with us at our engagement events and virtually – thank you for your contribution.

We operate in a rapidly changing world, which has changed significantly in just a few years since we developed our previous strategy. Standing still is not an option and our new strategy represents a major step change in how we will deliver services fit for the future.

Our vision for our 2024-29 strategy is clear: 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.

To achieve this, we have set ourselves four bold ambitions that will drive our actions and outcomes over the next five years, centred around:

- Our patients
- Our people
- Our partners
- Our planet and pounds

We cannot achieve this alone and we will need to collaborate with our partners across the health and social care network. Our strategy sets out how we will be an integral and influential system partner, supporting action to improve health outcomes, patient and carer experience, and reducing health inequalities for our communities.

Please visit our [website](#) to read the strategy in full. We look forward to working with you to achieve our ambitions over the next five years.

With best wishes

Martin Havenhand
Chair

Peter Reading
Chief Executive