



# Trust Strategy

# A Framework for Success



## 4 Bold Ambitions

### Our 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

What we want to achieve:  
**Great Care | Great People | Great Partner**

### Our Values

What do we want to be and what behaviours do we expect?  
**Kindness | Respect | Teamwork | Improvement**

### YAS Together

A way of working collaboratively to achieve our vision:  
**Care | Lead | Grow | Excel | Everyone**

### Our Enabling Plans

The drivers of success:  
**Clinical and Quality | People | Partnership | Sustainable Services**

### 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.

### 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.

### 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.

### 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.

## Kindness

As a Trust, we believe kindness is shown by caring as we would care for our loved ones.

💡 We will be compassionate, courteous and helpful at all times

## Respect

As a Trust, 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.

💡 We will actively listen to, respect and involve others.

# Living Our Values



Great Care, Great People, Great Partner

## Improvement

As a Trust, we believe improvement is a commitment to learning, developing and implementing best practice to deliver better care and services.

💡 We will pursue excellence by taking personal responsibility for learning and improving.

## Teamwork

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

💡 We will work together to deliver exemplary care and services.

## Bold Ambition 1:

## Our Patients



### We will aim to:

Deliver **high quality patient care** and achieve the Ambulance Clinical Outcome measures

Deliver the **performance** targets for 999, 111 and PTS

Ensure sickest patients get the best treatment on scene and are taken to the **most appropriate** facility fast

Ensure patients with less severe illnesses and injuries are **treated and cared for as close to home** as possible

Deliver the highest standards of **emergency preparedness, resilience, and response**

**Reduce health inequalities**, positively impacting our local communities through our role as an **anchor institution**

Achieve the highest possible rating of '**outstanding**' by CQC

### This means:

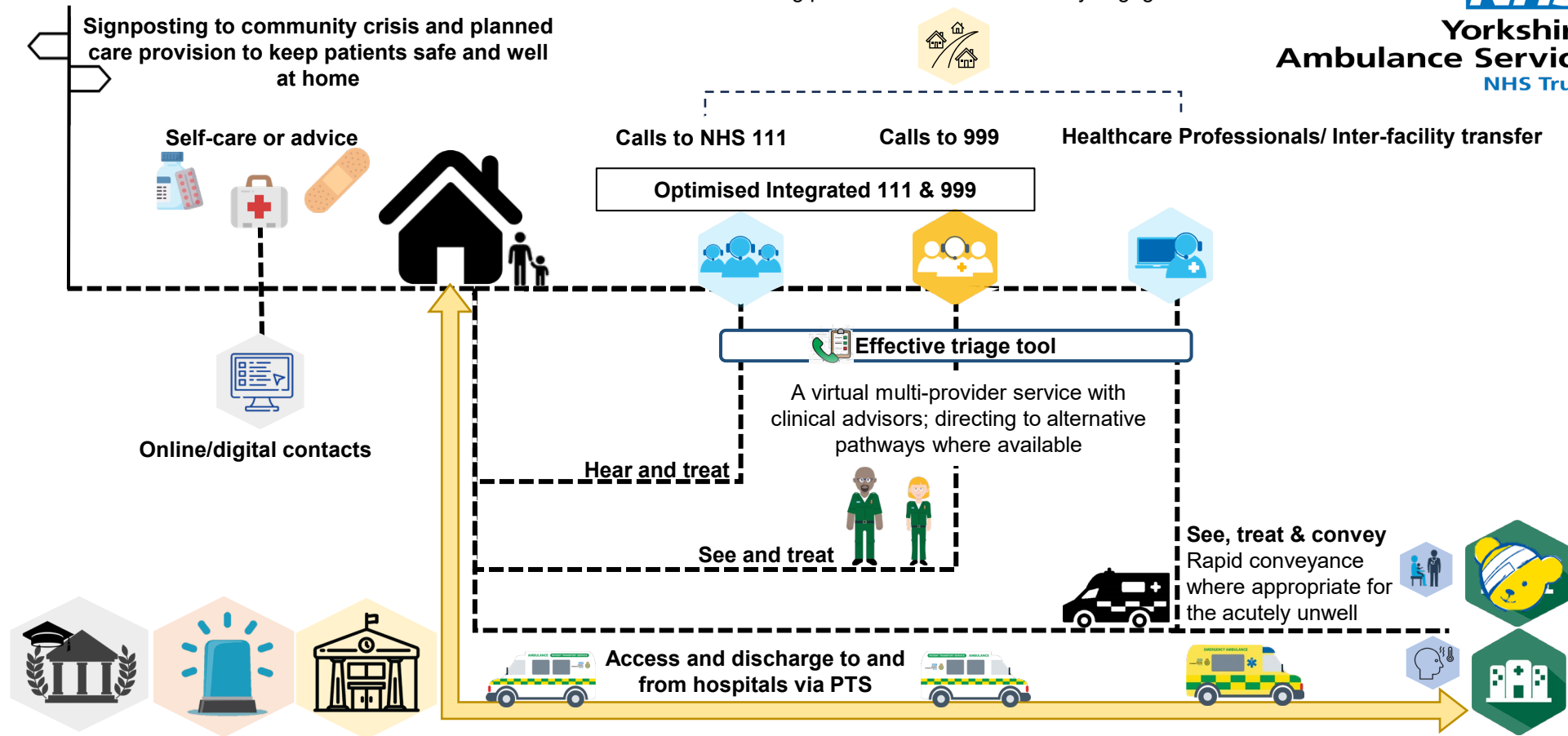
The **most clinically appropriate response** for every patient, whenever and wherever they need it

Care that is **personalised, joined up and coordinated** with the wider health and care system

**More care and treatment in people's homes or communities** and only where it is the best for the patient, take them to hospital

Quality care that is **evidence-informed, person-centred, safe and compassionate**

Support and care delivered by **professional, kind and respectful staff**



We will deliver the most clinically appropriate response for every patient, whenever and wherever they need it

We will provide care that is more personalised, that is joined up and coordinated with the wider health and care system

We will provide more care and treatment closer to home, in people's homes or communities

## Bold Ambition 2: Our People



### We will aim to:

Provide conditions and opportunities for all our teams to thrive in a research active environment, and embed **quality improvement**

Invest in **leadership development** to ensure our people are supported by their exceptional leaders

Develop the multiprofessional clinical teams and **paramedic profession** in YAS

Ensure **staff survey engagement** and feedback scores are above average for the NHS

Ensure our people are listened to, **encouraged and enabled to speak up**

Improve staff health, wellbeing and attendance, **reducing sickness rates** to better than the NHS average

Value difference and improve **equality, diversity and inclusion** of our people at all levels of the organisation

Ensure all staff have **a meaningful appraisal and career conversation** each year

Invest in and expand our **apprenticeship programmes**

Achieve re-accreditation of the **Investors in Volunteers award**

### This means:

Creating an **ambulance service to be proud of**

Creating a **great place to work** and volunteer - an **open, inclusive and diverse** organisation where people can thrive

Fostering a **learning culture** to make continuous improvement our habit

## Bold Ambition 3: Our Partners



### We will aim to:

Listen and respond to patients, partners and our communities to **develop and deliver high-quality care**, which is continuously improving

Work in partnership to maximise the **benefit of our collective knowledge**, with academic and education partners

Collaborate with emergency service partners to **maximise our collective resource** for the benefit of our populations

### This means:

**Working together** to provide the highest quality care for all

Improving our services, ensuring they are **shaped and influenced by working with our partners and local communities**

**Contributing to broader and social economic development** locally and supporting the **reduction of health inequalities**

**Improving health outcomes, experience and opportunities** for all our communities

## Bold Ambition 4: Our Planet and Pounds



### We will aim to:

Work towards **reducing our impact on the environment** and tackling climate change, with **net-zero emissions**

Use our **resources wisely** and ensure value for money

Ensuring decisions are informed by **evidence, research, data and intelligence**

Develop and **deliver improvement**, through learning and adoption of best practice

Provide cutting-edge services by **establishing new digitally enabled ways of working** - including automation, artificial intelligence (AI) and innovation

### This means:

Ensuring **efficient and effective** use of our resources

Providing **high-quality, patient-focused care and services** which are safe, fit for the future and **financially sustainable**

Improving the environment, supporting efforts to **tackle climate change** and **reducing our environmental impact**



# Thank You



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

