



VELINDRE UNIVERSITY
NHS TRUST

STRATEGIC PLAN

2032

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ABOUT

We are currently developing a strategy for the Trust which will set out our mission, vision and strategic goals between now and 2032. We are seeking your views to inform and shape our thinking.



**DESTINATION 2032:
HELPING US TO
DEVELOP OUR
STRATEGY FOR THE
NEXT DECADE**

OUR MISSION - SUPPORTING PEOPLE TO LIVE THEIR BEST LIVES

We believe that the organisation exists for two reasons:

- i. to provide excellent healthcare; and
- ii. to support people in achieving the best possible health and well-being possible for them and live rich and fulfilling lives.

Our mission statement reflects our transition from an organisation that provides healthcare services to one that seeks to become a partner in improving the health and well-being of people across Wales and supports our local towns and communities to thrive and prosper.



OUR VISION - HEALTHY PEOPLE, EXCELLENT CARE, INSPIRATIONAL LEARNING



Our vision statement sets out our ambition in three areas

Healthy people:

We will be an organisation that supports people in being as healthy as possible (mind and body), given their situation in life. By people we mean staff, donors, patients and the communities we serve

Excellent care:

We will be an organisation that delivers clinical services of the highest quality, safety, and experience with outcomes that compare favorably with those of our national and international peers; is highly regarded by the people we work for and with; exceed expectations and attracts the best people to come and work for us.

Inspirational learning:

We will be an organisation that develops the culture, facilities and Learning partnerships that provides first class research, development and innovation to thrive and drive up the quality of care; learning opportunities for all our staff, patients, families and donors.

OUR STRATEGIC GOALS FOR 2032



STRATEGIC GOAL 1: OUTSTANDING FOR
QUALITY, SAFETY AND EXPERIENCE

STRATEGIC GOAL 2: A LEADING PROVIDER
OF EXCEPTIONAL CLINICAL SERVICES THAT
ALWAYS MEET, AND ROUTINELY EXCEED,
EXPECTATIONS

STRATEGIC GOAL 3: A BEACON FOR
RESEARCH, DEVELOPMENT AND INNOVATION
IN OUR PRIORITY AREAS

STRATEGIC GOAL 4: AN ESTABLISHED
'UNIVERSITY' TRUST WHICH PROVIDES
HIGHLY VALUED KNOWLEDGE AND LEARNING
FOR ALL

STRATEGIC GOAL 5: A SUSTAINABLE
ORGANISATION WHICH CONTRIBUTES TO A
BETTER WORLD FOR FUTURE GENERATION
ACROSS THE GLOBE



OUTSTANDING FOR QUALITY, SAFETY AND EXPERIENCE

Our objectives are to:

- place quality, safety and experience at the heart of everything we do
- reduce mortality, improve safety, improve outcomes and experience for people who used our services
- to be kind, compassionate and caring in everything we do
- continue to develop an open, transparent, just and learning culture which allows excellence to flourish
- be recognised as 'outstanding' by Health Inspectorate Wales, the Medicines and Healthcare products Regulatory Authority and other regulators for the services we provide
- be recognised within the UK and internationally as a leading values-based, quality driven healthcare organisation



**A LEADING
PROVIDER OF
EXCEPTIONAL
CLINICAL SERVICES
THAT ALWAYS MEET,
AND ROUTINELY
EXCEED,
EXPECTATIONS**

Our objectives are to:

- be a people-centric organisation by actively putting the patient, donor and citizens voice first in the design and delivery of services
- be a trusted and influential partner across Wales to deliver great local health services which meet need
- become a system leader in Wales in our areas of expertise
- become a 'centre for excellence' powerhouse across the UK for the highly specialist services we deliver
- be recognised within the UK and internationally in the upper quartile for the services we deliver



**A BEACON FOR
RESEARCH,
DEVELOPMENT AND
INNOVATION IN OUR
PRIORITY AREAS**

Our objectives are to:

- deliver world class research which demonstrably improves the quality of care and outcomes for people and patients in Wales and across the world
- Achieve CRUK accreditation
- make research an 'Always Event' in our organisation by involving all 1500 employees in research at the Trust
- deliver local and global impact from our innovation and partnerships for public benefit
- develop a culture of innovation, with supporting systems and processes, which allow staff to pursue research, development and innovation as a core party of their 'day job'
- publish research of the highest quality which achieves international recognition and deliver design and innovation activities which offer solutions which make a difference to peoples lives



**AN ESTABLISHED
'UNIVERSITY' TRUST
WHICH PROVIDES
HIGHLY VALUED
KNOWLEDGE AND
LEARNING FOR ALL**

Our objectives are to:

- professional practice
- Raise the profile of the University Trust on a national, UK and international stage
- Create a supportive and enriching learning environment for all our students
- Identify a number of areas where we are considered as the best provider of education and learning nationally and internationally
- Develop a strategic programme of learning which creates opportunities for the communities we serve to engage in lifelong learning and knowledge acquisition



**A SUSTAINABLE
ORGANISATION
WHICH
CONTRIBUTES TO A
BETTER WORLD FOR
FUTURE
GENERATION
ACROSS THE GLOBE**

Our objectives are to:

- Be recognised as a leading NHS Trust for sustainability locally, regionally and nationally
- Be a 'Net Zero' NHS organisation with our carbon emissions at net zero by 2035.
- Become an anchor organisation in the communities we serve which enhances their economic, social, environmental and cultural well-being
- Support the transformation from ill-health to well-being across Wales

STRATEGIC PLAN 2032

ANY QUESTIONS?

We welcome your views.

If you would like to take part in our online survey please click on the link below or contact us at Velindre.communications@wales.nhs.uk

[SURVEY LINK](#)

JULY 2021