



St John
Cymru - Wales

Statement of Strategic Intent 2012 – 2017

“To have a first aider in every street in Wales”

Issued: 26th March 2012

Vision

To have a first aider in every street in Wales.

Mission

To expand its services for young people, be the leader in first aid training, provide an extensive range of patient transport services, offer community support and extend care at events.

Working with partners, St John Cymru Wales will be committed to investing in building strong communities who play a key role in making Wales a healthier, safer and sustainable nation.

We intend to fulfil the potential of 'One St John' through effective stewardship of resources and sound governance.

Be true to our motto "For the faith, in the service of humanity" and our international responsibilities to St John worldwide to improve the health and wellbeing of people in over 40 countries and in particular the Eye Hospital in Jerusalem.

Growing our Youth Engagement programme to become one of Wales' largest youth organisations

We will deliver a dynamic range of high quality programmes which are designed to inspire and provide a suite of health-related life skills and development opportunities.

By positively engaging in developing young people we will strive to:

- Create 'good citizens' to take their place in society.
- Increase our number of first aiders.
- Equip young people to face rising challenges.
- Ensure we are relevant to the emerging generation.
- Provide our young people with transferable skills that increase their employability.
- Expand our international development training programmes.
- Promote in the physical, mental and social benefits that are derived from a healthy, active, outdoor lifestyle.
- Broaden the appeal, scope and diversity of St John Wales in volunteering in Wales.

Build on our position as Wales' leading first aid charity

Establish St John Wales as the first choice for first aid throughout Wales

- Reduce avoidable deaths and provide timely and trained response to injuries.
- Up-skill the population of Wales in the workplace, at home and at leisure.

Use St John Wales' considerable operational expertise and resident resource base to expand the range of care and medical support we provide for events across Wales including:

- Increasing our presence in communities throughout Wales.
- Extending the range and breadth of our expertise, resources and services.
- Strengthening our relationships with event organisers and partner organisations.

Patient transport and community support

Increase the range, accessibility and flexibility of our patient transport services and support in local communities by:

- Working in partnership with the Welsh Ambulance Service NHS Trust.
- Providing a range of transfer services for the health boards in Wales, including our 'Ward to Home' service.
- Work with social services departments and care homes.
- Establishing partnerships within the care sector.
- Providing community support packages.
- Offering bespoke services for individuals, their families and friends.

Engaging with local communities

St John Wales will use its extensive experience, influence and reputation to work with the Welsh Government, local government, health boards, voluntary organisations and the private sector to improve the health and wellbeing of local communities by:

- Increasing membership and the provision of a diverse range of services at local level.
- Fostering and promoting a culture of mutual support and community spirit.
- Investing in existing and new buildings and offer spare capacity to kindred organisations.
- Work with other national or local organisations to maximise use of accommodation and properties.

Build on the 'One St John' theme in Wales

Raise the profile of St John Wales. Build on the 'One St John' theme to develop a strong, sustainable, well connected and vibrant organisation which is committed to supporting and growing the organisation locally and across Wales. An organisation which is visible, respected and can be trusted.

- Develop a HQ Team which is committed to supporting and developing services on the ground.
- Work with Chairs of St John Councils and Commissioners to draw up local plans and priorities to improve and expand services.
- Step up fundraising to upgrade and provide new buildings, equipment, IT and support for front line services.
- Develop strong partnerships with the business community in Wales.
- Provide more support for north Wales.
- Integrate paid staff and volunteers to deliver a single vision and improve the available services for all our users.
- Implement a people strategy which provides a comprehensive range of training, development programmes and succession planning for the whole organisation.
- Develop St John Wales as a model for innovation, effective and efficient management, prudent stewardship and strong and transparent governance.