

A stylized illustration of a Red Cross volunteer with red hair, wearing a red uniform with a white cross on the sleeve, running on a large black number '20'. The background is light blue with white clouds.

Strategy

20

30

 **BritishRedCross**

150^{years} **the power
of kindness**

Welcome to strategy 2030

Strategy 2030 sets out our ambition for the British Red Cross over the next decade. Now more than ever, we need to transform how we help people in the UK and across the world. Humanitarian challenges are growing, reaching every corner of the globe and threatening people's homes and lives.

As part of a powerful movement of kindness, we can make a significant impact to someone at risk of or going through a crisis, and build resilient communities both at home and overseas. This strategy outlines how we will do it together.



Our vision and mission

Vision > a world where everyone gets the help they need in a crisis.

Mission > to mobilise the power of humanity so that individuals have the capacity to prepare for, deal with and recover from crisis.

Evolving and shifting

Since 1870, the British Red Cross has been helping people who need it most, no matter who or where they are. We have adapted over the years to keep up with the external world, the changing needs of people we help and advances in digital technology. Now we are looking ahead once again to see how we can evolve and transform how we help people, balancing our vital work here in the UK with how we can best help those overseas.

People and communities are constantly changing, and there isn't a 'one size fits all' approach. That's why we are committed to coming up with solutions that address the needs of people in crisis in a tailored, flexible and informed way. We will be dynamic with our approaches and continuously adjust solutions – with people's voices and feedback driving everything we do. We want to make sure that what we are doing is helping, so we will develop measures that will monitor the impact we are having between now and 2030, and show the changes we have made over time.

Strategy in a nutshell

Our vision

A world where everyone gets the help they need in a crisis

Our mission

To mobilise the power of humanity so that individuals and communities have the capacity to prepare for, deal with and recover from crisis

Our big three

Disasters and emergencies

People are safe and able to survive and recover whenever disaster strikes

Health inequalities

People in the UK receive the care and support they need without falling through gaps in the health system

Displacement and migration

People experiencing displacement feel safe, live with dignity and have choice and opportunity on their journey

How we'll do it

Deliver services and programmes

Partner and convene

Advocate for change

We'll focus on

People's needs

High-risk, low-resource places

Strong community connections

Working in climate-conscious ways

Communities are better connected and more resilient

Investing in our people

Building a #PowerOfKindness movement



Our **big** three

We know that people and communities aren't always getting the help they need in a crisis. We will be focussing on three urgent humanitarian issues, where we can make a real difference: **disasters and emergencies**, **health inequalities** and **displacement and migration**.



Disasters and emergencies

Our goals by 2030

People are safe and able to survive and recover whenever disaster strikes.

- Where the risk is greatest, individuals and communities take early action to preserve lives and livelihoods.
- People affected by disasters have access to safety and an emergency response that's coordinated, scalable and person-centred.
- People affected by conflict are protected under International Humanitarian Law.
- The humanitarian impact of the climate crisis is understood and people are empowered to act and thrive in the face of it.



The problem

Responding to disasters and emergencies in the UK and overseas isn't new for us – but the increase in scale, length and frequency of man-made and natural disasters is. With the devastating humanitarian impact of these disasters intensifying, both at home and overseas, our role as a leading response organisation has shown us that it's not enough to just respond. We must also help people through other stages of a crisis: prevention, preparation and recovery, to build resilience for the future.

Navigating through the climate crisis

The catastrophic impact of the climate crisis is not ten or twenty years away. The most vulnerable people on our planet are experiencing disasters caused by changing global temperatures right now; resulting in loss of lives, livelihoods, chronic hunger, displacement and exploitation.

On our own doorstep in the UK, climate change is affecting more and more people and communities. We see families losing their homes and livelihoods, or suffering from dangerous health conditions, because of more extreme weather events like severe flooding or heatwaves.

How we'll do it

Deliver services

Our services will build people's and communities' will and skill to help – from teaching lifesaving first aid skills to creating full disaster response plans.

We will provide safe spaces where people can access relevant support in the UK, during the aftermath of a disaster and as they recover.

We will work to ensure that anyone at risk of marginalisation, exploitation or harm is reached, protected and supported.

Partner and convene

Our strategic partnerships will allow for people and communities to prepare for, respond to and recover from disasters in a timely, coordinated way.

Internationally, our partnerships with Red Cross and Red Crescent National Societies in high-risk countries will ensure they can better prepare, respond and recover strong, through knowledge building and sharing, when disaster strikes. We will support livelihoods so they are sustainable, and we will help rebuild them when they are destroyed by disasters, conflict and weather extremes, so that people aren't forced to depend on humanitarian assistance to live.

Advocate for change

We will advocate for investment in prevention and preparedness so that disaster response plans are properly resourced and recognise the needs of every person and group within a community.

We will influence the humanitarian sector to ensure that disaster management and response adheres to international humanitarian standards, and that states understand how crucial their commitment to International Humanitarian Law is.

We want governments to tackle the humanitarian side of the climate crisis we are in, so we will work to bring together evidence that shows its crippling impact on people's lives and livelihoods.

Health inequalities

Our goals by 2030

People in the UK receive the care and support they need without falling through gaps in the health system.

- People and communities experiencing greatest health inequalities are empowered to improve their wellbeing and reduce vulnerability to a health crisis.
- People have fair and equitable access to the right care, at the right time.
- Fewer people use emergency healthcare services or get stuck in hospital due to lack of support to live safely at home.



The problem

More and more people are finding themselves in vulnerable situations as they fall through the gaps in the health and care system in the UK. Those most at risk include people who are displaced, people with overlapping health conditions, the frail and older people. Connections are missing between the many health and care services, and people don't always have access to resources to understand their choices.

People can then get stuck in the wrong part of the system, because they don't have the right support at home or in their community. Many don't have fair access to care because of who they are, or where they are in the UK. When people struggle to get the right care when they need it, they can become isolated, their health condition can worsen, and it can have a lasting effect on their wellbeing.

The reality of health inequality

Individuals from the most deprived or excluded communities in the UK often experience the worst health outcomes. They are the least able to access the right support at the right time. This can result in differences in life expectancy of over 10 years between the poorest and richest parts of the UK.

How we'll do it

Deliver services

Our staff and volunteers will offer services that give practical support to people across the UK, empowering them to manage their own health and wellbeing where possible. We will also make sure that people are supported within their communities in the longer term, so that less people become socially isolated or stuck in hospital when they don't need to be there.

Partner and convene

Together with the NHS, other organisations and communities, we will address gaps in the system that block people from accessing the care they need at the right time, and make sure people know how to navigate the support that's available to them. Using research and evidence, we will partner with others – locally, regionally and nationally – to shape the health and care system.

Advocate for change

We will seek to influence the NHS and health and care system to make sure people at risk of going through a health crisis can access support that's coordinated, before their condition escalates. We will also advocate for refugees and those seeking asylum to have the access they need to basic healthcare.

Displacement and migration

Our goals by 2030

People experiencing displacement feel safe, live with dignity and have choice and opportunity on their journey.

- People experiencing displacement can access support that keeps them safe and meets their essential needs at every stage of their journey.
- Eradicate extreme poverty in the UK for people experiencing displacement.
- Every person experiencing displacement in the UK has the opportunity to rebuild their lives, maintaining and restoring links with loved ones.



The problem

Across the world, people and families are migrating or being forced out of their homes at a greater rate than ever to search for new opportunities or safety – often because of climate-triggered natural disasters, protracted conflict, disease and poverty.

They are some of the world's most vulnerable people, travelling along some of the world's most dangerous routes. They don't always have access to support that meets even their most basic needs and are often exposed to violence and exploitation. They can also become very isolated if they lose contact with their loved ones.

The struggle to rebuild their lives

It doesn't necessarily stop once they arrive in a new country. Those who arrive in the UK often find themselves living in extreme poverty. Many carry trauma with them, which can have a lasting impact on their mental and physical health, and affect their ability to rebuild their lives.

How we'll do it

Deliver services

We will continue to be a major independent provider of refugee support, ensuring that people are treated with dignity, humanity and respect, regardless of their legal status. Our services will help people navigate through the UK's complex immigration system, signposting them to the care and support they are entitled to. We will support people who are at risk of being, have been or continue to be, exploited. We will keep working to reunite loved ones who have been separated, helping them maintain contact if they wish to do so.

Overseas, along migration trails, we will work alongside other Red Cross and Red Crescent National Societies and use the emblem to protect people at all stages of their journey – from giving out supplies and information, to supporting people at risk of or facing exploitation and violence.

Partner and convene

In the UK, we will drive the importance of cohesion by partnering with communities and resettled people living within them. Collaborating with other organisations, we will help people find an approach where everyone in the community can live well and thrive together.

Advocate for change

We will use the power of humanitarian principles of neutrality and impartiality to call for systemic change. Strengthened by evidence on and insight into the experience of displaced and migrating people, we will highlight points in the system that leave people vulnerable to extreme poverty, stop people from accessing the support they need, and block them from being able to contribute to society.

Where and when

Where risk is high and resource is low

To have the deepest impact on people's lives we must use our resources where they are needed the most and where we can make the biggest difference. Some people and communities are at higher risk of a crisis but don't have the resources they need to cope or recover when crisis strikes. We believe we can make the biggest difference to people in those places.

Our fundamental principle of unity means we are open to everyone, everywhere in the UK. Whilst we will be targeting our core work in the most at-risk places, the British Red Cross will still be there across the country, in different ways in different locations. We will do this through a movement of people that connects human kindness with human crisis, so that everyone in that crisis gets the help they need.

Before, during and after
We will help people through each stage of a crisis:

Prevent

Enabling people and communities to take early action that could prevent the crisis from happening in the first place.



Prepare

Equipping people and communities with the skills and tools to protect their lives and livelihoods, making sure they know how to access support and stay in touch with loved ones.

Respond

Providing timely and coordinated support to people and communities hit by a crisis, always prioritising their practical and emotional needs.



Recover

Supporting people and communities to recover from a crisis in ways that leave them stronger to face the future, and reuniting them with loved ones.



We are in this together



Connected communities are resilient communities

Whether it's tackling disasters, addressing health inequalities or supporting displaced people, we believe that meaningful connections between people, within communities and across agencies are fundamental for everyone. That's why strengthening these connections will form the basis of everything we do, working closely with people, communities and different organisations involved to build resilience.

For people who are marginalised or isolated,

we want to create spaces and connections for their voices to be heard, listened to and valued, so they feel like they belong to their community.

For people in vulnerable situations,

they should know about and be able to connect to the support and services available to them within their community, so they can get the help they need at the right time.

For the services operating within a community,

we want us to all be better connected to each other so that people get coordinated support that puts their needs first.

With people at the centre

The best way to help someone through a crisis is to ask them what they need; we don't have all the answers ourselves.

Affected people are best placed to say how they want to be helped, and it's up to us to listen to them and empower them to shape the support they receive. They should be at the heart of everything we do, without fail. Their local knowledge about their communities and who needs help is crucial, and we will be guided by this insight into and evidence on their needs.

**We will use our platform
to share their stories and lift
their voices – enabling them
to speak out about what
matters to them, too.**

Transforming the way we work

We know how we want to transform the lives of people in or vulnerable to a crisis. To achieve that, we must look at how we need to transform the way we do things within our organisation, investing in our people, technology and approaches to engagement.

1 Our movement

If you are someone who believes in making a true difference to someone in crisis, then we are in this movement of kindness together. All of us deserve to feel inspired and motivated as we work together to make real change for those who need it most.

Aims

Our supporters are inspired to act on the issues they care about, and by doing so, know they are part of the solution.

- Everyone can contribute to our humanitarian mission in a way that works for them.
- People take action alongside us for what they believe in.
- Every supporter feels part of something greater and stays engaged with the British Red Cross.

2 Our people

From staff members to volunteers, we must invest in our people. The success and impact of the organisation depends on all of us, so we need to build the right working environment – one that champions both wellbeing and flexibility, where we can bring our whole selves to work.

We want people to be able to grow as individuals during their time with us, unlocking their potential and embracing learning and innovation. We will achieve this by building and using people's skills through rich experiences, keeping people connected to an inclusive and diverse network of people across the organisation, as well as supporting everyone with tools and technologies that make working easy.

Aims

The British Red Cross will be a net zero carbon emitter by 2030.

- We will reduce our carbon emissions from buildings and transport.
- We will reduce our waste that goes to landfill, ensuring we reuse and recycle.
- We will hold our external suppliers to rigorous environmental standards.
- We will create a working environment that enables us all to work in more climate-conscious ways.

Aims

Our people are empowered to create a safe environment where they can thrive and best meet changing humanitarian needs.

- We feel energised and have access to what we need to grow and contribute to our cause.
- Our workforce is built on diverse skills, experiences and capabilities.
- We embrace new ways of working and new technologies and hold ourselves to account to deliver what's needed.

3 Our planet

As an organisation that responds to the devastating humanitarian suffering caused by the changing climate, we have a duty to reduce our own impact on the environment. In this strategy, we commit to becoming a greener organisation, striving towards goals that will force us to rethink how we operate to manage our footprint on the earth.

Delivering our goals

This strategy has been developed in line with our fundamental principles and organisational values, which we live and breathe every day and which make the Red Cross unique.

To make sure we deliver our goals to help people who need it most, to the best of our ability, we also commit to being:

Person and community-centred



Inclusive and representative

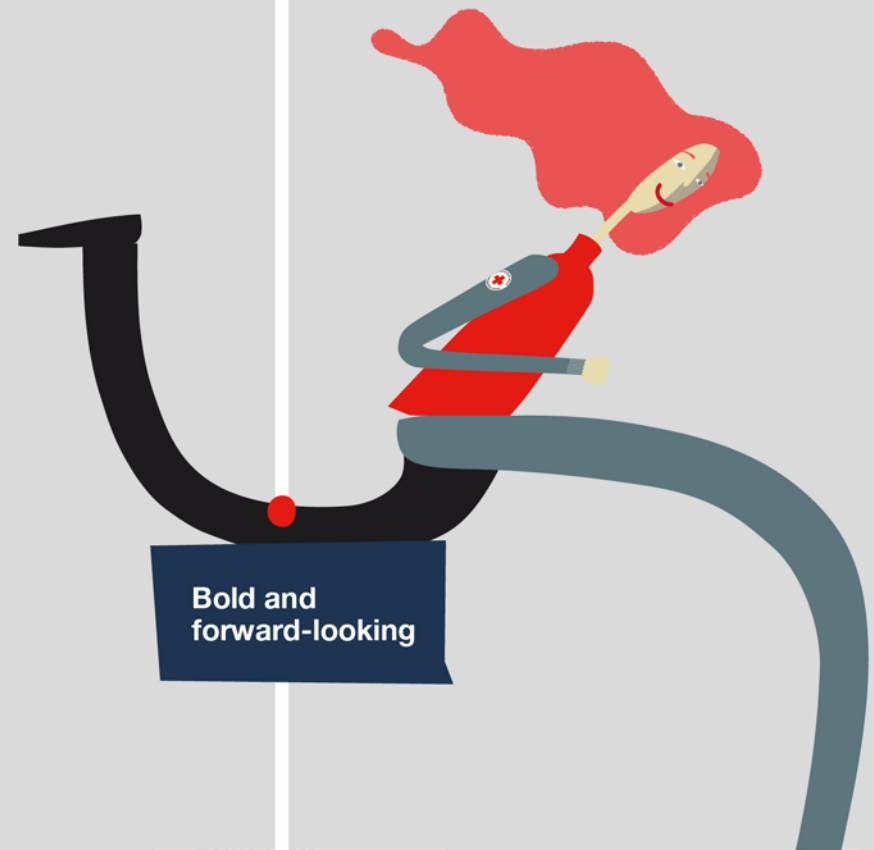
Focussed on protection



Evidence-based and led by insight



Bold and forward-looking



Our **gl**obal movement



The British Red Cross is proud to be part of the largest humanitarian network in the world, the International Federation of Red Cross and Red Crescent societies, working together to deliver the greatest impact for people through our Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary service, Unity and Universality.

Join us
on our
journey
to 2030

Our movement is only as powerful as the people building it. From the life-savers to the social media enthusiasts, whether you work with us or donate your time or money, if you visit our shops or speak out about what matters to you; we are all using the power of kindness to make a true difference to someone in crisis. Together, we can turn our ambitious ten-year strategy into an extraordinary reality by building a modern movement that connects people who want to help with the people who need it most.

Find out how you can get involved at [redcross.org.uk](https://www.redcross.org.uk)

#PowerOfKindness



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The British Red Cross Society, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949), Scotland (SC037738) and Isle of Man (0752). BRC19-272

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