

BEVAN BLUEPRINT

# OUR 3 STRATEGY PILLARS

WHAT WE WILL DO  
2025-2028

## WHAT DO WE DO?

### OUR MISSION

We change the lives of individuals, families and communities who are the most excluded by removing barriers to get the support they need to live full lives.

## WHERE ARE WE GOING?

### OUR VISION

Our vision is Health, Hope & Humanity for all. We look to a future where everyone can access health and wellbeing support at any time, with respect, dignity and free from discrimination.

# OUR 3 STRATEGY PILLARS

WHAT WE WILL DO  
2025-2028

## 1 BRILLIANT PEOPLE

WE'LL PRIORITISE  
EQUALITY, DIVERSITY  
& INCLUSION

### WE WILL...

- Be an 'employer of choice'.
- Establish our 'Bevan Way' culture.
- Promote devolved, empowered leadership.
- Embed lived experience.
- Expand our volunteer programme.
- Relaunch 'Bevan Voices'.

## 2 STRONG EXCELLENCE

### WE WILL...

- Transform Primary Care: Bevan Next Chapter.
- Consolidate existing services.
- Be 'regulator ready'.
- Review our governance.
- Focus on data & impact.
- Promote visible leadership of Inclusion Health.
- Retain our core services.

WE'LL STRENGTHEN  
MARKETING AND  
COMMUNICATIONS

## 3 GOOD GROWTH

WE'LL HARNESS  
TECHNOLOGY

### WE WILL...

- Develop & deliver self-pay services.
- Ensure adjacent services get underway.
- Build strategic partnerships.
- Expand our geographical footprint.
- Grow fundraising & grants.

## OUR GOLDEN THREADS

## HOW DO WE DO THINGS?

OUR VALUES

WE ACT WITH  
COURAGE

WE HAVE  
COMPASSION

WE LEAD WITH  
INNOVATION

WE PUSH FOR  
EMPOWERMENT

WE PRIORITISE  
COLLABORATION