

Strategy 2030

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**Here for  
humanity**



# Who we are

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**The British Red Cross is here for humanity. Together, we help people prepare for, respond to, and recover from crisis – bringing hope and life-changing support. Our teams work side by side with communities, listening to their needs and putting them first.**

There's no other movement like ours. We are part of the world's largest humanitarian network, stretching across the UK and 190 other countries, ready to respond when the worst happens.

People are at the heart of our organisation. Whether you're a volunteer, a staff member, or a trusted partner that works alongside us, whether you've been with us for years, weeks or days – there is no British Red Cross without you, and your work has never been needed more.

This is our strategy for the next five years, setting out where we will focus our expertise and efforts, which will guide us through the change and challenges that lie ahead.



# Our mission

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To mobilise the power of humanity so that people can prepare for, respond to, and recover from crisis

## Our Royal Charter

For over 100 years, our [Royal Charter](#) has formed the basis of how we work in the public interest.

## Our vision

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

## Our values

**Courageous:** we are bold. We show our strength by doing the right thing and we aren't scared to test our creative ideas.

**Dynamic:** we move forward as one team. Every day we are adapting, innovating and learning.

**Compassionate:** we stand for kindness. People come first, no matter who or where they are.

**Inclusive:** we are open to all. We treat each other with dignity and respect.



# Why we need this strategy

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**The world around us is changing – and quickly. People and communities aren't always getting the support they need. Helping people in crisis, and showing humanity towards one other, has never been more important.**

The **climate crisis** is driving an increase in extreme weather events. In the UK and across the world, the humanitarian impact of this rise is immense – with people's homes, livelihoods, and lives at risk.

This adds to the growing number of people who are being displaced because of **armed conflict**. Many must leave their home countries, often making dangerous journeys and risking becoming separated from their loved ones.

Wider economic challenges have put incredible **pressure on public services**, making it harder for people to get the support they need.

Every day in our work, we consistently see the best of people, and the many things that unite us. But we also know that some areas of our society feel **increasingly divided**.

The **digital world** is transforming our everyday lives at great speed, with new technology impacting how we all live, work, communicate, and use services.





# Preparing for our changing world

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**We need to make sure that we are ready for the future. Getting ahead of a world that is constantly shifting is no small task. But as the British Red Cross, we've been adapting and responding to crises for over 150 years and we know that we are set up for this kind of challenge.**

That's why, as well as emergency response, we'll have a greater focus on helping people to be **prepared for crisis**. That means putting support in place before the worst happens so that people can be ready to respond together.

To do this, and to do it well, **local communities** must be at the centre of our work. And we will continue to act where need is high and resource is low.

We also need to move quickly in these times of huge change. We must **innovate and adapt** – to remain relevant and to make sure we are helping people in the most efficient and impactful way possible, making every pound go further.



# Our goals for 2030

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Our goals will guide us for the next five years and represent the changes we want to see for people in the UK, and through our work with our partner Red Cross and Red Crescent National Societies across the world.

Our goals are bold and aspirational – but they are also clear where **we will prioritise**. We can't do it all, and we need to focus more than ever before on where we can make the greatest difference for people in crisis, being guided by our fundamental principles.

No-one knows what the future holds – but as the British Red Cross, we will not stand by and we will not stand still. We will always be **here for humanity**.







# Our goals in the UK

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Our three humanitarian causes in the UK are: **disasters and emergencies**, **health and care**, and **displacement and migration**. In each of these areas, we will not only work directly with communities, but also use our trusted voice to bring about meaningful and lasting change for those who most need our support.





# Disasters and emergencies

## The challenge

Disasters and emergencies affect everyone, but hit certain groups hardest, for example, people with low incomes or with ill health, older people, and children, as well as those living in disaster-prone areas.

Governments and other agencies have recognised a lack of resilience support for UK communities. We need to make sure people in the most vulnerable situations are properly supported.

**Fact:** In the UK, by 2030, 647,000 people<sup>1</sup> are projected to live in neighbourhoods that are highly vulnerable to flooding and 3.5m people<sup>2</sup> are projected to live in neighbourhoods that are highly vulnerable in a heatwave.



Photo © Peter Summers/ British Red Cross

Goal

1

**Enable communities to be prepared and respond together when disaster strikes, prioritising those with the greatest unmet needs**

## The opportunity

Using our expertise in emergency response, and our unique position working with national and local organisations, we will better support communities to be ready and able to act in the face of a crisis. We will focus our efforts on the most at-risk groups of people, where need is highest.

Goal

2

**Embed UK resilience as a national priority, ensuring those communities who are most at risk are prepared to respond to and recover from emergencies**

## The opportunity

We will use our insight, evidence, and on-the-ground experience to advocate for government and policy makers to make resilience support a priority, with clear accountability. Communities experiencing the most extreme weather events and others at greatest risk of emergencies should be able to get help, no matter who or where they are.



# Health and care

## The challenge

By 2030, our UK population will be older and experiencing greater levels of illness and disability. Health inequity is likely to grow, meaning more people who are already in vulnerable situations will be unable to get the care they need.

Stretched public services can make it difficult for people to access support, with many turning to A&E to get help. Others find themselves receiving care on hospital wards, which is often more costly than getting someone set up with support at home or in their community.

**Fact:** In England alone, over 8 million people will be living with a major illness by 2030. People in the most deprived areas will develop a major illness 10 years earlier than those in the least deprived areas.<sup>1</sup>



Goal

3

**Empower people to better manage their wellbeing by delivering community-based care**

## The opportunity

Getting care at home or in a community setting helps people to manage their conditions better and improves quality of life. We will build on our excellent track record of high-quality community support services, putting people and their needs first. In doing so, people will be able to get care outside of hospital, with support to better manage their health at home.

Goal

4

**Ensure UK investment into preventative health and care programmes that prioritise addressing people's care needs in community settings and promote health equity**

## The opportunity

We will advocate for expanding at-home and in-community health and care programmes, making sure they are set up to reach people who need them most. This will create more services for people who don't need specialist clinical support, and shouldn't need to turn to hospital.



# Displacement and migration

## The challenge

With more frequent and severe climate-related disasters, and longer-lasting conflict, more people are being forced to leave their homes than ever before. Many will have experienced severe trauma before arriving in the UK, including sexual and gender-based violence, trafficking, torture, and living through conflict.

But when people arrive in the UK, they often face further challenges, uncertainty, and fear.

Everyone has the right to seek asylum under international law. But increased restrictions on the right to claim asylum have made it even harder for people to access support.

**Fact:** 83% of people relying on asylum support in the UK have financially struggled since the rise in the cost of living, with payments unable to cover essentials, especially food, clothing and transport.<sup>1</sup>



Goal

5

**Restore safety, dignity and connection with loved ones for people who are displaced, focusing on most urgent cases of need**

## The opportunity

We will continue to be a major independent provider of refugee support. With growing demand and limited resources, we will prioritise our work with people who need our help the most. We will draw on our decades of expertise to support people with dignity, including reconnecting families that have been separated.

Goal

6

**Expand safe routes and deliver a fair asylum system, with day one support for all people seeking or granted protection in the UK**

## The opportunity

We will use our voice to speak up, to expand safe routes for people seeking asylum to reach the UK. We will work to make sure that early and equal support is in place for people granted protection to rebuild their lives with dignity.





# Our goals across the world

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We are part of the world's largest humanitarian network, ready to respond when the worst happens. In the face of the climate crisis and conflicts across the globe, supporting communities to become more resilient has never been more important.

Our three international goals focus on **emergency response**, **climate resilience** and **international humanitarian law**. These are some of our stand-out areas of expertise, and they're where we want to keep building and improving over the next five years. By prioritising our work with our partners in these areas, we will strengthen and unite our global Movement.







# Our goals across the world

Goal

7

**Equip and empower National Societies to respond immediately in a crisis and support them to distribute cash rapidly to address urgent needs**

## The challenge

The world feels volatile right now, where change is happening quickly and unpredictably. The worsening humanitarian impacts of the climate crisis and conflicts, including the alarming rate at which people are being displaced, are making an already fragile global situation even more unstable.

## The opportunity

We will focus on making our emergency response as immediate and as local as possible. To do that, we will work closely with our fellow National Societies to make sure they have rapid access to funding and expertise. It is critical that people in crisis have cash as soon as possible, so they have choice and dignity as they navigate through whatever emergency they're facing.

Goal

8

**Accelerate community-led climate resilience through global partnerships**

## The challenge

Extreme weather events are devastating people's lives, homes, and livelihoods. There is clear evidence that preparedness and resilience saves lives and reduces harm, but there has not been enough investment in these areas.

## The opportunity

Working closely with our Red Cross and Red Crescent expert partners across the world, we will help communities to better withstand the impacts of the climate crisis, so they can protect their livelihoods and look after their health. We will support programmes led by communities, so they don't have to rely on humanitarian aid when the worst happens.

**Fact:** Across the world conflict, disasters, violence and climate change have pushed the number of people in need of humanitarian assistance to record levels<sup>1</sup>. As of 2024 crises like these have forced 120 million people to leave their homes to seek safety<sup>2</sup>.



Photo © Esther Mbabazi / British Red Cross / PPH





Goal

9

**Drive humanitarian policy change and strengthen international humanitarian law in complex crises**

### The challenge

Internationally, the system of humanitarian support is being put under great pressure. International humanitarian law aims to protect people in conflicts and other emergencies – yet there is a real risk that respect for it, as well as humanitarian norms and principles, is diminishing.

### The opportunity

Our mission is to protect life and human dignity. To do this, we will continue to build and maintain respect for international humanitarian law and diplomacy, by providing expert advice and training, and influencing policy and government agendas.







# Our goals to drive us forward

No matter the role, every one of us at the British Red Cross plays an important part in building our culture and being the exciting organisation we want to be. To make the greatest impact for communities and maintain the quality of our work, we need to look at how we work, as well as what we do. That also includes doing our bit for the environment, trying and testing fresh approaches, and streamlining behind-the-scenes processes.





# Our people

**Goal**  
**10** **Grow and empower a vibrant movement of volunteers and young people to take action and support their communities**

Our movement is for everyone. Kindness is part of our DNA. You don't need decades of experience to volunteer with us, you don't have to understand complex global situations to make a difference. You just need to believe in the power of humanity – that you can help change someone's world for the better through small, everyday actions.

**Goal**  
**11** **Build a culture where our people feel valued, able to learn and grow, and are fairly rewarded**

We are passionate about helping others. But it's important to look inwards, too. The British Red Cross is bursting with talent and commitment – and we want every single person on our team to love being part of our movement, and be able to thrive and work to the best of their ability.

**Goal**  
**12** **Develop a culture of equity and trust, where all our people are actively inclusive**

To support people in crisis no matter who they are or where they are from, we will foster a safe, trusting, and fair environment that is free from discrimination. We will work to ensure equity, dignity, and respect for people who work and volunteer with us, for those who work alongside us and for anyone we support.







# Our organisation

Goal

13

**Reduce our carbon footprint to net zero**

We see the devastating impact of the climate crisis in our work every day and we are committed to becoming a greener organisation over the next five years. We aim to cut our direct carbon emissions by at least 70% by 2030 compared to 2019 levels, and will continue our progress towards net zero.

Goal

14

**Attract increasing levels of income, test new ideas and inspire support for people in crisis**

The incredible support we receive makes a huge difference to people in crisis. We want to better recognise the generous people who give us their support, donate to our causes, visit our shops, and take part in first aid and other Red Cross learning. We will use our creativity to inspire them to continue to put their trust in us, and show the powerful impact of their contribution.



Goal

15

**Optimise technology to maximise impact for the people we support**

We do not want to use technology for the sake of implementing something new – it needs to have a positive impact for people and communities in emergencies. We are committed to harnessing the new technologies and digital practices that will help our people do more and better with that they have.

Goal

16

**Simplify processes and reduce costs to optimise time and money spent supporting people in crisis**

We are determined to make sure all the support we receive is put to best use, so that we are always there to help people in greatest need prepare for, respond to and recover from emergencies. We will keep finding areas where we can be more efficient, and extend the value of every pound spent.



# How we will work

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**Everything we do must put people and communities affected by crisis at the centre. We will act upon the latest data and insights to design how we deliver our services, partner and convene, and advocate for change – from improving how we prepare for emergencies, to better understanding people's strengths and needs, to determining where we can make the greatest impact.**

## **Delivering services**

Whether it's a flood-prone village in the UK, a community facing drought overseas, or someone forced to leave their home during conflict, we will work with people safely and meaningfully, and develop our services in light of their experiences. In doing so, we'll build trust and make sure that our work is accessible and relevant in helping people prepare for, respond to, and recover from crisis.

## **Partnering and convening**

We know we can't do it alone. That's why we'll keep building strong partnerships with fellow voluntary sector organisations, local and community groups, and our National Societies to make the greatest impact for those who need support in the UK and worldwide.

## **Advocating for change**

As an auxiliary to the UK government, we have a responsibility to use our position to influence decision makers and affect change for whole populations, elevating the voices of people in crisis. We won't hesitate to use our impartiality and neutrality to call for change to public policy and services, to make sure people are protected and supported.





# Our fundamental principles

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Our seven fundamental principles are grounded in international humanitarian law. They bind our Red Cross Red Crescent Movement together. They guide us in dangerous emergencies, they demand respect, and they help us reach communities where the need is greatest.

- Humanity
- Impartiality
- Neutrality
- Independence
- Voluntary service
- Unity
- Universality





# Bringing our strategy to life

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These are more than just words on a page. This is our commitment to making sure people can prepare for, respond to, and recover from crises, and to strengthen our organisation by 2030 and beyond.

**We don't know exactly what the future holds, but we are and will always be here for humanity.**





# Our goals in one place

## Our goals in the UK

### Disasters and emergencies

- 1 Enable communities to be prepared and respond together when disaster strikes, prioritising those with the greatest unmet needs
- 2 Embed UK resilience as a national priority ensuring those communities who are most at risk are prepared to respond to and recover from emergencies

### Health and care

- 3 Empower people to better manage their wellbeing by delivering community-based care
- 4 Ensure UK investment into preventative health and care programmes that prioritise addressing people's care needs in community settings and promote health equity

### Displacement and migration

- 5 Restore safety, dignity and connection with loved ones for people who are displaced, focusing on most urgent cases of need
- 6 Expand safe routes and deliver a fair asylum system, with day one support for all people seeking or granted protection in the UK



## Our goals across the world

- 7 Equip and empower National Societies to respond immediately in a crisis and support them to distribute cash rapidly to address urgent needs

- 8 Accelerate community-led climate resilience through global partnerships

- 9 Drive humanitarian policy change and strengthen international humanitarian law in complex crises



## Our goals to drive us forward

### Our people

- 10 Grow and empower a vibrant movement of volunteers and young people to take action and support their communities
- 11 Build a culture where our people feel valued, able to learn and grow, and are fairly rewarded
- 12 Develop a culture of equity and trust, where all our people are actively inclusive

### Our organisation

- 13 Reduce our carbon footprint to net zero
- 14 Attract increasing levels of income, test new ideas and inspire support for people in crisis
- 15 Optimise technology to maximise impact for the people we support
- 16 Simplify processes and reduce costs to optimise time and money spent supporting people in crisis



