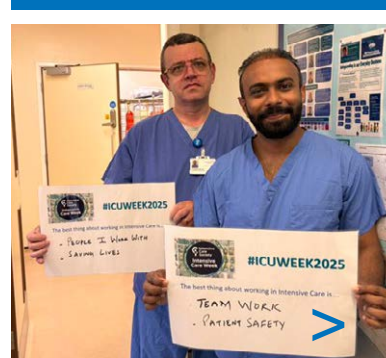
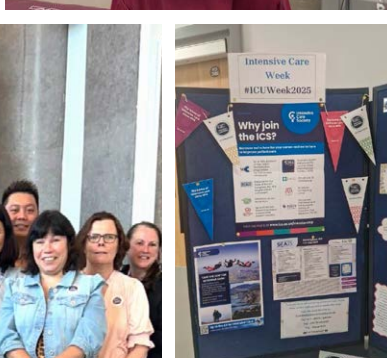
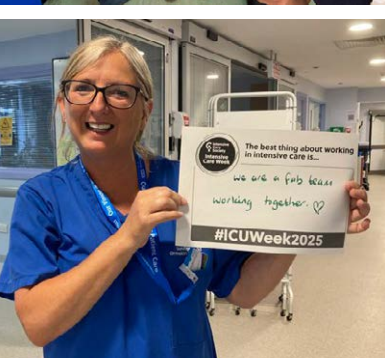
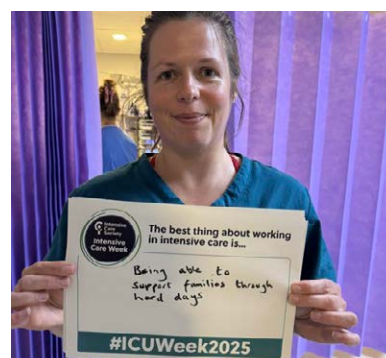
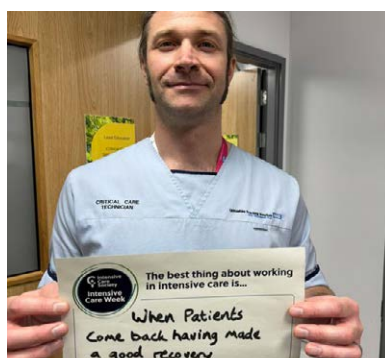
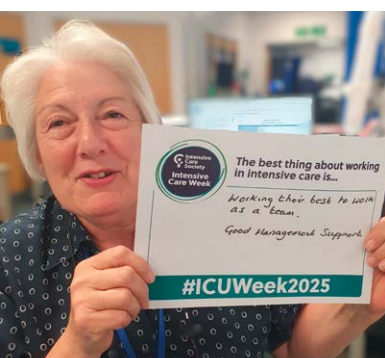
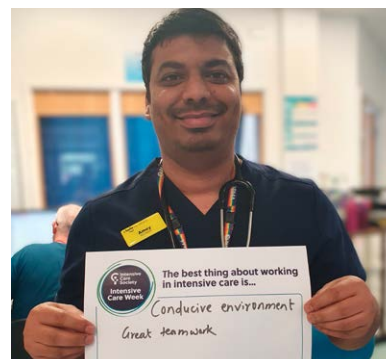
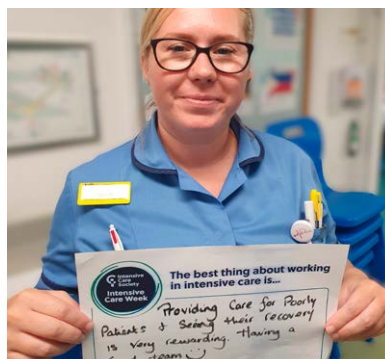
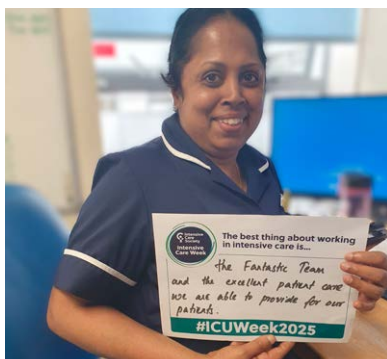
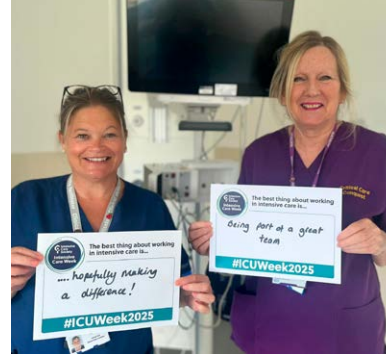
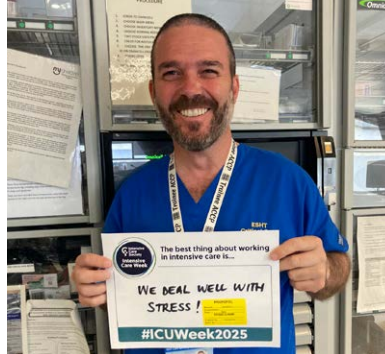




Your Society – Our Strategy 2023–2028

2025 Strategy Refresh



Welcome

This strategy refresh reaffirms our vision and mission, and updates our priorities to reflect the evolving needs of our community and the wider healthcare environment.

On behalf of the Intensive Care Society, we would like to wholeheartedly thank our members and all those who give their time, energy, and expertise to support our work. The Society exists because of your commitment and will continue to thrive because of the dedication of our community.

As we look to the future, it is important to focus on what we do best and on what our members value the most. Our strategic priorities reflect not only the work we are proud of but also the strengths that define us as a Society. We are the voice and home of the intensive care community across the UK, and our role is to ensure that this community feels both supported and represented.

We recognise that a one-size-fits-all approach does not serve our diverse community. We will strike a balance and continue to serve the whole community while simultaneously providing tailored support through our professional groups. By doing so, we can meet the diverse needs of our members, ensuring that we remain strong and united in our purpose.

The NHS, like all national healthcare systems around the world, is navigating a period of profound change and unrelenting pressure. Intensive care must continue to play a central role in shaping the response to these pressures. Looking ahead, we must also ensure that our specialty is at the heart of future pandemic preparedness. The Society will take a proactive and collaborative approach to making the case for our specialty, speaking with authority and leadership in these critical national conversations.

We are committed to looking beyond today's immediate challenges. Our ambitious vision for intensive care by 2050 is intended to convene government, industry, and the public to collaboratively define and shape the intensive care unit of the future, one that is technologically advanced, patient-centred, and sustainable for future generations. At the same time, our international outlook continues to grow. We value our partnerships with colleagues across the world, and we see opportunities to learn, collaborate on shared goals, and promote UK expertise more widely.

Collaboration remains at the core of our approach. We are committed to working with our diverse community of professionals, patients, and their loved ones, as well as policymakers, industry leaders and academic institutions. As well as identifying common ground, we will maintain our unique identity and the key strengths that make the Intensive Care Society so vital. Together, we will continue to build a stronger, more resilient, and more connected community for the future.



**Professor
Shondipon Laha**
President



Dr Andrew Breen
President-elect

Introduction

This strategy refresh is an opportunity to reaffirm our principles and responsibilities, which are central to what we do.

Here at the Intensive Care Society, patients and their loved ones are at the heart of what we do. Their experiences guide us. At the same time, we are here to serve the professionals who dedicate their lives to caring for patients. Our approach unites professional services with patient support and advocacy.

To achieve this, we must harness insight from both patients and professionals, ensuring the Society is the leading and trusted voice for intensive care. Every one of us has a role to play. We are all champions of the Society, advocating for the importance of high-quality intensive care and for the people who make it possible.

Certain principles will remain central to our work. Equality, diversity and inclusion are not only priorities but core principles, ensuring that our multi-professional membership is represented fairly and inclusively. We also know factors such as deprivation and ethnicity significantly impact patient access and outcomes. The Society is committed to promoting equitable care for all. Furthermore, sustainability is embedded throughout our activities: we have a responsibility to lead by example and ensure our work contributes positively to the future of healthcare and our planet.

Intensive care is a hugely demanding field, and for this reason mental wellbeing and its promotion must be a golden thread woven through all our activities. From peer support to practical resources, we want to create an environment where our community feels supported, resilient, and able to succeed.

As a charity, governance and financial sustainability are essential. Strong governance ensures transparency and accountability, while careful financial management allows us to deliver on our ambitions. Alongside this, a robust fundraising strategy, supported by a strong public profile, will be critical in helping us achieve our long-term goals.

Finally, the future of the Society will depend on embracing digital transformation. We are developing strategies and policies to ensure our digital infrastructure is robust, future-proofed, and aligned with our evolving needs. This includes exploring the adoption of AI tools, always with appropriate safeguards and with environmental considerations in mind.

By placing patients at the heart of our mission and supporting professionals to succeed, the Intensive Care Society will stand strong as the voice and home of intensive care.



Katie Nurcombe
CEO

Our Vision

The Society's vision is that every member of the multi-professional intensive care team is able to deliver the best quality care for those who need it, when they need it.

Our Mission

To be the voice of the multi-professional intensive care community, their patients and their loved ones and together to advance and promote the best quality care, safety and research.

Our Values

Collaboration

We work with others to maximise our impact

Freedom of Expression

We are bold in our actions and words and we encourage diversity of views

Respect

We treat everyone with dignity and respect, and accept differences delivering our mission more effectively

Quality

We provide value by delivering services and products to a consistently high standard

Our five Strategic Priorities

1. Membership Impact, Value and Growth

To deliver a valued and impactful membership offer to support a thriving intensive care community across the UK

2. Leadership and Advocacy

To be the voice for our multi-professional community, patients and their loved ones, through inclusive leadership that reflects and respects the diversity of those we represent

3. Standards and Research Excellence

To advance, influence and promote quality patient care and safety by developing standards and supporting research.

4. Quality Learning and Accreditation

To deliver high-quality learning activities and accreditation services that meet the needs of the community

5. A World-Class Congress

To deliver a highly respected annual congress delivering innovative education, professional development and networking.

Our Core Principles

Our strategy is underpinned by a set of core principles that guide everything we do. These principles reflect our commitment to patients, our members, and the wider intensive care community, and ensure that our work is both purposeful and sustainable.

Patients and their loved ones at the heart of our mission

We are committed to placing the voices of patients and their loved ones at the centre of our work, ensuring that empathy, dignity, and respect guide every decision we make. We are developing an approach that balances professional services with patient-centred initiatives, embedding the perspectives of patients and their families across our strategic priorities. In partnership, we will strengthen access to trusted patient information and support informed decision-making and engagement.

Equality, Diversity, and Inclusion

The Society is built on the strength of its diverse, multi-professional membership. Equality, diversity and inclusion (EDI) are fundamental to who we are and how we operate, and our responsibility in this area extends to both patients and professionals. By embedding this across all our strategic priorities and ways of working, we will ensure that our activities reflect and respect the diversity of our community. Through the work of our EDI Group, we will deliver key projects, provide expert advice, and offer practical support to members as we continue to build a more inclusive Society.

Environmental Sustainability

We recognise our responsibility to champion sustainability across the intensive care community. This means ensuring our activities reduce environmental impact and contribute to a healthier planet. Through the work of our Sustainability Working Group, we will lead projects that embed sustainable practice throughout our strategic priorities, providing guidance and leadership that support our members and partners in making meaningful change.

Supporting our community to thrive

We know that the nature of intensive care can be hugely demanding, and supporting mental wellbeing must be integral to our mission. We want every member of the intensive care workforce to have the tools and resources they need to thrive. This includes continuing to offer peer support training and services, maintaining a library of practical and tailored resources, and embedding mental wellbeing as a golden thread throughout all our activities. We will also continue our work towards preparing staff for the challenges of the future.

1. Membership Impact, Value and Growth

To deliver a valued and impactful membership offer to support a thriving intensive care community across the UK

Goal 1

To be the professional home for everyone working in intensive care, providing high-quality and relevant membership services that deliver real value at every career stage.

We will **balance** providing membership services to the entire intensive care community with delivering more tailored, specialist support through our professional groups, ensuring members feel **represented, engaged, and supported** to thrive in their role.

Goal 2

To support the professionalism and career development of the workforce enabling the intensive care community to thrive.

We will foster a thriving professional community through **inclusive activities and policies** that promote leadership development, **peer support, mentoring, award recognition, CPD pathways, legal and ethical advice and guidance**, and access to high-quality professional development resources such as our **journal**.



2. Leadership and Advocacy

To be the voice for our multi-professional community, patients and their loved ones, through inclusive leadership that reflects and respects the diversity of those we represent



Goal 1

To lead as a trusted and influential voice in intensive care, actively engaging with policymakers, parliamentarians, and the wider healthcare community across the UK.

We will identify and **advocate for priorities** that are important to our members, such as **palliative care** and **rehabilitation**, while building a strong **public profile** and providing authoritative expertise to **shape policy** and improve patient outcomes.

Goal 2

To place patients and their loved ones at the heart of what we do, embedding public and patient involvement (PPI) across all our activities, championing lived experiences and bringing together patients and professionals to improve care.

We will **provide trusted, accessible information** and clear **signposting** on intensive care, while developing a **fundraising strategy** which demonstrate a tangible impact on patients.

3. Standards and Research Excellence

To advance, influence and promote quality patient care and safety by developing standards and supporting research.

Goal 1

To lead and collaborate on the development of relevant high-quality, evidence-based standards and guidelines, underpinned by active engagement, inclusivity, and appropriate involvement of patients and their loved ones.

Our focus is on producing and promoting **impactful, well-received standards and guidelines** through robust, streamlined **processes** that enable timely updates and continuous improvement. We will enhance **feedback** mechanisms, prioritise key resources such as GPICS, and foster a dynamic, two-way relationship between **standards and research** to ensure relevance and drive improvement in practice and safety.

Goal 2:

To promote and support high-quality, relevant intensive care research by delivering the James Lind Alliance (JLA) Priority Setting Partnership for intensive care and using it as a strategic foundation for future grant-giving to build research capacity across the community.

Our focus will be on maximising the impact of the JLA process by **aligning research priorities** with clinical need, using its outcomes to **inform future standards, guidelines, and strategic and corporate partnerships**, both nationally and internationally, resulting in high quality publications **in JICS**. We will explore **targeted fundraising opportunities** and strengthen **public and patient engagement** to further enhance the visibility, relevance, and impact of intensive care research.



4. Quality Learning and Accreditation

To deliver high-quality learning activities and accreditation services that meet the needs of the community

Goal 1:

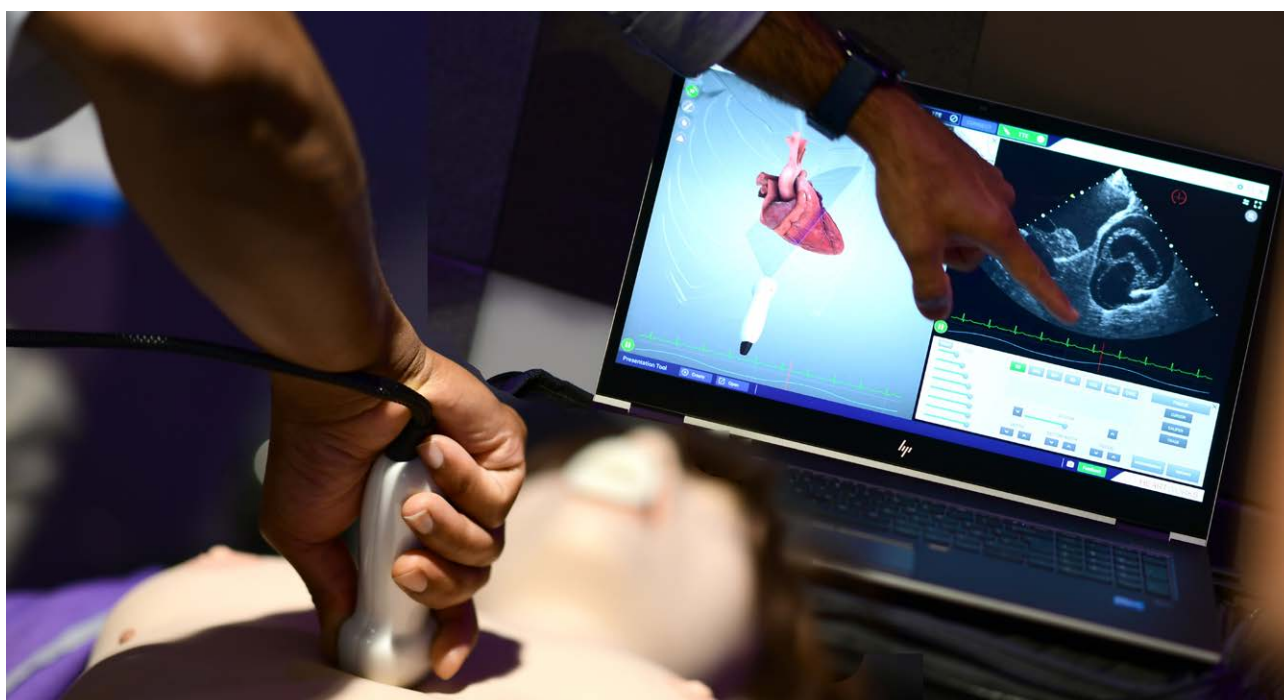
To deliver a strategic and sustainable multi-professional learning programme underpinned by robust infrastructure, and tailored, high-quality content that meets the evolving needs of our community.

Our approach prioritises relevance, regular content renewal, and effective promotion, while fostering collaboration with strategic partners to enhance reach and impact. We will continue to strengthen our learning offer through **upgraded systems, tailored content, and the considered integration of emerging technologies**, ensuring alignment with curriculum developments and delivering clear value to members.

Goal 2:

To strengthen and expand the reach of our multi-professional accreditation programme by enhancing delivery capability and infrastructure, both in the UK and internationally, with a focus on quality assurance, remote mentoring, and seeking curriculum alignment.

We will focus on **meaningful growth, equitable access, and improved patient outcomes**, while embedding **EDI and sustainability** as integral elements of our approach.



5. A World-Class Congress

To deliver a highly respected annual congress delivering innovative educational content and professional development.

Goal

To deliver in-house, a highly respected annual congress which delivers innovative educational content and professional development and ensures long-term financial sustainability for the Society.

We will focus on **meaningful delegate growth and engagement** from members, explore **international opportunities**, grow our **reputation** as a world-class congress, continue our commitment to **environmental sustainability** and delivering an exceptional **delegate experience** that excites and inspires our multi-professional community and the next generation.





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