OUR LIFESAVING JOURNEY TOGETHER

OUR GOAL
By 2024 we are aiming for:
• A 50% reduction in drowning and coastal fatalities in the UK and Republic of Ireland
• Effective drowning prevention strategies in the highest risk areas internationally

HOW WE WILL DO IT

LIFESAVING DELIVERY
Using our experience and expertise to save lives through Rescue, Influence, Supervision and Education in partnership nationally and internationally.

BETTER WAYS OF WORKING
An organisation that puts people at the centre of what we do whilst driving innovation and improving our technology.

A STRONG, SUSTAINABLE IDENTITY
Fit for the future and managing risks effectively. Protecting and enhancing our great reputation and being clear about the type of organisation we want to be for the future.

FINANCIALLY SUSTAINABLE
Efficient in everything we do, maintaining our income and controlling our costs to make the best use of our generous donations.

WHAT THIS MEANS FOR THE RNLI
We are currently a sea rescue service in the UK and Republic of Ireland presenting ourselves as largely independent of others.

We need to become a sea rescue service in the UK and Republic of Ireland with a growing commitment to preventative action using our expertise to work in partnership locally, nationally and internationally to prevent drowning.

OUR VISION:
To end preventable loss of life at sea

OUR FOCUS

OUR 2016 TRANSFORMATION PRIORITIES

1. Our top priority has always been and remains: Running the RNLI, keeping our rescue and prevention lifesaving service operating to our usual high standard. Nothing should interfere with this.

   The other top priorities this year are:

   2. Getting our new systems up and running: Finishing the launch of our new business system in the first half of 2016 through the Business Systems Modernisation Programme (BSMP).

   3. Putting supporters at our heart: By the end of 2016 we will have a new CRM system (Customer Relationship Management tool). This will then enable us to switch to an opt-in approach to contacting members of the public from January 2017. These programmes are called CRM and Opt In/Blue Skies.

   4. Saving money and continuing to work efficiently: In order to do all of this and sustain the future of the RNLI we need to deliver the planned efficiency savings, as set out in the 2016 budget and the 5-year Business Plan.