

Our 2025 priorities

2025 is the year we define and embark on the first of the three 5-Year Plans to deliver the RNLI 2040 strategy. We must remind ourselves constantly that we are a volunteer organisation, and everything we do is in support of our volunteers and frontline staff. We are powered by kind supporters and donors and must spend every penny and cent they give to us wisely. In 2025, we will focus on:

Lifesaving demand: Maintaining the key strategic areas that support the delivery of our purpose

- Supporting our people to deliver our service while keeping them safe at 238 lifeboat stations and at around 250 lifeguarded beaches, 153 shops, 1,000 fundraising branches, and face-to-face fundraising locations
- Educating and influencing at-risk audiences and sharing our lifesaving expertise – domestically and internationally
- Working with partners to deliver enhanced lifesaving services, raise awareness and generate lifesaving funds
- Building, refitting and repairing our lifeboats more efficiently, better maintaining our fleet and estates, and shifting to regional support where we can
- Delivering key fundraising campaigns like Launch a Memory and Mayday
- Living our values, ensuring inclusion and engagement for all

Fit for the future: Continuing to implement effective lifesaving that responds to emerging risks

- Lifeboat Fleet Strategy: delivering the first trials of our new hovercraft fleet, establishing a team to take forward the plans for the new coastal lifeboat, and withdrawing the Mersey class lifeboat
- Continuing to create a sustainable volunteer model, adapting our service support so that we deliver at the point of need
- Introducing an Estates Management Tool to support improved estates management and rationalisation of our property portfolio
- Further enabling regional teams to make decisions on operational resource, upkeep and management, to drive better operational availability
- Developing our RNLI 2040 strategy and supporting plan

Continuous improvement: Continuing to drive good working practices with a focus on operational and safety risks, people and culture, information security and data governance

- Establishing a single view of organisational change: the RNLI Portfolio Office
- Supporting the growth, development and wellbeing of our people – acting on feedback from volunteer and staff surveys. Strengthening our 'speak up' culture
- Applying safety learnings and improvements, strengthening our safety learning culture and embedding our Safety Management System
- Delivering inclusive changing facilities across lifeboat stations and lifeguard units
- Introducing new helmets for our inshore lifeboat crews
- Developing the capabilities of managers and leaders

Financially secure: Reducing our permanent cost base while optimising net income growth

- Raising the funds we need to save lives through fundraising and legacies
- Consolidating the Poole campus to improve ways of working and reduce our operational costs
- Protecting against critical technology risks ('Mainstay' programme)
- Establishing a designated fund to invest in our future over the next 15 years
- Review our Standing Financial Instructions to enable delegation to the point of need