

Strategy 2025-2028: summary



WHIZZ KIDZ STRATEGY 2025-2028

PURPOSE

Support young wheelchair users to be independent and confident by providing equipment, skills, support and opportunity and campaigning for a more accessible society.

INITIATIVES

Independence

Reach more young people and provide the **wheelchair equipment** they need to be mobile and independent

Confidence

Ensure **more young people have the skills and confidence** to actively engage in the community

Access

Influence decision makers to build an accessible and inclusive society, giving young wheelchair users more opportunity

ENABLERS

Insight

Develop the **technology and processes** to ensure we're **driven by evidence** and insights and are fit for the future

Synergy

Build a **high-performance culture** and further embed **youth involvement**

Connection

Raise our **profile** and the **income** we need to deliver impact

VALUES

Young people focused

Inclusive

Collaborative

Ambitious

Key strategy KPIs



Strategy 2025-2028

Key KPIs

- **Grow the independence of 2,500 young people with wheelchairs and equipment.**
- **Bring confidence to 5,000 young people through our UK-wide programmes.**
- **Secure agreement for paediatric experts to be based in all wheelchair services.**
- **Raise £12 million income to further increase our impact on young wheelchair users.**



Strategic objectives for 2025-2026



Strategic Goal 1: Independence: reach more young people and provide the wheelchair equipment they need to be mobile and independent



To meet this goal by 2028 we'll:

1. Increase our **clinical geographical coverage** in order to support more children and young people with the equipment they need.
2. Meet demand and maintain a **six month waiting list**.

KPI

- Grow the independence of **2,500 young people** with wheelchairs and equipment.



Strategic Goal 2: Confidence: ensure more young people have the skills and confidence to actively engage in the community

To meet this goal by 2028 we'll:

1. Increase availability of **local face-to-face activities** and establish a programme for 4-7 year olds.
2. Establish a **national education team** to ensure young people get the support and skills they need to flourish in all educational environments.
3. Build an **information hub** for parents and young wheelchair users so they feel informed and supported.

KPI

- Bring confidence to **5,000 young people** through our UK-wide programmes.



Strategic Goal 3: Access: influence decision makers to build an accessible and inclusive society, giving young wheelchair users more opportunity

To meet this goal by 2028 we'll:


1. Build partnerships to ensure Whizz Kidz is the **national strategic lead for children and young people's wheelchair provision** to improve wheelchair services.
2. Deliver the **employment, education, transport and accessibility goals** set out in the Kidz Board's Manifesto.

KPI

- Secure agreement for **paediatric experts** to be based in **all wheelchair services.**



Strategic Goal 4: Insight: develop the technology and processes to ensure we're driven by evidence and insights and are fit for the future



To meet this goal by 2028 we'll:

1. Ensure we have **one source of the truth** by consistently collecting data and information that enable us to be more insightful and responsive in the way that we work.
2. Optimise our **processes and technology** to enable us to turn our insight into real impact for young wheelchair users and our supporters.

KPI

- A range of performance **metrics, produced monthly**, that deliver the insight needed to drive income and performance.



Strategic Goal 5: Synergy: build a high-performance culture and further embed youth involvement

To meet this goal by 2028 we'll:

1. Build and develop our teams to ensure we have the right **skills, capabilities and behaviours** to deliver the strategy.
2. Increase the **diversity of our youth involvement** – amplifying the voices and embedding involvement of younger wheelchair users and parents.
3. Transform our ways of working to enhance **collaboration and integrated** activity.

KPI

- Achieve **Hear by Right Flagship** status and 100 members of the Collective



Strategic Goal 6: Connection: raise our profile and the income we need to deliver impact

To meet this goal by 2028 we'll:

1. Increase our online presence by producing **quality and informative content** that reaches our audience through digital marketing and social media channels
2. Optimise **user journeys** so that young wheelchair users, families and supporters are lifelong champions of Whizz Kidz.
3. **Double our fundraising income**

KPI

- **£12 million income** raised annually.

