

Strategic Plan 2025-2030

Sustainable and sector-leading



Strategic plan 2025-2030: Sustainable and sector-leading

We are building on success – QNIS is a trusted and esteemed organisation. We are long-established and we have a strong history. We occupy a unique and independent position at the intersections of the public and third sectors. Our products and services, including the reintroduction of the Queen's Nurse title, mark us as a charity delivering ambitious programmes.

Our strategic plan for the next five years will focus on ensuring QNIS is sustainable and sector-leading in everything we do. When people think of QNIS, they will know exactly who we are and what we do, and they will associate us with high-quality activities and outcomes.

Our purpose is the improvement of health with a focus on prevention and social justice. We do this through supporting nurses and midwives whose roles within Scotland's communities enable individuals, families and communities to maintain or improve their health.

Our founders had a vision to promote health, ensuring that those living in poverty could access care, live well, and die with dignity. This mission remains at the heart of everything we do today.

Our four key priority areas:

- 1. Renew and refresh** our programmes so they offer innovative opportunities that energise, inspire and support participants.
- 2. Strengthen** our financial position to ensure sustainability and sector-leading value for beneficiaries, funders and stakeholders.
- 3. Widen our reach** so that we increase the proportion of the community nursing and midwifery workforce who benefit from our charitable activities.
- 4. Develop** a clear, reflective organisational voice that communicates our values and mission and helps us contribute positively to selected dialogues.

Strategic plan 2025-2030: Our priorities

1. Renew and refresh our programmes so they offer innovative opportunities that energise, inspire and support participants:

Refresh the Queen's Nurse programme to create a more accessible pathway to leadership development opportunities, while maintaining the unique award of the Queen's Nurse title.

Develop our relational care work to create a range of clinically relevant learning events including seminars, workshops, and opportunities for facilitated reflective work discussion.

Renew our approach to enabling fellowship for retired Queen's Nurses who trained before 1969 to ensure we continue to meet their changing needs and the new legislative requirements for the provision of support to this group.



Strategic plan 2025-2030: Our priorities

2. Strengthen our financial position to ensure sustainability and sector-leading value for beneficiaries, funders and stakeholders.

Review our organisational resources to identify the most appropriate approach to responsible stewardship for our current context.

Identify and test new ways of generating income that covers the cost of delivering our charitable activities.

Focus on spending well so that our available resources enable us to have maximum charitable impact.



Strategic plan 2025-2030: Our priorities

3. Widen our reach so that we increase the proportion of the community nursing and midwifery workforce who benefit from our charitable activities.

Refocus our use of digital communications and social media platforms to engage others in our work, and to promote our values and mission.

Explore the scope for offering some of our refreshed development opportunities to nurses and midwives at different career points, e.g., newly qualified practitioners and senior leaders.

Increase and strengthen our focus on mitigating health inequalities so that this emphasis shapes all our work.



Strategic plan 2025-2030: Our priorities

4. Develop a clear, reflective organisational voice that communicates our values and mission and helps us contribute positively to selected dialogues.

Focus our influencing work on activities that help create the conditions required for improved health equity.

Work with carefully selected organisations as partners on specific issues, to address our shared aims and amplify our voices together.

Generate our own evaluation research evidence, where possible, to strengthen the case for supporting and promoting our work.





The Queen's Nursing Institute Scotland
31 Castle Terrace
Edinburgh, EH1 1EL

Visit our website: qnis.org.uk

A Scottish Charitable Incorporated Organisation SC005751