

rbc
Royal Berks Charity
supporting your local hospital

NHS

Royal Berkshire
NHS Foundation Trust

Royal Berks Charity Strategy 2026-2030

Together, we make outstanding care possible

Every day, more than one million people rely on the Royal Berkshire NHS Foundation Trust for expert care, compassion and hope.

Royal Berks Charity exists to make care even better. With your support, we're able to fund projects that go beyond core NHS services.

Your generosity has already made a real difference; from funding advanced diagnostic equipment that speeds up treatment, and creating, calming and therapeutic spaces that aid recovery, to supporting education and wellbeing programmes that help people take charge of their health and live well.

Together, we can go further. Helping our local NHS deliver high-quality, equitable, and sustainable care every day, for everyone.

OUR VISION

Supporting our local NHS to deliver its best every day, for everyone.

OUR PURPOSE

To help our local NHS by funding projects that ensure every patient and family receives the best, most appropriate care when they need it most, improving outcomes, reducing inequalities, and enabling healthier lives.



Together, we create change

Our strategy is more than a plan; it's our commitment to making a real difference where it's needed most. Over the next five years, we will focus our support on building a stronger, more responsive local NHS that meets today's needs and prepares for tomorrow.

Guided by our priorities, we will:

- Improve patient experience
- Support staff and community wellbeing
- Build a healthier future for everyone
- Align with our Trust's ambitions and the NHS Long Term Plan

Our strategic priorities

1. Upgrade Equipment and Technology

Invest in advanced tools that make diagnoses faster, treatment more effective, and outcomes stronger.

2. Enhance Healthcare Environments

Create spaces that are brighter, more accessible, and more supportive for patients and families.

3. Champion Education, Wellbeing and Health Literacy

Fund training for NHS staff, wellbeing initiatives, and outreach programmes that connect communities to trusted healthcare advice.



Our celebrations and achievements

Since we published our last strategy, we have a lot to be proud of. Including:



£102,000 raised in partnership with charities, BIBs and New Life, to purchase upgraded incubators for our neonatal ward.



We fully funded the installation of brand-new Automated External Defibrillator (AED) cabinets throughout the Royal Berkshire Hospital



Two new Airvo 3 oxygen machines were introduced, funded by Reading Buses, the James Cowper Kreston Foundation, and an in-memory donation.



£94,000 raised to support the refurbishment of our staff and visitor restaurant



£30,000 raised by Castle Royle golf club to purchase a LiteGait machine



1. Upgrading equipment and technology

Because of you, patients already benefit from equipment and technologies that make diagnoses faster, treatment more effective, and outcomes stronger.

With your continued support, we will:

- Invest in state-of-the-art medical equipment and digital tools
- Empower staff with the resources and confidence to deliver outstanding care
- Ensure our hospitals meet today's needs while preparing for tomorrow

We will measure impact through:

- Improvements in patient waiting times, recovery rates, and experience
- The number of new technologies and upgrades enabled by donations
- Case studies showing the real-life difference your generosity makes

From Hospital Bed to the Putting Green

After a stroke, Neil spent 50 days at Royal Berks, slowly relearning the basics of movement, step-by-step. Thanks to £30,000 raised by Castle Royle Golf Club, we were able to fund a LiteGait machine, helping patients like Neil to safely walk again. Just six weeks later, Neil was back on the green, sinking a putt.



2. Enhancing healthcare environments

Your donations have already transformed hospital spaces, making them brighter, more accessible, and more supportive for patients and families. Every gift helps create places that reflect the dignity and compassion our NHS represents.

With your help, we will:

- Refurbish and redesign spaces to improve comfort, accessibility, and dignity
- Embed sustainability into every project, building future-ready facilities
- Create environments where patients feel safe and supported, and staff feel proud to work

We will measure impact through:

- Patient and staff feedback on the quality of refurbished spaces
- Transparent reporting on project timelines, budgets and outcomes
- Visible before and after transformation that highlights donor impact

Transforming a paediatric ward through play

On our busy 44-bed children's ward which includes high dependency and oncology beds, children aged 0–16 receive care for a wide range of conditions, with around 69 admissions each week.

Thanks to generous support, the ward's playroom has been transformed into a warm, welcoming space, complete with a dedicated sensory area where young patients can relax, play, and feel safe. Play brings comfort and joy. It helps children stay connected to the familiar, eases anxiety, sparks creativity, and makes hospital stays feel less daunting. It's a vital part of supporting emotional wellbeing and creating a more positive experience for every child.



3. Championing education, wellbeing and health literacy

Every act of care is delivered by dedicated NHS staff - from nurses and doctors, to porters and administrators. And every healthy community relies on access to the right support and knowledge. Thanks to your generosity, we've funded advanced training, outreach programmes, and wellbeing initiatives that help NHS teams and local communities' flourish.

With your continued partnership, we will:

- Invest in NHS staff development and wellbeing to build skills, confidence, and resilience for better care
- Expand patient education and health literacy to empower informed choices and proactive health management
- Fund community outreach to reduce inequalities and connect people with trusted healthcare advice

We will measure our impact through:

- Participation and feedback from staff training and wellbeing initiatives
- Reach and impact of health literacy and education programmes
- Stories from patients, staff and communities that demonstrate the difference your support makes

MeetPEET: Healthcare without barriers

MeetPEET (Patient Experience Engagement Team) takes healthcare beyond hospital walls, reaching communities that are often unheard. Through mini health checks to myth-busting workshops, the team builds trust, breaks down barriers, and helps people feel confident about their health.



The foundation for it all

Every gift we receive is the foundation for everything we do. Without strong finances, we couldn't upgrade equipment, support staff, or transform environments.

We're committed to building a resilient, future-focused charity that can respond to the needs of our local NHS. That means growing and diversifying income, embracing new ways of fundraising, and creating meaningful experiences that deepen our connection with supporters.

It also means being transparent and accountable, making sure every pound donated delivers the greatest possible impact for patients, staff, and the wider community.

By strengthening our financial foundations today, we ensure your generosity creates a lasting legacy of hope, care, and health for generations to come.

Thank you!

Your support is helping to shape the future of our NHS.

Together, we can continue to deliver the very best care every day, for everyone.



For more information about Royal Berks Charity, to get in touch or to join the conversation:



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