

**empower** members and  
exert **influence**

**transform** health and  
wellbeing

CSP CORPORATE STRATEGY 2017-20

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Our **mission**  
for the CSP

To transform the health and wellbeing of individuals and communities by empowering our members and exerting our influence

[www.csp.org.uk/strategy](http://www.csp.org.uk/strategy)

**transform**  
**empower**  
**influence**

Our **vision**  
for

physiotherapy  
To transform lives, maximise independence and empower populations



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**represent** and support the interests of our members at work  
**organise** networks and communities to influence on behalf of the profession  
**build** life-long relationships with members

This is how we'll do it:

**position** physiotherapy at the leading edge of transforming health and social care  
**champion** the evidence that physiotherapy is clinically and cost effective  
**empower** people to live long and live well, independently

This is how we'll do it:

# Transforming health and wellbeing

We'll **position physiotherapy at the leading edge** of transforming the delivery of health and social care throughout the UK so that:

- People can access health and social care services from the right person in the right place, and take control over their own care and treatment
- People can optimise their health and wellbeing, recovery from illness or injury, and management of long term conditions through consistent, high quality physiotherapy
- Members will find, through the growth and transformation of the profession:
  - increased professional opportunities
  - increased opportunities to develop and expand services and businesses
  - access to appropriately rewarded, sustainable, quality work and employment
  - increased clinical and professional resources.

## To achieve this we will:

- Use communications strategically and consistently across multiple channels to enhance the reputation of the physiotherapy profession as a key part of future health and social care delivery
- Support our members in their countries, regions and localities in positively influencing decisions that impact on patients and members locally
- Develop our ability to respond effectively to significant unexpected health and care agenda developments
- Focus on building and maintaining those alliances that best position physiotherapy to transform health and wellbeing
- Build the capacity of CSP staff to be:
  - effective as leaders
  - outward looking
  - innovative
  - flexible.

We'll **champion the development and use of the evidence** that physiotherapy is both clinically and cost effective in the planning or commissioning, and delivery, of health and social care so that:

- People have the best, most consistent outcomes and experience when receiving health and social care services
- Members can demonstrate the value and impact of an expanded UK physiotherapy workforce
- Members can adapt to changing needs and modify their practice to optimise patient outcomes.

## To achieve this we will:

- Develop the profession's research and evidence base
  - Build the profession's capacity to lead the development
- of health and social care services through the application of evidence.

We'll **fulfil the potential of physiotherapy** to empower individuals and communities to maximise independence and live long and live well so that:

- The public, patients and carers are motivated to take action to reduce the risk of avoidable illness, stay healthy for longer, and manage long term conditions.

## To achieve this we will:

- Use communications strategically and consistently across multiple channels to encourage behaviour change by the public, patients and practitioners
- Support our members in their countries, regions and localities in positively influencing decisions that impact on the health and wellbeing of local communities
- Build and maintain those alliances through which physiotherapy can best empower individuals and communities to maximise their health and wellbeing.

# Empowering members and exerting influence

We'll **represent the interests of our members** at work so that:

- Members are rewarded with fair pay, terms and conditions
- Members are assisted in dealing with challenges and problems at work.

## To achieve this we will:

- Make our representing and organising relevant to all UK countries and regions, and to all the settings where our members work
  - exert positive influence on decisions that impact on members locally
- Enable our members in their countries, regional networks and workplaces to:
  - engage fellow members actively in the representing work of the CSP regionally and locally.

We'll **help physiotherapy networks and communities organise themselves** to influence on behalf of the profession and support members so that:

- More people can gain the benefits that physiotherapy can provide
- More members can draw on the support of a greater diversity of members who are active in their workplace, their locality or their professional community.

## To achieve this we will:

- Build the capacity of CSP staff and representatives to implement the organising approach through their:
  - Skills
  - Behaviours
  - Knowledge
  - Understanding and fulfilment of organising roles
- Support our members in their country, regional and local networks and groups so that they can:
  - exert positive influence on decisions that impact on services regionally and locally
  - engage fellow members actively in countries, regions, localities and workplaces
- Make our organising and influencing relevant to all UK countries and regions, and to all the settings where our members work.

We'll **build life-long relationships with members** so that:

- Members want to be part of the organisation and their professional community throughout their careers
- Members play an active role in the physiotherapy community and the CSP
- The CSP has credibility as the voice of physiotherapy because it speaks on behalf of the vast majority of physiotherapists.

## To achieve this we will:

- Obtain and put to use evidence of what members value in the CSP, and of the environment in which they study, work or trade
- Increase the quality of CSP services that members tell us they value most
- Develop governance structures and processes that enable appropriate member engagement
- Deliver member services for a level of subscription fee that members consider appropriate, whilst maintaining a modest financial surplus.

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