



Strategy 2015-2025

Why do we exist?

Yorkshire has the third worst cancer incidence rates in England. 11 of 13 local authorities in the county have outcomes below the national average.

71% of charity cancer funding donated in England goes to London, Oxford and Cambridge.

With 160,000 charities in England, of which 1,000 are cancer-related, Yorkshire Cancer Research needs to be:

- Relevant
- Unique
- Sustainable

Yorkshire needs to align its research capabilities and multi-agency resources to address local cancer priorities and build partnerships that will deliver better outcomes for the region.

Local research
is important

Public benefit
is essential

Our 10 year goal

By 2025

at least

2,000

fewer people

in Yorkshire

will die from cancer

every year

Our core themes

Closing the gap

between Yorkshire and the rest of England

- addressing regional cancer priorities by investing in research-led innovation and cancer-related services so that all local authorities in Yorkshire are at least equal to if not better than the average national levels of incidence and survival rates for the most common cancers by 2025.

Going beyond

making Yorkshire a beacon region for patient-centred research

- promoting Yorkshire as one of the best areas in the country for patient-centred cancer research that impacts positively on local communities by investing in talent, capabilities and facilities and building collaborative partnerships with universities, teaching hospitals, public health and care services, philanthropists, businesses and other charities.

Our vision

Every single person
in every community
in and around Yorkshire
has the **very best chance**
of living a
long and healthy life
with, without and
beyond cancer

Our mission

Helping people in
and around Yorkshire
to **avoid, survive and
cope with cancer**

Our strategic aims

To become one of the leading authorities on regional cancer-related issues so that people living in Yorkshire are amongst the **best-informed** in England

To educate and **influence better lifestyle** decisions that will improve health, reduce the risk of cancer or support successful recovery from cancer

To encourage the **earliest possible diagnosis** and increase uptake rates into national screening programmes, improve services and develop more effective techniques and practices

To invest in **research-led innovation** at every stage of the cancer patient journey from first diagnosis through to treatment, clinical trials, palliative and end of life care

To act as a **catalyst for change** to facilitate the delivery of better cancer services and significant increases in national research funding specifically to improve cancer outcomes in the region

Research-led innovation



Yorkshire Cancer Research will be a catalyst for change in the region.

We will be 'research-led' in all our charitable activities and be focused on delivering solutions and real benefits to the people that we serve.

Our core competences will develop in areas such as:

- **regional data analysis**
- **needs assessment and prioritisation**
- **piloting services and testing ideas**
- **measuring impact and outcomes**
- **building collaborative partnerships**

We will become a learning organisation and use PDSA methodology (Plan-Do-Study-Act) both internally and externally to ensure continuous improvement and value-for-money for our donors.

Our 10 desired outcomes

1. All local authorities at least achieve national standards for incidence and survival rates in the most common cancers.
2. Government and national charities provide significantly more funding to better address regional cancer priorities.
3. Yorkshire is recognised for leading the way in patient-centred research, prevention and innovative service delivery.
4. The rate of increase in cancer incidence is significantly reduced especially in preventable cancers.
5. Cancer survival rates have begun to increase due to earlier diagnosis and reduced co-morbidities.
6. Patient experiences at every stage of their cancer journey from initial presentation to end of life care have improved.
7. Access to screening and treatment is easier and more convenient especially for BME and hard to reach communities.
8. Clinical trials are more available with increasing participation levels.
9. People are better informed about regional cancer-related issues, risk reduction, treatment, care and support options.
10. Sustainable collaborations, partnerships and networks are in place for the long term benefit of people in the region.