



Guts UK Strategy 2025-2030



Our vision

A world where digestive conditions are better understood, better treated and everyone who lives with one gets the support they need.

Our mission

To improve the lives of the millions of people affected by digestive conditions.

Our foundations

Our work will be underpinned by an inclusive, collaborative and engaging approach.

Our values

Bold

Brave

United



Our ambitions



Social

To be known as the trusted organisation for digestive conditions, backed by evidence-led information.

Business

To increase income generation and optimise our capability to deliver the social objectives.

Social objectives



Provide accurate information and excellent support to people affected by digestive symptoms and conditions.

Raise public awareness of digestive conditions to reach more people and drive engagement.

Drive a programme of research that will improve quality of life, treatment and survival.

**To develop and grow
operational capacity.**

**To increase income
generation to support the
social objectives.**

**To provide the best
leadership to steer Guts UK.**

Business objectives



Our social goals



Ensure an extensive range of appropriate, evidence-based information reaches a wider audience.

Strengthen individual support to empower people affected by digestive symptoms and conditions.

Develop and deliver a programme of educational awareness activities.

Deliver impactful communications and campaigns that align with our priorities.

Fund and support a diverse programme of evidence-led and priority driven research for maximum impact and benefit.

Build capacity to expand the research programme.



Our business goals

Invest in digital solutions to improve efficiency and delivery.

Be recognised as an employer that supports and develops an effective, motivated and satisfied workforce.

Significantly grow income through sustainably embedded and diverse income streams.

Build long-term engagement and loyalty through excellent stewardship.

Deliver best in class operations and governance to support growth.

Build capacity to expand the research programme.