



Pilkington
Family Trust

Pride in our Past, Vision for our Future

Our Strategic Plan
2026-2028



This strategy sets a clear, confident direction for our next chapter. It moves us beyond incremental change and positions us to lead with purpose, pace, and ambition.

Our goal is simple: focus our strengths, unlock new opportunities, and work together to create impact that lasts.

This momentum carries us toward our wider vision for 2030: a future where our charity stands as a trusted, innovative and community-anchored leader—one that delivers exceptional support, influences best practice, and ensures that every person and place we touch has the opportunity to thrive.

This is more than a strategy; it is a shared commitment to progress, possibility and long-lasting impact.

Our Mission

There to **SUPPORT** when needed

For generations, the Pilkington Family Trust has supported the people and communities shaped by the Pilkington legacy. Its roots stretch back to the 19th century, when Dr. William Pilkington and his son Richard began charitable work to help children from poor families in St Helens. Over time, the family's commitment grew—establishing funds and welfare initiatives that cared for employees, pensioners, and those facing hardship.

Our mission continues this tradition: to honour that legacy by providing meaningful, lasting support to our beneficiaries and communities today.



Our Values

Our four values are the backbone of our charity—created by our teams, shaped by real experience, and rooted firmly in how we work every day. They reflect what we stand for, how we support our beneficiaries, and the standards we hold ourselves to. Together, they give us a clear, shared compass to act with purpose and deliver meaningful impact.



Compassion

We will show kindness and a willingness to help.



Ownership

We will be accountable for our actions.



Inclusivity

We will embrace diverse perspectives and experiences.



Excellence

Our commitment to quality will set us apart.



Our Core Objectives

Our strategy is brought to life through four core objectives that define not just what we do, but the difference we aim to make every day. Together, they create a clear and powerful framework for action.

Our Core Objectives



Enhance well-being through holistic support

We will deliver accessible, person-centred support that nurtures physical, emotional, and social wellbeing—empowering older people to live healthier, fuller, and more fulfilling lives.

Promote independence

We will champion independence by equipping older people with the tailored support, practical tools, and accessible resources they need to live safely, confidently, and on their own terms.

Deliver high-quality, innovative services

We will lead with innovation—continuously designing and delivering evidence-based services that expand our reach, strengthen our impact, and set new standards of excellence in supporting older people.

Strengthen community connections

We will build vibrant, inclusive communities by fostering strong partnerships and mobilising volunteers—ensuring older people remain active, valued, and deeply connected.

Our Strategic Themes

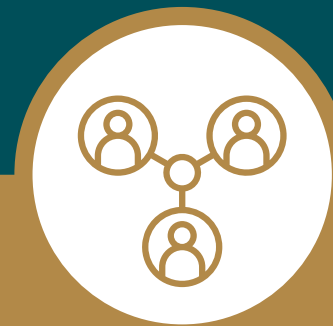
2026–2028 Ambition

By using 2025 to strengthen our foundations, we create the conditions to scale our impact over the next three years.



Living Well

We will actively champion healthier lives, ensuring people can access high-quality care and environments that strengthen physical, mental and emotional wellbeing.



Connected Communities

We will energise the networks around us, building stronger partnerships and accessible connections that foster belonging and bring communities closer together.



People and Culture

We will cultivate a positive, inclusive and empowering workplace where every person feels valued, supported and connected to our mission and impact.



Centre of Excellence

We will lead with evidence, innovate with confidence and grow our specialist expertise so we consistently deliver services that set the benchmark for excellence.



Investment and the Future

We will strengthen long-term financial resilience, manage resources wisely and build the stability needed to secure our future and the futures of those we serve.