



The Association of Ambulance Chief Executives (AACE) represents NHS ambulance services across the UK, providing advocacy, support, and guidance in implementing national health policies. AACE serves as the central voice for the sector, interfacing between members, national policymakers, and stakeholders.

## Strategic purpose of AACE



*To champion NHS ambulance services as responders to emergency and urgent health needs, and as system navigators and coordinators of care, positioning them as essential partners in delivering UK health strategies.*

## Three strategic ambitions

For ambulance services to be recognised as:

### 1. Reliable providers

For the public to view ambulance services as reliable, high-quality service providers when they have an urgent or emergency healthcare need.

### 2. Respectful employers

Ambulance services are professional organisations with strong leadership, safe resourcing, and employee wellbeing prioritised, which their people feel proud to be a part of and where they feel respected.

### 3. Collaborative partners

Health systems view ambulance services as key partners in leading collaborative delivery of urgent and emergency care, acting as system connectors and patient navigators.

## Our membership offer

AACE undertakes the following activities to:

### CONNECT: co-ordinate and facilitate

Co-ordinate meetings, facilitate peer networks, enable cross-sector collaboration, and provide project management for national programmes.

### PRODUCE: deliver and commission

Deliver clinical guidance (including JRCALC), frameworks, position statements, and bespoke consultancy support for organisational development and transformation.

### ADVOCATE: influence, engage and communicate

Lobby on behalf of the sector, influence public policy, engage with stakeholders, support national campaigns, and provide independent media voice for UK NHS ambulance services.

## Strategic priorities for 2026-2030

AACE undertakes the following activities to:

### 1. Patient care

Integration at all healthcare levels, co-design of care pathways, eradication of handover delays, reducing health inequalities, and improving clinical quality and patient experience.

### 2. Financial & regulatory enablers

Fit-for-purpose funding frameworks, strategic commissioning, outcomes-based performance monitoring, and improved productivity.

### 3. People development

Leadership programmes, safe resourcing and retention, career diversification, employee wellbeing, inclusive cultures, and volunteer optimisation.

### 4. Digital transformation

Cyber security, AI adoption, platform interoperability, real-time data sharing, and digital inclusion for patients and staff.

### 5. Sector collaboration

Government liaison, national policy frameworks, multi-agency preparedness, partnership with charities, and international best practice sharing.

## Success measures by 2030

Ambulance services recognised as system leaders in UEC • Eradication of hospital handover delays • Improvements in clinical quality indicators • Return to constitutional response time standards • Enhanced public and professional perception • Sustainable workforce with improved retention • Measurable culture and wellbeing improvements • Evidence of contributing to reducing health inequalities and preventing ill health.

Read more about the ambulance sector vision and the work of AACE at: <https://aace.org.uk/about-aace/>