



The Ethical Partnership Pledge

Purpose

In an increasingly complex and commercial healthcare environment, partnerships between the NHS, suppliers, and charities must put ethics and fairness first. The Ethical Partnership Pledge is our commitment to safeguarding the interests of patients, protecting the wellbeing of healthcare staff, and ensuring charities are treated as respected collaborators - not commercial tools.

Core Principles

1. Protect Charities and Third Sector Partners

Charities and community groups are equal partners—not marketing channels. We respect their independence, intellectual property, and ensure support is never tied to exclusivity or commercial conflicts.

2. Preserve Patient Choice

Patients deserve unbiased, evidence-based care. We oppose restrictive contracts that limit access to the best treatment options based on commercial interests.

3. Support Social Prescribing and Holistic Care

We champion social prescribing and community wellbeing initiatives, ensuring patients have access to support services beyond clinical treatment.

4. Foster Ethical Innovation and Shared Learning

Innovation should serve patient wellbeing and health equity. We promote fair collaboration in co-producing new solutions, sharing credit and respecting intellectual contributions.

5. Transparency in Partnership Dealings

Ethical collaborations require openness. We commit to disclosing potential conflicts of interest and maintaining clear boundaries between sales, procurement, and patient care.

6. Protect Staff from Undue Pressure

We prioritize the wellbeing and autonomy of healthcare staff. Partnerships must never compromise clinical integrity or coerce frontline staff into supplier-influenced decisions.

Our Commitment

By signing the Ethical Partnership Pledge, we agree to uphold its Purpose and Core Principles by:

- Actively protecting the vital role charities and patient groups play in healthcare.
- Supporting staff autonomy, wellbeing, and ethical leadership.
- Working collaboratively across sectors to embed transparency, fairness, and patient-centred values in all partnerships.
- Recognising that ethical partnerships benefit the entire healthcare ecosystem: patients, staff, suppliers, and the public.

This pledge applies to:

- Suppliers & corporate partners
- NHS Trusts, ICSs, and commissioners
- Charities & voluntary sector partners
- Local authorities & social prescribing teams
- Legal, consulting, and professional services working with public sector organizations

Optional: For Public Service Procurement Codes

We encourage organizations to incorporate this pledge into existing codes of conduct, corporate social responsibility frameworks, and public procurement policies.

For questions, permissions, or to propose a collaboration, please contact:

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Founded and led by
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