

Organisational Strategy

2021–2026



The Model



The Service Offer



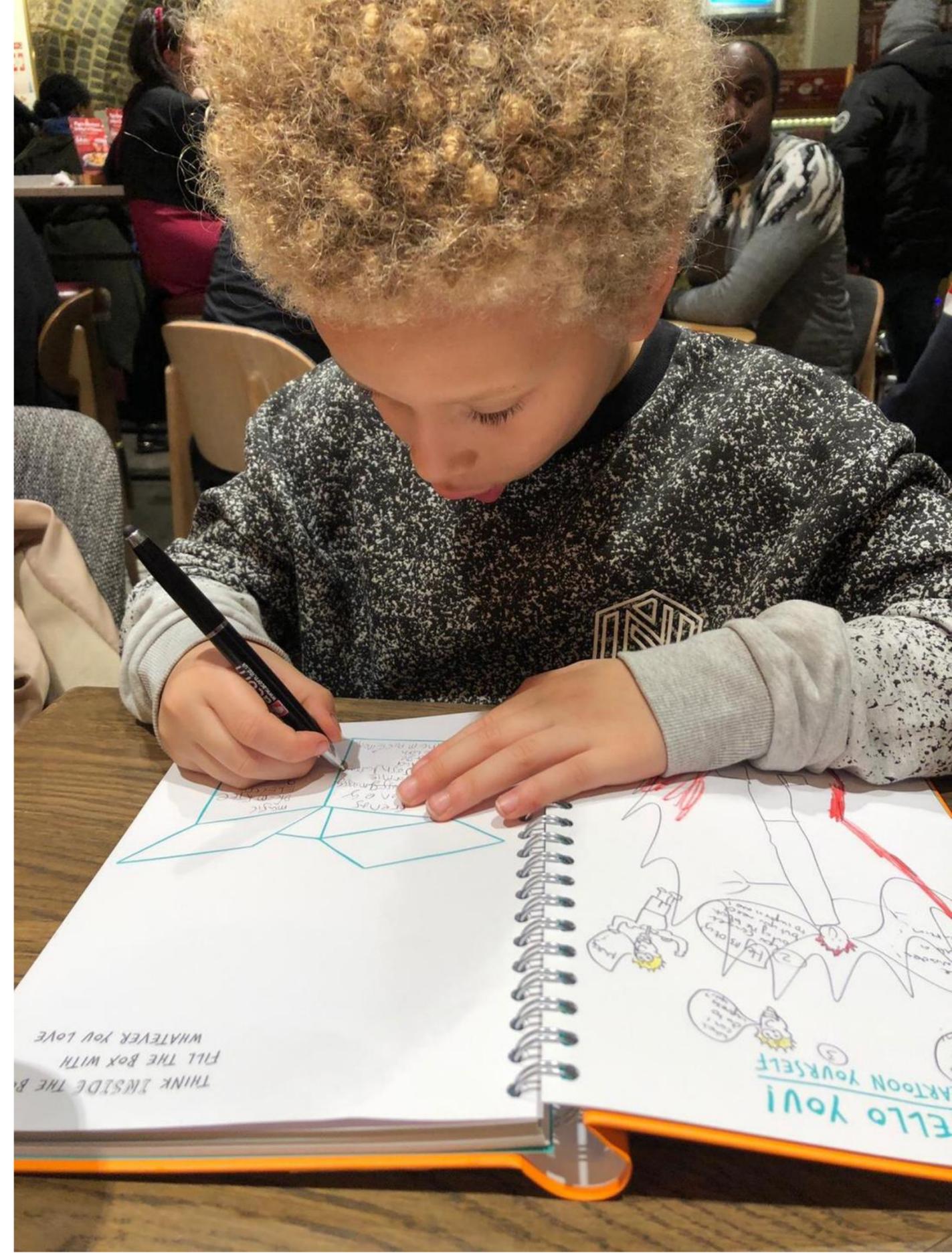


Situation and Objectives

Situation and Objective Summary

Looking Outward

Like the whole world, children in the communities we serve have faced extreme challenges the past year. An end to the immediate crisis is in sight, but there is a long road to recovery. The economic and social impact of a pandemic will not disappear quickly and a responsible strategy looks at how the organisation can be valuable and relevant in these circumstances. Data is clearly telling us that the problems children are facing have worsened.



Situation and Objective Summary

Looking Inward

Knowing the challenges that children and families may face for the next 5 years, our challenge is to remain a positive and relevant influence for children.

We have a unique capability to help, with deep expertise and proven practices.

Our solution-focused approach works.

So, how can we retain focus over a long period as we adapt to and seek new ways of working.



Situation and Objective Summary

Looking Forward

At a time when millions are facing the challenges of recovery, we can make a difference by providing the support, resources and networks to help people get through and come out the other side with a positive mind-set and inspiring story.

To do this, we will focus on building resilience of child, family and community around them.



Situation and Objective Summary

Resilient Children & Families:

We believe children and families can thrive given the right support at the right time so let's empower and protect young people.



Resilient Schools & Communities:

We believe in the transformative power of early intervention, we will work together with partners and decision makers to highlight and challenge inequalities so that communities can flourish.



Resilient Charity:

We believe that our operating model must always evolve and improve, so that we can deliver our purpose and mission to children to thrive in a changing world.



It's our job to understand how we can strengthen each of these groups and implement workable plans and practices.



The Strategic Model



The Child is at the centre of what we do. As we strengthen the systems that support the child, we provide them with greater benefit and empowerment. Our **solution-focused approach** is a constant throughout these activities.

Objectives

Empowering more Children and Families: by growing and developing our services

We will maintain our focus on supporting children aged 5-13

We will reach more children and their families in London and across the UK

We will put children and families' voices at the centre of everything we do

By 2026 our services will be available to more children and families in London and in more parts of the UK.

Building Better Communities for Children: by working collaboratively and in a place-based way

We will collaborate with others to achieve better outcomes for children and families

We will be flexible to respond to the changing needs of the communities we work with

We will continue to promote early intervention support across our full range of services

By 2026 we will be providing more services in a place-based way

Strengthening the System: so children and families can access the right support at the right time

We will shine a light on the experiences of children and families', challenging inequality for a better, brighter future

We will use the evidence of our impact to drive change, influencing decision makers locally and nationally making the case for preventing harm by intervening early

By 2026 we will be a voice for change in the debate on what works best for children and young people aged 5-13

Striving for excellence: investing in our people and systems to best support the children and families we serve

We will invest in and improve our systems to deliver greater value for money and strengthen our commitment to quality and impact.

We will develop our staff members and volunteers to live our values in serving children and families to the very best of our ability.

By 2026 our organisation will be strengthened to support our new range of services and improve our efficiency and effectiveness