

NSPCC Hoshin 2020/21
Purpose: To prevent cruelty to children



Priorities for 2020/21		How we will deliver these priorities...?	
1	Ensure every child has somewhere to turn	1	Clarify Childline positioning within child protection world and improve overall quality, technical stability and effectiveness of the service
		2	Make concrete progress towards putting children and young people at the heart of our decision making and deliver participation plan
		3	Develop a clear proposal for our offering to secondary schools
		4	Deliver Still Here for Children response to Covid-19
2	Increase the reach of our direct work to prevent child sexual abuse and abuse in the early years by scaling up our face to face services and other innovations	1	Develop and deliver our early years and child sexual abuse services, including at our Together for Childhood sites
		2	Transition to revised operating model in our Children's Service delivery
		3	Develop our scale up capability and reach
3	Build evidence base and campaign to deliver policy, practice and behaviour change in child sexual abuse, abuse online, helping children get back on track, and early childhood	1	Achieve influencing campaign targets on WildWestWeb, Fight for a Fair Start, Justice, Relationships & Sex Education and behaviour change targets on Look Say Sing Play and PANTS and move to a new model of campaigning
		2	Increase our reach and income through NSPCC Learning and raise the profile of our evidence
4	Increase our reach and impact for children by implementing our income generation strategy	1	Create 3 year income generation plans reflecting the income generation strategic plan which tie into the strategy financial model & begin to monetise the opportunities of strategy 2021+
		2	Deliver the data strategy which supports the supporter (volunteers and donors) journey and experience
		3	Raise our brand awareness, and develop a product which builds a movement of people, supporting the NSPCC's vision for children
5	Make greater progress in our purpose by effectively transitioning to our next strategy	1	Establish a central Programme Management Office and embed a single approach to project and programme management
		2	Design a Target Operating Model, making best use of technology, and establish a change programme to deliver this
		3	Understand what it will take to make NSPCC a fully trauma informed organisation and move towards achieving that aim
6	Increase our reach and impact for children by valuing and equipping our staff and volunteers	1	Evidence the impact of a Volunteer Engagement Programme that improves volunteer engagement and retention
		2	Create, communicate and deliver the NSPCC's 2nd annual equality, diversity and inclusion action plan
		3	Develop the Executive Board to become one inspiring team and enhance the contribution of, and connection with, the wider Leadership Group
		4	Ensure all our people are confident in how they and others can safeguard children and vulnerable adults