

NSPCC Hoshin 2019/20
Mission: To prevent cruelty
to children

Goal 1 Prevent child abuse in families facing adversity

Goal 2 Prevent child sexual abuse

Goal 3 Help children speak out and adults take action about abuse

Goal 4 Help abused children get back on track

Goal 5 Make children safe from abuse online

Enablers - allowing us to deliver these Goals

Priorities for 2019/20		How we will deliver these priorities...?	
1	Ensure every child has somewhere to turn by implementing the recommendations of the Childline Development Programme and increasing the reach of Speak Out. Stay Safe	1	Implement the recommendations of the Childline Development Programme
		2	Increase the reach of Speak Out. Stay Safe to keep us on track to reach 90% of schools by 2020
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	Maintain and develop the pipeline of services in development, feasibility and evaluation to support our scale up ambition, aligned with early years or sexual abuse prevention themes
		2	Define optimum levels of service referrals, completions, contact time, and the time that service centre staff should spend on other activities including scale up, and implement action plans to achieve them
		3	Accelerate our processes so services reach scale up sooner, and define the processes for scaling up other innovations and pilot
3	Build the evidence base and campaign to deliver policy, practice and behaviour change in child sexual abuse, making children safer from abuse online, what works in helping children get back on track, and early child development	1	Achieve the #WildWestWeb, Close the Loophole, Building Bonds, PANTS, and Liverpool Movement for Change campaign targets
		2	Increase our reach, portfolio and income through NSPCC Learning
		3	Deliver 4 workstreams of the O2 partnership - achieving 2 million actions over 2 years to keep children safe online
4	Increase our reach and impact for children by taking steps to increase our income and building our supporter base	1	Develop an Income Generation strategy and plan which prioritises recommendations from the Income Generation Project Report
		2	Agree and deliver a data and digital strategy, including developing the NSPCC website, to improve our offer for children and our supporter journeys and experience
		3	Deliver the recommendations of the marketing review including mass marketing, 'always-on' activity, and shared marketing objectives
5	Make greater progress in our mission by developing our people, managing our budget, and improving our management of change	1	Ensure all our people are confident in how they and others can safeguard children and vulnerable adults
		2	Reduce our expenditure by achieving the savings identified by the strategy review for 2019/20
		3	Develop the Executive Board to become one inspiring team
		4	Engage our people in the development of a new strategy, the development of an impact framework and improve our management of change and use of rapid cycle learning
		5	Develop the competence, capacity and capability of our people including by ensuring they have IT equipment and skills they need to carry out their roles
6	Increase our reach and impact for children by valuing our volunteers	1	Deliver and evidence the impact of the Volunteer Engagement Programme that aims to improve volunteer engagement and retention
		2	Improve the effectiveness and experience of the volunteer recruitment and onboarding process