



Our Strategy

2025 - 2030



"I needed something to help me get back on my feet and CXK's course was the turning point for me. I was able to go out and meet people and gain more confidence. I feel like I am getting back to myself."



CXK: Changing lives, strengthening communities!

CXK is a groundbreaking charity dedicated to transforming the lives of young people, adults and communities across the South of England.

Through the delivery of inclusive, high-quality support and provision we empower beneficiaries to recognise their barriers and identify their needs, equipping them with the knowledge and skills to move positively into learning and employment pathways.

Established in 2001, CXK works tirelessly to support those on the periphery of mainstream services, offering tailored provision to break the cycle of disadvantage or disengagement and bridge the gap to confident progression and opportunities.

We remain driven by our cause, principles and objectives to ensure all young people and adults have the opportunity to access what they need. Our priority and focus targets beneficiaries and communities in most need and our comprehensive impact framework provides robust data to measure all impact and progression.

CXK operates in an increasingly complex and difficult world where demand for services increase whilst the resources that we need to deliver outstanding provision continues to be stretched. Funding challenges are likely to continue for some while and the pressures are inevitably felt heavily by the voluntary sector.

Our priority is to work closely with communities, local and central government, key stakeholders and partners to champion and advocate for the needs of young people and adults across the South of England.

The impact we make to our beneficiaries and communities is made possible because of the dedication, professionalism and commitment of our wonderful staff, volunteers, and trusted partners. They remain the essential heartbeat of our charity, and we will strengthen, increase and empower them to continue in their drive for excellence in all we achieve.

In creating innovative solutions for skills, health, and employment challenges, we support the Government's 'Get Britain Working' agenda.

CXK: Empowering individuals and shaping communities across the South of England

Through targeted provision, we deliver the following support and interventions.

- Careers Information Advice and Guidance
- Employability support and training
- Skills development and training
- Advice and guidance on Apprenticeships and technical pathways
- Confidence and assertiveness
- Emotional wellbeing and mental health
- Youth services
- Mentoring
- Rehabilitation/intensive support for prisoners in custody and on release
- Special educational needs and disability
- Long term ill health support and re-engagement

ANNUALLY WE WORK WITH MORE THAN

280,000

INDIVIDUALS IN COMMUNITY AND CUSTODIAL SETTINGS

- Care leavers
- Homeless
- Prisoners and ex-offenders
- Young people in schools, colleges and training providers
- Adults seeking employment
- Adults in employment who are looking to upskill, improving their social mobility
- Young people not in education, employment or training
- Asylum seekers
- Individuals with special educational needs or disabilities.



The next 5 years

Our **five-year strategy** sets a clear path for CXK to build on momentum, shaping our priorities, direction and intent. Developed through open, honest communication and feedback from our staff, trustees and stakeholders, our strategy reflects an exciting shared vision.

Our beneficiaries remain at the heart of our tailored provision. By listening and responding to their voice and needs, we have developed a strategy that drives performance, innovation and growth across the communities we serve, with clear focus and priorities for the next five years and beyond.

We will design and deliver fully inclusive services that offer wraparound support to address and tackle the complex and differing challenges beneficiaries face in their aspiration to achieve new skills, and gain and sustain employment.

Our strategy articulates the framework and priorities of our charity's focus over the next five years and supports and informs the CXK annual business planning process. Through our five strategic objectives we will build annual business plan targets and priorities that drive performance and promote a shared collective culture of excellence and achievement.

Our strategy is the conduit that aligns CXK staff, board members and stakeholders with a common understanding of the charity's decisions, priorities, resourcing, development and financial growth. It unites us - inspiring our focus, aims and motivation.

We are deeply committed to supporting the long-time unemployed, the economically inactive, young people not in education employment or training (NEET), and disadvantaged communities. We prioritise addressing the complex challenges of long-term ill health, low skills, mental health, disabilities, and low confidence and aspirations, ensuring

these remain central to our charity's focus and priorities. Our charity's work addresses many of the new government's priorities and we will be focused, in our next five years, on closely aligning with the government's white paper to "Get Britain Working".

Strong relationships with central and local government, alongside key regional partners, will be imperative as we address the increasing needs of many young people and adults who feel excluded or marginalised from mainstream services and support. Innovation in funding diversification will be essential as our charity navigates the uncertain financial landscape ahead.

Positive Equality Diversity and Inclusion (EDI) principles will drive our commitment to achieving a more equitable, diverse and inclusive workforce across the charity that is representative of the communities we serve. We will embed EDI principles in all policies, practices, and individual behaviours, while encouraging beneficiaries, partners and stakeholders to do the same.

CXK is positively driving strong, effective strategic and operational priorities for Environmental, Social and Governance (ESG) activity. Further expansion of key developmental areas to enhance our work remains core to our vision and we are committed to an exciting period for our charity where we explore imagine and dream!

In a world of continual change, planning how to navigate uncertainties, tackle big challenges and embrace new opportunities has never been more important. CXK is well positioned to strive forward with positivity to shape inclusive, diverse support and service delivery that will change beneficiaries' lives and strengthen communities.

TIME TO EXPLORE, IMAGINE AND DREAM!

Mission, Vision & Values

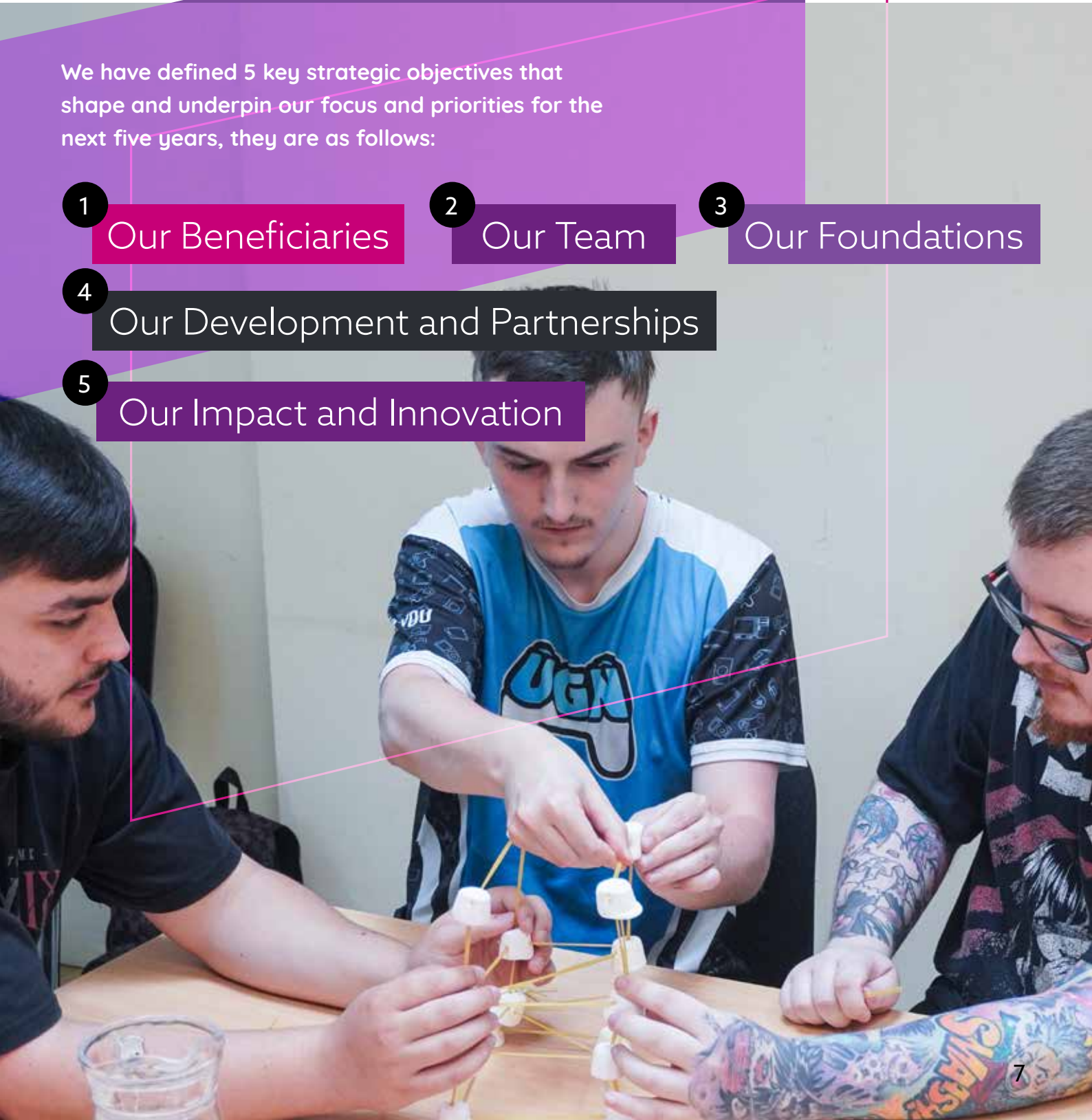


"My mentor has instilled confidence in me once again and has truly lived up to the CXK motto and inspired me to thrive."

Our Strategic Objectives

We have defined 5 key strategic objectives that shape and underpin our focus and priorities for the next five years, they are as follows:

- 1 Our Beneficiaries
- 2 Our Team
- 3 Our Foundations
- 4 Our Development and Partnerships
- 5 Our Impact and Innovation



Our Strategic Objectives

STRATEGIC
OBJECTIVE

1

Our Beneficiaries

- ▶ Prioritise consistent delivery of high-quality services that exceed funder expectations, creating measurable, positive outcomes for beneficiaries and local communities.
- ▶ Place beneficiary voice, needs and advocacy at the heart of service delivery to ensure impactful, responsive, and tailored support for individuals and communities.
- ▶ Develop a clear strategy for place-based provision, by aligning the design of services to serve the needs of those most marginalised within communities, delivering relevant, impactful, sustainable solutions that bring positive change.

"Despite my health issues, CXK has given me the confidence to pursue roles that suit my abilities. Thanks to their support, I'm taking it one day at a time and feel hopeful about my future."



STRATEGIC OBJECTIVE

2 | Our Team

- ▶ Strengthen our recruitment and retention strategy to build diversity and capacity, developing a high-performing, flexible workforce.
- ▶ Embed an ethos of continuous learning, and professional development, sharing best practice to enhance quality delivery, innovation and measurable impact of the charity.
- ▶ Promote a culture of recognition and support to enhance employee engagement, wellbeing and support.

STRATEGIC OBJECTIVE

3 | Our Foundations

- ▶ Drive financial strength and sustainability through effective resource management, strategic investments, use of reserves and revenue diversification.
- ▶ Extend the breadth and strategic influence of all internal functions by championing strong governance, advocacy and practice in EDI, ESG, safeguarding and health and safety, delivering increased efficiency, oversight and competence.
- ▶ Strengthen the charity's extensive quality assurance frameworks, embedding and promoting excellence, accountability, and continuous improvement across the charity.

STRATEGIC
OBJECTIVE

4

Our Development & Partnerships

- ▶ Drive strategic financial growth through targeted business development, capitalising on opportunities, stimulating innovation, and building strong, mutually beneficial partnerships with current and new funders.
- ▶ Expand and strengthen local, regional, and national networks, enhancing collaboration and aligning strategic priorities to deliver growth and innovation.
- ▶ Build and strengthen partnerships with external stakeholders, to intensify impact, broaden reach, enhance our influence and promote our charity's brand through amplifying the voice and needs of our beneficiaries.

"CXK's programme has completely transformed my life and given me a future. They have helped me all the way through and been incredible."






STRATEGIC
OBJECTIVE
5

Our Impact and Innovation

- ▶ Utilise data and impact metrics to improve service outcomes, inform strategic decisions, demonstrating exceptional value and effectiveness of our provision.
- ▶ Embed the use of emerging technologies and data-driven insights, to drive innovation, optimise service delivery and efficiencies, creating greater value for beneficiaries, stakeholders and local communities.
- ▶ Deliver high-impact and targeted marketing and communication strategies that positively promote our work, strengthen brand recognition, and increase engagement.





"I am deeply indebted to the CXXK team for all their efforts and energy to make my ambitions come true."

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