

Our vision:

Scotland will become a world leader in securing the wellbeing of every child and improving the quality of every childhood.

Our priorities

Champion participation and inclusion of children and young people.

Work to ensure that support for children, young people and their families is appropriate, available and accessible.

Challenge inequalities.

Lead and develop the children's sector workforce.

Continue as a sustainable organisation.

Outcomes

Children and young people experience their views being listened to and acted on. They are active partners in policymaking and implementation.

Families are better able to access the support they need when they need it.
The fundamental importance of early intervention and prevention is understood and consistently applied in policymaking and services.

Inequalities have less impact on children's lives.

The workforce is more skilled, knowledgeable and better placed to deliver improved outcomes for all children.

The children's sector is represented through the voice and activities of Children in Scotland.

Remain sustainable through sound financial management, strong governance, and well-managed programmes of work delivered by a skilled, motivated and content staff team.

- Provide compelling evidence from children and young people from diverse backgrounds to shape policy and legislation.
- Influence parliamentarians, policymakers and those delivering services to uphold children's right to meaningful participation in the policymaking and the design and delivery of services that affect them.
- Ensure all our work supports the rights of children as outlined in the UNCRC and that children and young people's views inform our strategic planning, research, events, communications and governance.
- Work to support inclusive, participatory communities where children and young people lead, are empowered, enjoy their responsibilities, and play a full role in society.

- Champion the importance of good quality, universal services for children and young people in the context of reducing public sector budgets.
- Deliver high quality relevant information and support across Scotland through our national services Enquire and Resolve, and partner organisations.
- Champion child wellbeing through effective support for children and families / carers in our direct services, project work and policy activity.
- Support and recognise the role and contribution of carers and families in our direct project work and policy positions.
- Campaign for evidence-informed practices, with a strong focus on greater investment in person-centred, early intervention and prevention approaches.

- Contribute to achieving a sustained reduction in and eventual elimination of, child poverty, focusing on prevention and challenging austerity measures.
- Challenge unequal access to services, ensuring children, young people and families are not disadvantaged by where they live or their personal circumstances.
- Work towards equity of opportunity and positive outcomes for all children and young people, with particular focus on learning, development, and health and wellbeing.
- Our work will aim to challenge discrimination within services, communities and society.
- Champion all families having access to flexible, affordable and high quality childcare.

- Deliver and sit on key working groups, networks and forums across the children's sector, providing insight and understanding of strategic and delivery issues.
- Strengthen and support professional communication and relationships across the workforce.
- Research, plan and deliver an effective learning and development programme that meets the needs of the children's sector workforce.
- Deliver a cost-effective membership service which reflects the sector's diversity, balances individual members' needs and the wider sector, and provides support.
- Use membership and wider networks to inform our position to lead the sector via campaigning and lobbying on key issues.
- Deliver high quality consultancy that reflects the needs of the sector, focusing on our identified priority areas, emerging research and best practice.
- Provide information and resources through digital and print communications that are designed to be accessible and will benefit the whole sector, while also being tailored to our members' needs.
- Develop innovative solutions to challenges within the sector via projects, research, approaches to service planning and delivery, embedding values and communications.
- Ensure activity is evidence-based and this evidence, along with learning from research, projects and other work programmes, is shared with the sector.

- Maintain and further develop sound financial management mechanism.
- Continue with our strategy to gradually build up unrestricted funds.
- Maintain strong governance through our engaged, well informed and skilled Board and a proactive approach to risk management.
- Further develop and implement a consistent and effective approach to project management across the organisation.
- Develop commitment to excellence in all we do. Embed continuous self-evaluation and improvement across the organisation.
- Maintain a shared understanding of and focus on: our vision and values; the impact we wish to make; the purpose of individual roles; team objectives; organisation-wide objectives; and Children in Scotland's reputation.
- Ensure that all our policies and procedures effectively support all work, internally and externally.
- Strengthen, maintain and retain a skilled, motivated and positive staff team within a supportive and effective environment with leadership, learning, development and empowerment embedded in our culture.
- Maintain and continue to build good and collaborative relationships with hosted and managed services / organisations within Children in Scotland.