



Career
Connect



Our Strategy

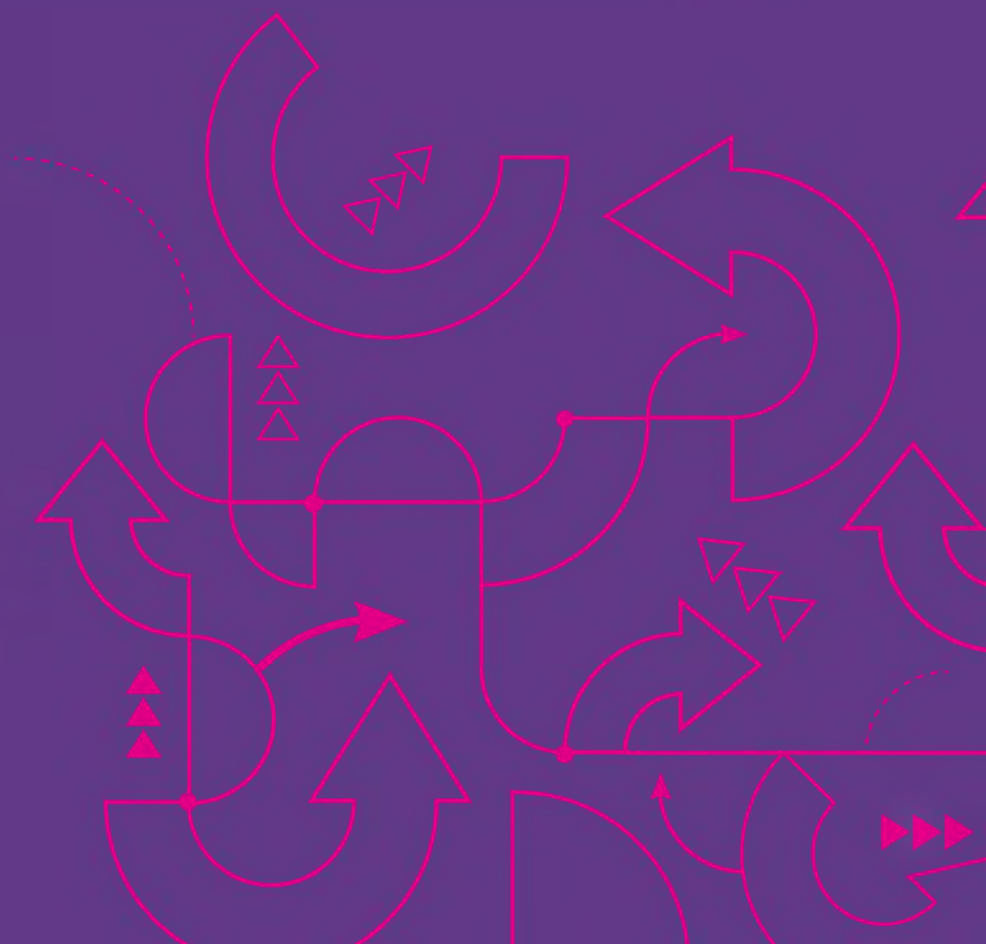
2025 to 2028





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Executive Summary

This strategy sets out our plans to develop and grow our Charity so that we can maximise our impact and deliver our mission.

Over the next three years we want to increase the number of people we support and expand our reach both in geography and service delivery.

By 2028 we want to be recognised as a leading organisation for the impact we make, underpinned by evidenced research.

We will grow our commercial services, establishing a centre of excellence for training and Continuing Professional Development (CPD).

We will deliver our strategy by investing in our people, embracing digital transformation and listening to those we support to shape our services.



Our purpose

Being in employment, education or training leads to improved economic, social, health and wellbeing outcomes for individuals. This means our whole society benefits.



We know that everyone's career journey is unique. We want everybody to have access to high quality, impartial careers and employability support.

That support should be designed around the person, their goals and ambitions to enable them to move forward in their lives.



Career Connect is a leading provider of careers, employment and training support across England.

We seek to empower, educate and support individuals, communities and organisations in all aspects of the career journey.

Our Charity employs more than 340 people providing high-quality services in four key areas:

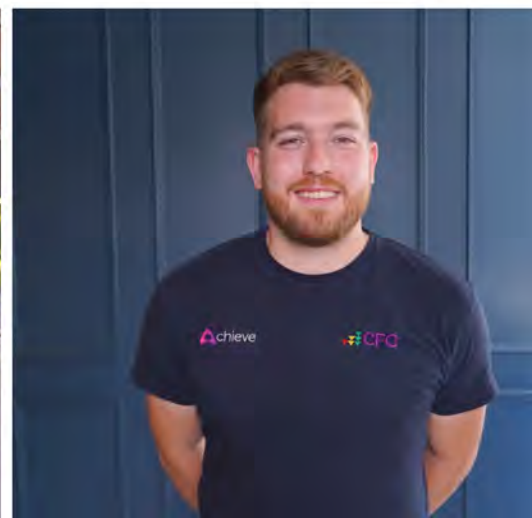
1

Delivering Employment, Education and Training support to offenders and ex-offenders

According to the most recent data available (October to December 2022), the proven reoffending rate in England and Wales is approximately 26.4%. This reflects the percentage of offenders who commit another crime within a year of being released. This rate has remained relatively stable over the past few years, with slight variations due to factors like the COVID-19 pandemic and changes in the justice system.



The nicest and most caring staff members I have met. Will put you and your needs at the top of their lists and will make time to do stuff above expectations." Participant



2

Providing professional careers guidance and employer encounters in schools

High-quality career guidance has social as well as economic value, benefitting individuals as well as the economy. Good career guidance is not just about giving people information or suggesting to them what to do but empowering them to make informed decisions about their learning and employment.



3

Supporting young people who are NEET and at risk of NEET

As of the latest data (ONS February 2025), the NEET (Not in Education, Employment, or Training) rate for young people aged 16 to 24 in England is approximately 13.4%. This represents a significant portion of the youth population and reflects ongoing challenges in engaging young people in these vital activities. In numerical terms, that is around 987,000 individuals in this age group classified as NEET across the UK. This figure has increased from previous years, indicating the persistence of this issue.



4

Enabling the delivery of high quality, professional services

Excellence in the delivery of information, advice and guidance, is vital. We are an accredited centre for five awarding bodies, allowing us to provide a range of qualifications to meet the needs of your staff, customers, clients or organisation. Our learners range from front-line staff to senior leaders in the education, public, private and third sectors.



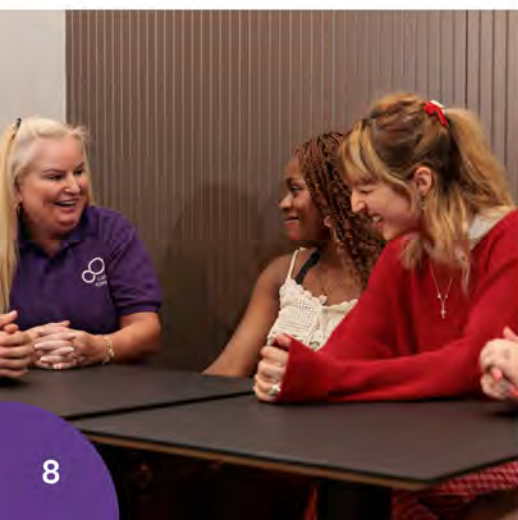
How we created our strategy

- We consulted with our teams
- We held interviews with our Trustees and Senior Leaders
- We met with our Youth Ambassadors
- We held interviews with our key stakeholders

We brought everyone's ideas together to create our strategy for the next three years.



The success of the project demonstrates what can be achieved when we listen to young people, understand their needs, and work together to provide tailored support... we thank Career Connect for their continued partnership in creating opportunities for young people." Stakeholder



Our Vision, Mission and Values



Our Vision

A society where every individual realises their potential.



Our Mission

To enable more people to access and succeed in education, training and employment.

Our Values

We achieve this by being...

Innovative

Constantly learning & evolving

We design our services to bring the most benefit for our participants. Testing new things and using data and feedback allows us to make informed decisions.

We embrace new technology and use it responsibly to equip the people we support.

Collaborative

We achieve more, together

We build strong connections every day with our participants and partners, working collaboratively to improve services and opportunities.

We engage with decision makers and use research to influence and make the case for positive change.

Equitable

Diversity is a strength

We recognise that people start from different places.

We take action to promote inclusion and address inequality.

We offer challenge and solutions to help achieve equitable outcomes for all.

A voice

We are a voice for those we serve, every day

We amplify our participants' voices in individual, local and national settings.

We listen to our participants. Their feedback shapes our work.


Our Strategic Objectives









careerconnect.org.uk

 [connectmycareer](https://www.facebook.com/connectmycareer)

 [careerconnectciag](https://www.linkedin.com/company/careerconnectciag)

 [careerconnect_iag](https://www.instagram.com/careerconnect_iag)

Charity number: 1141077