

A background image showing a man with extensive tattoos on his arms hugging a woman from behind. They are both smiling and appear to be in a gym or community center. Other people are visible in the background, slightly out of focus.

The 180 Project

Strategic Plan - 2020-2025

Changing Lives Through CrossFit and Community



Contents

Our Vision	3
Our Mission	4
Our Objectives	5
Strategic themes	6
Outcomes	12
Get involved	17



Our Vision

Creating a lasting recovery...
breaking the vicious cycle of
addiction, crime and prison, for
good.



Our Mission

By bringing people together to work in partnership, we will free those caught up in addiction and crime. We will **heal families** and **mend communities**. We will **help people fulfil their potential**.

And we will do this like never before:

- Through the sport of CrossFit and Community, combined with education, life-coaching and peer support. People will become physically, mentally and emotionally well, and socially connected.
- Through engineering new conversations, combining our knowledge with policy makers and providers of services. Recovery and rehabilitation systems will be enlightened.



Objectives

- Improve the health, happiness, and life opportunities of people caught up in addiction and crime
- Reach people as early as possible to stop them entering into vicious life cycles
- Impact positively on relapse and re-offending rates
- Break down barriers and stigma between the criminal justice system and ex-offenders
- Connect and integrate communities
- Enlighten policy makers and providers to stop the revolving door syndrome that many individuals face
- Develop Social Enterprise opportunities to ensure long term sustainability

Strategic Themes

People want a life not a service...

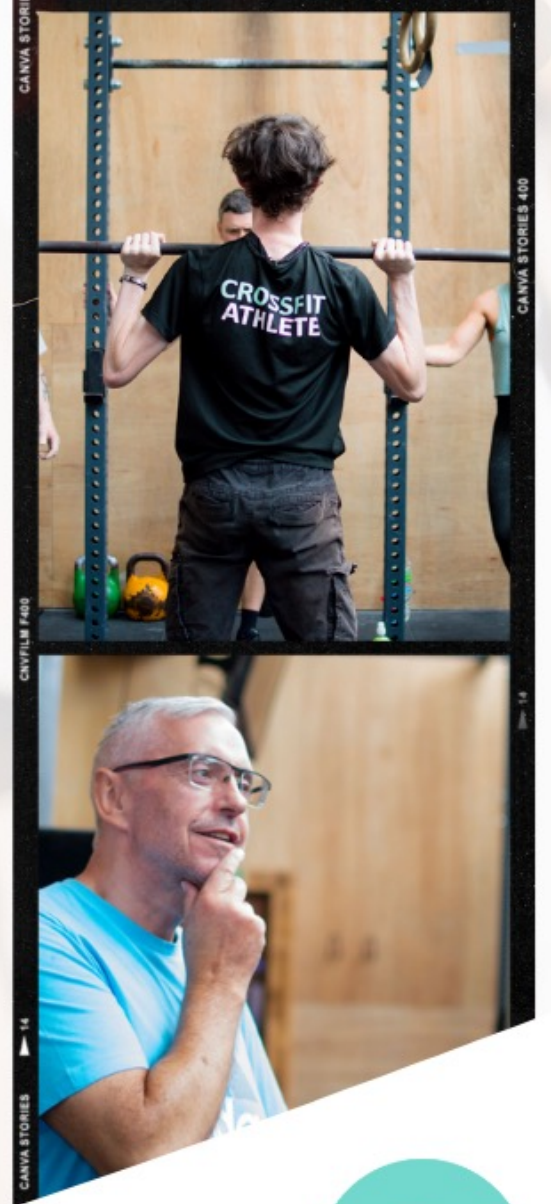


Theme 1

The Right People and Stable Foundation

We have an ambitious and challenging strategy and we need the right people and best possible foundation to build from, so that we can...

- Lead with intelligence and a heart for every individual, staying true to our values
- Attract and keep the right people [staff and volunteers], and take good care of them
- Have the right systems, training and resources to develop and support our people



Theme 2

Fullfilling Lives

Every individual is equally important. We will transform the lives of those at risk or caught up in addiction, crime and prison, so that we can...

- Help people become the best version of themselves and fulfil their potential
- Heal families and mend communities
- Prevent, reduce, and stop offending and relapse

Theme 3

Engineering Bigger Conversations

We will influence and shape recovery and rehabilitation systems through engineering conversations, so that we can...

- Help innovate the prison regime and re-settlement pathway
- Break down barriers between ex-offenders and criminal justice staff
- Reduce stigma and create new opportunities



Theme 4

Growing and Diversifying our Income

We will be entrepreneurial, sustainable and leave a legacy, so that we can...

- Be free from conflicts of interest and be free to speak out
- Not be dependent on statutory and non-current funding
- Try new ways of doing things and reach and help more people



Our Ambition

Most people will have a personal connection or know of someone who is suffering from addiction, and who are walking a path that is leading to crime.

Most people will also know the devastating impact this has, not only on the individual, but their family, their friends and the local community.

We know many people who reach out for support aren't getting the right help at the right time. They are circling in and out of services or prison.

We also know, individuals and families are in despair and losing hope. This needs to stop, now.

The good news is we want to do something about it —————>



Our Ambition

The success of this strategy will be measured by the impact of our efforts on the lives of young people and adults who are either at risk, or caught up in addiction and crime.

Be the best you..... Change is possible!



Outcomes

Passionate about making change happen.



The Right People and Stable Foundation

Outcome 1 – More passionate people will be attracted to the cause

We will...

- Develop the Board of Trustees, attracting experts in their field and that have a heart for the people
- Build an army of volunteers to reach and engage with more people
- Staff and volunteers will feel valued and supported

Outcome 2 – the organisation's infrastructure will be strong and stable

We will...

- Embed a safe and legal structure – safeguarding, Health and Safety, and GDPR appropriately
- Operate efficiently and effectively with robust financial and Human resource systems in place

Fulfilling Lives

Outcome 3 – More people will be in recovery from addiction and diverted away from crime

We will...

- Develop a 180 CrossFit community in a prison setting
- Create a new re-settlement pathway into the community
- Build a housing model offering safe and secure housing
- Offer a female only service, empowering women to change
- Get focused on prevention and early intervention, stopping young people going down the wrong path

**RECOVERY THROUGH
FITNESS & COMMUNITY**



Engineering Bigger Conversations

Outcome 4 – Professionals and policy makers will start to recognise the role CrossFit and Community plays in changing peoples lives

We will...

- Be recognised as a key service provider across East Lancashire
- Shape and influence practice and regimes in a local prison service
- Showcase our innovation and impact at central government level
- Develop a 'Cross-Atlantic' partnership, for shared learning, with similar organisations in the US.



Growing and Diversifying our Income

Outcome 5 – We will have a mixed portfolio of income, and not be reliant on one source.

We will...

- Develop a pipeline of independent funding Trusts to support and champion our work
- Position ourselves to secure contracts via Local Authorities
- Be entrepreneurial and generate our own funds through running a commercial CrossFit gym.





**Not all of our stories have the best beginnings...
But it's not the beginning that defines us, it's the rest of the story that
counts.**

Do you want to become part of the story, or learn more about what we do?

Visit. www.180project.co.uk

