



STRATEGY

2017 - 2021

Prosperity | Resilience | Health | Equality | Community Cohesion
Culture and Language | Global Responsibility

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Who We Are

Youth Cymru is a National Voluntary Organisation with over eighty years' experience supporting young people and youth workers in Wales. We are a membership organisation, working through a network of local and regional organisations that work with young people.

Our Purpose

To support young people to develop and grow to full maturity as individuals and as members of society, fulfilling their potential and improving their lives.

Our Vision

Young people in Wales are confident and strong, empowered to fulfil their potential and to contribute to building the Wales we want.

Our Values

We believe that young people are citizens and rights holders. All our work is underpinned by the United Nations Convention on the Rights of the Child, in line with the Rights of Children and Young Person's Measure (Wales) 2011. We believe that youth work changes lives. We are committed to equality and inclusion; we will challenge prejudice and discrimination.

We believe that youth work has a vital role to play in building the Wales we want. We shape our work to contribute to the seven well-being goals set out in the Well-being of Future Generations (Wales) Act 2015.

Who Are We For?

We are for all young people in Wales, and for all those organisations, volunteers and professional staff, who support them.

How?

We work through a network of local and regional organisations that work with and support young people throughout Wales. These are primarily statutory and voluntary youth work organisations, but also include other organisations supporting young people, such as training providers, youth offending services and alternative curriculum provisions.

We work in partnership with our members and with others supporting young people in Wales. We work through the British – Irish Strategic Youth Partnership with our partners Youth Scotland, Youth Work Ireland, Youth Action Northern Ireland and UK Youth to improve the lives of young people across Britain and Ireland, and learn from youth work experiences across Europe through our membership on the European Confederation of Youth Clubs. Our work is shaped by what young people tell us about what they want and need.

The Context

These are uncertain and challenging times. We do not yet know what the impact of the decision for the UK to leave the European Union will be on the lives of young people in Wales. We do know that the decision has left many young people angry and confused. Financially, youth work and other services for young people have been squeezed in recent years, and this is unlikely to change in the short term. Now more than ever, we need a strong network of youth work organisations to support young people and enable them to take part the decisions that will affect their futures. And that network will need strong support and leadership. In the coming years Youth Cymru will continue to grow our capacity to provide that leadership and support.

In 2015 our National Assembly passed the Well-being of Future Generations (Wales) Act, placing duties on all public bodies in Wales to consider when making decisions not only the immediate impact but also on the long term effects, and to plan to contribute in all they do to the seven Well-being Goals set out in the Act:



A Prosperous Wales



A Resilient Wales



A Healthier Wales



A More Equal Wales



A Wales of Cohesive
Communities



A Wales of Vibrant
Culture and
Thriving Welsh Language



A Globally
Responsible Wales

We know that youth work can contribute to all these goals, and we further know that none of these goals is deliverable unless young people are engaged.

Our Ambition

It is our ambition to lead youth work in Wales in contributing towards delivering these goals and demonstrating how good quality youth work experiences enable young people to play a full

part in contributing to their delivery.

We have structured our Strategy to set out how we will work towards this ambition.





National Wellbeing Goal: 1

A Prosperous Wales



Dyffryn
Aman

Derbynfa
Recreation

Youth Cymru's Contribution

Effective youth work helps young people develop skills that are valued by employers, helps them gain access to new opportunities, supports them to grow their aspirations and improve their personal resilience, and supports them to develop skills to help them manage their finances effectively and plan for the future. Below we set out how we will contribute to delivering the first national Well-being Goal.

Outcomes:

Young people will:

- » Develop skills valued by employers, such as teamwork, leadership, budgeting and planning.
- » Become more resilient and aspirational.
- » Overcome barriers that may have impeded them being successful in formal education.
- » Challenge prejudice and discrimination that may be getting in the way of them accessing opportunities.
- » Access to internships and apprenticeships that they would not otherwise be able to apply for.
- » Develop skills in effectively managing their finances and share those skills with others.
- » Have their informal learning and the skills they have gained through youth work accredited with awards that are recognised by employers and formal education providers.

Activities:

- » Develop and seek funding for, alone or with partners, programmes that enable young people to develop employability skills in a fun and engaging way.
- » Youth Cymru will ensure that all our programmes are inclusive and support and encourage particularly those young people who have not had positive experiences of formal education.
- » Youth Cymru will develop projects and programmes that are designed to challenge prejudice and discrimination, and we will challenge prejudice and discrimination in all aspects of our work.
- » Youth Cymru will offer support and training to enable those working with young people to effectively tackle exclusion and enable young people to develop employability skills.
- » Develop and seek funding for programmes to enable young people to develop strong financial capability skills and to share those skills with others.
- » Work with partner youth organisations, employers, formal education institutions and Welsh Government to promote a better understanding of the accreditation of informal learning.



National Wellbeing Goal: 2

A Resilient Wales



Youth Cymru's Contribution

Effective youth work enables young people to develop their personal resilience and contribute to the resilience of their communities. It can support them to develop a stronger understanding of our natural environment and to take action to protect and enhance it. Effective youth work needs resilient organisations to support it. Below we set out how we will contribute to the delivery of the second national Well-being Goal.

Outcomes:

Young people will:

- » Develop a stronger understanding of the natural environment, our dependence on it and the challenges facing us in protecting and enhancing it.
- » Take action to address some of those challenges, through volunteering and campaigning.
- » Become more personally resilient.
- » Participate in social action promoting community cohesion, contributing to the development of more resilient communities.
- » Develop sustainable transport habits – walking, cycling etc.
- » Use roads more safely.

Activities:

Youth Cymru will:

- » Develop and seek funding for, alone or with partners, programmes to enable young people to develop a strong understanding of the natural environment, share that understanding with others and take action to protect the environment.

- » Develop strong partnerships with organisations charged with protecting and enhancing the natural environment in Wales, enabling those organisations to effectively engage young people in their work
- » Develop and seek funding for, alone or with partners, projects and programmes that enable young people to participate in social action promoting community cohesion.
- » Develop and seek funding for, alone or with partners, projects and programmes that enable young people to develop sustainable transport habits.
- » Develop and seek funding for, alone or with partners, projects and programmes that enable young people to use roads more safely.
- » Ensure that all our projects and programmes are structured to support young people to develop their personal resilience.
- » Regularly review our own internal policies and working practices to minimise our impact on the natural environment.
- » Ensure that Youth Cymru is a sustainable, resilient organisation, ensuring good governance and financial sustainability.



National Wellbeing Goal: 3

A Healthier Wales

Youth Cymru's Contribution

Effective youth work supports young people in strengthening their self-esteem and personal resilience, helping support their mental health. It can support them to make healthier choices, in terms of, for example, diet, exercise and personal relationships. It can enable them to campaign for the health services they and their communities need. Youth work enables young people to have fun – improving their mental health. Below we set out how we will help deliver the third national Well-being Goal.

Outcomes:

Young people will:

- » - Improve their self-esteem and personal resilience.
- » Feel supported at times of distress when their mental health may feel fragile
- » Make healthier choices.
- » Support their peers in making healthier choices.
- » Challenge prejudice and discrimination when it gets in the way of them, their peers or their communities accessing the health support they need.
- » Campaign for the health services they, their peers or their communities need.
- » Be sure that the youth services they access are safe.

improve their self-esteem and resilience.

- » Develop and seek funding for, alone or with others, projects and programmes to support young people at times of distress when their mental health may feel fragile.
- » Develop and seek funding for, alone or with others, projects and programmes that enable young people to challenge discrimination and prejudice, including discrimination and prejudice that may affect access to health support.
- » Through all our projects and programmes ensure that young people are enabled to effect decisions that affect them and their communities, including decisions relating to health.
- » Ensure that all our projects and programmes are delivered in a way that reflects best health and safety and safeguarding practice.
- » Support our member organisations, through the provision of advice and training, in ensuring that all their activities reflect best health and safety and safeguarding practice.
- » Ensure that our internal policies and procedures enable us to operate as an organisation in a way that promotes the health and well-being of our staff, our volunteers, young people and all of those with whom we work.

Activities:

Youth Cymru will:

- » Ensure that all our projects and programmes are delivered in a way that supports young people to improve their self-esteem and resilience.
- » Ensure that staff delivering our projects and programmes are appropriately trained so that they can support young people to



National Wellbeing Goal: 4

A More Equal Wales

Youth Cymru's Contribution

Youth work as a practice has a long tradition of challenging prejudice and discrimination and enabling others, especially young people, do so. Many young people face prejudice and discrimination themselves and it is also true that young people, particularly those under pressure, may be vulnerable to messages encouraging prejudice and discrimination. Below we set out how we will help deliver the fourth national wellbeing goal.

Outcomes:

Young people will:

- » Understand their rights as citizens and their rights under the United Nations Convention on the Rights of the Child.
- » Understand and respect the rights of others.
- » Recognise prejudice and discrimination directed at them and feel empowered to challenge it.
- » Recognise prejudice and discrimination directed at others and feel empowered to challenge it.
- » Campaign against institutionalised prejudice and discrimination.
- » Feel supported to fulfil their own potential, no matter what their circumstances.

- » Develop and seek funding for, alone or with others, projects and programmes that enable young people in the general population to develop a better understanding of their own rights and the rights of others and to promote those rights.
- » Through all our projects and programmes ensure that young people are enabled to effect decisions that affect them and their communities.
- » Ensure that all our projects and programmes are delivered in a way that reflects best equality and inclusion practice.
- » Ensure that all staff delivering our projects and programmes are appropriately trained and supported to enable them to work in ways consistent with the best equality and inclusion practice.
- » Support our member organisations, for example through training and policy advice, to enable them to work in ways that effect best equality and inclusion practice.
- » Ensure that our internal policies and procedures enable us to operate as an organisation in a way that promotes best equality and inclusion practice.

Activities:

Youth Cymru will:

- » Develop and seek funding for, alone or with others, projects and programmes that enable young people with protected characteristics to come together to develop individual resilience and to challenge prejudice and discrimination.



National Wellbeing Goal: 5

A Wales of Cohesive Communities

Youth Cymru's Contribution

Effective youth work supports young people in developing and understanding of their rights and responsibilities as citizen. It enables young people to influence decisions that affect them and their communities. It provides opportunities for young people to take part in social action, improving their own lives and the lives of others. Youth work approaches can also play a part in diverting young people away from anti-social behaviour and offending and in improving relationships between the generations. Below we set out how we will help deliver the fifth national wellbeing goal.

Outcomes:

Young people will:

- » Understand their rights and responsibilities as citizens.
- » Understand how decisions that affect them and their communities are made and how to influence them.
- » Campaign on issues they identify, helping create attractive, viable and safe communities.
- » Take part in social action projects, including projects bringing older and young people together.
- » Understand and take action to challenge prejudice and discrimination against others.
- » Have fun! accessing positive leisure and social activities, in their own communities and beyond
- » Develop and seek funding for, alone or with others, projects and programmes that enable young people to understand how decisions are made, locally, nationally, across the UK and beyond and how to influence.
- » Campaign with others, to encourage young people to register to vote, to use their votes, and for the voting age to be reduced to 16.
- » Develop and seek funding for, alone or with others, projects and programmes that provide opportunities for young people to take part in social action, including action that brings young people together with older people in communities.
- » Support our member organisations, including providing training and advice, to contribute to the maintenance of a thriving network of local youth organisations across Wales, providing social and leisure opportunities for young people.
- » Alone and with others provide opportunities for young people to get together and have fun – within their own communities and beyond.

Activities:

Youth Cymru will:

- » Develop and seek funding for, alone or with others, projects and programmes that enable young people to develop an understanding of their rights and responsibilities as citizens.



National Wellbeing Goal: 6

A Wales of Vibrant Culture and a Thriving Welsh Language

Youth Cymru's Contribution

Effective youth work provides young people with opportunities to take part in and enjoy a wide range of cultural activities. Participating in cultural activities can help young people improve their self – esteem and resilience, and enable them to develop skills valued by employers. Youth work can help young people develop an understanding of their own heritage, and of how others have contributed to the heritage of Wales and of their communities. Cultural participation can bring young people from a wide range of backgrounds and provide insights into the lives of other, contributing to the challenging of preconceptions and raising aspiration. And it is fun!

Effective youth work has a vital role in ensuring that the Welsh language thrives. It can provide opportunities for young people to use their language skills outside the classroom, for learners and second language speakers to mix with and learn from fluent speakers, and perhaps most importantly to have fun in Welsh! Below we set out how we will help deliver the fourth national wellbeing goal.

Outcomes:

Young people will:

- » Have opportunities to take part in a wide range of cultural activities in their own communities and beyond.
- » Participate in planning and delivering cultural activities, in their own communities and nationally.
- » Have access to and enjoy 'elite' cultural activities and venues.
- » Understand more about their own heritage and the heritages of others.
- » Create art that reflects their own lives and experiences, promoting understanding and challenging preconceptions.
- » Take part in a wide range of youth work opportunities through the medium of Welsh, and have their learning through those opportunities accredited through Welsh.
- » Develop and seek funding for, alone or with others, projects and programmes that enable young people to create art that reflects their own experience, promoting understanding and challenging preconceptions.
- » Develop and seek funding for, alone or with others, projects and programmes that enable young people to develop better understanding of their own heritage and the heritage of others.
- » Ensure that all projects and programmes delivered in Wales are able to be provided in Welsh as well as English, and that our partners, including corporate partners understand the importance of this
- » Develop partnerships with 'elite' cultural organisations, enabling young people's access.
- » Support our members in providing a wide range of youth work opportunities and accrediting learning through those opportunities through the medium of Welsh, for example through training and providing materials.
- » Ensure that our own policies and practices enable us to enhance our Welsh medium delivery and enable us to operate as a truly bilingual organisation.

Activities:

Youth Cymru will:

- » Develop and seek funding for, alone or with others, projects and programmes to enable young people to plan and participate in a wide range of cultural activities.

National Wellbeing Goal: 7

A Globally Responsible Wales

Youth Cymru's Contribution

Effective youth works helps young people develop an understanding of the world they live in, the challenges faced by others across the world, and what they can do to help them address those challenges. It can promote international exchange visits enabling young people to experience different cultures directly, and it can promote international volunteering. Shared learning by youth work professionals across national boundaries shares best practice and promote understanding. Below we set out how we will help deliver the seventh national wellbeing goal.

Outcomes:

Young people will:

- » Understand better how what happens here effects people in other places across the globe.
- » Identify action they can take here to help improve the lives of others in other countries, and take that action.
- » Visit other countries and welcome young people from other countries to their communities, develop understanding and work towards common goals.
- » Access international volunteering opportunities.

young people to take action, including campaigning and social action, to address global issues locally.

- » Develop and seek funding for projects and programmes to strengthen and deepen understanding and positive relationships between young people throughout Britain and Ireland through our Five Nations Strategic Partnership.
- » Strengthen our existing and build new partnerships with organisations working on global citizenship issues in Wales.
- » Support young people engaged in our projects and programmes to access international volunteering.

Activities:

Youth Cymru will:

- » Develop and seek funding for, alone or with others, projects and programmes to enable young people to develop as well informed global citizens.
- » Develop and seek funding for, alone or with others, projects and programmes to enable

- » Enable staff in our member organisations to benefit from learning about good international youth work practice through our membership of the European Confederation of Youth Clubs.
- » We will seek to ensure, through our own internal policies and procedures, that we minimise our negative global impact as an organisation

Making it happen

The Wellbeing of Future Generations Act sets out five ways of working to deliver the Wellbeing Goals; long - term, integration, involvement, collaboration and prevention. This approach fits well with how Youth Cymru works and we will ensure that these five ways of working underpin all we do.

Long - term

Youth Cymru has been supporting young people and youth work in Wales for over eighty years. Many of our partnerships go back decades. We will draw on this long experience to continue to support our member organisations, but also to innovate. We will work to ensure our own long term sustainability as an organisation. We know that effective good quality youth work has a long term positive effect on young people's lives and on communities. We also know that this impact can be hard to measure and demonstrate. We will work with others to develop effective tools to enable organisations to demonstrate how their work is contributing, long term, to the seven wellbeing goals.

will be involved in the design and development of all our projects and programmes, ensuring they reflect the diverse needs of young people across Wales. Our member organisations will be involved in the design and delivery of all our projects and programmes.

Integration

Our projects and programmes will be integrated across the organisation, with many of them contributing to the delivery of more than one wellbeing goal. We will design our projects and programmes to integrate with effectively and enhance our member organisations existing activities.

Collaboration

Collaboration is key to everything we do. We collaborate with statutory and voluntary youth work organisations, and other organisations working with young people, across Wales to develop and deliver our projects and programmes, and we collaborate with funders – government, voluntary and corporate – to resource them. We collaborate with other national youth work organisations in Wales to raise the profile of youth work and highlight its capacity to deliver on a range of agendas to decision makers. We collaborate with our Five Nations Strategic Partners across Britain and Ireland to challenge inequalities and inspire young people, enabling them to challenge decision makers of issues that matter to them. And we collaborate with partner organisations across Europe to share good practice and influence decision making and a European level through the European Confederation of Youth Clubs.

Involvement

Young people will be involved in decision making at all levels of Youth Cymru. Our Youth Leadership Panel, Llais Ifanc, will nominate member to our Board of Trustees. Young people



Prevention

Effective youth work can play a key part in the preventive agenda, protecting individual young people from problems in their future lives and contributing to more cohesive communities. Young people often tell us that their youth club 'kept them out of trouble' – a clear benefit to them and their communities. They see their youth workers as being 'on their side' helping them navigate the tricky territory of growing up, sometimes when other adults fail to do so. Youth work interventions can help divert young people out of the criminal justice system, and away from unhealthy behaviours like substance abuse. We will work with others to help demonstrate these long term preventative effects.

