

EAST OF ENGLAND & EAST MIDLANDS

REGIONAL YOUTH WORK UNIT

Strategic Plan 2025 - 2028 Advocating for youth work





Introduction:

Youth Focus East & East Midlands known as a Regional Youth Work Unit (RYWU) acts as a hub for developing and supporting youth work in the region, working with commissioners, providers and young people themselves to ensure the sector is well-informed, skilled and responsive to changes in government policies and young people's needs. They are a core element of infrastructure support for the youth sector in the region.

We are an independent organisation, based in the East & East Midlands region of England, with governance arrangements that reflect the voices of youth organisations in the area.

The unit collaborates with a wide range of local, regional and national organisations with an interest in supporting and developing youth work.

The unit leads on multi-organisation partnerships in the area and may undertake the regional roll-out of national programmes in collaboration with national bodies. At the heart of all work undertaken is the needs of young people and the youth sector in the regions.

The East & East Midlands Regional Youth Work Unit is the largest of all the Regional Youth Work Units covering a considerable number of counties.



1.0 Vision and Mission

Vision:

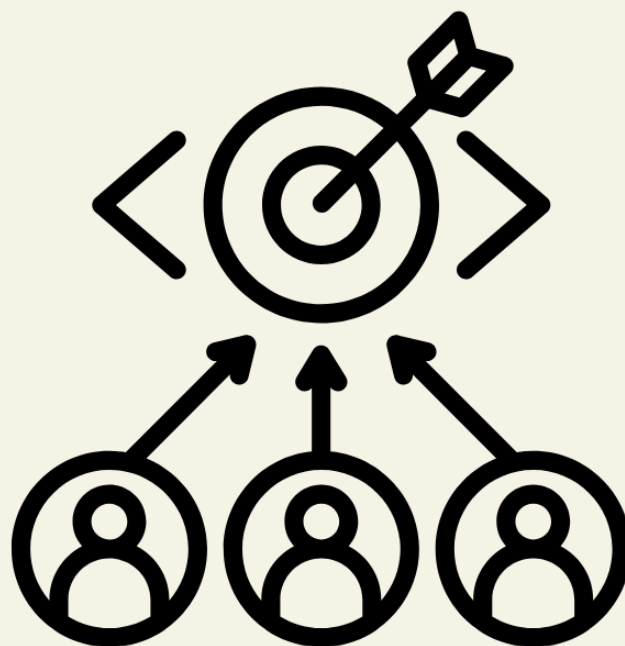
Supporting the network to empower and nurture the potential of young people for a brighter future, fostering a world where every young person has the opportunity to thrive through personalised, innovative, and community-driven youth development initiatives.

Mission:

To provide a platform for the network comprehensive, evidence-based youth work development programs that not only address current challenges but also proactively anticipate and meet the evolving needs of young individuals.

We are committed to advocating for youth rights and fostering collaboration among diverse stakeholders to create an inclusive and supportive environment for holistic youth development.

- To create opportunities for youth organisations to connect and collaborate
- To promote quality youth work practices by championing the sector at national, regional and local levels
- Ensure the sector is informed, skilled and responsive to change



2.0 Core Values



Inclusivity: Embracing diversity and ensuring equal opportunities for all.



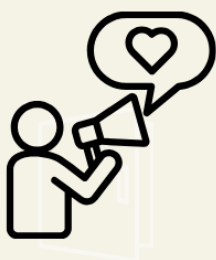
Empowerment: Fostering self-confidence, leadership, and autonomy among key stakeholders.



Innovation: Constantly seeking creative solutions and adapting to emerging trends.



Collaboration: Building strong partnerships to maximize positive impact.



Advocacy: Being vocal champions for the rights, informal education and well-being of young people.



Integrity: Upholding honesty, transparency, and ethical conduct in all endeavours.



3.0 Goals and objectives

A. Workforce Development

Objective:

- Enhance the skills and competencies of youth sector
- Develop a training program, including workshops, seminars, and online courses.
- Create opportunities that connect youth workers working on key projects and themes.
- Advocate for a continuous professional development (CPD) framework, including routes to formal qualifications (JNC).

B. Collaborating with Young People

Objective:

- Establish youth advisory boards
- Develop a structured process for regional youth voice and participation through our membership.

C. Communication and Connection

Objective:

- Increase online visibility and engagement
- Communicate and link local membership organisations with national developments.
- Develop and implement analytics tool to track engagement metrics and adjust strategies accordingly.
- Launch campaigns and promote key events to increase awareness.

D. Showcasing Good Practice and Innovation in Youth Work

Objective:

- Highlight successful youth development projects
- Develop a standardised case study template to capture the impact of projects.
- To recognise and promote outstanding projects within the region(s).
- Collaborate with key stakeholders to promote successful initiatives.