

The British Youth Council

Strategic Framework 2010- 2013

Our Vision

A world where young people are respected, and able to influence and inform decisions that affect their lives or on which they have strong opinions.

Our Mission

The British Youth Council, as the national youth council of the UK, aims to connect with our member organisations and networks of local youth councils, to empower young people aged 25 and under, wherever they are from, to have a say and be heard. We aim to help them to participate in decisions that affect them; have a voice and campaign on issues they believe in, inspire them to have a positive impact, and gain recognition for their positive contribution to communities, society and the world.

Our Values

- **Participation and Empowerment:** We believe all young people have the right to participate in decisions affecting their lives and issues they believe in, locally, nationally and internationally.
- **Equality:** We value and promote equality among young people, and all young people in our membership are valued equally.
- **Diversity:** We recognise that young people are diverse, with different needs and opinions, and we believe that this is to be recognised and celebrated.
- **Recognition:** We believe that young people should be recognised for their positive contribution to society and their place as citizens, now and in the future.

BYC Strategic Objectives 2010 - 2013

1. Secure and sustainable

To develop, diversify and sustain our income and resources which will support the delivery of our strategic objectives. We will:

- Work with members to identify opportunities to increase our capacity.
- Increase the proportion of earned, unrestricted income including through training and consultancy.
- Develop and invest in a strong team of staff and volunteers that is fit for purpose, stable, and provides opportunities for development.
- Develop our alumni network of former staff, volunteers and trustees to increase our reach and identify new resources.
- Produce an annual fundraising and development strategy and invest in its implementation, including research and network development.
- Proactively identify, maintain and acknowledge partnerships which further our aims and income.

Capture and share organisational knowledge, learning, and experience within BYC.

2. Empowering young people

To empower and inspire young people to get involved and affect change within their local, national and international communities by developing skills, confidence and campaign opportunities to help young people make a difference. We will:

- Provide a range of platforms for young people, including those who would not otherwise have a voice, to communicate with and influence decision-makers and engage in democratic structures.
- Provide forums for young people to share information and ideas with other young people and organisations.
- Support young people to design and develop their own activities and campaigns, locally, nationally and internationally.
- Provide opportunities for young people to be inspired by, and inspire others, to effect change.
- Consult and research young people's views to inform our work and evidence-based campaigns.
- Provide opportunities and training for young people to develop and practice a range of skills in putting their point across, making effective decisions, influencing others, and leadership.
- Ensure that all these opportunities are accessible to young people, and address barriers to participation.

3. Serving our members

To develop the British Youth Council's (BYC) membership to be diverse and active, and for BYC to be led by young people for young people. We will:

- Increase the frequency and quality of two-way engagement and communication with our member organisations and their individual members, including the use of new media and technology.
- Work with existing members, their networks and resources, to help us achieve our objectives.
- Diversify our membership, recognising and respecting difference, and work to address barriers to participation so that engagement with BYC is easy and accessible.
- Acknowledge and highlight members' achievements and involvement with BYC.
- Continue to invest in, sustain, and showcase our youth-led leadership and governance structure.
- Retain and increase our membership base, developing and devolving our engagement more widely.
- Provide added benefit to members through a clear membership offer and services.

4. Visible and Credible

To raise our profile and increase our reputation for quality, evidence-based impact, and promoting the positive recognition of young people. We will:

- Promote greater recognition of young people's achievements, and highlight their positive contribution to our society.
- Measure our impact and share this with stakeholders and decision-makers.
- Involve young people as spokespeople and ambassadors for BYC and their peers.
- Benchmark the quality of our work to externally recognised standards.
- Produce evidence to support the views that we promote on behalf of young people.

5. Working together

To continue to work in partnership, and actively seek new partnerships, with those who share, or can further, our vision and objectives for young people. We will:

- Work in partnership with national, devolved and local government structures to influence public policy in line with young people's views, in the UK and overseas.
- Develop partnerships to further our objectives, whether providing services or influencing others.
- Join, or form, coalitions, groups or networks which will promote our campaigns and programmes more effectively.
- Develop partnerships with supporters and funders to enable us to include young people we might not otherwise reach.
- Seek collective responses to policy makers or decision-makers where possible, to increase our effectiveness and impact.

British Youth Council - We empower young people across the UK to have a say and be heard.