

## Annual Council Meeting 2017

Strategy Review pre event info

### A message from the Board of Trustees

The trustee board is responsible for establishing the essential purpose or mission of the organisation. We are also responsible for guarding its vision and values. Together, the charity board and chief executive officer develop long-term strategy and monitor the key objectives to keep the organisation on track.

We are very excited to be developing a new strategy that will guide BYC through the next 3 years and beyond. This paper outlines our revised Vision, Mission and Values and during ACM we will gain your input and thoughts on these. We will also ask how you see BYC and how you want it to drive change and action over the next few years.

#### **Vision**

A world in which every young person is empowered to create social and political change

#### **Mission**

As the national youth council of the UK, BYC brings young people together to find their voice and use to improve the lives of young people. We work with others to amplify young people's voices to create an environment in which young people views are valued, sought and acted upon.

#### **Values**

We are:

Youth led – young people are agents of change and will always be at the forefront of our work. As a youth-led charity, young people are our leadership through our governance structures. They lead and shape our work, and we support them to define their own action for change. We champion youth leadership across all sections of society, evidencing the benefits of engaging young people in decision making and delivery and supporting that to happen.

Collaborative – we actively seek to collaborate with others to make positive change happen. We seek to work with relevant partners to add value to our campaigns and activity, and to be more creative in our approach to making change happen with and for young people. And we recognise the skills, knowledge and experience of young people, volunteers, staff and partners, and strive to achieve more by maximising the opportunities that collaboration provides.

Inclusive – we respect and value diversity and act in a way that includes all. We ensure that all our activities are inclusive, recognising the needs of young people across different communities, and bring young people and partners together to learn from each other

## Objectives

By 2021 BYC will empower more young people to find their voice and shape society for the better. We will do this by ...

- Turning up the volume of young people's voices
  - Increasing and diversifying the young people and member organisations engaged in our charity
  - Increasing the profile of young people's action
  - Investing in policy and campaigns work
- Communicating our impact
  - Developing our theory of change to better understand the impact that we have
  - Putting in place ways to measure and communicate the impact of our work
  - Focusing on the programmes and services that do the most good for young people and society
- Making BYC sustainable
  - Diversifying our income streams
  - Raising our profile with funders, supporters and stakeholders
  - Reviewing internal processes and structures to ensure that they are aligned with the charity we want to be