



STRATEGIC PLAN 2022-2025



**WHO WE ARE
& WHAT WE ARE
GOING TO DO...**

Who we are

WE'RE A YOUTH CHARITY CHANGING THE WORLD FROM NORFOLK. WE ARE STAFF, YOUNG PEOPLE AND SUPPORTERS WORKING TOGETHER.

Staff are advisers, counsellors, youth workers and support staff. Young people aged 11-25 get support and take action. Supporters form strong bonds of friendship over many years. We are all motivated to achieve our vision, working on our mission, living our values every day.

We aim for young people to have:

- **basic needs and rights met, such as housing, food or a job**
- **good mental health**
- **a say over what is important them**

Our **VISION** is that all young people will know what it is to be valued, and that they will have the support and information they need to make a successful transition into adulthood. Our **MISSION** is that all young people have access to the right information, to quality advice and counselling, and support for their holistic development.

Our values are:

Being Young Person Centred

We believe in being flexible and offering choice. We listen to and are led by a young person's holistic needs. We advocate for a young person's rights. We involve and work alongside young people. We develop new and innovative projects to ensure we meet the changing needs of young people. By listening to young people we can provide early action, preventing problems getting bigger and taking longer to solve.

Valuing Each Individual

We respect and celebrate the differences between people. We believe that each person has their own individual strengths, needs and expertise from their unique experiences. We want people to express who they are, to be authentic. We value trust. We encourage everyone to work with passion and commitment. We believe that young people have talents and skills they can develop or build on.

Being Professional

We believe that young people should get the best support at the highest quality. We believe our staff and volunteers should be well trained and supported. We believe all our work should be based on best practice and established professional standards. We believe in reflective practice, learning from our experience. We measure and evaluate our outcomes and impact. We believe in being realistic and consistent.

Working for Social Justice

We believe that we have a wider social responsibility within our community. We work to inform and influence local and national health and social policy. We campaign with disadvantaged and marginalised young people. We believe in promoting rights and responsibilities and challenging prejudice and oppression. We work alongside young people to be agents of change for a fairer, more equitable society. We support the UN Charter on Human Rights and The Rights of the Child and the European Convention on Human Rights.



Our challenge

We listen to young people's lived experience to understand the challenges they face. We also study the latest research and conduct our own. Young people are facing mental health difficulties and can't get support – long waits and lack of services. Over £1bn has been cut annually from youth services. Young people come to us having experienced extreme poverty – homeless, hungry and unemployed. They tell us about the discrimination they have

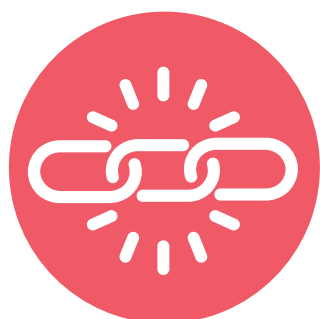
experienced – racism, transphobia, ableism. They often tell us they feel powerless. Many are very concerned about the climate crisis and its impact on their future. Young people also come to us wanting to change things, to make a difference, and want to know what they can do. Whoever they are, whatever they need, we are here for them.

“ I feel welcome, MAP is a community under one roof. ”



What we are going to do

We are continually learning and developing. We remain focussed on working with young people in Norfolk influencing locally, nationally and internationally to improve the lives of all young people. We aim to grow our impact and influence. We have three core objectives:



STRONG

to be the strongest and best run local youth charity we can be



SUPPORTIVE

to give the best support we can for young people in Norfolk



INFLUENTIAL

to be more influential and make more positive change for all young people

“ It has been really good to make new friends and to talk to people. I feel I now have friends, when I didn't before. ”

“ I've gotten over a large area of my anxiety and depression, along with making new friends. ”

STRONG: to be the strongest and best run local youth charity we can be

We need to be purposeful and resilient. We are sustainable because we are a well-run organisation with strong values, governance, infrastructure and people – with a focus on the impact we make with young people and the impact on the environment:

- **Be driven by our mission, vision and values** - promote our values at any opportunity – in interview questions, induction and appraisal, in team plans, in blogs, articles and reports
- **Have strong governance and finance** – have strong accountability, clear leadership philosophy and leadership roles for young people

- **Have great systems and facilities** – have great premises, IT and equipment and data collection
- **Be environmentally sustainable** - develop a detailed Environmental Sustainability Plan to ensure we move to carbon zero
- **Have excellent people** - deliver our People Strategy to ensure we recruit and develop professional, purposeful, highly motivated, supported and values driven staff and volunteers
- **Maximise our impact** – have clear goals/ outcomes, independent standards and ensure all our work is young person led



SUPPORTIVE: to give the best support we can for young people in Norfolk

We will deliver all our work under one roof whenever we can. We will provide support across Norfolk and Waveney. We will have one stop shops in Norwich, Great Yarmouth and King's Lynn and other premises and schools. We will have a freephone advice line and online support:

- **Excellent Advice Services** - advice on housing, money, benefits, employment, training, mediation, mental health, relationships, gender, drugs & alcohol; advice and group programmes for young parents

- **Excellent Therapeutic Services** - counselling and youth mental health work provided across Norfolk and Waveney, specialist services for young people who self-harm, groups for young people who are trans, non-binary or questioning their gender

- **Excellent Youth Work Services** - open access youth groups and activities, and one-to-one mentoring across Norfolk



INFLUENTIAL: to be more influential and make more positive change for all young people

To achieve our vision that all young people are valued and have a successful transition into adulthood we need to ensure there's good **mental health** support, good **youth services**, an end to **poverty** and **discrimination**, that **youth participation** ensures power and influence over what affects young people and that we protect the **environment**. We believe the most important agents of change are young people. With lived experience comes authentic voice and leadership:

● **Work with young people leading change in their community**

- supporting Youth Advisory Boards across Norfolk, developing the Young Activist Network with paid and volunteer roles for young people, supporting Youth in Mind to support and facilitate young people with lived experience of mental health support to design and lead local mental health services

● **Share staff expertise to train and develop other professionals and organisations**

- deliver training and clinical supervision, lead events and conferences with staff and young people, get involved in research and trials, national campaigns; develop a "centre of excellence" for young people's mental health led by senior clinicians and young people

● **Increasing our external communication and local and national presence**

- publish more articles, blogs, reports, stories, research, videos, social media posts; create a new website, publish an annual impact report that is accessible and exciting, involve more young people in our communication to share more messages and stories





“ This support has really helped me make changes. Thank you, no one has ever said they feel proud of me before, I am not used to it. ”

Get in touch

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FOR YOUNG PEOPLE
FINDING THEIR WAY

