

WORK PLAN OF THE YOUTH WORK IS VALUED AND UNDERSTOOD STRATEGY PARTICIPATION GROUP

JANUARY 2020 – DECEMBER 2020

Background of Group

The Youth Work is Valued and Understood Strategy Participation Group (SPG) was set up to support the delivery of the shared vision and strategic aims of the Youth Work Strategy for Wales. In doing so, we want to develop a shared understanding of the value of youth work within and beyond the sector itself. This is critical to ensure that the strategic contribution of youth work approaches are at the forefront of decision-makers' minds when commissioning or considering the impact of provision.

The ambitions of this group are to:

- identify the most effective methods to increase the awareness of the benefits of youth work with local and national politicians and decision makers and other, appropriate stakeholders;
- increase awareness of the range of activities delivered through youth work and the benefits of young peoples' engagement in youth work;
- co-ordinate and promote an annual theme for youth work in Wales and activities around Youth Work Week (in tandem with the Marketing Group);
- collaborate on youth work focused marketing and promotional events and co-ordinate support across the sector to assist in the delivery of jointly agreed projects (delivered with/by the Marketing Group);
- promote positive news stories to key decision makers, stakeholders and the media to improve the public image of young people and the youth work profession in Wales; and
- explore developing a national brand for Youth Work in Wales and providing a range of promotional products for use at national marketing events.

Members of the Group

Keith Towler – Chair, Interim Youth Work Board

Melanie Ryan – Development Manager/Joint CEO, Youth Cymru

David Williams – Service Manager, Torfaen County Borough Council

Paul Glaze – Chief Executive, CWVYS

Lowri Evans – Deputy PYO, Ceredigion County Council

David Walker – Youth Support Manager, Pembrokeshire County Council

Caroline Ryan – Head of Children & Young People's Services, YMCA Cardiff

Carlie Torlop – Youth Worker & Youth Team Leader, YMCA Swansea

Rich Flowerdew – Chief Office, Scouts Cymru

Julia Rooney – Lecturer in Youth & Community Work, Cardiff Metropolitan University

Juliet Mackenzie – Youth & Community Co-ordinator, Wrexham County Borough Council

Ve Van De Voorde – Youth Participation Officer, Vale of Glamorgan Council

Gill Adams – Principal Youth Support Services Manager, Carmarthenshire County Council

Tania Russell-Owen – Promo Cymru
Joel Hodson – Youth Engagement Team, Welsh Government
Donna Lemin – Youth Engagement Team, Welsh Government

Key Tasks

The Interim Youth Work Board (IYWB) has given the ‘Valued and Understood’ Strategy Participation Group a range of functions, including engaging with young people and the sector in both the development of approaches aimed at delivering the Youth Work Strategy, and the development of evidence that will support the development of a sustainable model for youth work in the longer term. In carrying out our work we will ensure we will give consideration to the Welsh language and the role of youth work in delivering the ambitions identified in Cymraeg 2050. As with all SPGs, we have collective responsibility to support delivery of all commitments identified in the new Youth Work Strategy. Those specific to this group’s focus include commitments to:

- Develop, launch, and implement a Youth Work Communications and Marketing Plan that improves the understanding of the positive power and impact of youth work
- Strengthen the contribution of youth work across government agendas, including within education, establishing partnerships to support curriculum delivery
- Update and relaunch the Youth Engagement and Progression Framework, clarifying the function of youth work in supporting its delivery
- Support youth workers and youth work organisations to evidence the impact of their approaches through the development of toolkits and resources focusing on self-evaluation, impact monitoring, and measuring the satisfaction of young people in the quality of the youth work they experience
- Explore with youth workers and youth work organisations how they can be better supported to develop and implement innovative and collaborative ventures with a wide range of partners
- Maximise the reach and impact of the annual National Youth Work Conference, the Youth Work Excellence Awards and the Youth Work Week show case event plus all other opportunities which feature in the digital calendar of events as a mechanism for promoting youth work and young people at the national level

The Valued and Understood Strategic Participation Group have agreed our draft work programme of activities for the year (January 2020 – December 2020). These have been initially identified as:

Action	Activity will commence	Who
Consider evidence needs and participate in a mapping exercise to inform our understanding of the breadth and role of youth work in Wales	Welsh Gov't to identify date	all SPG members
Exploring new and building on existing approaches for measuring the impact of youth work interventions to young people and to service areas	February 2020	Not yet decided
Provide strategic oversight to the Youth Work Marketing & Comms Group and benefiting from their input and expertise	Ongoing	via chair of group
Work with other SPGs to map interdependencies across all workplans	March 2020	all SPG members
Publish draft youth work communications and marketing plan and keep it regularly updated. Agree how it will be resourced	March 2020	SPG and Welsh Gov't
Establish core messages about youth work in Wales and promote positive approaches to media engagement	Activity will begin and work towards youth work week June 2020	SPG and Marketing Group
Establish strategic links with key sectors. Promoting the value and impact of youth work and seeking opportunities for joint initiatives and collaboration particularly with: <ul style="list-style-type: none"> ○ Local government ○ Education ○ Health ○ Voluntary sector ○ Police ○ Youth justice 	Ongoing	SPG members and chair
Collaborate with Young People Are Thriving SPG to explore the role of young people in assessing the quality of youth work provision	March 2020	V&U SPG and YPAT SPG
Exploring structures that enable and promote partnership working between voluntary and maintained sectors	April 2020	SPG and Welsh Gov't
Support the rewrite and relaunch of the Youth Engagement and Progression Framework	April/May 2020	Welsh Gov't and wider sector