



Youth Project

Strategic Plan
2008-2011

Unique opportunities for unique young people



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Introduction

PRISM Youth Project is an innovative, dynamic and creative organisation which provides alternative education and accredited youth work initiatives to those young people who struggle to achieve in more conventional settings. We offer guidance and support which empowers young people to move into mainstream educational, employment and training opportunities.



Foreword

PRISM Youth Project is now moving into its fourth year following its change of name from Bradford Police Club for Young People. In addition to helping some of the most disengaged young people to improve the quality of their lives, we are now working to support them in achieving B Tec and NVQ qualifications.

PRISM Youth Project continues to be more than a training provider, more than a guidance agency and more than a drop-in centre for young people with personal, social or emotional problems. It offers a holistic experience which considers every young person as a unique individual with unique needs and unique potential. Over the past three years we have increased the numbers of young people with whom we work and the number of programmes that we are able to offer. However, as the organisation has grown we have ensured that the principles and values we brought from our two original organisations continue to underpin all our working practice.

We judge our success not only on the impact which we have on the lives of individual young people, but also on our ability to support the key indicators such as the number of people not in education, employment and training, the number of school exclusions, the teenage pregnancy rate and the re-offending rate amongst young people. We work hard to promote good citizenship in the young people we support.

Although we remain a charity which specialises in working with particular groups of young people we have, and intend to continue, to offer more and better services to young people. One of our great successes in the past year has been the Via Media project where 15 high-flying Muslim young people were taken to Auschwitz as part of an 'A' level type programme to look at atrocities across all religions and cultures and break down barriers of myths and the need for violence to influence change.

We recognise that we must maintain a professional approach to the management and organisation of our business and in order to do so, have developed a robust infrastructure to support the organisation. In addition we encourage staff to identify their own development needs which we endeavour to meet.

This, our second Strategic Plan, recognises our priorities of improved service provision to the young people who access our organisation and of the continued development of PRISM Youth Project as a professional and forward thinking organisation.

Paul Craven
Director, PRISM Youth Project



Principles and Values

We are committed and passionate about:

RESPECT

Respect for all young people and their families, for the many communities which make up our society and for all those adults and agencies who work with and on behalf of young people in difficult and demanding circumstances.

POTENTIAL

Achieving the potential of young people no matter at what point they are starting from.

UNIQUENESS

Treating all young people as unique - working with young people individually or in small groups, being non-judgemental, inclusive and empowering.

VALUES

Raising confidence and self-esteem, passing on the values of respect and tolerance in the multi-cultural society in which we work.

INNOVATION

Using innovative techniques to achieve the results that we want.

PARTNERSHIPS

Working collaboratively with partner agencies - we believe that we can achieve more in partnership with others than we can by working alone.

COMMITMENT

Recognising the expertise and commitment of our staff, rewarding them appropriately and offering relevant training and development opportunities to enable them to progress in their careers.

Strategic Aim 1

PRISM Youth Project aims to offer unique opportunities and holistic provision which empowers some of the most disengaged young people locally to make demonstrable improvements to the quality of their lives.

What have we achieved so far?

In the past 3 years we have achieved the following:

- Engaged more young people who are NEET or at risk of NEET
- Engaged more of the hardest to reach including young people in the youth justice and social care system
- Provided a wide range of accredited youth work initiatives
- Achieved additional, and a wider variety of, accreditations of young people's work
- Offered diplomas to 14 - 17 year old age group (as per the Skills White Paper)
- Supported the reduction in re-offending rates of PRISM participants
- Supported the reduction in unwanted pregnancy rates in young women

Strategic Aim 2

We aim to develop our partnership working in order to offer young people a wider range of services

What have we achieved so far?

In the past three years we have achieved the following:

- Developed close and mutually supportive links with additional schools
- Developed partnership agreements with appropriate external agencies
- Submitted successful joint funding bids with partners
- Worked in partnership to deliver specific targeted services
- Offered safe and appropriate space to partner agencies to deliver programmes
- Have been identified locally as the market leader in our specialised field



Strategic Aim 3

We will consolidate and strengthen our position as a major provider of alternative education in the area for young people.

What have we achieved so far?

In the past three years we have:

- Developed our role as key stakeholders in issues concerning disengaged young people locally
- Aligned our position to fit the focussed aims and objectives of the Directorate for Services to Children and Young People
- Piloted relevant aspects of 14-19 provision in conjunction with local confederations
- Developed our vocational learning and support role post-16
- Participated fully in relevant consultations and strategic planning groups



Our objectives over the next three years

- Continue to ensure that our staff have the necessary skills and abilities to deliver high quality services to young people
- Strengthen the staff team through continued diversification, communication and support and by encouraging the development of an organisational culture which exists across all our sites
- Constantly seek ways to extend the boundaries of the educational opportunities we offer by offering new experiences and evaluating these
- Recognise and celebrate the successes and achievements of both the organisation and the young people we work with
- Clarify and promote our unique role in the local area where we work



Business Quality Assurance

In addition we will further improve the corporate services around finance, health and safety and management information that we have developed in the last three years.

We will continue to maintain our accountability to the Board and increase the professionalism with which we operate to deliver our services.

We will continue to improve the physical environment where we provide our services, including the renovation of the premises in Girlington, the further expansion of the farm site and seek to expand into other sites.

We will develop and implement an Action Plan which supports this Strategic Plan and incorporates the ideas, commitment and enthusiasm of the staff delivering services.





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