



Young Movers is Glasgow's North-East & North-West Youth Empowerment Service

YoMo offers training for staff and volunteers on:

Youth Achievement

Dynamic Youth

How to become a Peer Educator

Anti-Bullying

**Our Peer Educators can deliver workshops and training to
young people on the following topics:**

Violence Against Women

Anti-Sectarianism

Health & Well-Being

Anti-Bullying

**If you require more information on any of these training
programmes please contact our Volunteer Office:**

Email pauline.yomo@gmail.com

Call 07468 498 596

Web www.yomo-online.co.uk

Facebook YoungMoversGlasgow

**Our Project Manager Linda McGlynn is available to discuss all
the services or details within our Strategic Plan on 07796 464 442
or linda@yomo-online.co.uk.**

STRA- TEGIC PLAN

2017- 2020





WELCOME TO OUR STRATEGIC PLAN

YoMo is Glasgow's youth empowerment charity; creating opportunities for young people to become more independent and resilient through lifelong learning, active citizenship and personal development.

Since 2005 we have successfully supported young people to become more independent, resilient and aspirational using our youth empowerment and engagement approaches that seek to ensure young people are able to influence decisions that have an impact on their lives.

This strategy sets out the role, direction and priorities of YoMo for the next three years. The goals set out in the strategy will be delivered through our annual action plans.

Our Vision – For young people to shape their future by shaping their community & Learning.

Our Mission – To enable young people to empower themselves through active citizenship, volunteering and lifelong learning

Our Added value – We act as an enabler.

Build the capacity of others. Engender lasting changes within communities.

Enhance the services delivered by our partners through the services provided by YoMo.

ELEVEN YEARS OF YOMO!



2005

Greater Easterhouse YouthBank established by the Community Support Service as a pilot project and gives out a total of £2,500.

2007

Following the closure of its parent charity, the YouthBank becomes an independent charity named Glasgow East YouthBank.

2009

Expanded further across the East of Glasgow, through working with PEEK to adopt the existing YouthBank in Inner East Glasgow.

2011

Expanded further into Glasgow North East, whilst also establishing the Youth Achievement Award programme across the city.

2013

Designed, developed and delivered a wider range of accredited training for young people, including peer education and decision making qualifications.

2015

Expanded YouthBank further into the North West of Glasgow, and created stronger links with the Glasgow South YouthBank.

2006

The YouthBank Diversity Fund is established, giving out £3,000 to projects that focus on supporting young people with disabilities.

2008

The charity adopts the name YoMo (Young Movers) and diversifies the services it provides to better meet the needs of young people.

2010

Doubled the YouthBank Grant Fund to £30,000 thanks to funding from Glasgow Housing Association and introduced live grant-giving.

2012

Established our Anti-bullying Peer Education Programme whilst further developing our existing service.

2014

Young people revisited their priorities and application process for YouthBank, creating new online application and telephone interview processes.

2016

Launched the Young Leadership Volunteering Programme and became the first third sector organisation with the Volunteer Charter Accreditation.

OUR VALUES



**OUR WORK IS
DEPENDENT
ON MEANINGFUL
PARTNERSHIP
WORKING**



**WE RESPECT
DIFFERENCES
AND DEVELOP
UNDERSTANDING
BETWEEN PEOPLE**



**WE COMMUNICATE
USING CLEAR PLAIN
LANGUAGE**

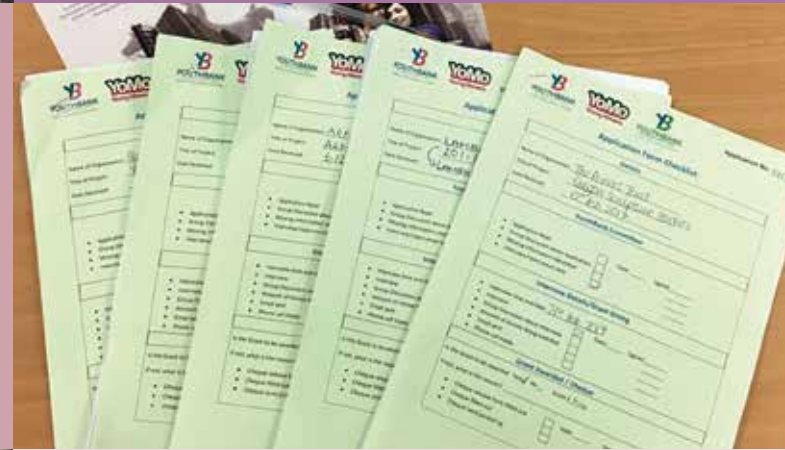
**WE ARE YOUNG
PERSON LED**



**WE ADD TO
THE SKILLS,
KNOWLEDGE AND
CONFIDENCE OF
YOUNG PEOPLE**



**WE ARE OPEN
TO EVERYONE**



**WE LEARN FROM
WHAT WE DO**

**WE CELEBRATE THE
ACHIEVEMENTS OF
YOUNG PEOPLE**



**WE SUPPORT
YOUNG PEOPLE'S
JOURNEY INTO
WORK AND
LEARNING**



OUR IMPACT

YoMo provides young people with an opportunity to make an impact at a community level.

Young people are involved in the delivery and development of issue based workshops supporting the awareness of health & well-being.

YoMo is committed to raising the youth volunteering numbers in Glasgow's most deprived areas. 60 new young people recruited each year.

Young People are more socially engaged through volunteering opportunities reducing social isolation.

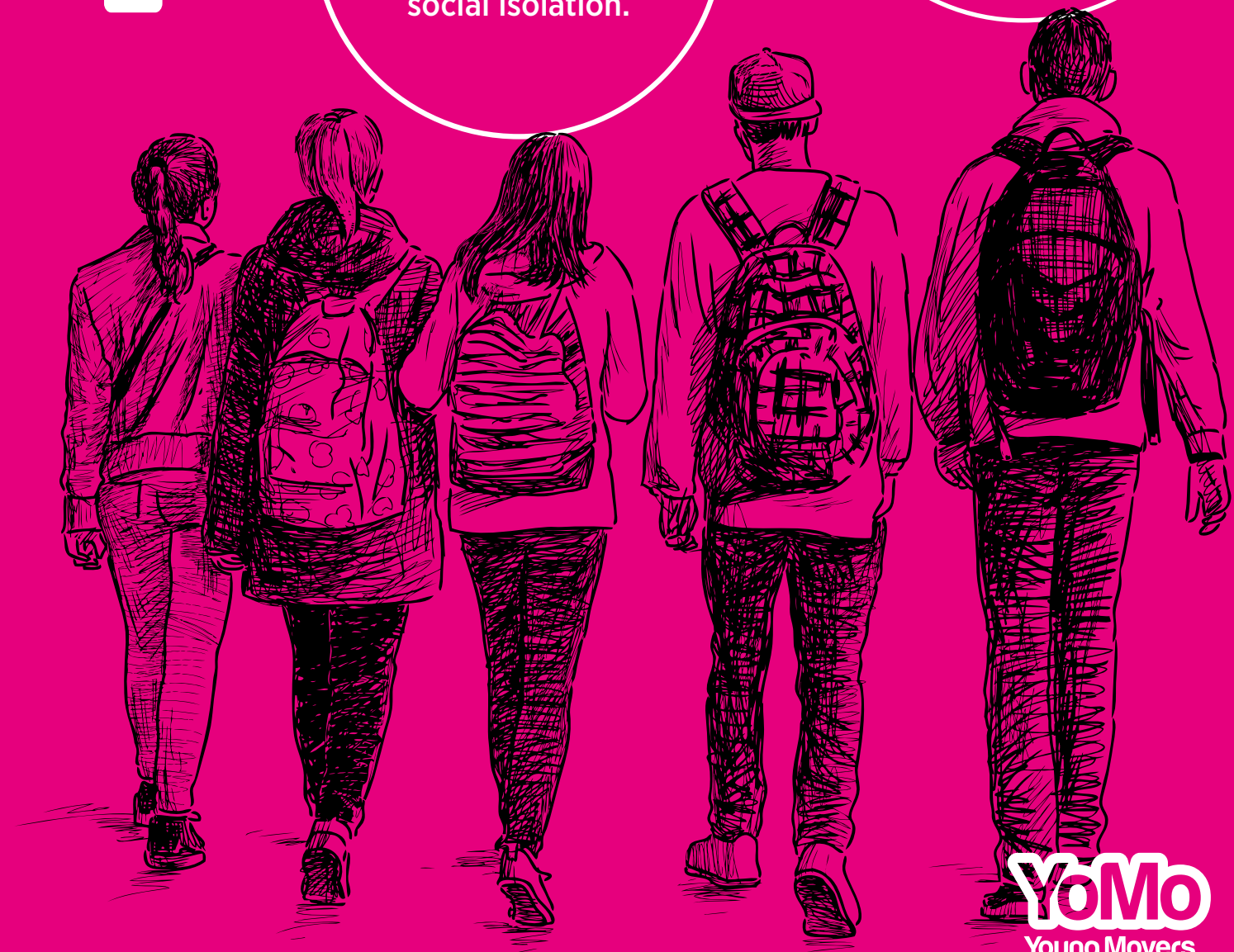
Local communities have young people involved in the development of local services. 100 youth led project funded each year.

Improvements in confidence and self-esteem, levels of understanding, resilience, skills and employability.

Increase in young people achieving the accredited awards in an informal learning environment.

Local communities have services that meet the needs of the local people due to young people developing these activities.

Supporting the third sector to increase the attainment levels of the most disadvantaged young people in Glasgow.



THE SERVICES THAT WILL ACHIEVE OUR STRATEGIC PRIORITIES

YOUTHBANK

Youthbank is an innovative grant-making initiative run by young people for young people. Through YouthBank young people can explore opportunities not normally open to them, handling decisions about money, having the power to make changes within their community. YouthBank supports young people to build their skills, knowledge and confidence whilst improving their community for the benefit of others.

YouthBank serves a dual purpose – not only benefiting the young volunteers, but also those applying. Young people applying will learn many skills such as form filling, research, budgeting and interview skills. These young people have the opportunity to create a project and take ownership of this for their own learning and the benefit of the wider community.

PEER EDUCATION PROJECT

Peer education is an approach that empowers young people to work with other young people. By means of appropriate training and support, the young people become active players in the educational process rather than passive recipients of a set message. Our peer education programme offers young people opportunities to develop workshops and information sessions around the issues that affect them and share this information with their peers.

So far our peer educators have developed workshops on anti-bullying, violence against women and anti-sectarianism and deliver these workshops in local schools, youth clubs and other community settings whilst also gaining accredited qualifications.

YOUNG LEADERS INITIATIVE

We recruit and support young volunteers that can participate in any of our other projects and other external volunteering opportunities. To do this we work closely with local and national volunteering organisations such as: Volunteer Glasgow, A&M Scotland, Glasgow Kelvin College, PEEK and Scottish Sport Futures.

Within YoMo, our Young Leaders are supported into leadership roles, and support the development and delivery of YouthBank across Glasgow. Our Young Leaders also support staff in the delivery of our grant giving nights, recruitment of new young grant makers and the training of peer educators. The young leaders build the capacity of YoMo by developing new skills, for example: facilitation skills and the development and delivery of training.

ACCREDITED LEARNING AND CAPACITY BUILDING

YoMo is the largest agency operating the Youth Achievement and Dynamic Youth Awards in Scotland, and supports voluntary sector organisations from across Glasgow to deliver the awards in a community and youth work setting.

The Youth Achievement and Dynamic Youth Awards are peer assessed awards that recognise the achievements of young people.

The Dynamic Youth Awards accredit the achievements of young people aged 10 plus whilst the Youth Achievement Awards recognise the increasing responsibility and leadership role young people aged over 14 across four levels. Recognising experiential learning the awards accredit the work of young people in a variety of settings including youth work, volunteering, active citizenship and formal education.

OUR STRATEGIC PRIORITIES FOR THE NEXT THREE YEARS

Young people have increased skills, knowledge and confidence	Young people have more opportunities to use their skills to benefit their community	Young people will benefit from increased services that better meet their needs
<ul style="list-style-type: none">- 150 young people will gain formal qualifications as a result of their participation in YouthBank activities	<ul style="list-style-type: none">- 300 young people will be participating in YouthBank as Young Grant Makers- 450 young people will be running protects that meet the needs of their community as a result of a YouthBank Grant	<ul style="list-style-type: none">- 150 young people will gain formal qualifications as a result of their participation in YouthBank activities- 4,500 young people accessing new activities provided by YouthBank grants
<ul style="list-style-type: none">- 150 young people will gain formal qualifications as a result of their participation in the Peer Education Project	<ul style="list-style-type: none">- 300 young people will be trained as Peer Educators- 6 plus workshops will be developed by Peer Educators on issues and topics that are relevant and meaningful to young people	<ul style="list-style-type: none">- 360 Peer Education workshops will be delivered- 4,000 young people will attend a peer education workshop
<ul style="list-style-type: none">- 45 young people will participate in the Young Leadership Project- 15 young people will achieve accredited qualifications in leadership	<ul style="list-style-type: none">- 45 young people will participate in volunteer and leadership opportunities within YoMo- 45 young people will participate in volunteer and leadership opportunities elsewhere in their community	<ul style="list-style-type: none">- 15 organisations will benefit from volunteer placements as a result of the Youth Leadership Project- Youth Leaders will commit a total of 30,000 hours towards the delivery of services within their community
<ul style="list-style-type: none">- 1,800 young people will gain a Dynamic Youth Award- 600 young people will gain a Youth Achievement Award	<ul style="list-style-type: none">- 70 organisations will benefit from young people volunteering within their service as part of their accredited award work	<ul style="list-style-type: none">- 300 youth workers and volunteers trained and supported to deliver the Dynamic Youth and Youth Achievement Awards within their community

THE ACTIONS WE WILL TAKE TO ACHIEVE OUR STRATEGIC PRIORITIES

YOUTHBANK

- Recruit young people as Young Grant Makers.
- Create personal development opportunities for Young Grant Makers.
- Continue to hold regular meetings across the north west and north east of Glasgow for young people to review and assess applications.
- Provide a wide range of informal and accredited training.
- Host grant giving nights within the community so that our committees are accessible to local young people.
- Run Live Grant Giving events in order to celebrate the work of young people receiving grants and to inspire and promote others to apply.
- Continue to allocate funding in a transparent, fair and inclusive way.
- Arrange more site visits to monitor and evaluate the impact of YouthBank Grants.

PEER EDUCATION PROJECT

- Recruit young people as Peer Educators.
- Provide a wide range of informal and accredited training opportunities for young people so they are skilled and confident facilitators, leaders and educators.
- Continually offer a comprehensive programme to Peer Educators developing their knowledge and understanding of community issues.
- Provide ongoing support to Peer Educators so they are able to develop and deliver meaningful and informative workshops.
- Expand the range of partner organisations supporting the delivery of Peer Education opportunities within their organisation.
- Monitor, evaluate and celebrate the impact of the Peer Educators work.

YOUNG LEADERS INITIATIVE

- Promote personal development opportunities to young people and recruit them for leadership roles within YoMo and the wider community.
- Provide comprehensive one-to-one support so that the young people can effectively transition into a leadership role.
- Provide a standard package of training to all Leaders including: child protection, decision making and leadership skills.
- Accredit the learning of young people through our accredited learning opportunities, including the Youth Achievement Awards.
- Expand the network of organisations providing leadership opportunities to young people participating in the initiative.
- Celebrate the achievements of Young Leaders and encourage them to act as ambassadors for active citizenship within their community.

ACCREDITED LEARNING AND CAPACITY BUILDING

- Continue to support and champion the delivery of the nationally recognised Dynamic Youth and Youth Achievement Award programme within the third sector across Glasgow.
- Manage the accreditation of the programme qualification across Glasgow.
- Provide an ongoing programme of training and support to workers and volunteers so they have the skills, knowledge and confidence to deliver the programmes within their community.
- Support community organisations to develop the infrastructure that enables them to deliver the programme effectively within their community.
- Champion the attainment of young people participating in the programme through regular celebration events.

THE STRATEGIC CONTEXT WITHIN WHICH WE OPERATE

Glasgow's Single Outcome Agreement	YoMo will support the Youth Employment priority of the Glasgow Single Outcome Agreement (SOA) by providing pre and post school leavers with training and volunteering opportunities that develop their literacy, numeracy and soft-skills needed for employment. We will engage in the Glasgow Guarantee, providing one young person per year with a job.
Glasgow City Council's Strategic Plan	We will contribute to the Strategic plan by providing better skills for Glaswegians to create a more confident and competitive workforce in the city; we will help build strong and resilient neighbourhoods and communities; we will contribute to the work of tackling poverty and deprivation; provide relevant and affordable services to young people and deliver local services and neighbourhoods informed by their views, and we will contribute to Glasgow's high quality learning infrastructure through our participation in local learning networks.
Volunteering Charter	We will expand our volunteering opportunities within our organisation by developing our Young Volunteers Project and ensure these opportunities are accessible to all sections of the community, and that our volunteers reflect the demography of Glasgow as a whole.
National Youth Work Strategy	Over the life of this strategy our work will help deliver the outcomes of the National Youth Work Strategy. Our youth empowerment approach will ensure that young people and their contributions are respected and valued within their community, whilst our services are delivered in such a way that young people's contributions are valued and that they are supported to record and articulate their own learning. As an organisation we will continue to ensure our services are accessible and inclusive and that we demonstrate the impact of our work.
GIRFEC	Our work will contribute to the Getting It Right For Every Child policy with a significant emphasis on the Achieving, Nurtured, Respected, Responsible and Included indicators.
Curriculum for Excellence	Our work contributes to the four capacities through our accreditation of life-wide learning (successful attribute), personal development and empowering approach (confident individuals), our provision of volunteering opportunities (responsible citizens) and our promotion of team work, problem solving and youth leadership (effective contributors attribute).
Community Empowerment	YouthBank provides young people with accredited skills, knowledge and confidence to manage and participate in community budgeting activities. All of our programmes provide young people with the opportunities to participate in community planning and contribute to the Local Outcome Improvement Plans in a practical way that is meaningful to them.

WHY THERE IS A NEED FOR OUR SERVICE

Poverty	<ul style="list-style-type: none">– Almost half of Glasgow’s residents — 286,000 people — reside in the 20% of most deprived areas in Scotland with 20,600 people (3.5% of the population) living within the 10% of least deprived areas in Scotland (GCPH, 2017).– 33% of all children in the city (over 36,000 children) were estimated to be living in poverty in 2012.– In 2012, 22% of children lived in workless households, 8% higher than the Scottish average.– In 2013, 19% of households in Glasgow had a net annual income of less than £10,000, the highest rate of any local authority in Scotland. <p>(Glasgow Centre for Population Health, 2016)</p>
Attainment	<ul style="list-style-type: none">– The number of young people with no qualifications is 7.7%, higher than the Scottish average and considerably higher than other Scottish cities such as Aberdeen (1.9%), Dundee City (4.8%) and Edinburgh City (3.6%). YoMo works with young people that are not achieving within the school system and across the areas in Glasgow where local Secondary School are in the bottom 10% of School League Table measuring the numbers of young people achieving 3 or more National’s 4. <p>(Office for National Statistics, 2016)</p>
Employment	<ul style="list-style-type: none">– In 2015 youth unemployment was 16.6, higher than the Scottish average, however this is nearly half the level it was a year previously.– The numbers of young people who have been unemployed for 12 months or more in 2015 was 38.1%, higher than the Scottish average of 34.4%.– In 2013, 19% of households in Glasgow had a net annual income of less than £10,000, the highest rate of any local authority in Scotland.– Nationally unemployment rate is going down by 1.4% but the numbers of young people working has fallen significantly, more young people are economically inactive than a 1 year ago. <p>(2017 Economic Strategy and Policy, Labour Market Statistics)</p>
Volunteering	<ul style="list-style-type: none">– Volunteering, a measure of social participation is lower in Glasgow than in most other Scottish cities and in comparison to Liverpool and Manchester.– Positive perceptions of reciprocity and trust are highest in the least deprived parts of Glasgow and lowest in the most deprived areas.– In Glasgow, the vast majority of residents rate their local neighbourhood as a good place to live (87%, 2012) but this is lower than in Scotland’s other major cities and is also lower among people living in most deprived communities (78%). <p>(Glasgow Centre for Population Health, 2016)</p>
Health	<ul style="list-style-type: none">– Life expectancy for men at birth is 3.8 years less than in Scotland and Glaswegian women are predicted to live for 2.3 years.– Male life expectancy is approximately 13.7 years lower in the 10% of Glasgow compared to the 10% of least deprived of the city; the equivalent gap for women has widened over the last two decades to 10.7 years.– Mental well-being has been consistently lower in Glasgow than in other cities. <p>(Glasgow Centre for Population Health, 2016)</p>

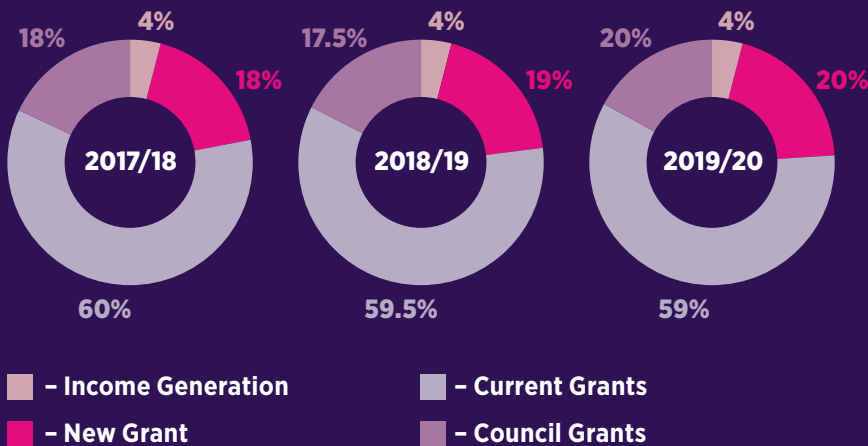
THE COSTS INVOLVED IN MEETING OUR STRATEGIC OBJECTIVES



Since our 2010 business plan we have significantly reduced our reliance on core funding from Glasgow City Council, with council grants making up 18% of our projected funding package in 2017/18 as opposed to nearly 90% in 2010.

- In addition to continuing this trend of reducing our reliance on core council grants, during the life of this strategic plan we will increase our financial sustainability by:
- Adopting a Fundraising Strategy to raise approximately £30,000 every financial year.
 - Continue to target multi-year funding opportunities, enabling us to attract skilled and dedicated staff, focus on the delivery of service and measuring long-term impacts.
 - Manage risks relating to fundraising, finance and governance.

Breakdown of funding sources



Overview of three-year budget

Item	2017/18	2018/19	2019/20	Total
Staff costs	£96,040	£98,921	£101,889	£296,850
Administration costs	£12,150	£12,515	£12,890	£37,554
Building & equipment	£6,300	£6,489	£6,684	£19,473
Programme Costs	£59,500	£59,995	£60,505	£180,000
Total	£173,990	£177,920	£181,967	£533,877