



STRATEGY 2022 - 2025



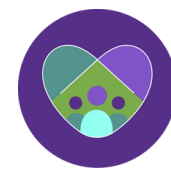
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EXECUTIVE SUMMARY



Pilton Youth and Children's Project reaches its 25th year in 2022. It has been an incredible journey for us; growing from a small, grass roots project into one of the largest community based youth and children's work providers in the city. Over 350 children and young people take part in our activities every week amounting to over 15,750 sessions a year.

The last two years have brought many challenges with the COVID-19 pandemic. Our team have shown resilience and creativity in keeping services running and supporting a community in crisis. Funding our services continues to be a challenge with increasing competition and less funding to go around. This plan sets out our strategic objectives to ensure we are responding to the needs of the community and how we will make sure we have the resources to do this. Sitting alongside the Strategy are detailed service plans, policies and risk assessments.

ABOUT US

Our Community We are based in the North West locality of Edinburgh; specifically the "North small" area which covers the areas of Muirhouse, Wester Drylaw, West Pilton, Granton, Royston and Wardieburn. With a population of approximately 27,000, this is an area with significant social and economic challenges. Many families are affected by poverty, unemployment, health inequalities and poor housing. These can lead to additional risk factors and have a life long impact. We offer young people support to deal with difficulties and opportunities to build life skills, so they can overcome adversity and have positive futures.

What Makes Us Special? PYCP is at the heart of the local community, geographically and as a vital part of it. We have our own centre including a large sports hall, art room, kitchen and café, dance studio and open youth work space. We work with children and young people aged 5 to 18 meaning that we can be there for them throughout their journey to adulthood. Our services are inter-connecting and this enables us to offer a tailored experience to each young person where they can be with their friends in open youth clubs, get extra 1:1 support to cope with life's challenges or go on educational trips and fun holidays. We are well known to local families who see our centre as safe and welcoming, giving us a head start in making an impact.

Our Team We are governed by a voluntary Board of Directors; a diverse team of individuals with backgrounds in Human Resources, Law, Finance, Recruitment and Government Policy Development. Many of them have connections to our community. Our Management team (2 Project Managers and a Business Manager) have worked at PYCP for at least 16 years each and have in-depth knowledge of the community and all aspects of the organisation. We also have 3 Youth and Children's Workers who run all of our open access provision and a team of 5 Intensive Support Workers who provide targeted 1:1 and group support. They are supported by sessional youth work staff, volunteers, students and youth work trainees.



POLICY CONTEXT



- **The National Youth Work Strategy** - Improving Outcomes for Young People Through Youth Work
- **Getting it Right for Every Child** - a national approach to improving the wellbeing of children and young people
- **Every Child, Every Chance** - Tackling Child Poverty Delivery Plan
- **The Edinburgh Children's Partnership Services Plan** - a shared vision for delivering support to children and families
- **The North West Edinburgh Locality Improvement Plan** - better outcomes for communities and individuals in North West Edinburgh
- **The Edinburgh Youth and Children's Work Recovery Plan** - supporting young people to move forward from the COVID-19 pandemic

SERVICES

PLAY

We offer 2 play based groups a week using adventure play to build resilience and team work skills. We also provide other types of play opportunities such as sensory and messy play. Play is essential for healthy child development. We work with a range of partners to deliver creative projects including the National Galleries, the National Museum Collections Centre and the Science Festival.

OPEN ACCESS YOUTH AND CHILDREN'S WORK

We have 7 open clubs a week where young people can do sports, arts and crafts, cooking, get support from youth workers and engage in issue based discussions. We also provide activities and daily free meals in school holidays, residential experiences and excursions. Our numbers have grown steadily again since lockdown and we have introduced additional groups across the week such as our Friday Night Hub for age 12+.

INTENSIVE SUPPORT

We provide 1:1 and group support to 50+ young people every week working closely with schools and other partners to help young people overcome challenges. We also offer a family support programme for children aged 5 to 8 and their parents. A development for 2022 is our new partnership project; BWell Together which involves 7 local agencies who will support young people and families with mental health and wellbeing.



ACHIEVEMENTS

Since the development of our last 3 year Strategic Plan we have:

- Grown our frontline teams from 5 to 9 staff and almost doubled our activity programme
- Developed a Play service including a 3 year Adventure Play project
- Set up a Family Support Service for children aged 5 to 8 and their parents
- Secured funding for our first ever mini bus
- Formed a range of new strategic partnerships, strengthening services for young people and families
- Developed relationships with a range of corporate organisations, bringing in funding and other support.
- Developed a Fundraising toolkit and raised £413,547 of funding in FY 2019/20 and £558,394 in 2020/21
- Participated in national research with partners such as The Scottish Poverty and Inequality Research Unit and The Scottish Government Out of School Care Reference Group

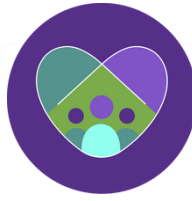


VISION, MISSION, VALUES



VISION

Pilton Youth and Children's Project want to have a world where all children and young people can achieve their potential



OUR MISSION

We are rooted in the local community and here to support children, young people and families to realise their unique potential and take a positive role in society



OUR VALUES

Each young person is **UNIQUE**
We work together as a **TEAM**
We are committed to our **COMMUNITY**
We are **INCLUSIVE** in all that we do

STRATEGIC AIMS

Our organisation has three overarching aims that drive our work:

AIM 1:

Promote social inclusion through supporting a positive start in young people's lives



AIM 2:

Create engaging, educational experiences that broaden horizons



AIM 3:

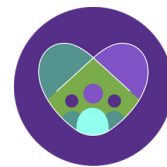
Ensure that our services are responsive to ever changing needs and priorities

STRATEGIC THEMES

We have reviewed our activities in the last 3 years and alongside analysis of local and national priorities, identified a series of Themes and objectives. These will inform our developments until 2025.



INCLUSION



We will engage with 20% more young people a year by providing safe, accessible, relevant activities.

We will expand our support to families affected by poverty by developing knowledge and resources, participating in national campaigns and building on our "PY Dinners" school holiday programme.

We will increase inclusion and diversity across our services through staff training, policy development and the achievement of an LGBT Charter.

We will build on the digital skills of young people and staff creating flexible ways of engagement, including development of a new Digital Hub.



PARTICIPATION

We will enhance our skills in consultation and evaluation through bespoke training for our team and commitment to 4+ research projects a year with partners.

We will involve young people in more regular consultation and evaluation processes including roll out of a young person led digital evaluation tool.

We will ensure that a Children's Rights approach is fully embedded in all that we do by undertaking a review with a steering group of young people and creating an action plan.

Young people will have a stronger voice in the running of PYCP by developing a young people's committee that will link to our Board of Directors.

SUSTAINABILITY

We will grow our unrestricted income allowing greater security and flexibility.

We will strengthen our corporate relationships bringing financial and "in kind" support.

We will grow our community based fundraising through a calendar of events and supporting young people, businesses and partners to participate.

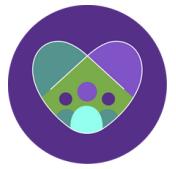
Projects will make maximum impact by focusing on 3-5 year funding awards.

Fundraising will be efficient and effective by ensuring our fundraising toolkit is up to date and well developed.

We will raise our profile to funders and other stakeholders by developing impact based newsletters, developing our social media profile and creating a video about the impact of our work.



DEVELOPMENT



We will prioritise activities that support pandemic recovery such as supporting young people to re-engage in learning and improve their wellbeing.

We will grow our volunteering programme by creating a new 3 year plan including recruitment of a Volunteer Development Worker.

We will create more progression routes for young people through opportunities in peer leading, accredited learning such as the PDA in Youth Work, youth traineeships and volunteering.

We will ensure a dynamic staff team through tailored development plans, a commitment to Fair Work Practices and a new Wellbeing Policy and Package.

We will have a strong and skilled board through regular training and at least 2 development days a year.

COMMUNITY

We will grow our relationships with community partners to maximise outcomes for young people and share learning and resources.

We will strengthen our position as a community asset by promoting our facilities and resources to benefit other community members and organisations.

We will reduce our direct impact on the environment by efficient use of water and energy, recycling and minimising waste.

We will support young people to become more environmentally aware by developing an Environmental Agreement and awareness raising projects.

TRACKING OUR PROGRESS

Our new Strategy will be launched in April 2022. Between February and March of each year, we will review progress and agree new actions.

We will know that we are on track by looking for planned indicators such as:

- Increased numbers of young people using our services**
- Evidence of diversified and increased funding**
- Greater diversity in our team and services**
- Increased skills in young people and staff**

We will undertake a full review of achievements in 2024 and then begin to develop our next 3 year Strategy.





ACTIONS



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PYCP/97



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