



Prince's Trust

OUR STRATEGY

April 2015 to March 2018

PROGRAMMES, RESOURCES, PEOPLE, REPUTATION

Now is the time to look forward; this strategy lays out the direction of The Prince's Trust through and beyond our 40th anniversary year. It is a moment to re-state our purpose with clarity and conviction. We are the charity that believes every young person should have the chance to succeed.

Throughout its history, The Trust has flourished during those difficult periods where young people have borne the brunt of economic and social uncertainty. Over the last three years we have supported over 140,000 new and existing young people with 76 per cent achieving a positive outcome and 43 per cent getting a job. But the unprecedented downturn has left a generation of young people who bear the scars.

Looking ahead, many of our clients will have been unemployed for an extended period and a large proportion will never have worked. Their situation, in many instances, will be compounded by issues from drug and alcohol misuse to crime and homelessness. Mental health and emotional wellbeing issues are common, while confidence and motivation have hit rock bottom. Our response will address these complex issues, providing a more holistic end-to-end offering, with better support onto, between and beyond our core programmes.

These programmes are proven to work. They help young people at risk of exclusion to stay in school and continue to learn; they develop the confidence and motivation of the unemployed to turn their lives around; and they support young people to develop their skills to find work or start their own business.

Looking forward, we will reach more young people through better use of technology. We will continue to focus on embedding core skills across our programmes, with a particular emphasis on science, technology, engineering and maths (STEM) and literacy, language and numeracy skills. We are also committed to simplifying our activities and processes to ensure we can reach as many young people as possible with the funds we can raise.

Our 40th anniversary year in 2016 offers us a brilliant opportunity. We will use it as a platform to tell the inspiring stories of our amazing young people. This, we hope, will unlock funding from both the public and private sector, without whom none of our work would be possible.

We believe this will help us achieve our ambition of helping more young people into a positive outcome each year.

Martina Milburn CBE
Chief Executive



INSPIRING YOUNG LIVES

PROGRAMMES:

We will focus on young people with significant and varied needs; those who often find themselves furthest from the jobs market. We will support these young people into positive, sustainable outcomes through our proven, successful core programmes.

We will:

- build on the quality and expand the scale of our proven core programmes
- continue to help a range of young people who are educational underachievers or unemployed with an emphasis on the hardest to reach
- increase our support to young people furthest from the labour market and those with complex issues
- enhance the end-to-end journey of the young people we help, with better support onto, between and beyond our programmes
- ensure all the young people we meet are assessed and matched to the right support
- equip our young people with the right skills for the future, especially science, technology, engineering and maths (STEM) and literacy, language and numeracy
- continue to ensure our young people progress into positive opportunities, with an increased focus on sustainable outcomes

RESOURCES:

We will focus on aligning our resources to core activity. We will enhance our processes, improve our systems and implement new technology. These improvements to our infrastructure will make us more efficient.

We will:

- continue to focus on ensuring our costs are balanced with income
- ensure allocation of funding is aligned with long-term organisational priorities
- provide a clear and up to date view of programme costs
- maintain our strength in corporate and public sector funding, whilst seeking opportunities to diversify additional funding streams
- simplify our processes, improve our use of technology and better integrate our systems
- make sure we use our Centres and offices as efficiently as possible, whilst improving the quality of these facilities
- align gift-in-kind opportunities to strategic priorities to further increase partner support

PEOPLE:

Our high quality, dedicated staff, volunteers and partners are integral to the success of The Prince's Trust. We will empower all our people to succeed together, strengthening our partnerships and increasing recognition.

We will:

- ensure that we attract and retain high quality staff
- help our staff develop further by broadening their experiences across The Trust
- better engage and recognise our partners and volunteers
- optimise the specialist skills and knowledge of our partners and our staff for the benefit of The Trust
- provide a clear framework for decision making at all levels to ensure the best outcomes for young people
- ensure that volunteers are effectively aligned to supporting young people at each stage of their time with The Trust

REPUTATION:

We will take pride in delivering on our promises – leveraging our leading role within the sector, whilst continuing to increase our relevance to young people.

We will:

- promote ourselves throughout the public and private sectors as the key organisation which achieves positive outcomes for unemployed young people
- use our unique position and reputation to help influence debate within the sector and effect further positive change for young people
- extend our range of partners – past, present and future – to form an effective network of alumni in support of young people
- use our 40th anniversary as a platform to extend our reach and influence



Prince's Trust

Our Vision

Every young person should have the chance to succeed.

Our Mission

To help disadvantaged young people in the UK to change their lives and get into work, education, training or volunteering.

Our Ambition

To help more young people into a positive outcome each year.