A million more young people to gain the confidence and skills to live, learn and earn.
They are the key to a positive and prosperous future for all of us. That is why The Prince’s Trust believes every young person should be given the chance to flourish.

Since 1976, we’ve achieved a great deal, supporting more than 900,000 young people across the UK. Yet, this still represents only a small proportion of the young people who might benefit from our support.

That is why we have a bold ambition to extend the reach and impact of our work. This is vital, as the need has never been greater.

According to our Youth Index, young people’s happiness and confidence are at their lowest levels since we began our survey in 2009. Young people have to cope with increasing levels of complexity and uncertainty in their lives; 61% say they regularly feel stressed, with a quarter feeling hopeless.

As a new economy develops due to technological change and the UK’s evolving place in the world, new uncertainties, insecurities and opportunities are arising. Young people want decent jobs while industry demands a skilled and motivated workforce.

We believe we have a crucial role to play.

This new strategy sets out our ambitious plans to help one million more young people to transform their lives over the next ten years. We will help them develop the confidence and skills to live, to learn and to earn, giving them an increasing stake in our economy and society.
We will make ourselves more accessible to the young people who need us most, giving them brilliant customer service. With an increasingly flexible, blended approach to online and face to face delivery, we will provide tailored support that better meets individual young people’s needs.

To achieve this, we must become the best organisation that we can be. We want to be the best place to work and volunteer, unlocking people’s full potential and unleashing their entrepreneurial spirit. We will focus on innovation, to ensure we adapt and remain relevant in a rapidly changing world.

We also know we can achieve more when we work in partnership. So we will redouble our efforts to build mutually beneficial partnerships with our network of organisations in business, in government, in education and in the voluntary sector. By mobilising this Prince’s Trust community – along with our colleagues and volunteers – we will maximise the support available to young people today and in the future.

The young people we meet at The Prince’s Trust do have challenges and have had setbacks, but they also have incredible talents. Our job is to inspire them, support them and release their potential, so that they can thrive and society can prosper.

We owe it to ourselves, and the young people we serve, to do the best work of our lives.

Nick Stace
UK Chief Executive
The Prince’s Trust

WE MUST BECOME THE BEST ORGANISATION THAT WE CAN BE.
OUR VISION:
Every young person should have the chance to succeed

OUR MISSION:
To help young people transform their lives by developing the confidence and skills to live, learn and earn
OUR GOALS
GOAL 1

Be the best organisation

We will:
➔ Become the best place to work, volunteer and support
➔ Build a long term financially sustainable organisation
➔ Move to fewer and better quality properties to support an efficient and flexible delivery model
➔ Unleash our entrepreneurial spirit
➔ Be the partner of choice

Key success measure:
● We will achieve year-on-year increased satisfaction scores for colleagues, volunteers, partners and supporters
GOAL 2

Help one million more young people over the next 10 years

We will:
➔ Maximise our positive impact on young people’s lives; understand and report this impact
➔ Become a more youth relevant brand
➔ Be the first point of contact for young people who need us most
➔ Develop a Prince’s Trust passport for every young person we progress
➔ Increase the speed and effectiveness of support, with a more flexible mix of online and face to face delivery
➔ Move from a programme driven to young person led approach

Key success measure:
● By 2020/21 we will have helped 150,000 young people progress, 80% of whom will transform their lives
● By 2022/23 we will be supporting over 100,000 young people a year to progress
Give young people an increasing stake in our economy and society

We will:

➔ Introduce a UK2030 taskforce to identify practical solutions for government, employers, educators and young people which are acted upon

➔ Help young people prepare for the new economy and society by creating highly relevant services through strong partnerships

➔ Listen to young people and involve them in shaping our and their future

➔ Mobilise our society behind young people as a force for good, inspiring our expanding community of supporters

Key success measure:

● We will work with government, employers, educators, partners and young people to identify and deliver high impact practical solutions every year