



Prince's Trust

START SOMETHING



UK STRATEGY 2021-25

GIVING MORE YOUNG PEOPLE THE OPPORTUNITY
TO CREATE A BETTER FUTURE

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Bridging the gap from childhood to adult life isn't easy and for some young people it is a particularly troubled journey. Furthermore, high unemployment and economic uncertainty have left young people all over the UK feeling increasingly hopeless and fearful about their future. Sadly, it is those from the most disadvantaged backgrounds who find the odds disproportionately stacked against them.

We know from our many interactions with young people that being out of work can lead to a lack of self-worth and, without support, unemployment can quickly spiral into poverty, homelessness and depression.

We also know from research that unemployment early in working life can leave 'scars' such as longer-term joblessness or lower earnings decades later.

The Prince's Trust believes that every young person should have the chance to succeed, no matter what their background or the challenges they are facing. We support those from disadvantaged communities and those facing the greatest adversity.

Our ambition over the next five years is to give even more disadvantaged young people the opportunity to create a better future, through employment, education and enterprise.

All our work is geared towards supporting young people on a pathway to securing work, as we believe employment ultimately enables individuals to live more stable, fulfilling lives.

We know that building softer skills, such as self-confidence and resilience, can be equally as important as helping young people develop practical skills for work, and we do both.

Our wrap-around support at The Trust helps young people on their transition from education to employment, and from childhood into being the adult they want to be.

To do this, we need to further strengthen our Prince's Trust community to create an even more formidable support network for young people across the UK, giving young people the skills, mentors, and opportunities, they need to get started.

Our partnerships across business, government, education and with other supporters are crucial if we want to create a turning point for young people in the aftermath of the pandemic and resulting economic challenges.

At this difficult time, when the inequalities in our society have been widening, it is imperative that we do everything we can to help the most disadvantaged young people and, in doing so, tackle social inequalities and bring about social mobility.

The challenges facing young people are extensive, but not insurmountable. Working with our partners, it is possible to not only help young people survive, but to give them the step up they need to thrive, with confidence and practical skills for the future economy.

Since 1976, we have helped more than a million young people across the UK. Many have gone on to rise to the top of their industries, run their own businesses, and start families who have in turn benefited from the successes of the previous generation.

When we help young people today, the benefits for those individuals, their communities, and the wider economy, will be felt for years to come.

Jonathan Townsend

UK Chief Executive

The Prince's Trust



**WE BELIEVE EMPLOYMENT ULTIMATELY
ENABLES INDIVIDUALS TO LIVE MORE
STABLE, FULFILLING LIVES.**

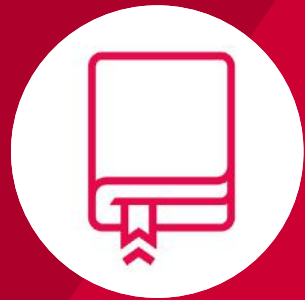
OUR VISION

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 AMBITION

Our ambition over the next five years is to give more disadvantaged young people the opportunity to create a better future through employment, education and enterprise



OUR STRATEGY IN SUMMARY

OUR AIMS:

Be there for young people today and maximise our impact

We will help young people from disadvantaged communities and those facing the greatest adversity, supporting them on a pathway to employment; and we will strive to maximise our reach and impact.



Strengthen our Prince's Trust support network for young people

It is our aim to develop our Prince's Trust community of supporters, employers, delivery partners, volunteers and colleagues, to further strengthen our unparalleled network of support and opportunity for young people.



Build for a better future for young people

We will build a financially sustainable organisation, which is led by insight and impact; and we will align our programmes with the future economy to give young people the best chance of success in the years to come.



EQUALITY, DIVERSITY AND INCLUSION:



Underpinning all our work is our ambition for The Prince's Trust to be one of the UK's most equal, diverse and inclusive organisations serving young people.

We believe that every young person deserves the chance to succeed, regardless of their background or identity.

We recognise the diversity of the communities we serve and how vital it is to build strong relationships with them and listen to their needs. We understand that this is crucial to reach the young people who need us the most and give them the best experience in working with us.

We are committed to building a workforce that is as diverse as the communities and young people we serve, where colleagues feel able to bring their whole selves to work to achieve their best.

We pledge to celebrate diversity and inclusion within our work and across the organisation, and we will continuously educate ourselves and strive for equality. We are committed to positive action and change.

BE THERE FOR YOUNG PEOPLE TODAY AND MAXIMISE OUR IMPACT

We will:



Support young people who need our help the most, including those from disadvantaged communities and those facing the greatest adversity; and, in doing so, help tackle social inequalities and barriers to social mobility

Focus our support for young people around a pathway to employment, as we believe securing work enables young people to live more stable, fulfilling lives, improving overall wellbeing



Strive to maximise our impact, supporting at least three quarters of the young people we help into positive outcomes such as jobs, training, education and enterprise; and continue to be there for those who need additional, longer-term support

Continue to grow our digital support for young people, alongside our crucial face-to-face work, making it possible for young people to access our help, wherever they are



Focus on delivering consistent, high quality and high impact programmes, and develop our ability to deliver these at scale, to enable us to support as many young people as possible, with meaningful impact

Key success indicators:

→ Support at least three-quarters of young people on our programmes into positive outcomes on a pathway to employment

→ Grow the numbers of young people we support over the next five years

STRENGTHEN OUR PRINCE'S TRUST SUPPORT NETWORK FOR YOUNG PEOPLE

We will:



Develop our Prince's Trust community of supporters, employers, delivery partners, volunteers and colleagues, to further strengthen **our unparalleled network of support and opportunity** for young people

Strive to be the organisation of choice for partners who share our vision to improve the lives of disadvantaged young people in the UK



Protect and promote the wellbeing of our colleagues and ensure a culture in which colleagues feel able to bring their whole selves to work and achieve their best

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



Fulfil our Equality, Diversity and Inclusion (EDI) ambition to become one of the UK's most equal, diverse and inclusive organisations serving young people

Key success indicators:

→ Increase our number of active volunteers and supporters and strengthen their experiences

→ Strengthen our tracking of EDI data to support decision making in a timely manner

BUILD FOR A BETTER FUTURE FOR YOUNG PEOPLE

We will:



Be a 'safeguarding first' organisation, always protecting the children and young people we support, our staff and partners; and strengthen the tools, systems and processes that enable all our work to happen safely and with maximum impact

Build a financially sustainable organisation to be here for the young people who need us in years to come



Be led by our insight and impact, ensuring our data and knowledge always underpin our decision-making and we are continually learning and improving

Strengthen our fundraising portfolio, to build more, sustainable income streams



Align our programmes, where appropriate, with the sectors expected to grow in the future economy, to give young people the best chance of future success

Key success indicators:

→ More in-depth reporting and understanding of our impact on the young people we support

→ Increase our opportunities for young people aligned with the future economy

STRATEGY SUMMARY

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Every young person should have the chance to succeed

MISSION:

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Build for a better future for young people

We will build a financially sustainable organisation, which is led by insight and impact; and we will align our programmes with the future economy to give young people the best chance of success in the years to come.

Our ambition is for The Prince's Trust to be one of the UK's most equal, diverse and inclusive organisations serving young people.

Our Safeguarding Commitment: The Prince's Trust believes that all children and young people have the right to protection from harm, abuse and exploitation and we are dedicated to protecting all children and young people participating on our programmes and activities.



If you are age 11 to 30 and would like to find support through The Prince's Trust, call for free on **0800 842 842** or search 'Prince's Trust' online

If you would like to support the work of The Prince's Trust visit:
princes-trust.org.uk/supportus