

# EMPOWERING CHILDREN & YOUNG PEOPLE TO LIVE THEIR BEST LIVES

OUR STRATEGIC VISION 2025 - 2028



# INTRODUCTION FROM OUR CEO

At Inspire, our mission has always been simple – to help young people be the best they can be. Since opening, we've worked tirelessly to provide equal opportunities, raise aspirations, and create a space where young people feel valued and supported. We've seen firsthand the incredible impact this work has had, and I'm so proud of what we've achieved so far.

But the world around us is constantly changing, and we ~~want~~ **need** to change with it. Our new 3–5 year strategy is all about building on our foundation and taking our impact even further. Our key priorities will be:



A crucial part of this strategy is we want to be more than just a children's charity. We want to be a cornerstone of our local community. Our goal is to make Inspire a space that people of all ages and abilities can use and enjoy throughout the day, at different times and for different purposes. Whether it's a place to learn, grow, connect, or simply feel supported, we want to be there for everyone.

The next five years are full of promise and possibility. I am beyond excited for what lies ahead, and I can't wait to see the difference we'll continue to make together. Thank you to every young person, every member of our Green Team, and every supporter who has been part of this journey – **we're just getting started!**



# LET'S MAKE IT EASY

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# WE ARE INSPIRE YOUTH ZONE

We were created to empower and enrich young lives and provide opportunities and support to enable them to grow up to be the best they can be. Our nurturing and inspirational environment provides a space where young people can feel safe, where they can belong and where they can thrive.

We're a place where they can both challenge themselves and be challenged, to grow, develop, socialise, build skills and resilience, and become well-adjusted, productive, and critical members of their community and society.

Beyond our building, our vibrant programme of activities and support, provide the perfect mechanism to build trusted relationships between Young People and our Green Team.

Our team is our greatest strength. With highly trained, dedicated, and caring youth workers, and a diligent and focused support team, we all play our part to ensure a stable, coherent, well-resourced programme, designed to meet young people's needs.

## Through the Years

*What we have  
achieved*

## 2018

Inspire Youth Zone opens,  
providing a youth service  
7 days per week

## 2019

Launched a detached service  
to reach more young people

## 2020

Adapted services for COVID  
launching virtual and  
community-based programmes





# THE CORNERSTONES OF YOUTH WORK

Our Youth Workers develop trusted relationships to facilitate growth and development at a pace that suits the individual and built on the **Four Cornerstones of Youth Work** as described by the National Youth Association.

**Education:** providing informal learning that complements school and college education, helping young people explore themselves, others, important issues, and ways to engage with their communities.

**Empowerment:** helping young people to build confidence, make decisions, and take action on issues that matter to them, their communities, and society – helping them to find their voice and the tools to advocate for change.

**Equality:** supporting all young people, celebrating differences, and fostering connections—while promoting human rights, social justice, and encouraging self-reflection and positive behaviour toward others.

**Participation:** Empowering young people to take the lead in their learning, shape the issues that matter to them, and actively engage in the democratic process.

## 2021

We bought a food truck to support distributing free hot food and begin engagement with those hardest to reach

## 2022

Launched a satellite from Fairview community centre which runs every Friday

## 2023

Launched a new programme called EPIC which consisted of new projects and clubs

## 2024

Launched the Maker Zone and Inspire Invites as a way of engaging with previously untapped audiences



# VISION, MISSION, VALUES

## OUR VISION

To create a thriving future for all.

## OUR MISSION

To empower children and young people in Chorley by raising **aspirations**, creating meaningful **opportunities**, and nurturing **positive relationships** that inspire **growth, resilience, and a brighter future**.

## VALUES

### Committed

We never give up.

### Inspirational

We show what's possible.

### Supportive

We're here when needed.

### Present

We're engaged and listening.

### Ambitious

We push for more.



# HOW WE WORK

We know young people need a safe space, guidance, access to resources, and opportunities for growth to successfully transition into adulthood.

## **Removing Barriers to Participation**

- 1** Every young person deserves access to opportunities, regardless of background or challenges. By breaking down financial, social, and accessibility barriers, we open doors for every young person to thrive.



## **Creating Opportunities for Development**

- 2** Every young person and family deserve the best opportunities life can offer. Early experiences lay the foundation for a person's future, shaping who they become. It's about inspiring ambition, helping each individual recognise their potential and what they can achieve.



## **Realising Potential and Enabling Positive Change**

- 3** Empowering young people to recognise their strengths and set goals inspires real change. With mentorship and skill-building, they gain confidence and the drive to make a positive impact on their world.







# INTRODUCTION TO THE NEW STRATEGY

We're on a mission to create lasting change and ensure every young person has the chance to thrive. Over the next 3-5 years, we're doubling down on our commitment to reaching even more young people, offering them the opportunities, support, and resources they need to grow and succeed. More than just a building, we'll be meeting them where they're at, whether that be at Inspire, at school, at home or out on the streets. We will be breaking down any barriers to accessing our service.

We're all about empowering young people to become the leaders and changemakers of tomorrow, giving them the confidence, tools, and platforms to drive real change in their communities. With an eye on the future, we're focused on helping young people build the skills they'll need to tackle whatever comes their way and unlock their full potential. Inclusivity runs across everything we do so no matter their background, race, gender or ability, we will leave no young person behind.

We're also investing in our team, making sure they have everything they need to provide top-notch support to young people, while continuing to grow and excel themselves. Our Green Team is the driver for all our success and with out prioritising them, we stand to lose it all.

As a children's charity, sustainability is at our core. Making sure our impact lasts for years to come and that we are able to continue to survive. Our fundraising efforts will need to adapt over the next few years as costs continue to soar, yet funding becomes harder and harder to source.

In addition, we are increasing our efforts to embed ourselves in our community. Whether it's about being present at events or inviting more people to the building. First and foremost, we are open for young people when schools are shut, but that still leaves lots of time for the wider community to come and be a part of our journey.



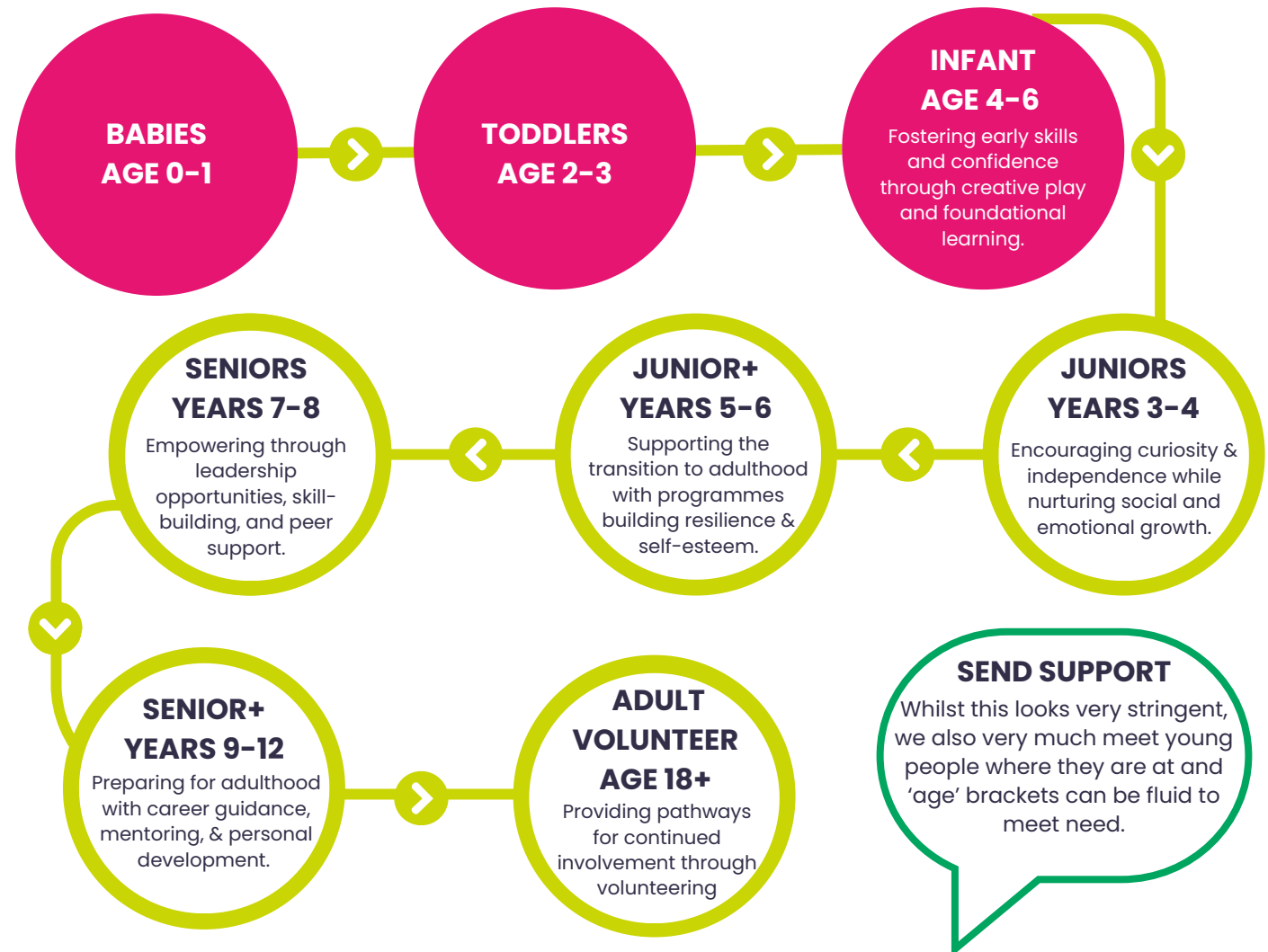
# WHO ARE WE WORKING WITH

## EARLY CHILD DEVELOPMENT

Our ambition is to work with children and their families/carers at the earliest opportunity. During this period, our priority is to support the formation of a positive relationship between child and their parent.

## CHILDREN & YOUNG PEOPLE

Our current services for children and young people will largely remain consistent, ensuring stability and continuity. However, we will begin focusing on key developmental milestones, tailoring support to align with their stages of growth and achievement. We will always encourage active participation as leaders and role models within the community.



# OUR THEORY OF CHANGE

## THE PROBLEMS WE NEED TO ADDRESS

**42%**

of year 6 children are obese in some areas of the borough

**38%**

of households live in deep poverty

**42%**

of people who feel unsafe say it is because of ASB, drug dealing and gangs

**44%**

higher than the national average suicide rate in Chorley

## INPUTS

**Our team** – Their expertise in youth work, programme delivery, safeguarding, and community engagement ensures high-quality, always.

**Our volunteers** – Their dedication and skills enhance programs, support young people, mentor, facilitate sessions, and ensure operational success.

**Our facilities** – Our accessible, safe facility inspires young people with activity zones, sports areas, creative spaces, and mentoring support.

**Our partners** – Partnerships with organisations, schools, and businesses strengthen our programmes, while community support ensures relevance and sustainability.

## OFFER

### UNIVERSAL

Open-access youth work for 4-18 year-olds, offering a wide variety of activities



### DIRECT

Bespoke programmes for young people needing specific support



### DETACHED

Engaging young people in their own environment



### THRIVE

A support programme for ages 7-25 with additional needs



### HOLIDAY CLUB

School holiday provision providing activities and nutritious meals



## OUTPUTS

Young people gain confidence, take charge of their choices, and are inspired to pursue and achieve their personal, educational, and career goals.

Families from all backgrounds feel welcomed and play an active role in building a strong, supportive community.

Young people build the emotional, mental, and physical resilience needed to navigate challenges and lead healthy, fulfilling lives.

Young people embrace leadership opportunities, participate in community initiatives, and positively impact the society around them.

## OUTCOMES

### Successful Transitions:

Increase in the number of young people who progress into further education or meaningful employment in adulthood.

**Reduced Interventions:** A measurable reduction in the need for families to access statutory interventions across social care, police, and healthcare services

### Thriving Communities:

Families and young people report improved quality of life, making Chorley a happier, healthier, and more vibrant place to live.

# STRATEGIC PRIORITIES



- **Engaging More Young People:** We want to reach even more young people, ensuring that every person who needs us has access to the opportunities and support we provide.
- **Empowering Young People: As Changemakers and for the Future:** We're committed to ensuring young people have the tools, confidence, and platform to become leaders in their communities and make a difference and helping all young people develop the skills they need to succeed.
- **Brand and Profile – Increasing and Embedding:** We want to increase visibility and demonstrate our value so we can secure long-term support, drive funding, and position Inspire as the leading youth organisation in Chorley.
- **Nurturing Excellence: Workforce Development:** We're investing in our team to make sure we're always able to provide the best possible support to young people and that our Green Team feel recognised, rewarded and given the opportunities to develop.
- **Securing the Future: Sustainability and Impact:** We're committed to ensuring we showcase our impact to ensure that as a charity we continue to not only survive, but thrive.

# PRIORITY ONE

## ENGAGING MORE YOUNG PEOPLE

### OVERVIEW

We aim to connect with more young people, ensuring they have access to safe, inclusive spaces, tailored support, and enriching opportunities. By increasing awareness and participation, we'll empower young people to thrive and reach their potential, regardless of their background or circumstances.

We want inspire to be for every child. For some that might be one conversation to gain support with a job application and for others, they may be with us through their whole life journey.

More than just a building, Inspire is our people and whether young people are physically here or we're working with them in school, at home, or even the local park – we'll meet them in their own space and when people see Inspire, they know they are with trusted adults who are there to support/help/play with them in whatever capacity they need – and not a statutory service.

### WHY IS IT IMPORTANT

Reaching more young people allows us to amplify our impact, foster community cohesion, and tackle barriers like isolation and inequality.

By engaging a wider audience, we can ensure no young person is left behind, unlocking their potential to shape their futures positively.

Importantly it is vital that the impact of our support remains, so whilst it would be 'easy' to amplify and widen our offer all at once, we need to ensure it is done strategically and effectively as we will always prioritise quality over quantity.





# TO ACHIEVE THIS WE PLAN TO

- **Enhance Core Youth Work Offer:** Strengthen high-quality, inclusive, and engaging activities that meets young people's evolving needs.
- **Expand Community Outreach:** Engage young people beyond Inspire's building, through detached and satellite services in schools, parks, and rural areas.
- **Broaden Engagement Pathways:** Expand projects, clubs, and detached provisions to create structured opportunities for engagement and service accessibility.
- **Support Hard-to-Reach Young People:** Deliver targeted programmes for at-risk young people, ensuring they have the support and tools to succeed.
- **Strengthen Partnerships:** Deepen collaboration with schools, community groups, and organisations locally and beyond to extend impact.
- **Leverage Digital Engagement:** Explore social media, interactive apps, and virtual platforms to connect with young people in new ways.
- **Amplify Youth Voice & Influence:** Prioritise peer-to-peer engagement, featuring young people in content and working with local influencers.
- **Maximise Brand & Event Opportunities:** Build meaningful partnerships with relevant brands and utilise events to enhance visibility and engagement.
- **Improve Communication & Accessibility:** Develop clear, engaging materials to effectively promote programmes and educate stakeholders.

# PRIORITY TWO

## EMPOWERING YOUNG PEOPLE: AS CHANGEMAKERS AND FOR THE FUTURE

### OVERVIEW

We will equip young people with essential skills and experiences to succeed in a rapidly changing world through innovative programs, career guidance, and hands-on learning. By engaging those currently disengaged, or lacking direction, we aim to ignite a spark and broaden their future possibilities. We will empower young people to lead, influence, and create positive change through leadership opportunities, skill building, and platforms for youth voice, enabling them to shape their community and be better prepared for the future.

### WHY IS IT IMPORTANT

Young people bring fresh perspectives and ideas that drive positive change. They know what they want and the change they want to see more than we do. Supporting them as changemakers builds confidence, strengthens communities, and ensures a brighter future. By equipping them with the skills to adapt and succeed, we build personal growth, resilience, and future success. Broadening their horizons ignites a spark, guiding them toward a transformative path into adulthood.



# TO ACHIEVE THIS WE PLAN TO

- **Youth Leadership Development and Progression:** Establish a Young Leadership Academy with clear pathways for young people to progress into leadership roles, Youth CEO, and advocacy positions with a strong focus on engaging those who wouldn't actively choose to participate.
- **Youth Empowerment and Advocacy:** Create platforms for youth voice to influence decision-making, the promotion of youth-generated content, and initiatives that encourage youth-led community action projects and advocacy campaigns. This will ensure young people actively shape Inspire's programs and contribute to broader social change.
- **Inclusive Skills Development and Career Readiness:** Introduce skills development programmes like "Skills Labs" and the "Young Innovators Challenge" to provide young people with accessible opportunities to build employability skills, pursue entrepreneurial ventures, and develop future skills. Partner with industry professionals, employers, and educational institutions to increase mentoring, work experience, and career exploration opportunities.
- **Recognition and Support Systems for Changemakers:** Establish recognition, reward, and mentoring systems that encourage and support young changemakers, ensuring inclusive participation, leadership development, and growth. Initiatives like the Inclusion Champions programme and expanded mentoring opportunities will encourage peer support and ensure no young person is left behind in their personal or professional development.
- **Community Engagement and Perception Shift:** Deliver annual youth-led projects that address local community issues, improving the perception of young people across the community. Ensure that all young people have opportunities to express their opinions and contribute to decision-making processes, with a focus on showcasing their impact and creating a more inclusive, supportive environment for young people.

# PRIORITY THREE

## BRAND AND PROFILE:

### INCREASING AND EMBEDDING

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#### OVERVIEW

Embedding Inspire's brand strengthens awareness, trust, and engagement. Through clear messaging, strong visuals, and strategic storytelling, we will reinforce our identity and strengthen how we showcase impact.

By leveraging digital platforms, events, partnerships, and PR, we will expand our reach, attract key stakeholders, and ensure long-term sustainability.

#### WHY IS IT IMPORTANT

Embedding Inspire's brand and raising its profile is crucial for building trust, credibility, and recognition among young people, families, funders, and partners. A strong, consistent brand enhances engagement, attracts new opportunities, and reinforces our impact in the community. By increasing visibility and demonstrating our value, we can secure long-term support, drive funding, and position Inspire as the leading youth organisation in Chorley.





# TO ACHIEVE THIS WE PLAN TO

- **Strong Brand Positioning:** Clearly communicate Inspire's why/who/how/what/where/when across all materials to reinforce identity.
- **Consistent Tone & Messaging:** Maintain a recognisable voice with clear, concise communication and an annual comms plan.
- **Defined Communication Channels:** Build engagement through social media, email, website, and print, ensuring a strong and interactive presence.
- **Maximise Events for Brand Visibility:** Assign dedicated comms, partnerships, and delivery leads to optimise brand exposure at events.
- **Simplicity & Clear CTAs:** Ensure all materials are easy to understand, with direct calls to action for engagement.
- **Bold, Recognisable Identity:** Staff in uniform at all times, supported by dynamic merchandise and to enhance brand presence. Utilise the building as our biggest promotional tool ensure it states exactly what we are.
- **Proactive PR & Thought Leadership:** Strengthen LinkedIn presence, build journalist relationships, and take control of Inspire's narrative.
- **Measure, Adapt & Improve:** Use analytics, feedback, and audience insights to refine strategy and maximise impact.
- **Optimised Brand Collateral:** Leverage physical space, update brand guidelines, refresh the website, and execute audience-focused campaigns.

# PRIORITY FOUR

## NURTURING EXCELLENCE:

### WORKFORCE DEVELOPMENT

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#### OVERVIEW

We aim to develop a skilled, passionate, and diverse workforce that collectively ensures we are able to bring our strategy to life.

From recruitment to retention, we will ensure that we lead a culture where staff feel valued, invested in, rewarded and are able to see how they filter into our overall mission.

We will also ensure that through investing in training, wellbeing and leadership development, the team are equipped to deliver to the best of their abilities, enjoying a positive work/life balance and ability to adapt to an ever-changing world.

#### WHY IS IT IMPORTANT

Building a skilled, passionate, diverse and motivated workforce is the only way to ensure organisational success. Whether part of our paid staff team or volunteers, where employees feel valued and invested in, the company boosts motivation and reduces turnover. Investing in training, wellbeing, and leadership development equips employees to perform at their best while maintaining a healthy work/life balance.



# TO ACHIEVE THIS WE PLAN TO

- **Attract & Retain Top Talent:** Build a strong employer brand, reduce turnover, and enhance employee satisfaction.
- **Develop Strong Leaders:** Invest in both staff and volunteer recruitment, training, and succession planning to ensure leadership continuity.
- **Embed Company Values:** Align hiring, onboarding, and performance evaluations with Inspire's mission and culture.
- **Foster Inclusion & Well-being:** Promote diversity, mental and physical well-being, and a healthy work-life balance.
- **Drive Innovation & Collaboration:** Encourage cross-functional teamwork and a culture of continuous improvement.
- **Streamline Communication & Structure:** Maintain clarity on organisational roles and ensure a professional, 'on-brand', informative and consistent onboarding experience.
- **Volunteer Engagement:** Continue to enhance and strengthen our volunteering offer both for individuals and corporate volunteering.



# PRIORITY FIVE

## SECURING THE FUTURE:

## SUSTAINABILITY AND IMPACT

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### OVERVIEW

We will ensure our long-term sustainability by diversifying income, measuring impact effectively, and developing strong relationships with funders, partners, and the community. This will allow us to continue delivering meaningful support for young people.

Through partnerships with the local business community and grants and trust organisations, plus developing our Lancashire offer, we will ensure that we have the finances required to deliver our strategy. With a strong commitment to understanding our own qualitative and quantitative impact, we will also ensure we are able to showcase ROI.

### WHY IS IT IMPORTANT

A sustainable approach guarantees that we can adapt and grow to meet future challenges. By demonstrating our impact and building robust funding streams, we'll secure the resources needed to create lasting positive change for young people.

We are a charity funded by the community we serve.





# TO ACHIEVE THIS WE PLAN TO

- **Set Realistic, Data-Driven Targets:** Establish a clear baseline of past performance to inform achievable, resource-aligned goals.
- **Strategically Prioritise Funding Opportunities:** Model resource requirements and focus efforts on high-probability, high-impact partnerships.
- **Expand & Strengthen Partnerships:** Grow private, corporate, and public sector collaborations to unlock new funding streams.
- **Enhance Stewardship & Donor Retention:** Implement a robust donor programme, strengthening relationships through engagement, communication and events.
- **Diversify Income Streams:** Explore alternative funding sources, and maximise facility hire.
- **Showcase Social Impact:** Position Inspire as Chorley's leading children's charity through compelling storytelling, impact measurement, and community engagement.
- **Leverage Partnerships for Mutual Benefit:** Develop an easy-to-use toolkit demonstrating how organisations can showcase their social impact by partnering with Inspire.
- **Deepen Organisational Integration:** Build multi-level relationships within supporting organisations to secure long-term commitment.
- **Broaden Fundraising & Event Strategy:** Diversify the event calendar to include Inspire-led fundraisers, third-party events, and community activities.

