

PEER POWER YOUTH

Strategy plan
JULY 25-
JUNE 29

Driving change through youth voice and **empathy**



About us

Peer Power Youth is a youth led charity that works with young people aged 10–25 who have experienced trauma, including abuse, neglect, exclusion, and injustice.

We are an empathy-driven organisation working to transform services by inspiring young people with lived experience to have a voice. Many of our team also have direct experience of the care or youth justice systems giving us a unique understanding of the barriers faced by young people.

Since we began in 2016, Peer Power Youth has supported over 1,000 young people and 7,000 professionals, helping to embed youth voice at the heart of care services.

Our goal

Our goal is to transform services so that they meet young people with empathy, equity, and care – not control. We want services to support children and young people early, to prevent harm from escalating.

We do this by supporting young people to grow as leaders, building their confidence and skills to recognise their own strengths.

We encourage young people to tell us what needs to change in systems and then we work alongside them, in collaboration with decision makers, to make these changes happen.



How we make change happen

Sustainable change happens at multiple levels, starting with individuals and rippling outwards to organisations and systems. We support young people to have a voice and encourage care and justice system practitioners to listen with empathy. Our focus is on changing people, organisations and systems:

Changing people

By working with young people and practitioners to build empathy, confidence, emotional wellbeing, and leadership, we equip individuals to challenge harmful practices and introduce new ways of working.

Changing organisations

By empowering individuals and delivering youth-led training, we help organisations put empathy, equity and shared decision-making into their culture and processes.

Changing systems

By developing partnerships and advocating for change we challenge structural injustice and promote youth-led approaches in national and local policy, particularly in care and justice systems.

Theory of Change

Our work is guided by our Theory of Change which works on three connected levels:

By changing the outlook, skills, confidence and approach of young people and practitioners we influence...



how organisations operate in terms of culture, strategy and internal policies which in turn...



drives wider systemic change.

Two Loops Model

OLD SYSTEM



This is where Peer Power Youth work: supporting young people + shifting systems

Our priorities (2025–2029)

To achieve our goals we have identified our top three priorities:

To deepen our impact through youth leadership and empathic, equitable and ethical youth involvement.

To build a resilient and sustainable organisation with a strong infrastructure, well-supported staff and financial stability.

To share our approach more widely through collaborative partnerships to influence change in services and systems.

Our actions

To achieve our priorities we will focus on the following actions:

Work with young people to:

- put equity, youth leadership, and shared decision-making at the heart of everything we do
- co-design preventive services with young people and partners
- train, support, and develop more young leaders to enhance emotional health, creativity, social mobility, and employability.

Work with service practitioners to:

- grow our network of allies and decision-makers
- deliver youth-led training
- advocate for youth-led, empathy-based approaches across all youth-facing services.

Work on our own organisation to:

- grow and diversify our income
- invest in our team, systems, and volunteers
- embed shared decision making and youth leadership in everything we do.

Our impact

To measure how effective we are being, we will track our progress against our Theory of Change priorities:



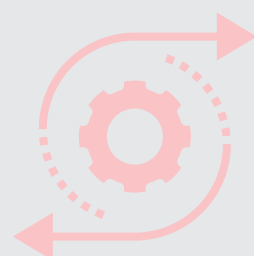
Individual change

Monitoring the number of young people supported into leadership, employment, education and advocacy roles as well as their progress in wellbeing, confidence and self-esteem. Recognising outcomes for practitioners, such as more empathetic and trauma-informed approaches.



Organisational change

Developing new strategic relationships and deepening our existing partnerships. Measuring the impact of our training and co-produced work is having on partner organisations including changing culture, practice, empathy and decision making. Ensuring our own organisation is stronger through improved processes, staff satisfaction and funding.



System change

Monitoring change at national and local level including influencing decision making in the justice system. Ensuring our influence on national and local policy and practice is creating systemic shifts that prioritise empathy, equity and healing.

Help us create a fairer future for young people

We would love you to join us in co-creating a fairer future, where healing replaces harm and every young person is heard, valued, and supported to thrive.

If you are a young person, a funder, policymaker or service leader and you would like to know more about the work of Peer Power Youth and how you can get involved with our organisation, please get in touch:

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