



Future Focused. Young Person Centred.

"To empower young people and strengthen communities, through quality youth work and inclusive, innovative services."



Youth Work Ireland
Midlands

Strategic Plan

2026-2030



Full Strategic Plan Model for 2026-2030

Strategic Priority Area 1 – Quality Youth Work

Success Indicators

- Number of young people supported
- Number of programmes delivered.
- Number of international programmes and participants
- Number of qualifications achieved
- Level of satisfaction achieved
- Onward referral pathways to external services, supports, and training.
- Outcomes achieved for all who use YWI Midlands services.
- Meeting all funder reporting requirements
- Assessment of need (New Communities, Rural Youth Work, Early School Leaving)
- New Programmes created and Youth Clubs opened.

Key Actions

- Provide a structured programme of indoor and outdoor pro-social activities to enhance the social, personal, health and wellbeing of young people.
- Deliver a suite of accredited and non-accredited courses for the progression of learners through YWIM's Education & Training Service.
- Ensure that each young person in their time with YWIM have the opportunity to engage in one international programme.
- Develop an employability programme for those not in employment, education or training (NEETS).
- Facilitation of Regional Youth Forum.
- Develop an outcome measurement framework to capture effectiveness and consult annually with young people and other stakeholders to evidence same.
- Engage with ethnic minorities on their needs and how these could be met by YWIM.
- Actively explore opportunities for programmes/services across the Midlands.
- Source additional annual funding to ensure young people have the resources they need to participate in YWIM Programmes.
- Support the existing network of affiliated youth clubs in Westmeath, Offaly and Roscommon and establish at least one new Youth Club in the region annually.
- Deliver programmes to enable Young People to influence decisions that affect them.

Aspired Outcomes

- Young people attending YWI Midlands have good mental and physical health.
- Young people attending YWI Midlands achieve in education and training.
- Safer and more cohesive communities across the Midlands.
- Young people are diverted from the Youth Justice system.
- Voice of the Young Person in the Midlands is heard.
- YWIM meeting the emerging needs of young people.
- Young people broaden their horizons through International Youth Programmes
- An integrated model of practice embedded across all services.

Strategic Priority Area 2: Sustainability

Success Indicators

- YWI Midlands achieve all targets as per their funding agreements with their respective funders.
- Services are delivered within budget.
- Increased unrestricted funding secured.
- Annual surplus achieved to enhance reserves or for service development.

Key Actions

- Ensure budgets are in place for all projects and progress against target reported to the YWIM Board.
- Actively source additional annual funding to ensure young people have the resources they need to ensure participation e.g., dormant accounts, LGBTI+ Youth Strategy, CYPSC Seed Funding, capital grants, HSE Health Promotion grants, Healthy Ireland.
- 100% of eligible clubs supported to apply for Youth Club Grant Scheme funding.
- YWIM to identify at least one viable new funding source (Philanthropic) per year.
- Coordinate one new fundraising event per year.
- Develop a case for support to approach local businesses and employers under their Corporate Social Responsibility (CSR) theme.
- Explore the potential to introduce Social Return on Investment (SROI) methodology to demonstrate the value of YWIM's work.
- Explore funding opportunities for rural youth work through SICAP and collaboration with Local Development Companies.
- YWIM buildings and equipment is optimized and maintained to a high standard.

Aspired Outcomes

- Sustainable organisation with a balanced mix of SLAs, grant, fundraising, and donation based income.
- Have well maintained buildings and infrastructure with the required capacity to meet service user and stakeholder need across the Midlands Region.
- Solid reserves.
- Metrics in place to demonstrate Social Value.
- Regional wide reach throughout the Midlands.
- Volunteer Youth Clubs sustain and flourish across the Midlands Region.

Strategic Priority Area 3: Awareness and Influence

Success Indicators

- Website traffic
- Social Media traffic
- No. of staff who are social media trained and competent
- Google Analytics & Evaluation
- Increased awareness, and number of service users
- Reach across all youth work age profiles and representation on key fora

Key Actions

- Lead on the “Youth Work for All” Campaign asserting the right of all young people to have a youth work support in their community.
- Lead on the “Oíche na hÓige” Campaign.
- Revitalise the brand and identity of YWIM as part of a promotional campaign (digital, print, local radio) to launch of the new Strategic Plan
- Develop an annual YWIM Impact Report for dissemination.
- YWI Midlands to review their representation on key local forums and groups to ensure that it is strategic and provides the most effective insights into local need.
- Strengthen lobby for increased funding for YWI Midlands and expansion of services.
- Build presence on targeted social media platforms.
- Invite the community to the launch of the YWI Midlands strategic plan 2026-30.
- Explore option to initiate or engage in research projects with Universities linked to YWI Midlands priorities.
- Promote young people’s participation in civic and community life across the Midlands Region.
- Strengthen relationships and influence with Youth Work Ireland National Office.

Aspired Outcomes

- YWI Midlands are a thought leader on rights based youth work.
- Increased awareness of YWI Midlands.
- Be recognised as an influential community leader and regional wide provider of effective and impactful youth work services and supports.
- Greater YWI Midlands presence on social media platforms.
- Enhanced reach each across all targeted age profiles and demographics
- YWI Midlands exert a greater influence in local and national child/youth/family/community development policy and practice.
- Connected to all key touch points and influencers in their service ecosystem.
- Enhanced inter agency and collaborative working.
- YWIM Board have a member on the YWI National Board.

Strategic Priority Area 4: People

Success Indicators

- Number of staff employed.
- Number of volunteers.
- Retention of staff and volunteers.
- Recruitment of new staff.
- Qualifications and competencies of staff and volunteers.
- All staff and volunteer training targets met.
- Staff and volunteer morale and satisfaction.

Key Actions

- Ensures staff appraisals are in place.
- Conduct benchmarking to ensure that staff terms and conditions are commensurate with similar organisations in the sector.
- Develop individual development plans for all staff.
- Staff and volunteer training plans and associated budgets in place.
- Staff and volunteer training plans are evaluated with additions made based on participant feedback.
- Attendance at conferences, peer to peer training.
- Hold one staff team event per year.
- Hold one volunteer team event annually
- Develop well-being and leadership programmes for the staff team.
- Ensure staff avail of international youth work training and opportunities.
- Ensure senior management are effectively supported by the YWI Midlands Board.
- Undertake annual staff and volunteer surveys.
- Facilitate exit interviews with departing staff.

Aspired Outcomes

- Competent well-trained staff and volunteers.
- Enhanced volunteer leadership.
- Human Resources in place to deliver the YWI Midlands 2026-30 YWIM Strategic Plan.
- Compliant with sector qualifications and CPD requirements
- Levels of staff recruitment, retention, satisfaction, and morale commensurate with similar sized organisations in the sector

Strategic Priority Area 5 Governance and Operations

Success Indicators

- YWI Midlands is compliant with the Charitable Governance Code.
- YWI Midlands meets its reporting requirements to the Companies Registration Office (CRO) as a company limited by guarantee.
- YWIM is compliant with the National Quality Standards Framework (NQSF), the Volunteer Led Youth Clubs NQSF, the Youth Health Quality Mark, and QQI.
- Targets achieved as per annual operational plan.
- Compliance with all funder SLAs.

Key Actions

- Ensure the YWIM Board have the capacity to oversee the 2026-30 Strategic Plan.
- Annual review of Board effectiveness and skills audit commencing in 2026.
- Explore the best use of sub-groups to reflect the 2026-30 strategic priorities.
- Develop a Risk Register based on CRA and CRO requirements.
- Conduct an annual review of policies and procedures.
- Ensure board and staff handbook are in place.
- In preparation for potential audit by the CRA, an action plan will be in place and evidence underpinning the six principles of charity governance should be accessible.
- Ensure one board development training per year.
- Ensure safeguarding policies protect staff, young people and stakeholders and are compliant with all statutory and equality guidelines.
- Develop an annual operational plan based on strategic plan priorities and review
- Benchmark against other youth and community organisations management information systems (MIS) to ensure the existing YWIM MIS is fit for purpose.
- Ensure YWIM ICT infrastructure is optimising all the benefits of technology.
- Designate a liaison person with the YWI National Federation to ensure the benefits of this relationship are maximised.
- Commission a paper internally on scoping “Youth Work for All” organisationally.
- Ensure compliance with “Green” sustainability requirements.

Aspired Outcomes

- Best practice governance (2027 Governance Award).
- Organisational processes in place for continuous improvement.
- Operational and strategic plans guiding the work of YWI Midlands.
- YWIM delivering on its strategic plan priorities.
- YWIM systems and outcomes are equality proofed.
- YWIM leading the way on “Youth Work for All”
- YWIM membership on the YWI National Board.



Future Focused. Young Person Centered.



Youth Work Ireland
Midlands



Empower Young People

We build confidence, create opportunities and support young people to shape their futures.



Strengthen Communities

We work together to create safer, more connected and resilient communities.



Deliver Quality, Inclusive & Innovative Youth Work

We provide high quality, inclusive and innovative services that meet the evolving needs of young people and communities.

Strategic Plan 2026-2030

www.youthworkmidlands.org



<https://linktr.ee/YWIMidlands>

