



# STRATEGIC PLAN

**JANUARY 2023**

**ABOUT Children and Young People | ABOUT Families | ABOUT Community**



# INTRODUCTION

Bellshill and Mossend YMCA has been a recognised Scottish charity since 1918

We provide a variety of high-quality services to young people and we are recognised as an exemplary youth organisation

Our strategic priorities are aligned with World YMCA Vision 2030, whilst also being focused on the needs facing our communities and young people in our area



A blurred background image showing several people in a meeting or office setting. In the foreground, a woman with brown hair is seen from the side, looking towards the right. In the background, other people are seated at a table, some looking at laptops. The overall scene suggests a professional or collaborative environment.

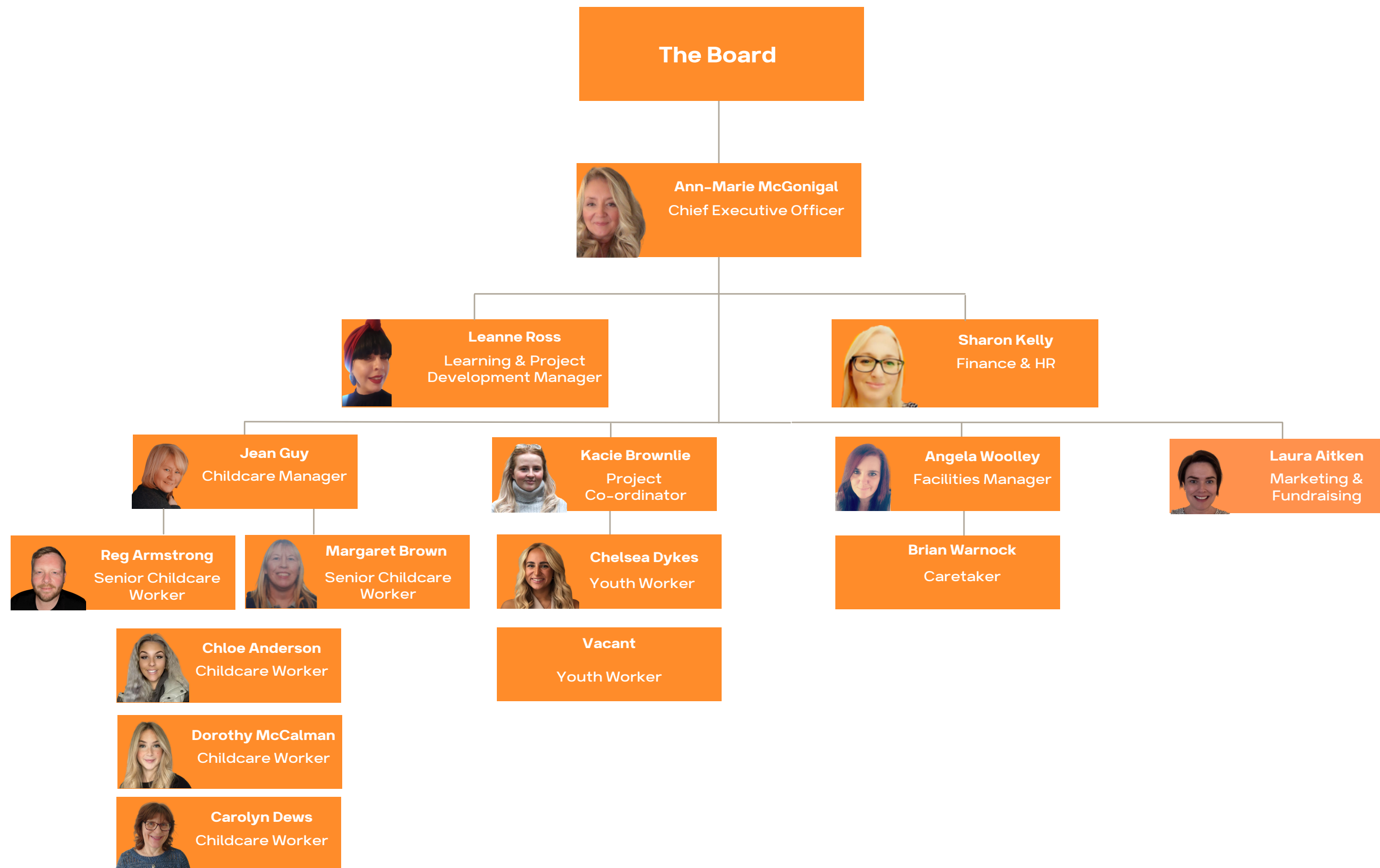
# OUR STRUCTURE

We are a nonprofit organisation and a business limited by guarantee, administered by a board of directors

The board is responsible for determining the strategic direction of the organisation. A full-time CEO is responsible with the strategy implementation and day-to-day management of the organisation

This structure enables us to respond to the needs of our local community, and puts local people at the heart of decision making and governance

# OUR TEAM





# OUR VALUES



SAFE



HONEST



INSPIRED



NON-JUDGEMENTAL



ENVIRONMENT





# VISION & MISSION



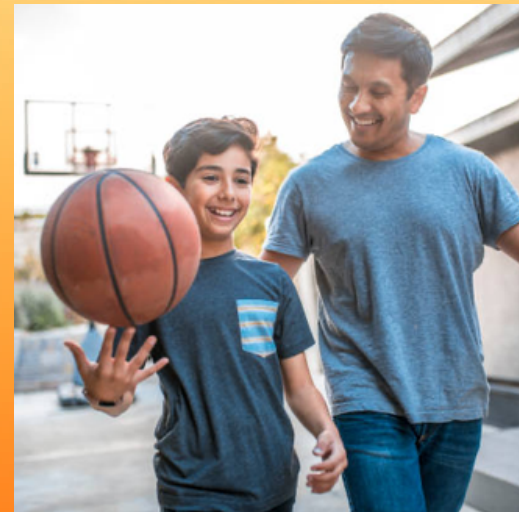
## SAFE

To create a SAFE respectful space for children, young people, families, staff & volunteers of every denomination to make them feel equal and valued



## HONESTY

Where HONESTY is key to every interaction and our actions and decisions make us accountable



## INSPIRED

Create a community that is INSPIRED and resourceful to be the best that it can be



## NON-JUDGEMENTAL

An environment that is NON-JUDGEMENTAL and puts children, young people and families first



## ENVIRONMENT

An organisation that can adapt to an ever-changing ENVIRONMENT and circumstances

# PILLARS OF IMPACT



**Community  
Wellbeing**



**Meaningful  
Work**



**Sustainable  
Planet**









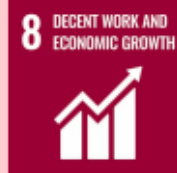




















**Just  
World**

We have aligned with the World YMCA in focusing our work around the four YMCA pillars of impact

Under each pillar we have identified three goals for our work, ensuring that these are also aligned with the United Nations Sustainable Development Goals and the Scottish Performance Framework

# MAPPING THE PILLARS

Pillars of Impact	 Community Wellbeing	 Meaningful Work	 Sustainable Planet	 Just World
	 	 	  	  
Scotland's National Performance Framework 	 We are healthy & active  We live in communities that are inclusive, empowered, resilient and safe  We grow up loved, safe and respected so that we realise our full potential  We are creative and our vibrant and diverse cultures are expressed and enjoyed widely	 We are well educated, skilled and able to contribute to society  We have thriving and innovative businesses, with quality jobs and fair work for everyone	 We value, enjoy, protect and enhance our environment  We have a globally competitive, entrepreneurial, inclusive and sustainable economy	 We respect, protect and fulfil human rights and live free from discrimination  We tackle poverty by sharing opportunities, wealth & power more equally  We are open, connected and make a positive contribution internationally



# COMMUNITY WELLBEING



## CORE BELIEF

We believe that every person should have the means to grow and thrive while taking care of their individual and collective wellbeing

## STRATEGIC GOALS

01

We aim to ensure that our staff and volunteers at all levels work in a culture where individual, organisational and community wellbeing is a fundamental priority

02

We aim to strengthen and expand safe and inclusive spaces

03

We aim to empower every young person we engage with to care for their physical and mental health as well as the broader wellbeing of their families and community

## OUR PLEDGE

WE WOULD LIKE TO BE RECOGNISED AS A KEY PLAYER IN PROVIDING HIGH-QUALITY, RELEVANT AND SUSTAINABLE HEALTH AND WELLBEING SOLUTIONS TO YOUNG PEOPLE AND OUR WIDER COMMUNITY



# — MEANINGFUL FUTURE OF WORK —



## CORE BELIEF

We believe that all young people deserve the right to learn, engage in flexible, decent and meaningful work and build sustainable livelihoods.

## STRATEGIC GOALS

01

We aim to become recognised as a fair opportunity, equitable, skills development-orientated employer

02

We aim to create and strengthen our digital programs

03

We aim to upskill our young people and communities to strengthen employability and entrepreneurship opportunities

## OUR PLEDGE

WE COMMIT TO CREATING TRAINING AND EMPLOYMENT OPPORTUNITIES IN THE TRANSITION TO THE GREEN AND CIRCULAR ECONOMY AND THE FOURTH INDUSTRIAL REVOLUTION



# A SUSTAINABLE PLANET



## CORE BELIEF

We commit to the protection and regeneration of our planet

## STRATEGIC GOALS

01

We aim to create programmes that support the aims of North Lanarkshire Council to be net-zero by 2030

02

We aim to inspire our staff, volunteers and community to practice and champion environmental responsibility

03

We aim to create an environmentally conscious space within our building on Main St



## OUR PLEDGE

WE COMMIT TO CHAMPIONING AN ACTIVE YOUTH VOICE ON CLIMATE JUSTICE AND YOUTH-LED SUSTAINABILITY SOLUTIONS IN OUR COMMUNITY



# A JUST WORLD



## CORE BELIEF

We believe in the power of young people and communities to inspire, and engage for justice, peace, equity and human rights for all

## STRATEGIC GOALS

01

We aim to continually adapt our programmes and practices to become a truly equitable, diverse and inclusive organisation. We aim to create a youth board

02

We will create programmes that continue to support the poverty agenda within North Lanarkshire

03

We will create programmes that will support North Lanarkshire's Equality Strategy including New Scots, seldom heard voices, ASN and Gypsy Travellers

## OUR PLEDGE

WE WILL COMMIT TO CHAMPIONING THE VOICES OF OUR YOUNG PEOPLE AND COMMUNITIES IN THE FIGHT AGAINST DISCRIMINATION, INEQUITY AND RACISM





## OUR STRUCTURE

Bellshill and Mossend YMCA has been a recognised Scottish charity since 1918, providing a variety of high-quality services to young people. It is a nonprofit organisation limited by guarantee, administered by a board of directors

## OUR VALUES

Bellshill and Mossend YMCA's values are aligned with the SHINE commitment:  
Safe | Honest | Inspired | Non-judgemental | Environment

## OUR MISSION

Bellshill & Mossend YMCA's mission and strategic priorities are aligned with World YMCA Vision 2030, whilst also being focused on the needs facing our communities and young people in our area

## STRATEGIC PRIORITIES

COMMUNITY  
WELLBEING



MEANINGFUL  
WORK



SUSTAINABLE  
PLANET



JUST  
WORLD



## STRATEGIC GOALS

Ensure that our staff and volunteers work in a culture where wellbeing is a fundamental priority

Strengthen and expand safe and inclusive spaces

Empower every young person we engage with

Become recognised as a fair opportunity and equitable employer

Create and strengthen our digital programs

Upskill our young people and communities to strengthen opportunities

Create programmes that support the aims of North Lanarkshire Council to be net-zero by 2030

Inspire our staff, volunteers and community to champion environmental responsibility

Create an environmentally conscious space within our building on Main St

Continually adapt our programmes and practices to become a truly equitable, diverse and inclusive organisation

Create programmes that support the poverty agenda within North Lanarkshire

Create programmes that will support North Lanarkshire's Equality Strategy



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