



THE NATIONAL YOUTH AGENCY

Supporting young people to achieve their
full potential

TOM WYLIE

www.nya.org.uk


The National Youth Agency

The Context

The big picture:

- A prosperous society
- A just society
- A cohesive, stable and safe society

‘Every Child Matters’

- Healthy
- Safe
- Enjoying and achieving
- Making a positive contribution
- Economic well-being

The Youth Offer

(aka 'integrated youth support')

- Positive Activities
 - Information, Advice and Guidance
 - Targeting
-
- Within new local structures
 - Shaped by young people's views
 - Backed by statutory guidance and investment (DV)

Clarity of Offer

- Defining your youth offer:
 - What does your agency offer to its users?
 - What benefit does this yield to them?
 - Where do you excel?
 - Where do you fall down?
- What makes your offer different and distinct from other agencies in the context of the new policy?
- Reality check – what evidence do you have for your claims?

Communicating your positioning

Communicating your uniqueness, your contribution and your differentiation:

- Internal marketing
- Internal communications
- External communications
- Audit of all collaterals
- Networking and Influencing – who are the key decision-makers and how can you develop relationships with them?



Libraries

- The learning space
- The cultural space
- The local, democratic space