

Become Strategy: 2020-2025

Become wants to see a care system which provides all children and young people with the love, stability and support they need to recover from trauma and lead happy and healthy lives. When it works well the care system achieves this. Unfortunately, for too many young people, being in care instead compounds the instability and trauma they have already experienced. As a result, care experienced young people do not have the same choices, chances and opportunities as other young people.

Over the next 5 years, we will change this by:

- Supporting young people directly through our innovative services which give young people a sense of community and identity as well as the tools, confidence and self-belief to overcome challenges and build the futures they want. We will
 - work directly with more young people
 - reach out to young people facing particular disadvantages
- Tackling the structural and systemic issues holding young people back. We will
 - Work with and empower young people to build powerful campaigns for change
 - Use our platform and expertise to positively influence changes in policy and practice
 - Reach more professionals improving practice and changing systems in local areas

Our Vision is that care-experienced people have the same chances as everyone else to live happy, fulfilled lives.

Our Mission is to help children in care and young care leavers to believe in themselves and to heal, grow and unleash their potential. We work alongside them to make the care system the best it can be.

Our Values

Empowerment: We help children and young care leavers to be powerful agents of positive change in their own lives, in the care system and in society.

Honesty: We represent the experiences of children in care and young care leavers with honesty and integrity, and act in their best interests.

Kindness: We care about the young people we work with. We look after ourselves and after each other so we can be our best for young people.

Optimism: We are angry about the times when the care system and society let young people down, but ambitious, determined and optimistic about our ability to make things better.

Respect: We listen to care-experienced people and we work in partnership with them to improve the experience of being in care and life after care.

Aims

I. Help care-experienced children and young people believe in themselves and shape the future they want

Too often care-experienced young people are denied their rights and leave care without the necessary skills, confidence, self-esteem or wellbeing. Many face isolation and lack positive peer networks. Our services transform the lives of individual young people. We will develop our existing services and pilot new ways to reach more young people including those facing particular disadvantages.

Objectives

- Young people realise their rights and have the tools to overcome the challenges they face and build the futures they want
- Young people have improved life skills, confidence, self-esteem and wellbeing
- Young people build positive relationships and a sense of identity and community

We will measure our impact by

- Over the 5 years of this strategy we will have a positive impact on the lives of 6000 children and young people

Our services

- Provide practical and emotional support to young people
- Are service user led, trauma informed, inclusive, youth accessible and friendly
- Help us to understand systemic barriers and inform our policy and campaigning work
- Are well-evidenced, impactful and sustainable or leave a legacy

Activities

- Develop the Care Advice Service, Propel and 1-2-1 and group support and reach more young people
- Develop our digital service delivery
- Scope and pilot new services including therapeutic, peer support and new work with children still in care

II. Develop and support the practice of professionals and facilitate systems change so that systems and services work better for young people

Whilst there are some excellent professionals working with care-experienced children and young people, many operate within under resourced, ineffective systems and lack the training they need to provide young people with the best care and support possible. We will work to transform systems and improve practice in local areas so that young people are better supported. We will grow our training and consultancy work to reach more professionals.

Objectives

- Young people are better supported through improved practice of professionals in local areas
- Local systems and services are more effective at meeting young people's needs

We will measure our impact by

- The impact of our work on practice and the numbers of professionals and organisations we reach
- The impact on young people in local areas in which we work

Our systems change, training and consultancy work:

- Works with professionals, carers and organisations to promote systems change in local areas so that children and young people are better supported and protected
- Is sector leading, proactive, impactful and accredited
- Focuses on co-production and promotes the views, experiences and voices of a broad range of children and young people with a focus on bringing about change
- Generates income to support our wider work

Activities

- Develop our training and consultancy work, piloting training for Personal Advisers and developing online approaches
- Work alongside young trainers and consultants and promote models of effective participation
- Hold local agencies to account highlighting good practice and challenging bad

III. Ensure that care-experienced children and young people's voices are heard and experiences understood by those with power and that there are positive changes to policy and practice

Too often young people's voices are not heard by decision makers. Policy and practice does not adequately reflect the realities of young people's lives nor enable them to thrive. We will work with young people to empower them to be passionate and effective advocates for change – developing a proactive agenda which brings about changes to policy and practice to improve the lives of thousands.

Objectives

- Care experienced young people's lives are improved through changes to policy and practice
- Young people are heard by decision makers and empowered by our influencing work

We will measure our impact by

- Positive policy and practice changes secured that bring about transformational changes to the lives of young people
- Opportunities created for young people to shape our policy and influencing work and put their case directly to decision makers

Our policy and campaigning work:

- Is informed by and developed in partnership with young people
- Is evidence based and solutions focused, impactful and focused on achieving change
- Is confident and speaks truth to power
- Addresses the intersectional issues young people experience

Activities

- Develop policy, research and influencing programme to build the evidence base and make the case for change
- Establish strong and effective campaigning voice
- Engage and empower young people across the country to get involved in campaigning

IV. Increase public and professional understanding of and empathy with the care experience

Public understanding and awareness of care is low and care-experienced people still face stigma from some professionals. We will amplify the voices of young people and raise awareness of the issues they face.

Objectives

- Increased awareness and understanding of the care experience amongst potential supporters
- Professionals' attitudes towards, and expectations about, care experienced people raised
- Higher profile of Become as an authoritative and influential voice in the sector and increased support for our work

We will measure our impact by

- Increased brand recognition and awareness of and empathy with the care experience amongst professionals and potential supporters
- Opportunities created for young people to share their views and experiences

Our communications work

- Is inclusive, brave, optimistic, challenges social injustices and does not perpetuate stereotypes
- Focuses on solutions, not just challenges
- Supports and amplifies under-represented voices
- Is rooted in evidence and insight to build credibility, authority and to position Become as a leading voice in this space

Activities

- Develop core narrative and tell compelling stories about the issues and the impact of our work
- Develop our digital and online presence and website
- Establish spaces for young people to share their experiences and views

Making it happen

Impact and Learning: We will have an impact lens on everything we do, so that we can be sure that we are doing the right things to make a difference to the lives of care-experienced young people.

Income: We will continue to deepen our relationships with the grant-making sector as well as diversifying our fundraising streams. We will extend our training and consultancy programme in line with our mission and with a view to generating income to support our wider work.

Representation: we will increase the representation of care-experienced people on our staff team and board of trustees.

Our People and Organisation: our people make Become. We will invest in them and encourage ideas, experimentation and problem-solving. We are committed to actively improving equity, diversity and inclusion in all areas of our work and in our organisational culture. We will ensure we have the digital capability and capacity to deliver on our ambitions