



Developing the YOU London Strategy

YOU London exists to promote Uniformed Youth Organisations in London and to help them increase their impact across London. It is a coordinating partnership of the London regions of 14 organisations such as Boys' Brigade, Sea Cadet Corps, Army Cadet Force, Scout Association, Girlguiding, the Metropolitan Police and GLA. The YOU London Board comprises a senior member from each of partner organisation and is chaired by a representative of the Lord Lieutenant of Greater London. It acts as a conduit to help maximise the positive impact of their partners, which themselves have their own autonomous governance structures. YOU London started its life in Croydon in 2007 as Project YOU and since then the number of partners has increased, currently involving ten uniformed and four supporting organisations, including in 2008 the Prince's Trust. At that point the Prince of Wales became personally involved as YOU London dovetailed into his broader UK vision for youth engagement (Youth United). He arranged for a 'formal launch' of YOU London to be held at Buckingham Palace in July 2009.

The Chairman of YOU London approached WCoMC in Spring 2009 to help them focus on their longer term objectives whilst simultaneously dealing with its short term tactical imperative of a successful royal launch. We therefore worked with the Board to build on and refine earlier planning work they had done and simultaneously provided coaching support to their senior team.

Our work started in May 2009 and was split into four stages:

- Meetings with the Chairman and members of the Board;
- Analysis of the existing strategic planning work;
- Facilitation of a planning workshop with the Board and follow up meetings;
- Drafting and finalisation a short Strategic Plan, supported by a Board Charter.



The Palace Launch
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Our work has helped YOU London to present themselves to their wider stakeholder group which includes The Lord Mayor and London Boroughs, Central Government, raising their profile with local businesses. Their main strategic aim is materially to increase the number of committed adult volunteers and younger people involved.

Our thanks go to Patrick Chapman who undertook this work for WCoMC.

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