

Youth Work Strategic Plan 2027-32 – template

Part 1

1. Name of Local Authority

Cyngor Gwynedd

2. Lead officer - as set out in Section 8 of the Youth Support Services (Provision of Youth Work) (Wales) Directives 2026

Name	Steffan Williams
Your job title	Youth Services Manager

3. The current youth work offer

Note a high-level profile of the current youth work provision for young people in your local authority area, and how this varies across the area. This should include youth work provision provided directly by your local authority, provision by other organisations in partnership with the local authority, and provision provided independently by other organisations.

(No more than 500 words)

Gwynedd Youth Service provides a wide range of Welsh-medium and bilingual youth work opportunities for young people aged 11-25 across the county. The service operates through a combination of community-based provision, youth work in schools, targeted projects and partnership working to ensure that young people in all parts of the county can access support and developmental opportunities.

The local authority delivers youth work services directly through a network of community youth clubs, holiday activities, youth work in secondary schools, accreditation and qualifications programmes, the Duke of Edinburgh's Award programme, and volunteering opportunities. Youth workers are based in every secondary school in Gwynedd, providing universal support, group work and one-to-one interventions. The service also delivers a 16-25 Project, which supports young people who are at risk of becoming disengaged from education, employment or training, or who are facing challenges such as potential homelessness.

Three cross-cutting themes underpin provision across the county. Firstly, Youth Voice is central to service planning and development. Young people are provided with opportunities to share their views through youth forums, consultations, evaluations and participatory activities, enabling them to influence local activities and service priorities.

Secondly, Mental Health and Wellbeing is a theme that runs throughout all provision. Youth workers provide safe spaces for discussion, offer informal emotional support and work closely with schools, wellbeing hubs and partner services to support young people with low to moderate mental health needs, promoting resilience, confidence and positive relationships.

Thirdly, Early Homelessness Prevention is a key priority. Through partnership working with housing services, the 16-25 Project, schools and other services, the Youth Service identifies young people who may be at risk before a crisis develops. Support includes one-to-one interventions, life skills development, advice and guidance, alongside referrals to specialist support where required.

Provision varies across Gwynedd to respond to local needs. In rural areas and smaller communities, the service uses outreach approaches, mobile provision and partnership activities to ensure accessibility. In towns and more densely populated areas, a wider range of youth clubs, projects and regular activities is available.

Overall, Gwynedd's youth work offer is a combination of universal and targeted provision, with a strong emphasis on youth voice, mental health and wellbeing, and early homelessness prevention, ensuring that young people across the county receive the support and opportunities they need to thrive.

4. Local partnership

Note the local governance and accountability structure that underpins the development and implementation of this plan.

This should include the following:

- how the partnership has been developed
- how it operates, including the mechanism to appoint the Chair and recruit members
- a list of all members of the local partnership.

(No more than 500 words)

This plan has been developed through a multi-agency partnership approach which ensures effective collaboration between the organisations working with young people aged 11 to 25 across Gwynedd. The governance arrangements have been established to provide strategic leadership, clear accountability and robust mechanisms for developing, implementing and monitoring the plan over the period of the strategy.

In order to develop this strategy, the Gwynedd Youth Network was established which includes a wide range of organisations working with young people aged 11 to 25. The network was developed by inviting key statutory, voluntary and community partners that have a role in supporting and providing opportunities for young people in Gwynedd.

The network was responsible for contributing towards the development of the strategy, identifying local priorities and ensuring that a broad range of viewpoints and experiences informed the plan. The Gwynedd Youth Network will continue to meet on a quarterly basis to share information, monitor progress and ensure that the strategy continues to reflect the needs of young people and local communities.

As well as the Gwynedd Youth Network, a Gwynedd Youth Work Strategic Group will be established to provide strategic leadership and supervision to deliver the plan over the five-year period.

The Strategic Group will be responsible for:

- Scrutinising the progress of the plan and monitoring performance.

- Developing and prioritising strategic activities.
- Ensuring collaboration between key partners.
- Monitoring risks and opportunities.
- Acting as the principal accountable body for the plan's delivery.
- Providing regular updates to the Gwynedd Youth Network.

The Strategic Group's membership will include organisations that lead on youth work and that operate in accordance with the relevant national legislation and expectations. The group will meet regularly throughout the lifespan of the plan.

It is intended to adopt a rotational chairpersonship model, with the Chair being appointed through the members' agreement. This will ensure joint ownership of the strategy and provide opportunities for different partners to lead on different stages of the work.

New members will be recruited by nomination from existing partner organisations or by invitation from the Strategic Group where a need for additional expertise, representation or contribution is identified. Membership will be reviewed regularly to ensure that it remains representative of the youth work and related services sector in Gwynedd.

Members of the Gwynedd Youth Network

Urdd
Frân Wen
GISDA
GLIM
Mantell Gwynedd
Barnardo's
Street Games
Young Farmers
Adra
Byw'n Iach
Careers Wales
Menter Iaith Gwynedd
Hwb West End
Adra
Y Bont
Cyfle
Scouts Cymru
Betsi Cadwaladr - CAMHS
Yr Orsaf
Porthi Dre
Outdoor Partnership
Youth Justice
Representation from the Children, Education and Economy Departments - Cyngor Gwynedd

and other organisations.

5. Young people's contribution

Note the pathways in place to enable young people to express their needs and inform the development of this plan, and for reviewing the extent to which they consider that the objectives of the plan are being delivered.

This should include details about the following:

- how young people were involved in the formulation of this plan and its objectives
- the pathways available for their participation and ongoing review
- how you will ensure that young people's participation is inclusive and representative.

(No more than 500 words)

Young people's participation has been central to the development of this plan and it will remain a key element when monitoring and evaluating its implementation over the period of the strategy.

In formulating the plan and its objectives, an extensive engagement exercise was carried out with young people aged 11 to 25 across Gwynedd. 832 responses were received from young people through questionnaires and consultation activities, providing valuable information about their experiences, their needs and their priorities. In addition, 8 focus groups were visited in secondary schools in Gwynedd, giving young people an opportunity to discuss matters that are important to them in more detail and to contribute ideas to develop the plan. Discussions were also held with Young People's Voice Forums, ensuring that the views of young people already active in participatory structures were reflected in the strategy.

The information gathered through all of these processes was used to note the main themes, priorities and objectives that have informed the contents of the plan. This has helped to ensure that the plan reflects the needs, aspirations and lived experiences of Gwynedd young people.

Several pathways are available to enable the continuous participation of young people during the implementation period of the plan. These will include working through existing Young People's Voice Forums, engagement opportunities through projects with local youth services, periodic surveys, focus groups, consultation workshops and participatory events. Feedback from young people will be shared with the Gwynedd Youth Network and the Gwynedd Youth Work Strategic Group to steer decisions and ongoing developments.

Progress against the plan's objectives will be regularly reviewed with young people by gathering feedback on their experiences of services, their views about the opportunities available to them, and their assessment of how well the plan achieves its aims. This will ensure that the evaluation of the plan will include the voices of young people alongside performance data and information from partners.

To ensure that participation is inclusive and representative, we will work with a wide range of partners to reach young people from different backgrounds, communities and circumstances. This will include young people using statutory and voluntary youth services, learners in schools and colleges, young people in rural areas, and those who face barriers to participation. A range of engagement methods, including face-to-face and digital, will be used to ensure that as many young people as possible are

able to contribute. This will help ensure that the development and implementation of the plan is informed by a wide range of young people's voices and experiences across Gwynedd.

6. Evidence

Note the evidence used to inform your strategic objectives. This should include the following:

- profile of young people in the local authority area
- profile of the young people currently involved with youth work
- breakdown of the number of these young people by age, gender and protected characteristics
- profile of the current youth work workforce
- qualitative evidence of youth and young people's work in the area, including evidence from organisations with strong links to specific groups or communities and information about the needs of those groups or communities.

(No more than 500 words)

The strategic objectives of Gwynedd Youth Work have been steered by a combination of statistical data, qualitative evidence and viewpoints of young people and stakeholders. The ONS Mid-year 2024 Population Estimates, Census 2021 and local demographic data were used to develop an in-depth understanding of Gwynedd's young people's population, including age, gender, ethnicity, disability, use of the Welsh language and geographical distribution. This evidence shows that Gwynedd is a rural county with a dispersed population, strong Welsh-speaking communities and challenges in accessing services in some areas.

The profile of young people participating in youth work is based on service monitoring data, attendance records and information from partners that provide youth services. This data is analysed according to age, gender and protected characteristics to assess how inclusive the provision is and identify any groups that are under-represented or need additional support.

Local and national NEET data was used to understand the number and characteristics of young people who are not in education, employment or training, and the factors that increase the risk of disengagement. This evidence has helped inform preventative work, targeted interventions and support for young people who face barriers to educational progress or employment.

Mental health and well-being have been a key focus when setting strategic priorities. Findings from the *Mental Health of Children and Young People – Wave 4* study and SHRN data were used, which indicate high levels of mental health concerns among young people, as well as the links between well-being, poverty, bullying and social participation. The evidence also highlights the specific needs of certain groups of young people, including girls and those from less well-off socio-economic backgrounds.

Information from North Wales Police and community safety partners was used to understand matters such as anti-social behaviour, community safety, youth offending and exploitation risks. This has

contributed to developing provision that supports the resilience, safety and well-being of young people in local communities.

The youth work workforce profile has been developed using Education Workforce Council (EWC) data, including the number of registered workers, their qualifications and information about individuals who have achieved Level 3 qualifications in youth work. This has helped to identify the strengths of the workforce and the need for continuous professional development.

In addition to the quantitative data, qualitative evidence was used from young people's questionnaires, participation sessions and workshops with third sector organisations working with specific groups such as disabled young people, young carers, LGBTQ+ young people, looked after young people and those living in poverty or in rural areas. These insights have provided a deeper understanding of the needs, challenges and aspirations of young people in Gwynedd, ensuring that the strategic objectives reflect their voices and experiences.

7. Consultation

Note how you have consulted organisations and voluntary partners in developing this plan in accordance with your statutory duty to consult under section 125 of the Learning and Skills Act 2000.

This should include the following:

- a summary of the consultation carried out when developing the plan
- a summary of any responses received to that consultation.

(No more than 500 words)

A comprehensive consultation programme was carried out with organisations and voluntary partners when developing this plan. The aim was to ensure that the strategy reflected the needs of Gwynedd young people and took advantage of the expertise and experience of the organisations working with them on a daily basis.

As part of the process, a series of consultation workshops were arranged in six locations across Gwynedd, namely Caernarfon, Bangor, Bala, Blaenau Ffestiniog, Pwllheli and Tywyn. A wide range of partners were invited, including voluntary organisations, youth work providers, community organisations, statutory partners and other stakeholders who work with young people aged between 11 and 25.

These workshops provided an opportunity to share information about Youth Work in Wales: Delivering for Young People, discussing and challenging some of the common myths about youth work, and providing background on the development of the new strategy. Facilitation sessions also enabled participants to provide feedback, contribute ideas, discuss local challenges and identify priorities for the next strategic phase.

In addition to the workshops, the Gwynedd Youth Network was used as a platform to engage with partners and ensure that there were ongoing opportunities to contribute to the development of the plan. The responses received showed a strong consensus on many key priorities. Partners emphasised the importance of ensuring equitable access to youth work opportunities throughout the county, including in rural communities. The need was also noted to strengthen collaboration between organisations, improve communication and information sharing, and increase opportunities for young people to participate in decisions that affect them.

The value of youth work as a medium to support health and well-being, develop skills, build resilience and promote community participation was highlighted. Attention was also drawn to the need to ensure that services and activities are inclusive and accessible to every young person, including those facing socio-economic, geographical or personal barriers.

The feedback gathered through the workshops and discussions with partners was used to inform the plan's priorities, objectives and actions. Consequently, the strategy reflects the direct contribution of voluntary organisations and local partners and provides a strong foundation for continuous collaboration during the implementation period of the plan.

Part 2

8. Objectives

State below your key objectives for the development of youth work over the period of this plan. Objectives should:

- set out how the local authority, working with partners and voluntary organisations where appropriate, will meet the priority needs of young people in the local authority area;
- note whether there are any inequalities in the provision of youth work and, if so, how they are addressed;
- note what provision will be made for future demand for youth work during the plan period.

Objective 1	Young people's mental health, emotional well-being and resilience
What evidence has been used to prioritise this as a strategic objective?	Mental health and emotional well-being has become an increasing concern among young people in Wales in recent years. National and local evidence shows: • An increase in the number of young people who report anxiety, stress, loneliness and mental health issues. • The ongoing impact of the Covid-19 pandemic on social relationships, education, confidence and resilience. • Feedback from young people in Gwynedd noting mental health as one of their main concerns.

	• Data from schools, CAMHS services, counselling services and partners, which shows and increasing demand for emotional support. • Welsh Government priorities through the Mental Health Strategy and the Youth Work Strategy which emphasise the importance of early intervention and resilience development. This evidence highlights the need for youth services that provide safe spaces, positive relationships and opportunities to develop coping skills and confidence.
Key milestones	Staff and volunteers will receive relevant training to ensure they have the skills and knowledge to identify young people's needs, provide appropriate support and refer individuals to specialist services when needed. The service will also strengthen its partnerships with health, education and community services to ensure that young people have timely access to help and support. The youth provision will offer a wide range of activities that promote emotional well-being, including creative, physical, cultural and outdoor activities that nurture confidence, positive relationships and coping skills. Opportunities will also be developed for young people to support each other through peer mentoring and support, strengthening their sense of belonging and their ability to overcome personal and social barriers. During the strategy period, the Youth Service will work to ensure that every location and activity contributes to the creation of safe, welcoming and inclusive environments that support well-being. The impact of the work will be regularly monitored and evaluated by gathering feedback from young people, staff and partners, using this information to inform continuous improvements. This will help to ensure that the service responds effectively to the changing needs of Gwynedd young people and provides sustainable support that contributes to their mental health and long-term resilience.
Partners involved in achieving this objective	➤ Betsi Cadwaladr University Health Board. ➤ CAMHS and children and young people mental health services. ➤ Gwynedd secondary schools and special schools. ➤ The Council's Well-being and Early Intervention Teams. ➤ Medrwn Môn and local voluntary organisations. ➤ NSPCC, Barnardo's, GISDA and relevant charities. ➤ Cyngor Gwynedd's Families and Children Services.

	➤ Local sports, arts and community clubs. ➤ Young people and youth voice forums.																
How will you measure success?	• More young people reporting that they feel safe, confident and are receiving support. • Better emotional resilience and ability to cope with life's challenges. • Reduced feelings of loneliness and social exclusion among participants.																
How will achieving this objective contribute to the seven well-being goals as noted in the Well-being of Future Generations Act¹?	<table> <tr> <th>Well-being Goal</th><th>Contribution</th></tr> <tr> <td>A prosperous Wales</td><td>Young people with better mental health are more able to achieve their educational, employment and training potential.</td></tr> <tr> <td>A resilient Wales</td><td>Developing personal resilience helps young people respond positively to challenges and change.</td></tr> <tr> <td>A healthier Wales</td><td>The objective contributes directly to better mental and emotional health and encourages healthy lifestyles.</td></tr> <tr> <td>A more equal Wales</td><td>Access to support and well-being opportunities helps reduce inequalities among young people.</td></tr> <tr> <td>A Wales of cohesive communities</td><td>Youth activities promote positive relationships, a sense of belonging, and stronger communities.</td></tr> <tr> <td>A Wales with a vibrant culture and a thriving Welsh language</td><td>Using Welsh-medium and local culture-based activities supports identity, pride and well-being.</td></tr> <tr> <td>A globally responsible Wales</td><td>Resilient and confident young people are more likely to contribute positively to society and understand their role as local and global citizens.</td></tr> </table>	Well-being Goal	Contribution	A prosperous Wales	Young people with better mental health are more able to achieve their educational, employment and training potential.	A resilient Wales	Developing personal resilience helps young people respond positively to challenges and change.	A healthier Wales	The objective contributes directly to better mental and emotional health and encourages healthy lifestyles.	A more equal Wales	Access to support and well-being opportunities helps reduce inequalities among young people.	A Wales of cohesive communities	Youth activities promote positive relationships, a sense of belonging, and stronger communities.	A Wales with a vibrant culture and a thriving Welsh language	Using Welsh-medium and local culture-based activities supports identity, pride and well-being.	A globally responsible Wales	Resilient and confident young people are more likely to contribute positively to society and understand their role as local and global citizens.
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Objective 2	Increase opportunities for employability, skills and transition to work
What evidence has been used to prioritise this as a strategic objective?	Data shows that some young people continue to face barriers to employment, including a lack of work experience, lack of confidence, limited transferable skills and challenges related to social and economic inequality. Feedback from young people, employers and partners highlights the need for more opportunities to develop life skills, work skills and practical experiences. The Welsh Government's priorities, the Young People's Guarantee and the Youth Work Strategy emphasise the importance of supporting young people to achieve their potential and make successful transitions to the world of work, education and training. This evidence shows that the Youth Service has an important role when helping young people to develop confidence, aspirations and skills that improve their future prospects.
Key milestones	The Youth Service will extend the opportunities available for young people to develop employability, leadership and enterprise skills through its programmes and activities. Young people will have opportunities to develop skills such as communication, working in a team, problem-solving, decision-making and self-control, namely skills that are appreciated by employers and support success in education and work. Stronger partnerships will be developed with local employers, colleges, training providers and employment services to create clearer pathways to education, training and work. The service will promote volunteering experiences, community projects, mentoring and work experience opportunities where possible, enabling young people to gain valuable experiences and increase their aspirations for the future. Specific support will be provided to young people facing additional barriers to employment or education, ensuring that every individual has fair access to development opportunities. The impact of the provision will be regularly monitored by tracking young people's progress, gathering feedback and evaluating outcomes to ensure continuous improvement and achieve long-term positive results.
Partners involved in achieving this objective	➤ Coleg Meirion-Dwyfor and Grŵp Llandrillo Menai ➤ Gwynedd Secondary Schools ➤ Careers Wales ➤ Jobcentre

	➤ Local businesses and employers ➤ Regional and national training providers ➤ Advocacy and support services for young people ➤ Volunteering services and the third sector ➤ Young people and youth voice forums																
How will you measure success?	• Improved confidence, resilience and transferable skills among young people, measured through feedback, self-assessments and evaluations. • Increased number and strength of partnerships with employers, colleges, training providers and employment services. • More opportunities for work experience, mentoring and work-related activities available to young people. • Increased participation from young people facing additional barriers to employment, education or training. • Positive feedback from young people, employers and partners regarding the quality and impact of the provision. • Evidence that young people feel better prepared to make decisions about their future and to progress to the next stages of their education or career.																
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Objective 3	Reducing inequalities in access to youth work through inclusive and accessible provision
What evidence has been used to prioritise this as a strategic objective?	Local and national evidence shows that some young people face additional barriers to participation, including poverty, disability, additional learning needs, mental health challenges, geographical location, lack of transport, and linguistic or cultural barriers. Gwynedd's demographic profile, with its rural and dispersed communities, means that ensuring equal access to services can be challenging for some young people. Feedback from young people, families, schools and partners highlights the need to ensure that services are accessible, inclusive and reflective of the diverse needs of all communities. There is also growing evidence of the need to develop and build upon provision that can meet the needs of young people with additional learning needs and neurodivergent young people, ensuring that they can access the same youth work opportunities as their peers in environments that are appropriate, supportive and inclusive. The Equality Act 2010, the Wales Youth Work Strategy and the Well-being of Future Generations (Wales) Act also emphasise the need to reduce inequalities and ensure fair opportunities for all. This evidence highlights the importance of delivering a service that reaches every young person, regardless of their background, needs or circumstances, and ensuring that no young person is excluded from benefiting from youth work opportunities because of barriers to access or participation.
Key milestones	The Youth Service will review and develop its provision to ensure that young people from all backgrounds can receive access to high-quality youth work opportunities. Flexible delivery methods will be developed, including community youth work, outreach, digital provision and activities in locations that are convenient for young people across the county. The service will work closely with partners to identify and engage with young people at risk of being excluded or less likely to participate in mainstream services. Particular attention will be given to meeting the needs of young people with disabilities, additional learning needs, young carers, looked after young people or young people who have left care, and those living in rural or economically disadvantaged areas. The service will also strengthen participation practices to ensure that the voice of young people influences the planning and development of

	services. Ongoing monitoring and evaluation will help identify gaps in provision and ensure that resources are effectively targeted to the young people who need them most.	
Partners involved in achieving this objective	➤ Cyngor Gwynedd's Children and Families Service ➤ Gwynedd special schools ➤ Derwen ➤ Tim Niwro Cyngor Gwynedd ➤ Regional Youth and Community Services ➤ Betsi Cadwaladr University Health Board ➤ Cyngor Gwynedd Public Health ➤ Mantell Gwynedd ➤ Gwynedd and Anglesey Youth Justice Service ➤ Advocacy and Children's Rights Services ➤ North Wales Police ➤ Gwynedd Youth Forum and local participation groups ➤ Third Sector Organisations.	
How will you measure success?	• More young people can access youth work regardless of their circumstances. • Increased participation by under-represented groups. • Better sense of belonging, inclusion and equality among young people. • Reduction in access gaps between different communities and groups of young people. • Increased engagement of young people with additional learning needs and neurodivergent young people in youth work services, with participants reporting that provision is accessible, appropriate and meets their needs. • More inclusive opportunities where young people with additional learning needs and neurodivergent young people can participate alongside their peers in youth work activities and experiences.	
How will achieving this objective contribute to the seven well-being goals as noted in the Well-being of Future Generations Act³?	Well-being Goal	Contribution
	A prosperous Wales	Ensuring equal access to development opportunities enables more young people to achieve their potential.
	A resilient Wales	Stronger and more inclusive communities help young people develop resilience and positive connections.

	A healthier Wales	Access to support, activities and positive relationships contribute to health and well-being.
	A more equal Wales	This objective contributes directly to reducing inequalities and improving equity.
	A Wales of cohesive communities	Inclusive youth work strengthens participation, belonging, and community engagement.
	A Wales with a vibrant culture and a thriving Welsh language	Ensuring access to bilingual and Welsh-medium provision supports the use and development of the Welsh language.
	A globally responsible Wales	Promoting inclusion, rights and equal opportunities develops active and responsible citizens.

Objective 4	Extending community opportunities, activities and safe spaces for young people
What evidence has been used to prioritise this as a strategic objective?	Feedback from young people in Gwynedd highlights the importance of having accessible spaces where they can socialise, develop new skills and receive support from reliable youth workers. Demographic changes, transport challenges in rural areas, cost-of-living pressures and the reduction in some traditional community opportunities have affected young people's ability to participate in meaningful activities. Evidence also shows that participation in sports, arts, outdoor activities, volunteering and community activities contributes positively to mental health, social relationships and skills development. This evidence highlights the need to extend the range and availability of opportunities for young people across Gwynedd, ensuring that they have safe and supportive spaces to develop and thrive.
Key milestones	The Youth Service will work to extend the range of activities, projects and opportunities available for young people by collaborating with local communities, voluntary organisations and strategic partners. There will be an emphasis on providing activities that reflect the needs, interests and aspirations of young people, including sports, creative, cultural and environmental activities and activities that develop life skills.

	The service will strengthen and develop safe spaces where young people can meet, build positive relationships and get access to informal support. Opportunities will be created for young people to participate in their communities, participate in local projects and develop a sense of pride and belonging to their areas. The voice of young people will play a central part when planning and developing community activities and provision. Regular monitoring and review will ensure that the provision continues to meet the needs of various communities in Gwynedd and responds to new trends and needs as they arise.	
Partners involved in achieving this objective	➤ Town and Community Councils ➤ Cyngor Gwynedd's Corporate Support and Communities Departments ➤ Gwynedd schools and school clusters ➤ Young Farmers ➤ Mantell Gwynedd ➤ Sport clubs / Healthy Living ➤ Dref Werdd ➤ Urdd Gobaith Cymru ➤ GISDA ➤ Porthi Dre ➤ West End Bangor ➤ Gwynedd Youth Forum and local participation groups	
How will you measure success?	• More young people participating in meaningful, community activities. • Better sense of belonging, connection and community pride. • More safe spaces where young people feel they are appreciated and supported. • Strengthening relationships between young people, organisations and local communities.	
How will achieving this objective contribute to the seven well-being goals as noted in the Well-being of Future Generations Act⁴?	Well-being Goal	Contribution
	A prosperous Wales	Participation in community activities and projects develops young people's skills, confidence and aspirations.
	A resilient Wales	Strong and active communities create support networks that help young people thrive.

	A healthier Wales	Social, creative and physical activities contribute to physical and emotional health and well-being.
	A more equal Wales	Providing accessible activities helps ensure that all young people are able to participate.
	A Wales of cohesive communities	The objective strengthens the community ties, belonging and engagement of young citizens.
	A Wales with a vibrant culture and a thriving Welsh language	Welsh-medium community and cultural activities support the use of the Welsh language and local identity.
	A globally responsible Wales	Encouraging volunteering, community action and active participation develops responsible and active citizens.

Objective 5	Strengthen the voice, participation and leadership of young people
What evidence has been used to prioritise this as a strategic objective?	Feedback from young people in Gwynedd indicates that they want more opportunities to influence decisions, plan services and contribute to the development of their communities. Research and youth work experience shows that active participation increases confidence, self-esteem, a sense of belonging and leadership skills. The Youth Work Strategy for Wales and the Welsh Government's priorities also emphasise the importance of working with young people as partners in the formulation of policies and services. This evidence highlights the need to ensure that young people have real opportunities to voice their opinions, influence decisions and develop as leaders in their communities.
Key milestones	The Youth Service will develop a culture where young people's participation is an integral part of service planning, provision and evaluation. Opportunities will be created for young people to contribute to decisions that affect their lives, their communities and the services they use. Participation mechanisms will be strengthened and developed to ensure that a wide range of viewpoints and experiences are represented. The service will support young people to develop leadership, communication, advocacy and decision-making skills through projects, steering groups, youth forums, volunteering and community enterprises.

	There will be an emphasis on ensuring that young people play an active role when leading activities, developing new projects and influencing service priorities. The Youth Service will work with local, regional and national partners to extend participation opportunities and to ensure that the voices of young people are heard in broader forums. Regular monitoring and evaluation processes will be used to measure the impact of participation and ensure that young people can see how their input leads to real change.	
Partners involved in achieving this objective	➤ Gwynedd Youth Forum ➤ Schools and school councils ➤ Welsh Youth Parliament ➤ Children's Rights Wales ➤ Mantell Gwynedd ➤ Advocacy and Children's Rights Services ➤ Children's Commissioner for Wales ➤ Young People Organisations and Services ➤ Local young people groups and networks	
How will you measure success?	• More young people feel that their opinions are heard and valued. • Increase in leadership, communication and advocacy skills. • More young people participating in civic and community activities. • Clear evidence that young people's contributions influence policies, services and activities.	
How will achieving this objective contribute to the seven well-being goals as noted in the Well-being of Future Generations Act⁵?	Well-being Goal	Contribution
	A prosperous Wales	Developing leadership and participation skills helps young people achieve their potential and contribute to the economy and society of the future.
	A resilient Wales	Empowering young people to participate in decisions creates stronger, more active, and resilient communities.
	A healthier Wales	Feeling that a voice is being heard and that change can be influenced contributes to emotional well-being and self-esteem.
	A more equal Wales	Ensuring equal opportunities to participate helps to include various voices and reduce inequalities.
	A Wales of cohesive communities	Active participation strengthens links between young people, services and their communities.

	A Wales with a vibrant culture and a thriving Welsh language	Providing bilingual participation opportunities supports the use of the Welsh language and the development of young Welsh language leaders.
	A globally responsible Wales	Nurturing active, aware and responsible citizens encourages democratic participation and social responsibility.

Objective 6	Workforce Development
What evidence has been used to prioritise this as a strategic objective?	The quality and sustainability of youth services depend on a skilled, qualified and diverse workforce. The challenges of recruiting and retaining staff, coupled with the growing demand for support for young people, have highlighted the need to strengthen the youth work workforce across Gwynedd. The Youth Work Strategy for Wales emphasises the importance of developing a professional workforce that has the skills and qualifications to respond to the changing needs of young people. It is also clear that the involvement of the third sector, voluntary organisations and community groups is vital to providing opportunities for young people across the county. However, there are not enough qualified youth workers operating outside the statutory provision in some areas. Clearer learning and professional development pathways need to be developed to increase the number of youth workers with recognised qualifications, particularly at Level 3. This evidence shows the need to invest in workforce development, increase the number of qualified workers and support the growth of youth provision within the third sector and the community.
Key milestones	The Youth Service will work with local, regional and national partners to strengthen the youth work workforce across Gwynedd. Priority is given to develop recruitment, training and development pathways that encourage individuals to join the profession and to develop their skills and their qualifications over time. The service will support an increase in the number of youth workers who gain the Level 3 qualification in Youth Work, ensuring that more staff and volunteers have the knowledge, the skills and confidence to provide high-quality youth work. Continuous professional development opportunities

	will be available to the workforce to respond to the new needs and priorities of the service. Specific work will be undertaken to strengthen the capacity of the third sector and community providers by supporting local organisations to recruit, develop and retain qualified youth workers. This will expand the provision available to young people and strengthen collaboration between the statutory, voluntary and community sectors. Regular monitoring will help assess workforce strength, skills gaps and progress towards development targets.	
Partners involved in achieving this objective	➤ Health Education and Improvement Wales (HEIW) / Education Workforce Council (EWC) ➤ Grŵp Llandrillo Menai ➤ Welsh Government ➤ Education Workforce Council ➤ Mantell Gwynedd ➤ Urdd Gobaith Cymru ➤ Agored Cymru ➤ North Wales Local Authorities Youth Services ➤ Wales Principal Youth Officers Association ➤ Welsh Youth Training Body ➤ Third sector organisations that work with young people	
How will you measure success?	• More qualified youth workers working across Gwynedd. • Measurable increase in the number of staff with a Level 3 qualification in Youth Work. • Strengthen the youth work provision within the third sector and local communities. • Improved quality, sustainability and reach of youth services. • More opportunities for young people to access skilled and qualified youth workers.	
How will achieving this objective contribute to the seven well-being goals as noted in the Well-being of Future Generations Act⁶?	Well-being Goal	Contribution
	A prosperous Wales	A qualified and skilled workforce strengthens services and supports economic and social development.
	A resilient Wales	A strong and sustainable workforce ensures the continuity and resilience of community services.

	A healthier Wales	Trained youth workers are able to provide high-quality support that improves the health and well-being of young people.
	A more equal Wales	Expanding the workforce increases access to support and opportunities throughout the county.
	A Wales of cohesive communities	Local youth workers play a key role in strengthening communities and supporting young people.
	A Wales with a vibrant culture and a thriving Welsh language	The development of a bilingual workforce supports the provision of Welsh medium and the use of the Welsh language among young people.
	A globally responsible Wales	A professional workforce contributes to the development of active, knowledgeable and responsible citizens.

Objective 7	The Welsh Language
What evidence has been used to prioritise this as a strategic objective?	Although the county has a high percentage of Welsh speakers compared to the rest of Wales, there is evidence that social use of Welsh among young people varies between areas and that the language is not always used outside of school or home. Census data, local and national Welsh language promotion schemes, as well as feedback from schools, partners and young people, highlight the need to create more informal opportunities to use the Welsh language in social, community and leisure activities. Evidence also shows that regular use of Welsh in social situations increases young people's confidence to use the language naturally in their daily lives. This evidence highlights the need to support young people to use Welsh voluntarily in their leisure time, particularly in areas where community use of the language is less prominent or under pressure.
Key milestones	The Youth Work will increase the opportunities for young people to use the Welsh language in informal, social and leisurely environments. Welsh-medium and bilingual activities, projects and events will be developed in partnership with local communities to make the use of the Welsh language a natural and enjoyable experience for young people.

	There will be particular emphasis on supporting areas where community use of the Welsh language is weaker, developing targeted projects that encourage young people to use the language with their peers, in their communities and when taking part in youth activities. The service will work to bridge the use of Welsh between school, home and community so that young people see value and a sense of belonging in using the language in different aspects of their lives. Welsh-medium leadership, volunteering and participation opportunities will be developed to enable young people to be ambassadors and role models for their peers. Digital methods and social media will also be used to support the use of the Welsh language in ways that are relevant to young people and that reflect their interests and communication methods.								
Partners involved in achieving this objective	➤ Menter Iaith Gwynedd ➤ Urdd Gobaith Cymru ➤ Gwynedd primary and secondary schools ➤ Young Farmers ➤ Local arts and cultural organisations ➤ Community and voluntary operators ➤ Gwynedd Youth Forum ➤ Local sports clubs and community activities								
How will you measure success?	• Increase in the number of young people who use the Welsh language voluntarily in their leisure time. • More social use of the Welsh language in youth and community activities. • Improved confidence among young people to use the Welsh language in a wider range of situations. • Strengthen the connection between young people, their communities and the Welsh language as a day-to-day living language. • More Welsh-medium opportunities available in areas where use of the Welsh language is less strong.								
How will achieving this objective contribute to the seven well-being goals as noted in the	<table> <tr> <th>Well-being Goal</th><th>Contribution</th></tr> <tr> <td>A prosperous Wales</td><td>Strong Welsh language skills expand opportunities for education, employment and economic participation.</td></tr> <tr> <td>A resilient Wales</td><td>Strengthening the Welsh language supports the sustainability of communities and local identity.</td></tr> <tr> <td>A healthier Wales</td><td>A stronger sense of belonging, identity, and</td></tr> </table>	Well-being Goal	Contribution	A prosperous Wales	Strong Welsh language skills expand opportunities for education, employment and economic participation.	A resilient Wales	Strengthening the Welsh language supports the sustainability of communities and local identity.	A healthier Wales	A stronger sense of belonging, identity, and
Well-being Goal	Contribution								
A prosperous Wales	Strong Welsh language skills expand opportunities for education, employment and economic participation.								
A resilient Wales	Strengthening the Welsh language supports the sustainability of communities and local identity.								
A healthier Wales	A stronger sense of belonging, identity, and								

Well-being of Future Generations Act?		cultural connection contributes to emotional well-being.
	A more equal Wales	Increasing opportunities to use the Welsh language ensures that all young people can benefit from the bilingual life of Wales.
	A Wales of cohesive communities	The Welsh language contributes to the creation of strong, connected and active communities.
	A Wales with a vibrant culture and a thriving Welsh language	This objective contributes directly to increasing social and community use of the Welsh language among young people.
	A globally responsible Wales	The protection and promotion of a minority language contribute to cultural diversity and international understanding.

Part 3

9. Signatures	
Chair of the local partnership	
Name	Steffan Williams
Role	Cyngor Gwynedd's Youth Services Manager
Signature	
Date	25/08/2026
Chief Executive of the local authority	
Name	Dafydd Gibbard
Signature	

Date	
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The strategic plan should be returned by 30 September 2026.

Any enquiries should be referred to gwaithieuenctid@llyw.cymru

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