

Introduction

Imagine a city where young people thrive. A city where every young person feels a sense of belonging and purpose. A city where every young person, regardless of where they grow up, their background, or their circumstance, has somewhere to go, something to do, and someone to trust.

Imagine a city where young people can be young people. A city where the voices, ideas, and ambitions of young people are listened to, heard, and acted on. Where young people are change makers. Where they not only create their own destinies, but they shape the path for others.

Imagine a city full of pride, of community, of belonging. A city of togetherness and unity.

Imagine a city full of opportunities – opportunities to build life-long friendships, to build new skills, and to develop healthy lifestyles. Opportunities to experience new spaces, new places, new activities, new pathways. Opportunities which expand our futures. Opportunities which inspire hope, ambition, and belief.

This city is Stoke-on-Trent. This is our city. A city built upon grit, determination, and community. A city of neighbours. A city that stands for our young people.

A city where young people don't feel like they have to leave to succeed, but want to stay and build their dreams here. A city that still remembers where it came from – but isn't afraid to grow into something new.

Because Stoke-on-Trent isn't just a city of clay and kilns – it's a city of people, of creativity and of pride. '

Welcome to Stoke-on-Trent's Youth Strategy.

A strategy for our city.

A strategy for the future, for change, for action, for impact.

A strategy for hope, for opportunity, for community.

A strategy for our young people.

For generations, youth clubs have buzzed after school. Sports clubs, faith groups, and cultural organisations have helped young people to belong, build confidence and friendships, express themselves and discover who they are and who they can become. Our parks and open spaces have connected our communities and created countless memories.

Stoke-on-Trent has a proud tradition of youth work. A tradition rooted in our communities and in the belief of our young people. Our youth clubs, our youth workers, and our voluntary and community sector organisations help young people navigate the world. They make our neighbourhoods feel alive. They make our communities feel connected.

This strategy is built on these strengths.

This strategy is a call to action. A framework for collective action.

A commitment to building a city where young people thrive.

This 10-year Youth strategy has been built for, and with, our young people, our youth sector, and our voluntary, community and faith sector organisations. For the trusted adults, youth workers, community leaders, professionals, practitioners, and volunteers committed to supporting young people to thrive, now, and in the future.

This Youth strategy sets out a bold and ambitious future for young people and for youth work. It sets out a framework for how we will work together to achieve positive outcomes. It aims to inspire and unite partners, professionals, and communities.

In December 2025, the Government published the first Youth Strategy for more than 20 years, Youth Matters. It set out a clear national ambition *where “every young person – no matter where they are from – should have a safe place to go, someone who cares about them, and a community they feel part of”*.

Stoke-on-Trent’s Youth Strategy is our response to that ambition. Not in principle alone, but through clear commitments and a delivery-focused approach. This strategy is built on something simple, powerful, and non-negotiable: **somewhere to go, someone to trust, and something to do.**

Our response is rooted in a shared belief that young people are leaders, designers, and change-makers; that opportunity must exist where young people live, shaped by their interests and realities; and that lasting change can only be achieved through collective effort.

This strategy commits to a youth system that works differently – collaborative, place-based, and whole-system – crossing boundaries and sectors to improve outcomes for young people.

Throughout the strategy, the national vision of *Youth Matters* is translated into local action, with all ten national actions embedded: from safe and welcoming spaces, and a skilled, trusted workforce, to richer lives, and young people shaping decisions and holding the system to account.

This is Stoke-on-Trent responding to change. A city choosing to act. A city choosing to invest. A city recognising that what we do, and how we do it, matters.

We are starting from a position of strength. Stoke-on-Trent has a resilient and committed youth sector, a strong culture of collaboration, a rich network of community organisations, and young people who are ambitious about their futures.

But we also face challenges – inequalities exist, young people are experiencing rising emotional pressures, there are fewer safe spaces, and pathways into adulthood that are harder to navigate than they should be. Opportunities for young people are not equal in all neighbourhoods, and for too many young people, the local youth provisions are unknown, not accessible, and unsustainable.

These challenges matter because young people matter. When young people thrive, communities thrive, and so does the city.

Together, we will address these challenges and create a city of opportunity, inclusion, belonging, and hope. Together, we will support our young people, our neighbourhoods, and city to thrive.

Vis Unita Fortior – United Strength is Stronger.

The Current Youth Landscape

Today, youth work in Stoke-on-Trent is diverse, creative and rooted in local communities. It happens in many places, in many forms, and in ways that reflect the interests and identities of our young people. This diversity is a strength. There is no one-size fits all. There are many ways to belong, to participate, to grow.

Throughout the life course of this strategy, we will continue to promote the diversity and variety of our youth offer.

Youth work in Stoke includes:

- Centre-based youth work
- Detached and outreach programmes
- Open-access and drop-in provision
- Sport and physical activity-based youth work
- Arts, culture and creative programmes
- Faith-based youth work
- Youth diversion and prevention activities
- Youth leadership and social action
- Youth organisations in schools and colleges
- Uniformed and voluntary youth organisations
- Health-based mentoring
- Targeted support and local SEND youth offer

At its best, youth work is relational. It places young people at the heart of its practice. It is built on trust, conversation, listening and choice. It meets young people where they are and walks alongside them as they navigate adolescence and move toward adulthood. This is what makes youth work powerful.

Our Strengths

Stoke-on-Trent is rich in identity, in pride, and in community. Young people are ambitious about their futures. Youth workers and volunteers are passionate, resilient and rooted in local communities. Organisations are committed to the well-being, growth, and success of young people.

In Stoke-on-Trent we have:

- A dynamic and flexible approach to youth work
- A network of resilient and committed youth organisations
- A growing Stoke-on-Trent Youth Collective
- Trusted adults who know their neighbourhoods
- Trusted organisations deeply connected to communities
- A culture of partnership that is only getting stronger
- Insight and consultation led by young people
- A shared appetite for change

These strengths matter. We will build from these strengths. This strategy builds on trusted assets already in our communities – people, places, and organisations who are committed, passionate, and highly-skilled.

Youth Collective

The Stoke-on-Trent Youth Collective (SOTYC) is an exciting, energetic and passionate movement of youth practitioners and professionals who come together to innovate, collaborate and create solutions which improve outcomes for young people across the city. As a network of over 80 organisations, the Youth Collective

play a critical role in enabling collaboration, amplifying the voices of young people, and informing future opportunities that affect young people and youth provisions.

Our Challenges and Opportunities

But alongside these strengths, there are challenges. Challenges that shape the lives of young people in everyday life.

Young people experience inequalities. Inequalities in health, education, and access to opportunity persist across the city. Mental health pressures continue to rise. Too many young people lack safe spaces, trusted adults or meaningful things to do in the evenings, weekends and school holidays. Transitions into work, training or adulthood are harder to navigate than they should be. There are also unequal opportunities across our local neighbourhoods. For some young people, they have access to a range of youth provisions, youth organisations, youth workers, and positive activities. For others, there is little, or no, youth provision in their local neighbourhood. This means that where you grow up still shapes the opportunities you have.

The youth system is also disjointed. Schools, health partners, youth organisations, volunteers, colleges and statutory services are not yet working as one joined-up system. Funding is often short-term and inconsistent. Workforce development is limited. And the role of youth work is not always recognised for what it is – preventative, developmental, social and relational.

These challenges show up as:

- Neighbourhood “cold spots” with little or no youth provision
- Limited open-access provision at key times of the week and year
- Short-term funding that disrupts continuity and relationships
- Fragmented services that are difficult to navigate and access
- Young people, families, and services are unclear of the local youth offer and how to access local opportunities
- Weak transitions into adulthood, training or employment
- Pressures on mental health and wellbeing that exceed capacity
- Limited recognition of the difference youth work makes

Our challenges are our opportunities. Through strong, collective, leadership and coordination, investment, and a long-term commitment, we can address these challenges. These challenges will drive change, innovating, and new ways of working.

What Young People Are Telling Us

Young people in Stoke-on-Trent are clear about what matters to them. They want more safe spaces for youth activities, more opportunity and more experiences, more support through trusted adults and youth workers, and greater involvement in shaping decisions that affect their futures.

This ambition is a strength. It promotes confidence, resilience and hope. It places young people as partners, contributors and leaders.

Throughout this strategy we are committed to listening to young people. But our ambitions, and the ambitions of young people are far bolder than this. Over the life course of this strategy we will empower young people to inform, participate, and lead the change they, themselves, want to see. The Youth eco-system will support and enable young people to be designers, innovators, leaders, and decision-makers in their own communities, through co-production and the adoption of Lundy's Model of Youth Participation.

Why Youth Work Matters

Youth work matters because young people matter. It matters because having somewhere to go, something to do and someone to talk to matters. Youth work gives young people the room to explore their identity, express creativity, build confidence, and develop skills for life, learning and work.

When youth work is strong:

- Young people thrive
- Families are supported
- Neighbourhoods feel safer and more connected
- Communities grow stronger
- The city **thrives**

Youth work provides the foundations every young person needs somewhere safe to go, something positive to do, and someone they trust to turn to. These are not “nice to haves” – they are proven protective factors that support mental wellbeing, reduce risk, and keep young people engaged in learning, work and community life.

High-quality youth work reaches young people early, before problems escalate, before harm occurs, and before pathways narrow. It builds confidence, emotional resilience and social skills, while opening routes into education, training, employment and positive participation.

When young people engage in youth provision:

- Mental health and emotional wellbeing improve, through trusted relationships and early support
- Risk-taking, violence and exploitation are reduced, by offering safe alternatives and positive influence
- Engagement in education, skills and employment increases, through confidence, aspiration and guidance
- Families feel better supported, reducing pressure on statutory services
- Neighbourhoods are safer and more connected, strengthening community resilience

Youth work is early help in practice. It is prevention, not reaction. It works because it is relational, community-based and trusted — reaching young people who are least likely to engage with formal services, but most likely to benefit when support is offered in the right way, at the right time.

This strategy positions youth work as a core part of the city's infrastructure – an approach to be embedded across the system, across partnerships, and across investment streams. It is a vital contributor to outcomes across mental health, community safety, education, employment and inclusive growth.

By strengthening youth work in every neighbourhood, Stoke-on-Trent is choosing prevention over crisis, opportunity over inequality, and long-term impact over short-term fixes – ensuring every young person has the support, spaces and relationships they need to belong, grow and thrive.

The Future of Youth in Stoke-on-Trent

“The Stoke Model” – A Model for Neighbourhood Growth

In Stoke-on-Trent, we are committed to a transformational approach to rebuilding our youth sector and strengthening the local youth offer. It is how we will rebuild a youth sector that works for the city and for the young people who live in it. It is also our model for strengthening youth provision, increasing opportunities, access, and impact.

The Stoke Model places young people at the heart, ensuring that their voices are heard and that young people are empowered to be change agents in their own lives. It places an emphasis on tackling the inequalities that restrict opportunities, participation, and experiences. It champions the role of trusted adults within local communities, committing to investing in the people that lead change. It calls for long-term investment and leadership, ensuring youth work is a central part of community development.

Our aim is clear: to create a network of neighbourhood-based youth provision where every young person can access inclusive, enriching opportunities close to home.

We will embed youth work into neighbourhood life, connecting trusted adults, cultural offers, and effective youth work methodologies to create safe, inspiring spaces for young people to thrive.

Our solution is the Stoke Model – neighbourhood-based youth work, enriched by sport, arts and cultural offers, and scaled through the replication of effective practice.

The Stoke Model delivers a joined-up, city-wide approach to hyper-local provision and support.

This approach demonstrates the central role of youth services in improving health and wellbeing, strengthening community cohesion and safe communities, and building skills for employment.

It will be a model known for change, for impact, for opportunity. Not only in Stoke-on-Trent, but across the country. Building on our commitments to young people and youth provision, through the delivery of this Youth strategy and the design of the Stoke Model, Stoke-on-Trent will be recognised as a leading place where young people thrive through hyper-local youth opportunities.

Our Vision, Mission, and Values

Vision: Safe spaces. Trusted adults. Positive opportunities. For every young person, in every neighbourhood.

Mission: Build a city where youth work is strong, connected and rooted in every neighbourhood – shaped with young people, powered by communities, and delivered by trusted adults. We will unite partners, invest in relationships, and create opportunities that help young people to belong, lead, and thrive.

Values:

- **Y – Youth-Led**

Young people’s voices, experiences and leadership shape decisions, spaces and services.

- **O – Opportunity**

Every young person has access to high-quality youth work and meaningful chances to thrive.

- **U – Unity**

We work in collaboration and togetherness – communities, services and partners acting as one.

- **T – Trust**

We build trusted relationships, safe environments and transparent communication.

- **H – Hope**

We create pathways that support young people’s growth, well-being, building hope and aspiration for their futures.

Strategic Priorities

This strategy backs four strategic priorities for the decade ahead. These priorities have been shaped by young people, youth workers, educators, health partners and community organisations. They respond to what young people are telling us about the current youth offer, what they experience every day in our city, and their aspirations for the city in the future.

These strategic priorities will guide how we will work together to unlock opportunities for young people.

1. Expand Safe and Accessible Places for Young People

Young people need places to go, places to belong and places to just be themselves.

These spaces matter. They spark friendships, build confidence and skills, and help young people imagine their futures.

Our priority is to expand the availability, visibility and quality of youth spaces across the city – rooted in neighbourhoods and shaped by young people’s interests and identities.

This means re-thinking how we use community assets, parks, sports facilities, cultural venues, faith spaces and digital platforms as part of a joined-up youth ecosystem. We must co-design these spaces with young people, to ensure they’re safe, accessible, and provide the opportunities that young people and their peers want.

We want every young person, no matter their postcode or circumstance, to have access to youth work and positive activities

at the times they matter most. We will prioritise communities facing the greatest barriers, so no young person misses out.

2. Strengthen Youth Leadership, Volunteering & Social Action

Young people want to participate, influence and make change happen.

Our priority is to grow opportunities for youth volunteering, peer mentoring, social action, and youth leadership. This includes creating opportunities through youth councils, advisory boards, cultural projects, campaigns, and community events.

Leadership will not be limited to those already confident. It will be accessible, inclusive and open to the full diversity of young people across the city.

By backing youth leadership, we will build a generation of young citizens who feel ownership of their communities, who have the skills, experiences, and networks to create positive futures, and a youth population who believe in their own potential.

3. Enhance Education, Employability & Skills Pathways

Growing up means navigating choices, transitions, and the journey into adulthood. Too many young people in Stoke-on-Trent face barriers – barriers that affect their futures – from mental health pressures and housing insecurity to limited vocational pathways, low confidence and fragmented support networks.

Our priority is to strengthen connections between youth provision, schools, colleges, employers and employment support. We want clearer, more flexible and more visible routes into skills, training, apprenticeships, work and enterprise.

We will provide young people with the guidance, support, resources, networks, and opportunities to thrive. We will value vocational, creative and informal learning, including the life skills and mentorship that youth work provides.

By joining up youth work with education and employment systems, we will help young people build confidence, purpose and agency, and see a future for themselves in our city.

We will develop Youth Hubs across the city that ensure young people have access to the support they need under one roof – a ‘one-stop-shop’ – trusted adults, tailored advice and guidance, access to information and opportunities, and a safe space free from judgement and fear.

4. Improve Mental Health, Wellbeing & Community Belonging

Mental health and well-being are shaped by relationships, identity and belonging. Youth work plays an essential role in prevention and early help, offering trusted adults, safe spaces and support before crisis.

Our priority is to embed mental health literacy, emotional wellbeing and resilience within youth settings, working alongside health partners to make support easier to access and easier to understand.

This includes tackling loneliness and exclusion, strengthening connections, building community cohesion, supporting integration, and helping young people build positive connections and healthy relationships, supportive networks and a sense of community.

By integrating well-being and belonging across the youth ecosystem, we will ensure young people to feel valued, connected and hopeful – and reduce the inequalities that make life harder for too many.

We will build and deliver a Youth Social Prescribing Framework that supports young people to access high-quality youth work and youth opportunities within their neighbourhoods. By working in a multi-agency manner, young people will have access to local opportunities, trusted adults, positive peers, and the tools and resources required to live happy, healthy lives.

Priorities Underpinned by Participation

Over the past 12 months, partners in Stoke-on-Trent have undertaken extensive youth participation activities to understand the lifestyles, motivations, and aspirations of young people living in our city – and, more importantly, ensure young people’s voices, experiences, and ambitions shape the city moving forwards.

Youth engagement has taken place throughout the voluntary, community, and faith sector, alongside the City Council’s Youth Board who have been instrumental in helping to shape the direction of this strategy.

In 2025, YMCA North Staffordshire published the findings of the city's largest ever youth consultation, working alongside Keele University, Staffordshire University, and the city's vibrant youth network to engaged almost 3000 young people. Within this report, young people highlight 10 key recommendations, recommendations that if delivered will improve young lives.

Youth engagement in Stoke-on-Trent is not about consultation for consultation's sake. It's not about surveys and answering questionnaires. It's about meaningful youth participation, empowering young people to lead the change they wish to see. It's about amplifying their voices, their ideas, and their experiences to drive change. It's about recognising young people's energy, talents, and potential.

This youth strategy commits to a future of ongoing, youth participation – a cornerstone of youth service development.

Furthermore, this youth strategy adopts all ten of the recommendations highlighted by young people in the 'Youth Consultation Report' and commits to investing in the delivery of the local response, with young people, for young people, by young people.

A Shared Commitment for the City

These priorities are not owned by any single organisation. They belong to the city and to the young people who will shape its future.

Delivering them will require cross-partnerships and collaboration from education, employment & skills, health, community development, community safety, early help and family support, youth work, sport, culture, housing, regeneration and businesses.

Together, we can build a Stoke-on-Trent where young people have the spaces, opportunities and relationships they need to belong, participate and thrive.

By 2035, Stoke-on-Trent will have:

- A vibrant and equitable youth offer in every neighbourhood.
- A modern, blended youth workforce – skilled, confident, and rooted in local communities.
- A system where youth voice is a right – welcomed, valued, and shaping decisions, not tokenistic.
- Clear and inclusive pathways that connect young people to opportunity – across sport, culture, skills, employment, and civic life.
- Joined-up services across youth work, early help, health, education, community safety, and faith sectors.
- Sustainable funding models that grow opportunity, strengthen organisations, and unlock innovation.
- A city that values youth work as essential to neighbourhood life and community wellbeing.
- A strong culture of learning and impact – using evidence to understand what works and to improve it.

Developing the Youth System

Growing up is shaped by more than individual services or programmes – it is shaped by relationships, spaces, opportunities, expectations, cultural norms, digital life, neighbourhoods and systems. Young people encounter health, education, safety, culture, employment, leisure, community and digital systems every day. A modern youth strategy must connect these systems, not simply improve them in isolation.

To help young people thrive, we must build the whole system around them. This means shifting from fragmented and short-term provision to a city-wide commitment of support, inclusion, belonging and opportunity.

An effective youth system recognises that youth work, education, health, family support, sport, culture, employment and community life must come together to unlock positive outcomes for young people. It understands that well-being is relational, that belonging is built close to home, and that transitions into adulthood are shaped by the conditions of place. It makes young people, and youth work, everybody's business.

In Stoke-on-Trent, building a youth ecosystem means ensuring every young person can access safe spaces, trusted support and positive opportunities in their neighbourhood – and that those experiences connect into wider pathways for learning, well-being and future development.

A strong youth ecosystem requires:

- Shared purpose
- Shared values
- Shared accountability
- Shared outcomes
- Distributed leadership
- A skilled and supporting workforce
- Youth voice and participation
- Neighbourhood infrastructure
- Data, insight and learning
- Sustainable investment

This strategy adopts a whole-system approach – one that positions youth work as a connector, a conduit to positive outcomes, not a standalone function. It calls for joined-up services, connected communities, and aligned organisations.

It calls for collaborative working, rooted in humility and trust.

It calls for courageous leadership, and the investment to match it.

Timelines & Review Stages

Stoke-on-Trent's Youth Strategy sets a clear ambition for the next decade (2026–2036), building on the early transformation work undertaken through Stoke-on-Trent's Local Youth Transformation Pathfinder Pilot (October 2025- August 2026). But ambitions only matter when they become action.

This Strategy will not sit on a shelf – it will be brought to life through passion, commitment, and collaboration. Much like our youth sector, this strategy will evolve, adapt, and grow with our young people and our city.

Our youth sector asked for long-term commitment, and we have listened. This strategy sets out to build a youth system that is resilient, adaptable, and ambitious.

Tackling inequalities, expanding opportunities, and strengthening the youth offer across Stoke-on-Trent will take time. This strategy provides the framework to deliver long-term change and long-term impact.

Three-Year Youth Offer Delivery Cycles (2026–2036)

To remain responsive and ambitious, the Strategy will be delivered through three consecutive three-year Youth Offer Plans. Each plan acts as both our delivery cycle and our operational blueprint for youth work in the city.

Across each three-year cycle, the city will:

- Review progress, learning, and impact
- Refresh priorities and objectives in response to need
- Update the local needs assessment
- Engage young people and the youth sector as partners in design and delivery
- Re-align investment and resources
- Strengthen partnerships, leadership, and accountability
- Reaffirm and meet our statutory responsibilities for youth work

Each Youth Offer Plan will:

- Set clear objectives and commitments
- Define what young people can expect in their neighbourhoods
- Be co-produced with young people and the youth sector
- Include measures to track delivery, learning, and impact
- Be public, accessible, and easy to understand

Every cycle will follow a simple sequence: **Act → Learn → Adapt**

- **Act:** deliver youth work that supports, protects and champions young people
- **Learn:** listen, analyse and understand impact
- **Adapt:** apply learning to strengthen the system and improve delivery

Three Phases for the Decade

Phase One – Build & Activate (2026–2029)

Utilise investment from Stoke-on-Trent’s ‘Local Youth Transformation Pathfinder Pilot’ to rebuild youth infrastructure, grow the workforce, map provision, strengthen participation and activate neighbourhood youth work across the city.

Phase Two – Deepen & Expand (2029–2032)

Deepen partnerships, expand trusted spaces and activities, embed youth voice and unlock pathways into work, culture, leadership and community life.

Phase Three – Sustain & Renew (2032–2036)

Secure long-term commissioning, embed youth-friendly systems, sustain universal and targeted youth work, and steward a thriving ecosystem for future generations.

The Role of the Theory of Change

Underpinning the strategy, our Theory of Change (Appendix 1) will guide how the city builds and strengthens its youth system.

The Theory of Change will:

- Describe the enablers and conditions required for success
- Outline the activities and inputs that make up the youth offer
- Identify the outputs generated through delivery
- Set out the short-term and long-term outcomes that demonstrate progress and measurable change
- Link our work to the impacts aligned to the strategy’s vision, mission and priorities

This creates a shared understanding of how change happens, and what must be in place for young people to thrive.

Monitoring, Learning & Accountability

To ensure the strategy delivers impact, we will establish a robust monitoring, evaluation and learning approach that will:

Capture:

- Young people's voices, experiences and insights
- Data, outcomes and participation metrics
- Workforce and sector intelligence
- Community and neighbourhood feedback

Analyse:

- Strengths, gaps and emerging opportunities
- Delivery capacity and resourcing requirements
- Equity of access and inclusion
- Impact on well-being, opportunity, participation, cohesion and belonging

Report:

- Annual public reporting on progress
- Youth-friendly reporting and feedback loops
- Sector-wide reflection and learning sessions

Improve:

- Inform commissioning and investment decisions
- Strengthen the workforce and partnerships

- Refine activities and provision
- Adapt priorities for future cycles

Oversight & Collective Leadership

In line with the launch of this Youth strategy a Youth Partnership Board will be established to oversee the 10-year Youth strategy and the 3-year Youth Offer Plans. It will:

- Champion youth leadership and participation by involving young people
- Collectively hold partners to account
- Connect the system and strengthen alignment
- Guide learning, adaptation and improvement
- Maintain the focus on equity, access and outcomes

The Youth Partnership Board will include membership from the City Council, the Stoke-on-Trent Youth Collective, Youth Organisations, key stakeholders, and young people, who through their participation, will play a central and active role in shaping the operational response to this strategy.

Youth work cannot thrive without collective leadership. The Youth Partnership Board must ensure that youth work is integrated across sectors and systems, and unlocks resources to enable high-quality, sustainable, neighbourhood opportunities.

This approach builds transparency, strengthens system leadership, and ensures accountability to young people and to the city.

A Shared Commitment. A United City. A Collective Responsibility.

Now is the time to turn belief and hope into action.

If the last decade demanded resilience, the next must demand ambition. This is the decade we choose collaboration over competition, partnership over silos, and action over intention. A decade where we work differently – sharing power, aligning effort, and investing in the spaces, people, and relationships that help young people belong, grow, and thrive.

Real change does not happen in isolation. It happens when a city comes together – when collective purpose outweighs individual gain, and when belief becomes momentum.

This strategy is both an invitation and a commitment:

- To work in partnership, across sectors and communities
- To champion youth work, trusted adults, and trusted spaces
- To share power with young people, valuing their voice, insight, and leadership
- To ensure every young person has the relationships, support, and opportunities they need to thrive

Because when young people thrive, a city thrives.

Let this mark a new chapter for Stoke-on-Trent:

- A chapter defined by unity, ambition, and shared responsibility.
- A chapter where young people feel seen, heard, and backed by the city they call home.
- A chapter where thriving is possible for every young person, in every neighbourhood.

Our journey begins now. The future belongs here.

Vis Unita Fortior – United Strength is Stronger