



accessible document

AREA43

Strategy 2024 - 2029
who we are and
what we will do



Rachael Eagles

Chief Executive Officer

We live in a world where young people don't know who to turn to, and more and more are having mental health problems, which means:

- they cannot concentrate
- they find it hard to learn
- they are unhappy
- they are scared
- they can't succeed

We have to make change that gives young people hope and this change must be led by young people.

Area 43 will continue to be youth-led* and help others to be youth-led too

- *Youth-led means young people make the rules and tell us what they want

We have changed a lot in 3 years and our new strategy means we can help others to learn and change our corner of the world.

Our mission

(what we want to do)

- inspire young people to speak up
- support young people to get local, high-quality support
- work with young people and others to create free, youth-led services

Our vision

(what we want to see)

- young people changing communities
- young people that always have somewhere to turn to and someone to talk to

A woman with long, wavy red hair tied in a small bun at the top, wearing a black ribbed top, stands at a black podium with a microphone. She is facing an audience of people seated in rows. The background is a bright, modern interior with large windows and white columns. Several people are standing in the background, some looking towards the speaker. The overall atmosphere is professional and formal.

Our Values

(what we stand for - the things that make us who we are)

Trustworthy

We are supportive and non-judgemental. Young people can trust us to speak truth to power, and to amplify young voices.

Courageous

We are bold, brave and will take risks in order to get young people what they want and need.



Curious

Tell us something we don't know. We love to learn, grow and start new projects!

Altruistic

We want to help. We care about young people and will do everything we can to support them to get where they need to go.

Driven

We are passionate about helping young people achieve their goals and are driven to make change.

Disruptive

Change doesn't happen without disruption, and like many young people we work with, we make good trouble!

The Challenge

For more than 25 years, Area 43 has provided counselling & support to young people.

We have to amplify* young voices and to inspire them to be change makers.

We have an chance to make a serious commitment to young people's mental health.

We will build services that are relevant for young people and challenge others to do so too.

*amplify = make louder



Youth-led

To be youth-led is to know when to step out of the way and let young people take the lead.

We believe young people can make real change.

Area 43 is youth-led, and want to guide others to be youth-led too.

Safe Spaces



Mobile Service

Vehicle £50,000

Tax £320 p/a

Insurance (through a partner)

Repairs £30,000

Support staff £2,000 x 23 = £81,000

Staffing training £12,000 (all these out-of-pocket)

Maintenance £2,000 p/a?

Equipment

MA to sign for each chip in
24 hours?

Area 43 will make sure there are safe spaces across Ceredigion, and we will tell others, across the UK, everything we know.

**Area 43 is committed to meeting safe space requirements as defined in S³'s Manifesto (the Ceredigion Youth Lobby* Group)
It should be a space that:**

- is free
- is for young people, by young people, working with trusted professionals.
- gives information to young people and talks about available services.
- advocates* for the rights and wellbeing of young people.
- young people can be vulnerable* in, without being judged.
- has no stigma*.
- is fully inclusive*.

*lobby (or lobbying) = to make a difference - to try and make change

*advocates = to support something

*vulnerable = being comfortable to be completely honest about how you're feeling

*stigma = when someone thinks negatively about something

*inclusive = everyone is welcome

- makes you comfortable to be yourself.
- has warm drinks and food, which is comforting.
- encourages individuality.
- can offer equity*, stability*, consistency*, and reliability*.
- encourages a sense of community, and helps to build support networks.
- gives young people an opportunity for early intervention* in, and prevention* of, mental health crises*.

*equity = being fair

*stability = something you can depend on

*consistency = something that is regular

reliability - something you can trust

*early intervention = quick support before things get really bad

*prevention = to stop something

*crises (or crisis) = when someone finds something very difficult or may be in danger (they might feel angry, scared, worried, confused or hopeless)

Wellbeing

At Area 43, every member of staff makes a difference. We can be ourselves, celebrate our strengths and help each other grow, that is what allows us to make things happen and makes us who we are.

Area 43 is proud of how we work and we will continue to nurture our staff wellbeing across all our teams, protected in policy*.

*policy = the rules of an organisation or company





Our teams make sure we have a positive work environment.

They promise to:

- Have fun and find the joy!
- Be open and respectful to challenge
- Be mindful of my actions
- Be open and honest
- Speak to the right person
- Be my best self!
- Maintain clear boundaries
- Remember that our differences can be our strengths

Our Objectives

(what we will do)



- 1 We will strengthen our counselling services in our current service delivery areas, ensuring that young people can access counselling support in a way that suits their needs and not only through their schools.

We will do this by:

- Promoting the use of community settings and online counselling as well as being seen on school grounds
- Publishing marketing for our services in locations outside of school
- Working closely with community groups to encourage young people to reach out to our counselling service
- Continuing to let young people who use our safe spaces know that they can access counselling at Depot or online with Area 43



2

We will strengthen and create partnerships that encourage true cross-sector* collaboration* and co-production* in order to strengthen services for young people.

*cross-sector = across all charities

*collaboration = teamwork

*co-production = working together to make something

We will do this by:

- Engaging with other youth based charities and organisations
- Identifying those whose mission, vision and values are like ours
- Continuing to ensure that all partnerships agree to a pledge written by young people, showing their commitment to youth-led partnerships



3

We will work with S³ and the wider young population to build a network of safe spaces across Ceredigion.

*S³ = Safe Space to Speak
(Ceredigion's Youth Lobby Group)

We will do this by:

- Strengthening our current safe spaces in Cardigan (Depot) and Feelz on Wheelz (Ceredigion-wide), and being reflective* so that we continue to learn and develop
- Identifying new, youth-led partnerships that can design and deliver new safe spaces with young people, in other areas of the county
- Help other organisations to strengthen their existing safe spaces/services based on feedback from S³ in their Safe Space and Safe Service Endorsement* awards
- Encourage collaboration and communication across charities by promoting our services at the Public Service Board* and local steering groups*

*reflective = looking back to see what you could have done better

*endorsement = support/approval (like giving someone a thumbs up)

*Public Service Board = a group of people making things better in the area

*steering groups = a group that decides what's important for organisations and helps them to do their work

4

We will use our knowledge and expertise to influence systemic change*.



*systemic change = to change the rules set by powerful people (like the government)



We will do this by:

- Growing a consultancy* and management service
- Creating toolkits* that can be shared with others:
 - Toolkit: Youth-led
 - Toolkit: Safe Spaces
 - Toolkit: Partnership Working

*consultancy (or consultants) = someone who teaches their skills and knowledge to others

*toolkit = a workbook that tells you how to do something well

Each toolkit will

- Use a creative evidence base which demonstrates the real difference our services make to the young people we support
- Use qualitative* and quantitative* information that young people can use when designing, shaping, delivering and lobbying for services
- Be open and honest about our hurdles and successes
- Share our experience of management, development, governance*, policy and process

*qualitative data = information that's written down and described

*quantitative data = information that includes numbers

*governance = the rules that a company follows



5

We will inspire young people and and make sure their voices are heard so they can make change.

We will do this by:

- Developing campaign work to highlight the issues impacting young people as defined by them
- Using our new toolkits so others can learn from us
- Providing opportunities for young people to teach others
- Providing opportunities for young people to learn about issues that matter to them
- Providing young people with safe spaces to speak, meet similar people and collaborate with each other to make change
- Using our platform to make their voices heard and give them the opportunity to speak to those in power



6

We will establish a training service that will teach others on how to be truly youth-led, and to have quality support in safe spaces. We will help them to be open to change.

We will do this by:

- Building a network of organisations who share the same vision as Area 43 and identifying those who may need further training
- Showing how we did it through public forums and media
- Reaching out to other organisations, including grassroots*, who need assistance in building an effective support team and running a safe and successful safe space, based on our model
- Empowering our staff to be the best support workers they can be, so that they are confident to the level of being able to share their knowledge with others
- Using our toolkits to educate others
- Building on our support worker handbook, which will inform the basis of all our training and can be rolled out to all youth support workers on a national scale

*grassroots = small organisations