

Potential Plus UK Strategic Objectives 2023-2026

1. **Empower** parents to advocate effectively for improved support, provision, and well-being for young people with high learning potential.

We will equip the parents of our young people with the knowledge, skills and tools needed to improve the opportunities, achievement and well-being of their children.

How?

2. **Empower** young people with high learning potential to develop the self-understanding, well-being and skills necessary to lead change.

We will empower young people to fulfil their potential and to lead change for themselves and the wider community.

How?

3. **Advocate** for the needs and rights of young people with high learning potential, and for improvements to policy and practice in education and society.

In collaboration with other user-led organisations which are aligned with our vision, we will drive change in education and society.

How?

4. **Community** – Create and encourage mutual support within our community of families.

We will foster safe, supportive communities where families can share their successes, experiences and challenges throughout the journey to adulthood.

How?

Underpinning priority

Sustain: strengthen the sustainability and effectiveness of the organisation to empower Potential Plus UK to carry out its important work.

We will secure long-term sustainability through income generation and fundraising, seeking to refine effectiveness in all areas of our charity.

How?

Services and Activities 2023-2026

1. Empower Parents – Empowering parents to advocate effectively

How: By helping parents to fully understand and meet the needs of high potential learners, including at home, in education and in their community.

Services:

A. Information & Advice service, including:

- Information & advice for parents & carers
- Information & advice for young people
- Information & advice for educators
- Programmes to empower parents & carers: pre-recorded courses, online workshops, school-based workshops

B. Assessment service, including:

- Potential Spotter
- Family report with recommendations
- School report with recommendations
- Range of add-on services

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2. Empower Young People – Empowering young people to develop self-understanding, well-being and skills

How: By enabling young people to explore their identity and develop a powerful voice

Activities:

- A. SkillsBuilder initiative
- B. Board representation
- C. Co-creation of services to develop confident self-advocacy

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3. Advocate – Advocate for the needs and rights of young people with high learning potential

How: By replacing outmoded stereotypes of high potential learners with real-life profiles which demonstrate their characteristics, needs and best-practice interventions

Activities & Services:

- D. Policy consultations
- E. Ambassador development
- F. Social advocacy (campaigning)
- G. Collaborations with other user-led groups
- H. Raising awareness of need amongst other professionals
- I. School training
- J. Research
- K. PR

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4. Community – Create and encourage mutual support within our community of families.

How: co-creating supportive, responsive communities which provide a sense of belonging and drive achievement and well-being for all young people with high learning potential, including those who are disadvantaged, have additional needs or are under-represented.

Services:

A. Membership services

- Family & School membership (facilitating associate family membership through schools, reaching & engaging with families from diverse backgrounds)
- Focus on Potential member e-newsletters

B. Community groups

- Parent peer support groups:
 - Members – Fireside Chats, It Takes a Village
 - External – Facebook groups

C. Events

- In-person events
- Online events
- Local/regional development

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Underpinning priority: strengthen sustainability and effectiveness

How: By setting relevant, aspirational yet realistic strategic goals and maintaining a robust financial approach to our operations and development.

Activities:

- Raising awareness
- Developing cost-effective and revenue-generating products and services
- Maintaining relevant and effective resources

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