



Young Farmers'  
Clubs of Ulster

# STRATEGIC PLAN 2021 – 2024

## YFCU PLEDGE

I promise to do my duty, be punctual and regular in attendance, to support all activities to the best of my ability. To help and encourage others, so that as members of the **YFCU** we become better farmers, better countrymen and women and better citizens.

## OUR VISION

As the largest rural youth organisation in Northern Ireland, we inspire our active membership to flourish through the development of life skills and education, while serving the wider rural community as part of a vibrant, inclusive organisation, underpinned by strong governance.

## OUR MISSION

As a volunteer led organisation we nurture and develop young people by encouraging participation in a selection of innovative and often unique opportunities in education, training, personal development and fun.

## GROWING FOR A SUSTAINABLE FUTURE 2021-2024

### OUR VALUES

#### Fun and Friendship

- Engaging positively with our members and communicating the good work we do

#### Education and Excellence

- Encouraging growth, development and participation through all opportunities

#### Making a difference

- Having a positive impact on our people, our community and our environment

### OUR BEHAVIOURS

#### We will

- Be open and welcome and treat everyone with respect
- Be proud and inspiring ambassadors of **YFCU**
- Work together by supporting, adding value, learning from and sharing with others
- Support, develop and equip our members to ensure rural youth voices are heard
- Listen, hear and respond to what our members and partners say

## KEY PRIORITIES

### PEOPLE & PARTNERSHIPS

#### KEY GOAL

To have highly valued, enthusiastic and committed members and staff, who work together to make **YFCU** & each other the best they can be, by communicating and engaging with local partners, sectoral groups and having a positive impact on our local rural communities.

#### SUPPORTING ACTIONS

##### We will:

- Ensure that fun and friendship is at the core of **YFCU** at Club, County and Central levels
- Work to positively recruit, retain and rebuild **YFCU** membership following the COVID-19 pandemic
- Continually seek to support and develop all of our members and staff through personal development, education, employment and life skills
- Continue to work collaboratively with corporate and sectoral partners to achieve our mission and common goals

### ENCOURAGE & EQUIP

#### KEY GOAL

To deliver a portfolio of programmes, activities and resources that encourage members to engage and grow, whilst equipping them with the tools and skills needed to develop.

#### SUPPORTING ACTIONS

##### We will:

- Encourage participation and involvement, enabling members to progress through the **YFCU** engagement framework
- Create effective two-way communication throughout the organisation, from Executive to Grassroots
- Work with key partners, such as EA, DAERA, OCN & AQA to deliver effective training and education opportunities, to upskill members for life and develop future leaders
- Use our platform to promote and encourage mental health and wellbeing awareness within rural youth
- Manage good governance by equipping Club and County officials with adequate and appropriate training

### RELEVANT & RESILIENT

#### KEY GOAL

To be relevant in our mission as Northern Ireland's leading rural youth organisation, using our position to encourage strong communities and build resilient farmers for the future.

#### SUPPORTING ACTIONS

##### We will:

- Ensure that **YFCU** is an organisation that is relevant and inclusive to all, by working collaboratively with local community groups to embed the key principals of community relations, equality, diversity and interdependence
- Remain relevant by adapting to new technology, digital platforms, science and innovation to keep up with the changing generations within both communication and farming practices
- Develop relevant structures for sectoral engagement between government departments, ensuring the views of rural youth are communicated
- Educate and signpost members on key industry 'life skills', promoting themes of productivity, resilience and sustainability
- Remain resilient after the pandemic, by continuing to maintain a mixed and diverse income portfolio and improve internal communication on financial issues

# OUR COMMITMENT

(Our People | Our Community | Our Environment)

## OUR PEOPLE

**AIM:** To grow our membership as a youth shaped organisation where everyone is valued, encouraged and equipped to grow to their full potential

**COMMITMENT:** To provide a rewarding portfolio of activities, events and opportunities, where people are encouraged, rewarded and recognised.

### TO ACHIEVE THIS, YFCU WILL:

**Membership Growth:**

- Delivering a range of competitions and events to test and build knowledge, attitudes and skills of members.
- Seek opportunities to grow our membership organically
- Build relationships with local schools, creating new opportunities
- Recognise and reward members achievements, e.g. President's Award Scheme

**Communication:**

- Engage with existing members to encourage active participation
- Improve communications throughout all levels of the organisation
- Embrace technology and media opportunities, e.g. podcasts, vlogs, LinkedIn, etc
- Develop sectoral relationships to ensure rural youth voices are heard
- Promote our positive relationships with partners, sponsors and government departments
- Proactively highlight and speak out on rural and agri-food issues

**Education and Training:**

- Evaluate current opportunities to ensure that they are relevant and appropriate
- Promote and encourage participation in educational opportunities
- Continue to build on accredited training opportunities, e.g. OCN & AQA
- Offer relevant senior agri focused training opportunities
- Physical & Mental Health and Wellbeing

**Implement a mental health sub committee**

- Work with external partners including Rural Support and Yellow Wellies
- Encourage every club to have at least one mental health and wellbeing talk throughout the plan
- Obtain funding to create and maintain a sustainable and effective **YFCU** mental health and wellbeing programme

## OUR COMMUNITY

**AIM:** As a member-led organisation, we seek to make a fundamental difference to young people living in NI, specifically rural and isolated areas, and their associated communities

**COMMITMENT:** To provide our services and programmes through our clubs which are geographically spread through rural NI and in collaboration with local community groups and partners

### TO ACHIEVE THIS, YFCU WILL:

**Community Reach:**

- Encourage clubs to build meaningful relationships within their local communities
- Provide support and opportunities for clubs and counties to develop new partnerships
- Recognise club and member volunteering opportunities and publicise the good work

**Travel and Exchange:**

- Implement a travel and exchange sub committee
- Review our current offering and ensure it is relevant and engaging for our members
- Promote the opportunities that **YFCU** has to offer and the positive impact for members

## OUR ENVIRONMENT

**AIM:** As farmers of the future, **YFCU** seeks to educate their members to be able to make sustainable, efficient and profitable environmentally friendly choices.

**COMMITMENT:** To encourage environmental sustainability and good farming practice within **YFCU** clubs, members and their families

### TO ACHIEVE THIS, YFCU WILL:

**Environment Outcomes**

- Create relevant promotional and communication plans on key environmental priorities
- Provide training and workshops for members
- Encourage all clubs to be eco conscious
- Develop partner and sectoral relationships to ensure rural youth views are considered



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