



STRATEGIC PLAN

A confident, values led strategy for a changing Wales

www.tgpcymru.org.uk



2026 | 2030

WELCOME

TGP Cymru stands at a pivotal moment. Demand for our services is rising as children, young people and families face deepening pressures from poverty and mental health challenges, to navigating complex systems that can leave them unheard.

Formed following the withdrawal of the Children's Society from Wales in 2002, TGP Cymru has carried forward the legacy of their work and grown into a distinct, independent Welsh charity, grounded in local knowledge, shaped by lived experience, and operating within Wales' devolved social care, education and public service landscape to meet the evolving needs of children, young people and families across a changing Wales.

Yet we are also stronger than ever: Wales's largest provider of statutory and community advocacy, a leader in restorative practice, and a trusted charity known for authenticity, compassion and impact.

Our new Strategic Plan builds on strong foundations, shaped by the voices of staff, trustees, children, young people, parents, carers and partners. It is informed by Wales's evolving policy and legislative landscape, including anticipated reforms in homelessness, environmental governance, family support and wider public service transformation. These changes reinforce the importance of early intervention, rights based practice and cross-sector collaboration.

This plan sets out a bold, modern direction that strengthens our identity, embraces innovation, amplifies lived experience and ensures every child, young person and family in Wales is heard, valued and supported.

EQUALITY, DIVERSITY & INCLUSION STATEMENT

TGP Cymru is committed to creating equitable, accessible and inclusive services. We embrace diversity across all aspects of our work, recognise and challenge discrimination, and ensure that children, young people, parents, carers and colleagues from all backgrounds can participate fully. Equity and inclusion shape our practice, our culture and our impact.

IMPACT COMMITMENT

We will demonstrate our impact through evidence, lived experience and consistent outcome measures. We aim to improve rights realisation, wellbeing, relationships, safety and confidence in decision making, showing clear, measurable progress throughout this plan.

SERVICE OVERVIEW

TGP Cymru delivers a broad range of services across Wales, including statutory children's advocacy (Independent Professional Advocacy, Active Offer, Residential Visiting and Health Advocacy), Parent Advocacy, Participation services, Family Group Meetings and Restorative programmes, support for Veterans and their families, work with Gypsy, Roma and Traveller communities, support for Refugee and Asylum seeking young people, Communication Passports and homelessness prevention through Team Around the Tenancy.

This breadth of services positions us as a key contributor to national priorities around prevention, inclusion, early intervention and rights based practice.

WHY WE DO IT

Children, young people and families in Wales continue to face deep rooted and increasingly complex pressures. Around 30% of children live in poverty - one of the highest rates in the UK - impacting their wellbeing, security and day to day experiences. Public service demand continues to rise: 7198 children were looked after in March 2024, with nearly 2000 entering care in the past year, mostly due to abuse or neglect. Many have experienced trauma, instability or disrupted education.

A growing proportion - 4.7% - are unaccompanied asylum seeking children arriving alone after fleeing war and persecution. They require specialist trauma informed support to navigate complex legal, social care and education systems.

Gypsy, Roma and Traveller families face significant and long-standing inequalities, including poorer health outcomes, discrimination in education and barriers to accessing services. Despite targeted investment, systemic issues remain, requiring culturally responsive support.

Families with disabled children experience persistent communication barriers, limited accessible

information, inconsistent specialist support and shortages of BSL trained and neuro-divergence aware professionals. With disability prevalence projected to rise any unmet needs risk becoming even more pronounced without early, accessible intervention.

Veterans and their families face challenges related to trauma, mental health, housing instability and reintegration, with children experiencing the impact through disrupted schooling, caring responsibilities or family stress.

Homelessness continues to affect young people and families, with housing instability, rising living costs and insecure tenancies contributing to emotional distress. Care experienced young people, in particular, require strong advocacy to protect their rights and stability.

Across all our services, children and young people tell us they want to be listened to, treated fairly, feel safe and have their identities respected. Parents and carers want clearer information and earlier support. Families want compassionate systems and help during moments that matter.

This is why we do what we do.

TGP Cymru exists to confront inequality, champion rights and create the conditions where every child, young person and family, regardless of background, identity or immigration status, can be heard and supported. As Wales enters a period of political and social change, our role as a trusted independent charity is more important than ever. We use evidence, lived experience and strong relationships to ensure systems work with people and that seldom heard voices shape decisions.

Our commitment is simple:
Every child and family deserves the chance to thrive.

HOW WE DEVELOPED OUR STRATEGY

To develop this strategy, we engaged directly with children, young people, parents, carers, staff, trustees and key partners across Wales. Staff surveys, networking events, trustee sessions and consultations provided lived experience and practical insight that shaped every part of this plan.

Frontline practitioners highlighted emerging needs and increasing complexity for families. Children and young people emphasised the importance of being heard, respected and informed. Parents and carers described gaps in support, especially around ALN, mental health and navigating complex systems.

We also consulted with local authorities, health boards, universities, community groups and partner organisations to understand wider sector opportunities and challenges. Their feedback reinforced the importance of advocacy, restorative practice, participation, collaboration and evidence based innovation.

These contributions ensure our strategy is rooted in reality, shaped by lived experience and aligned with the needs of Wales today and in the future.

VISION

Our vision is a Wales where every child, young person or adult identifies and expresses their needs, has the confidence to access services when they need to, is happy, valued, enjoys positive nurturing relationships, belongs and is loved.

MISSION

To be the leading Welsh based charity working with children, young people, families and communities. To provide services that are sensitive to social, linguistic and cultural needs.

To ensure children, young people, families and communities have a say in decisions that affect them.

To bring about change that will benefit children, young people, families, communities and society as a whole.

VALUES

TGP Cymru is committed to the full realisation of the UN Convention on the Rights of the Child and the Human Rights Act 1998.

We believe that everyone:

- has the right to have their views and wishes considered
- has their own understanding of their situation, identity, wellbeing and needs
- is best supported through empowerment and restorative approaches
- should be able to participate fully in decisions affecting their lives.

OBJECTS OF THE CHARITY

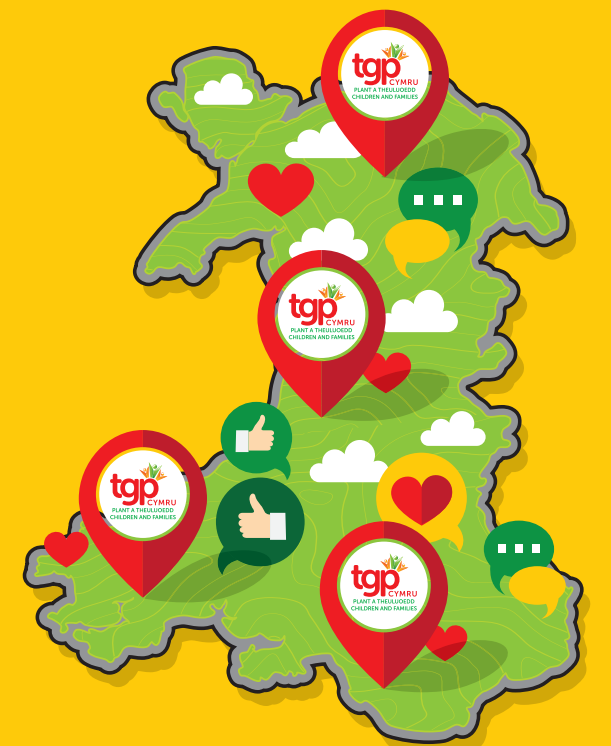
- a) To relieve children and young persons who are in material, physical, mental or emotional need, and their families and carers, and also
- b) To relieve those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage, in particular but not limited to:
 - i. Advocating for the rights and fair treatment and promoting and protecting the independence of individuals.
 - ii. Providing advice, assistance, support, services and training.

OUR STRATEGIC AIM 2026 - 2030

Our Strategic Aim 2026–2030 is to deliver high-quality advocacy, restorative family services and participation opportunities that ensure every child, young person and family in Wales can influence decisions affecting their lives.

This aim reflects our commitment to rights, equity and restorative practice. It recognises the growing pressures faced by families and the need for early support, clear information, and consistent advocacy.

It also reinforces TGP Cymru's role as a trusted, independent organisation that amplifies voices, strengthens family connections, challenges inequality and works collaboratively across sectors to improve outcomes.



STRATEGIC OBJECTIVES

These objectives outline how we will achieve our mission and strategic aim. They reflect the voices of children, young people, families, staff, trustees and partners, and stay rooted in rights, restorative practice, equity, participation and evidence based delivery.

1. Governance, Leadership & Influence

We will strengthen governance through a diverse, skilled Board, transparent decision making and robust oversight. Trustees will receive training, mentoring and clear expectations.

As Wales enters a new Senedd term, we will engage constructively with policy makers, contribute evidence and advocate for systems that uphold children’s rights and family wellbeing. Our leadership will remain visible, values driven and grounded in lived experience.



2. People, Culture & Workforce Development

Our workforce is central to our success. We will nurture a culture of wellbeing, reflective practice and trust. Staff value TGP Cymru’s supportive ethos, and we will protect and develop it.

We will invest in high quality training, encourage cross-team collaboration, strengthen induction and ensure our workforce reflects Wales’s diversity. As digital expectations grow, we will support staff to use modern technology, including safe and ethical AI tools.



3. Infrastructure & Digital Development

We will modernise and streamline digital systems to improve efficiency, data security and staff experience. This includes strengthening digital safeguarding and ensuring ethical, rights based use of technology. Our investment will enable agile working and support high-quality service delivery across Wales.



4. Advocacy Services

We will sustain and grow our children and young people’s advocacy offer. We will work with Welsh Government, local authorities and key partners to further embed statutory advocacy in Wales.

We know there is a need for universal advocacy services, and we will continue to build strong partnerships with education, health, housing and social care, to increase opportunities for children and young people to access rights-based advocacy at crucial moments.

Parent advocacy is a vital early intervention mechanism, which we will offer to parents navigating child protection processes. Our parents’ participation groups will drive systemic change, bringing about improved experiences for parents in the future.



5. Restorative Family Services

Restorative practice remains a core strength of TGP Cymru and underpins all of our family services, including Team Around the Tenancy, Veterans and Families Services, Travelling Ahead, Asylum Rights Programme and Family Group Meeting Service. We will seek funding and continue to expand and strengthen these services, raise awareness among professionals, and explore opportunities to further develop restorative approaches within adult facing contexts where this can benefit whole families. We will work to ensure restorative values are embedded consistently throughout the organisation, supporting positive relationships, early resolution and sustainable outcomes for children, adults and families.



6. Participation & Lived Experience

We will deepen participation across all areas of our work. This includes youth advisory structures, parent participation groups, lived experience panels and accessible mechanisms for young people to influence decisions.

We will strengthen “you said, we did” feedback loops and use creative, accessible tools to ensure seldom heard voices shape our organisation, in line with sector best practice.



7. Influence, Policy & Research

We will use evidence, research partnerships and policy engagement to drive wider change. As Wales enters a new legislative period, we will collaborate with universities and sector partners, produce accessible insight and ensure lived experience informs national strategies and reforms.

Our influencing work will be practical, collaborative and grounded in rights based values.



8. Fundraising, Marketing & Communications

We will strengthen our visibility and ensure the public, partners and decision makers understand the breadth and impact of our work.

We will modernise our digital presence, share stories ethically, support teams to contribute to communications and develop a consistent organisational voice that reflects our values and expertise.



9. New Opportunities & Sustainability

We will identify opportunities that align with demonstrated need and with our mission, values and strengths. This includes potential growth in education, ALN advocacy, mental health support, restorative approaches for adults and community based early intervention.

We will diversify income where possible, protect financial stability and ensure long term sustainability for services valued by children, young people, families and commissioners.



HOW WE MEASURE SUCCESS

We will evidence impact through clear outcomes, consistent data and lived experience feedback. Performance will be monitored quarterly and annually, with transparent reporting to trustees, commissioners and the public.

Our measures will combine quantitative indicators with qualitative stories that show real change in the lives of children, young people and families.

CONCLUSION

TGP Cymru enters the next four years with clarity, confidence and shared purpose. This plan reflects the voices of those who believe in the power of advocacy, restorative practice and participation to create lasting change. It aligns with sector best practice, is grounded in evidence and lived experience, and is ready to meet the opportunities and challenges of a changing Wales.

We recognise the pressures ahead - rising need, financial constraints and increasing complexity - but we also recognise the strength and resilience of the communities we support. By working collaboratively, staying true to our values and investing in our people, we will continue delivering meaningful impact across Wales.

Our ambition is clear: every child, young person, parent and family in Wales should be heard, valued, respected and supported. This plan provides the foundation for achieving that ambition and sets out a path for growth, partnership and innovation.

We invite commissioners, communities, funders and partners to join us in building a fairer, more inclusive Wales where children's rights are realised and families are strengthened.

Together, we will champion rights, strengthen families and shape systems so that all children, young people and families can thrive.



TGP Cymru Head Office, SPARK,
Maindy Road, Cardiff, CF24 4HQ

Tel: 02920 396974

Email: admin@tgpcymru.org.uk