

BLACKPOOL, FYLDE & WYRE: COAST OF SOCIAL ACTION

#iwill
movement

uya
united youth alliance



BACKGROUND: UNITED YOUTH ALLIANCE



United Youth Alliance CIC (UYA), founded In 2018, is a not for profit organisation, recipients in 2024 of The Kings Award for voluntary services, the MBE for the VCFS sector, working alongside young people, the community sector, public and private organisations to develop and promote social action initiatives.

UYA offer co-designed community and youth led projects, which include social action, research, training and events, that in turn support and develop communities.



**The King's Award
for Voluntary Service**



www.uyacic.org

#IWILL MOVEMENT

#iwill
movement

OUR VISION

The vision of the #iwill Movement is a society that understands and champions the power of youth, where all young people are equipped and enabled to shape and lead change in their own lives and communities

OUR MISSION

It's our mission to create a society that challenges and empowers young people to shape and lead positive social change within their communities and beyond



BACKGROUND

- Launched in 2013 as the #iwill campaign- and became the #iwill Movement in 2021
- Over 700 young #iwill Ambassadors & Champions from across the UK.
- A collaboration with over 1000 organisations
- #iwill is a UK-wide movement helping more young people aged 10-25 make a difference in their communities through social action.
- This includes activities like campaigning, fundraising, volunteering, befriending or mentoring

JOIN THE MOVEMENT!
iwill.org.uk

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WHY A MOVEMENT?

**"IT IS BASED ON THE PREMISE THAT
A BUTTERFLY FLAPS ITS WINGS
HERE, AND CAUSES A TORNADO
SOMEWHERE ELSE"**

#IWILL AMBASSADOR

#iwill
movement

WORKING IN PLACE:

MANCHESTER-IPSWICH-

BLACKPOOL

- Finding out what matters to young people in their communities
- Enabling youth social action around hyper-local youth led priorities
- Platforming and amplifying their social action- and organisational support- locally and nationally
- Local stakeholders collaborate- to maximise efforts to acknowledge and address priorities
- Young people become trusted in a place to lead from the outset on issues that are important to them.
- Youth social action drives new insights, thoughts and practices on local priorities.
- Different parts of communities that have not been linked previously, become connected through their social action- growing social capital.
- #iWill platforms the social action and the learning locally and nationally, generating content that can inspire other young people in relation to their power.

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WHAT STOOD OUT TO ME THE MOST WAS THE REALISATION THAT WE, AS YOUNG WOMEN, ARE THE NEXT GENERATION. WE NEED TO START MAKING CHANGE NOW, BEFORE THINGS GET ANY WORSE.

TILLY, 13
UYA & #IWILL
AMBASSADOR

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PIER TO PEER: A SEASIDE SISTERHOOD





urm, empowerment



WE'VE SIGNED THE
POWER OF
YOUTH CHARTER
PART OF THE **#iwill** MOVEMENT



Baines School
Nil Sine Labore



COMMUNITY
FOUNDATION



Blackpool Council

JOIN THE MOVEMENT!
SIGN THE CHARTER TODAY.

Why sign The Power of Youth Charter?

Signing the Charter, was important to us as it helped to demonstrate the ongoing commitment we have to supporting local young people in whatever way we can, whether that be through the delivery of our own young people's activities such as our DWP Youth Hub in Fleetwood and Wyre, or working with partners such as United Youth Alliance in championing youth voice'

At Blackpool FC Community Trust, we are proud to champion youth voice at the heart of everything we do. Empowering young people to share their ideas, experiences, and aspirations helps shape our diverse programmes and ensures our work continues to meet the needs of our community."

BLACKPOOL

A COAST OF SOCIAL ACTION

SIGN THE
CHARTER



IWILL.ORG.UK

**WILL YOUR ORGANISATION STAND UP
FOR YOUNG PEOPLE IN BLACKPOOL?**

JOIN THE
MOVEMENT.



WE'VE SIGNED THE



PART OF THE #iwill MOVEMENT

