

OUR MOVEMENT'S GAMEPLAN FOR THE NEXT DECADE OUR MOVEMENT

DIG DEEP



GO BIG



BED IN



We believe that young people should have the power to lead change on the issues shaping their lives.

That is why we are a home for youth organising in the UK. At the Liberation Centre, our youth and community centre, rooted in the heart of Brixton, young people come together to develop their own political identity, build a deep community rooted in solidarity, and take action to address the most pressing issues of our time.

We know that when young people are genuinely valued and part of making decisions about our future, our society is fairer and more just, and our communities are more resilient. Yet, we continue to fail the young.

We are seeing a rise in youth unemployment, with young people bearing the brunt of economic headwinds and the uncertain future AI is heralding. The climate crisis is an existential threat to all of us, but none more so than emerging generations.

Amidst this, they remain the most vulnerable group in society, with a third of young people living in poverty and over half of 17-23 year olds reporting a decline in mental health over the last five years. Despite the green shoots of Votes at 16 and a renewed value of dedicated spaces for young people, we also know that this remains only the first step in ensuring future generations have the power and community they need to organise and act collectively.

Now more than ever, we need an organised youth base, which has the skills, experience and hope to advocate for themselves and for all our futures. That is why The Advocacy Academy will focus our work through three interconnected strands that will enable us to build a movement of youth organising across the UK.



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In Brixton's Liberation Centre, we've built deep expertise in place-based youth organising.

Young people organise intergenerationally, lead listening campaigns and reimagine local governance, ownership and community wealth, embedded in institutions with real power devolved to them.

GO BIG

We're organising an action-ready youth bloc, emboldened to hold power to account.

National coalitions will activate allies and align youth clubs, campaigners and researchers, revealing young people's power to compel those in charge, and helping youth organising flourish nationwide.

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We're building national infrastructure to make organising real, relevant and accessible to every young person in the UK.

A fiscal and strategic accelerator for youth activism, growing into place-based hubs nationwide, training others and channelling funds to emerging campaigners.

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We have built a deep expertise in place-based youth organising in South London. Through **The Liberation Centre** in Brixton, we are shifting mindsets and relationships that resist youth agency power locally. Young people will organise intergenerationally, lead listening campaigns and community convenings. They will reimagine local governance, ownership and community wealth building with young people at the centre.

OUR AMBITIONS

- + Build the blueprint for a self-sustaining youth-led community hub which brings young people together to protect the interests of their communities
- + Young people are embedded into local institutions with local governance partially devolved to youth-led intergenerational groups

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We are organising an action-ready youth bloc ready to champion the change they want to see, and emboldened to hold power to account. Our national coalitions will activate new allies; align youth clubs, campaigners, and researchers; and reveal the growing power of young people to compel those in power to take their demands seriously. We will sow the seeds for youth organising to genuinely flourish in this country.

OUR AMBITIONS

- ✦ We will support over 10,000 young people to organise with The Advocacy Academy
- ✦ Our members will lead campaigns that shake the nation and transform lives
- ✦ We will build the power of young people in national elections so that Votes at 16 has teeth!



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We will build the infrastructure needed to support youth-led, intergenerational change across the country, and do it in a way that makes organising real, relevant and accessible to all young people in the UK. We will start with developing a fiscal and strategic accelerator for youth activism across the UK, but we will move towards national hubs across the UK which can provide critical place-based support over the long-term. We will also support others to train in our practice and divert funds towards emerging outfits.

OUR AMBITIONS

- ✦ We will provide campaign acceleration support including fiscal hosting to young campaigners rooted in the tradition of organising
- ✦ We will enable national hubs for youth organising to develop outside of South London in partnership with and separate to The Advocacy Academy.



From the beginning, our question has been simple and ambitious: what would it take for each of these sparks to have the potential to grow into a bonfire, to truly build a culture of youth organising in the UK?

Since our founding in 2014, we have nurtured a generation of young people ready to turn their anger into action. We have brought courage, clarity and energy to the fight for justice, combining the joy of taking action with a clear vision for a fairer future, rooted in care and community. Rather than speaking for young people, we have trained them to organise themselves towards systemic and structural change.

We believe in our bones that we can achieve this, not in some vague future but today, and in the coming years. **If you are beginning to believe it too, then stay tuned...** you won't want to miss what's coming next.

 @advocacyacademy

