



# INTEGRATE UK STRATEGY 2025-30

**Driven by diversity to inspire social change**

AUGUST 2025

# Who we are and what we do

**Our strategic aims for 2025-30 focus on strengthening youth leadership, expanding our reach and deepening our impact.**

Integrate UK is a youth-led organisation which supports young people aged 11-25 to advocate for themselves, providing platforms for their voices to be heard to influence change through a range of creative and educational projects, including short films, music videos, conferences and the development of workshops. At the same time, we invest in their skills and talents, raising attainment and aspirations.

Founded in 2009 by a small group of girls advocating against Female Genital Mutilation (FGM), Integrate UK has grown into a youth-led community tackling broader issues around race, gender, community cohesion and social justice.

Our organisation is driven by a diverse community of young people who lead social action projects, supported by Junior Trustees, staff, and the Board of Trustees. We offer opportunities for youth leadership, advocacy, and public speaking, enabling young people to advocate for themselves and shape policy and practice both on a local and national level.

Through the promotion of our films and workshops in schools and youth groups, we inspire a wider network of young people to think more deeply about ongoing inequalities. We also engage policymakers to consider how to bring these issues into the public consciousness and tackle them proactively.



# Our Work Addresses:

- Violence against women and girls (VAWG)
- Misogyny
- Honour based abuse,
- FGM
- Forced marriage
- Racism in schools
- Youth violence
- Toxic masculinity
- Islamophobia
- Different forms of extremism
- Grooming and exploitation
- Online harms



**We also support young people from minoritised backgrounds to:**

- Build positive relationships with peers from different backgrounds
- Challenge negative stereotypes
- Take an active role in creating social change
- Foster cohesion within their communities



# Our Impact

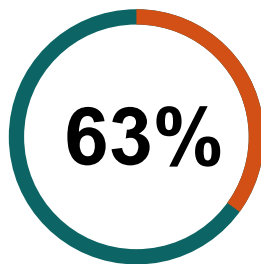
Integrate UK has influenced national policies on FGM, extremism, racism, and education, with young people playing key roles in shaping these discussions through collaboration with policymakers, schools, and media outlets.



Young people have also been invited to speak at high profile events, influencing policy makers and politicians both nationally and internationally, and by sharing their perspectives, have shaped conversations around safeguarding and inequalities.



# Meaningful work experience, peer-to-peer education, leadership and training opportunities in 2024-2025



of young people accessed training and gained valuable, paid work and leadership experience through delivering peer education workshops and assemblies in schools nationally using Integrate's resources:

|  |   |              |
|--|---|--------------|
| ● Peer education workshops delivered                           | ▲ | 142          |
| ● Young people reached   | ▲ | 5,147        |
| ● Young people reached through public speaking and conferences | ▲ | 422          |
| ● Total young people reached                                   | ▲ | 5,469        |
| ● Professionals reached  | ▲ | 1,053        |
| <b>Total reach</b>   | ▲ | <b>6,522</b> |

# Access to High Profile Platforms and Advocacy

**18 youth activists** represented Integrate UK at round tables, panels and conferences, for example, the **Grassroots to Global Event** at Chatham House and the **FGM research colloquium** at Oxford University. Four young people won awards for their activism.

## Some of the feedback from workshops facilitated for front line professionals:

*“Colleagues have shared that the focus on the importance of precise language and clear definitions related to racism was incredibly enlightening. The idea of codifying our anti-racism policy for staff, including scripts and action/response flow charts, will be a valuable resource for staff moving forward. They also noted that the session was fantastic, and the discussions on teaching the wording and impact of micro-aggressions were both informative and eye-opening. Understanding these subtle yet harmful behaviours is crucial in ensuring we create a more inclusive and respectful environment for all students.”*

*“The session today was extremely powerful, facilitated by highly impressive young people. It gave me hope in a world that is becoming scarier by the day.”*

*“Thank you again to the presenters for sharing their expertise and experience. We greatly appreciated their time and expertise. I have gained so much knowledge about FGM that will be beneficial to take forward in my practice and best support the women in my care.”*

*“Will look to develop a whole school policy, in collaboration with parents groups, to show how we respond to incidents of racism in our school, and continue to celebrate diversity within the school for minority ethnic groups (e.g. Hindus). Continue to challenge the predominantly white ethnic group.”*



# In 2024-2025, we:



## 356 YOUNG PEOPLE

Engaged 356 young people across various programmes, including creative and educational projects, leadership development, social action and advocacy.

## 2 FILMS

Produced 2 films on challenging social issues identified by our young people.

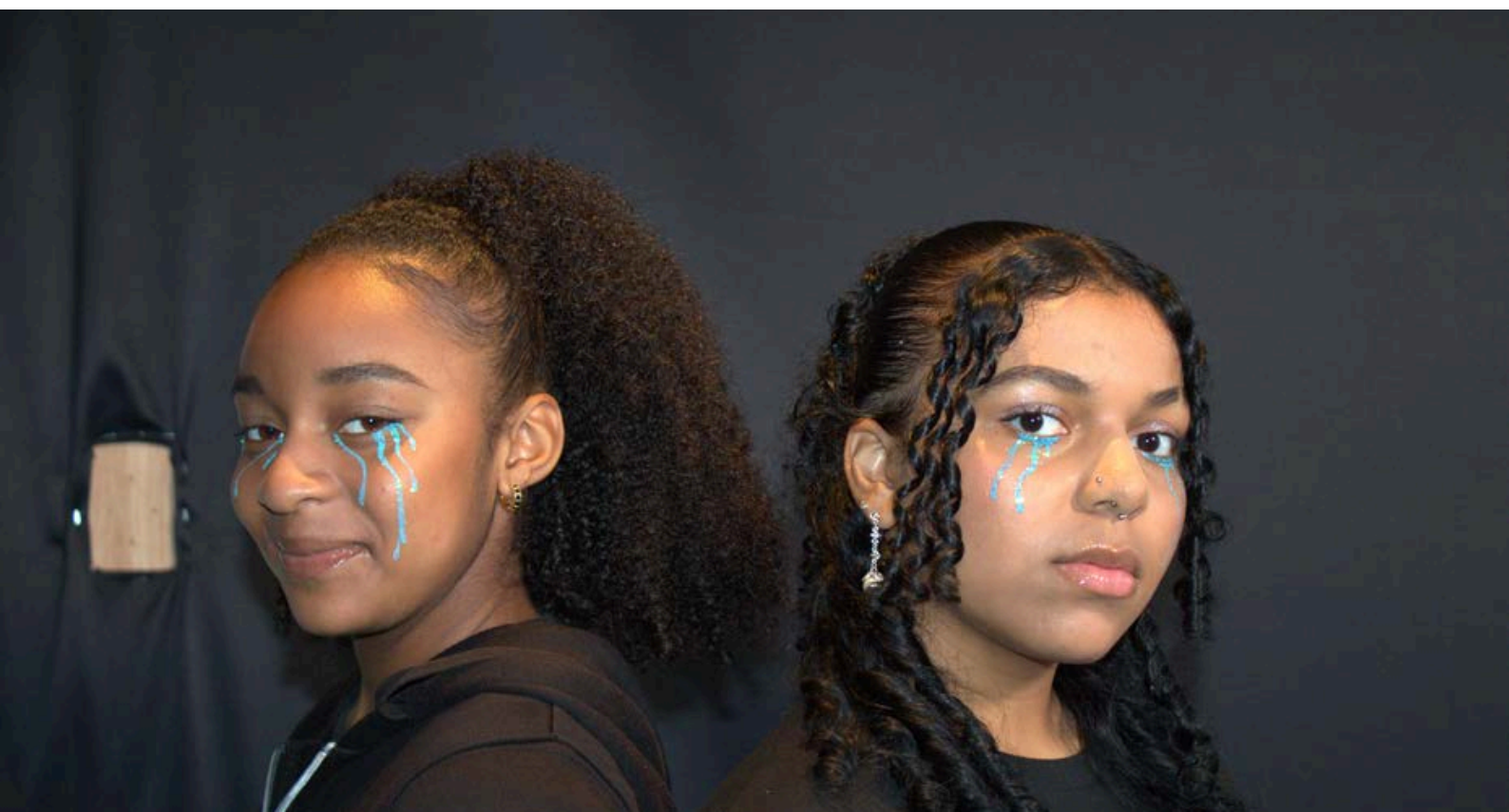


# The Context

Our young people experience the ongoing impact of inequity, discrimination and power imbalances and do not feel safe in most of the spaces that they inhabit, including online. Young people from minoritised and socio-economically challenged backgrounds face increasing challenges in a society built upon oppressive structures of institutionalised racism, patriarchy, white supremacy and a violent history of colonialism.

This has worsened in recent years due to political divisiveness and extremism, global uncertainties as well as adultification of young people, racial biases, Islamophobia, and violence against women and girls (VAWG). Some of our young women face additional struggles with cultural and patriarchal pressures that restrict their autonomy and may expose them to violence and exploitation.

Additionally, there has been a significant under-investment in youth services, which increases the need for organisations like Integrate UK to address the intersectional challenges that young people face.





# Strategy for the Next Five Years

**Our strategic aims for 2025-30 focus on strengthening youth leadership, expanding our reach and deepening our impact.**

This strategy was co-created with input from young people, staff, trustees and partner organisations. Workshops, surveys, and consultations provided valuable insights into what young people want from Integrate UK in the coming years. Their feedback has directly shaped the strategic goals and priorities outlined in this document.

It is recognised that the discourse used in this document may not resonate with government policy. The words and terms used reflect the young people's preferences of how they prefer to describe their lived experience.



# Our 5-Year Strategy (2025–2030)

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## Reaching Vulnerable Young People



Expand our current programme of work to work more intensely with those at increased risk of harm and exclusion.

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## Influencing Change



Provide opportunities for young people to take their advocacy to the highest policy-making levels both nationally and locally.

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## Increasing Leadership Opportunities



Expand our national Peer Education and professional training programmes, providing young people with more opportunities to lead.

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## Raising Aspirations and Attainment



Offer programmes to build confidence, enhance self-esteem, develop skills and provide meaningful work experience.

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## Promoting Community Cohesion



Facilitate collaboration between diverse racial and religious groups to challenge stereotypes and foster understanding and belonging.

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# Key Objectives

## Strengthening Our Work in Bristol:

We will respond to the challenges facing young people with more frequent and tailored support including structured development of peer mentoring to address the barriers to their academic and professional ambitions. In addition to providing pastoral care we want to support them to overcome wider pressures around equity by:

Investing in **staff skills** to respond to the increase in demand and intensity of work.

Increasing opportunities for **youth leadership** by expanding our national Peer Education and professional training work.

Providing **long-term** and **intensive support** to young people such as responding to the rise in disclosures of honour-based violence and abuse.

Supporting young people to **recognise and challenge** patriarchal interpretations of culture and religion, gender inequality and all forms of VAWG.

Overhauling our monitoring and **evaluation system** to ensure our reach and impact is captured more effectively.

Extending our work and impact to **reach more of the most vulnerable** young people, including those at risk of exclusion from education or entering the youth justice system and those transitioning into adult services.



# Expanding National Reach

We will share the Integrate UK model with other youth organisations to increase the number of marginalised young people accessing support and mentoring, learning social skills and benefitting from the opportunities for leadership, advocacy and progression within their organisations. To allow us to work more intensively with our own beneficiaries, by 'doing more' as well as 'reaching more', we will:

- Grow the number of Peer Education sessions we are able to deliver each year and increasing our reach in predominantly white areas where minoritised young people experience more marginalisation and their white peers are more vulnerable to racist ideologies.
- Grow our ability to train more professionals (including those who work in education, health, criminal justice and local or central government.)

## Influence

We strive to ensure representation of the experiences of girls and young people from minoritised and socio-economically challenged backgrounds in key Government working and advisory groups and All-Party Parliamentary Groups (APPGs) by:

- Ensuring OFSTED inspectors across the UK integrate youth experience in all inspections, in particular the experiences of young people facing disadvantage due to race, gender, religious belief or socioeconomic background.
- Raising awareness of and challenging the widespread racial inequalities in the education sector.
- Using existing and new contacts, build relationships with policy makers and provide opportunities for our young people to act as consultants and push for change at the highest levels.
- Urging all political parties and policymakers to take action to diversify the curriculum and pledge to instruct exam boards to set texts by writers that represent the diversity of Britain's student cohort at examination level (GCSEs, BTECs, A-levels) and tell schools and exam boards to update syllabuses to include the negative impact of Britain's imperial history on colonised people and countries and to celebrate the contributions and sacrifices of people of colour.
- Ensuring that young people are central to decision making in Trustee Board meetings.

# Resourcing the Strategy.

To realise our strategy for the next 5 years, we will need to unlock additional resources from funders who share our vision for a future free from gender and racial injustice, powered by the passion, ambition and creativity of emerging young leaders. To deliver on our strategy, we have identified the following needs:

Additional roles to ensure Integrate UK has the capacity to deliver the strategy.

Development of a resource pack to support sharing of Integrate UK's learning/model.

A dedicated marketing, communications and partnerships role to ensure our young people's campaigns reach the target audiences and that the organisation and its impact is promoted widely.

Expert fundraising support and implementation of our fundraising strategy.





# CONTACT



Telephone: +44 (0) 117 907 2998



Website: [Integrateuk.org](https://integrateuk.org)



Email: [info@integrateuk.org](mailto:info@integrateuk.org)

Our office address:

**Integrate UK,  
Unit 6 Montpelier Central,  
Station Road,  
Bristol, BS6 5EE**

