

Active Wales...

Physical Activity – A 2020 Games Legacy Opportunity 4 All...

Presented by

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Getting Wales Moving Conference

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Background & Introduction...

Young People, The Community and an Interactively Active Legacy Opportunity for All...

The role of sport and physical activity presents as many challenges and opportunities in the social, cultural and economic well being of young people and communities.

The Youth Charter has developed a 25 year journey that will **engage**, **equip** and **empower** young people and communities with an exciting digital offer to provide an equal, diverse and inclusive win win win for all.

Wellbeing for Futures Generations Act

Public Body Expectations

- work together better
- involve people reflecting the diversity of our communities
- look to the long term as well as focusing on now
- take action to try and stop problems getting worse - or even stop them happening in the first place

Seven Wellbeing Goals

1. Prosperous
2. Resilient
3. Healthier
4. More Equal
5. Cohesive Communities
6. Vibrant Culture and Thriving Welsh Language
7. Globally Responsible

Five Ways of Working

1. Long-term
2. Integration
3. Involvement
4. Collaboration
5. Prevention

The Current Picture...Policies

- **New School Curriculum** (from 2022)
 - new curriculum will have more emphasis on equipping young people for life
- **The National Youth Work Strategy for Wales** (2014 -2018)
 - Active Participation; Wider Skills Development; Enhanced Emotional Development
- **Climbing Higher** – a 20-year Sport and Physical strategy (2005 to 2025)
 - Health; Economy; Culture; Society; Environment; World Stage
- **A Vision for Sport in Wales**
 - Sporting Innovation; Skills for Life in Sport; Sporting Communities; Sporting Excellence; Growing a Skilled and Passionate Workforce
- **Community Sport Strategy** (2012 to 2020)
 - Thriving Clubs; Local Decisions; Quality Education; Committed Workforce; Appropriate Facilities



The Current Picture...Issues

EDUCATION

- Wales should continue its efforts to reform the curriculum and raise the standards of teaching in order to improve the quality and equity of its school system (OECD)

HEALTH

- 26.2% of 4 and 5-year-olds overweight or obese, compared to 21% in England (2015/16)

SOCIAL ORDER

- 107 children aged 10 to 17 given custodial sentences in 2015/16

ENVIRONMENT

- Many facilities are nearing the end of their lifespan and do not meet users' expectations (Sport Wales)

VOCATION, TRAINING, EMPLOYMENT AND ENTERPRISE

- 10.4% (11,000) 16 to 18-year-olds Not in Education, Employment or Training (End of 2016)
- 18.5% (46,400) 19 to 24-year-olds Not in Education, Employment or Training (End of 2016)

The Current Picture...Initiatives

- **5x60: Secondary School Sport Programme**
 - Aims to increase the number of secondary age pupils taking part in sport or physical activity for 60 minutes, at least 5 times a week.
- **Youth Engagement and Progression Framework**
 - The framework is based around 6 component elements, proven to be effective at increasing youth engagement and progression.
- **Votes at 16**
 - Wales voting reforms to see voting age lowered to 16.
- **Club Solutions**
 - The Club Solutions website provides club volunteers with a learning tool and access to guidance to deal with issues they may be facing.









What we do...

- UK registered charity and UN accredited non-governmental organisation launched in 1993
- Providing opportunities for young people to develop in life through Sport, Arts and Cultural Activity and Digital Technology
- Tackling educational non-attainment, health, inequality, anti-social behaviour and the negative effects of crime, drugs, gang related activity and racism by applying the ethics of sporting and artistic excellence.
- Adopting a multi-faceted approach to achieving its objectives, often by forging partnerships with a wide range of public and private sector agencies – engaging, motivating and inspiring sustainable and achievable benefits



1993	Youth Charter launched at RecMan conference in Wembley, identified as part of Manchester's bid to host the Olympic Games to support the youth legacy of the bid. Developed the Agora Space, a real example of multi-agency working. Opened by Susan Hampshire OBE.	2005	Youth Charter presented their national and international programmes of work at the 2nd Magglingen Conference – "Sport - Moving to the Next Stage" 2012 Olympic Bid is won by London Youth Charter produces United Nations Quadrennial Report.
1994	Youth Charter leads the "Spirit of Hulme and Moss Side Tour Group" to Los Angeles	2006	Youth Charter '12' South Africa Executive Summary Report launched at the Youth and Wellness International Conference in Cape Town. Olympic Citizenship in Action launched as London 2012 'Inspire a Generation' legacy programme
1995	Youth Charter identified as the youth cultural strategy of the Commonwealth Games. YC Ambassadors, Kriss Akabusi, Pat Cash, Vice President, Sir Alex Ferguson with YC Executive Chair Geoff Thompson at the 'Opportunity for Youth' event, Manchester.	2007	Youth Charter '12' Commonwealth Report launched Youth Charter hosts Tokyo 2020 Olympic and Paralympic Bid Team delegation at YC HQ
1996	Youth Charter registers as a UK charity Formal opening of the Youth Charter HQ in Salford by the late Duke of Westminster OBE TD DL Launch of Youth Charter South Africa on Youth Day Youth Charter organises Manchester Youth Ambassador visit to the UN Criminal Tribunal at The Hague	2008	Youth Charter contributes to 2008 Liverpool City of Culture Youth Charter contributes global legacy proposals at the inaugural Sport for Peace conference in Monaco, hosted by HRH Prince Albert
1997	Youth Charter endorsed by Labour Party Sports Manifesto Youthwise launched at the Charity Fair "Healthy High Streets, Healthy Back Streets" presented to the City of London	2009	Youth Charter supports Olympic legacy programme at Malbank High School & Sixth Form College, with CEO of London 2012 Paul Deighton who is presented with Youth Charter scroll during visit to the North West
1998	YC contributes to UK trade mission to Cote d'Ivoire Youth Charter launches five-year report "Sport as a Contributor to Social Regeneration"	2010	Youth Charter hosts the Muhammad Ali Scholars UK Tour and contributes to the London 2012 Games Legacy conference at the University of Roehampton establishing a joint programme of work
1999	Nelson Mandela Farewell game with YC Youth Ambassador Monique Gardner from FIFA's SOS Village	2011	Youth Charter launches its 2012 Legacy Manifesto Youth Charter delivers Facebook campaign in response to UK riots Youth Charter presents Social Coach Leadership Programme as part of 2011 Universiade, Shenzhen, China
2000	Youth Charter becomes a United Nations Non-Governmental Organisation The 'Spirit of Hulme and Moss Side Tour of L.A.' inspires the regeneration of the Moss Side Millennium Powerhouse, Manchester	2012	Youth Charter hosts 2012 Games Legacy Debate, chaired by Rt Hon John Bercow MP, Speaker of the House of Commons at Media City, Manchester
2001	Rugbywise Toolkit launched with the Rugby Football Union	2013	Youth Charter 2012 Games Legacy Report launched at the House of Commons Youth Charter contributes to three government select committee reports Manchester Youth Consultation delivered by the Youth Charter
2002	Manchester 2002 Commonwealth Games legacy work sees the Youth Charter host "Connecting Communities" event inviting 1,000 young people to attend the Games. Citizenship in Action programme developed as social and cultural legacy of the Manchester 2002 Commonwealth Games. Spirit of the Streets Tour of South Africa.	2014	Youth Charter '21' Soccerwise report launched at Soccerex Global Convention in Manchester Youth Charter contributes to Parliamentary Commission on Physical Activity Youth Charter '22' Tenniswise report launched at Wimbledon
2003	Youth Charter celebrates 10th Anniversary with scroll signing in London and a three day "Connecting Communities" festival and Benji Stanley Memorial Youth Charter presents at UN DPI NGO conference in New York Soccerwise launched with UNICEF and Manchester United FC	2015	Birley and Etihad Community Campuses developed with funding support from Sport England Heath Town Community Campus in Wolverhampton developed with local partners ICZ Salford MediaCityUK Community Campus developed with University of Salford
2004	European Issue Document launched. YC Vice President, Dame Sarah Storey presents 2002 legacy initiative 'Citizenship in Action' proposals at the 'Call to Action' event, Bridgewater Hall, Manchester	2016	Youth Charter 2016 Games Legacy Debate #legacyopportunity4all at UTC@MediaCityUK Youth Charter hosts private viewing of Mandela's Gun film at House of Commons Youth Charter SCLP FLAB programme launched in partnership with the Muhammad Ali Centre Youth Charter 2016 Games Legacy Impact Report launched at House of Commons



What we have contributed to...

- 26 Year Social and Human Development Legacy of Manchester's bid for the 2000 Olympic Games and the hosting of the Manchester 2002 Commonwealth Games
- Establishment of the United Nations Office on Sport for Development for Peace
- Ever-increasing recognition of the significant role sport can play in delivering the UN 2030 Sustainable Development Goals

The Youth Charter's contribution to the Sport for Development and Peace includes:

- 23 Reports & Government Submissions
- 31 Reports & Academic Paper Contributions
- 205 Conference Participation & Contributions



And includes the following key reports:

1. Youth Charter 2012 Games Legacy Report
2. Youth Charter '21' Soccerwise Report
3. Youth Charter '22' Tenniswise Report
4. Youth Charter 2016 Games Legacy Impact Report



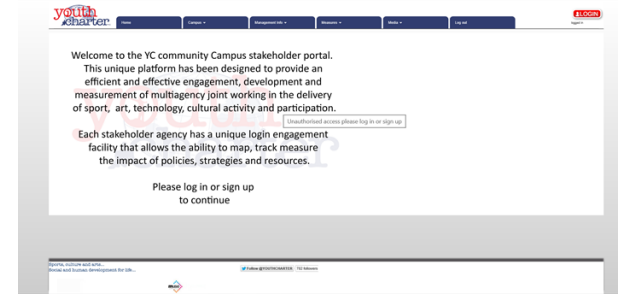


Community Campus Model...

- Provides a **coordinated and holistic approach** to Youth and Community Development
- **Model** that brings together **policy, delivery and impact** in the current Sports for Development and Peace movement
- **7 hub facilities**, such as, schools, community centres, youth clubs, sports centres, further and higher education institutions

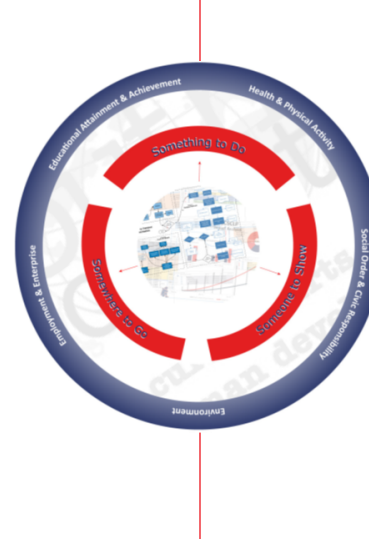
Community Campus Portal

<http://youthcharter.co.uk/campus/central.php>



Main Elements:

1. Engage
2. Equip
3. Empower



Key Themes:

1. Somewhere to go
2. Something to do
3. Someone to show them



Social Coach Leadership Programme (SCLP)...

- Designed to assist the governing bodies of sport, community organisations, third sector, public and private sector agencies with **culture, language and behaviour tools to engage young people in communities** locally, nationally and internationally
- Social Coach aspires to developing or using **strong emotional intelligence, common sense and life skills** as part of a cultural activity experience
- **Diverse and inclusive** currency of the SCLP experience provides a **sustainable, credible and deliverable new volunteer culture** in engaging young people and communities.

Social Coach Attributes:

1. Life Skills and Experience
2. Emotional Intelligence
3. Common Sense



SCLP can support the training of:

1. Teachers
2. Youth Workers
3. Volunteers



YC Digiwise Project...

Young People, The Community and an Interactively Active Legacy Opportunity for All...

The Youth Charter (YC) Digiwise project is a global interactive citizenship initiative that reflects the Youth Charter's work to **engage**, **equip** and **empower** young people through sport, art, culture and digital technology globally.

The Youth Charter Digiwise programme will be available via a **Digital Platform**, **Digital Passport** and **e-learning toolkit** as part of the YC Digiwise Project.

The Digital Platform and Passport will provide a **cohesive approach** to bringing together a collaboration of facilities, organisations, volunteers and young people.

Youth Charter 2016 Games Legacy Impact Call to Action:

#LeagayOpportunity4All



10 Core Cities

Leeds	Glasgow
Greater Manchester	Sheffield
Liverpool	Wolverhampton
Birmingham	Cardiff
London	Belfast

10 Community Campuses



10,000 Social Coaches



1 Million Children & Young People

5% of 20million UK Children Young People aged 0-25

Source: Office of National Statistics



£11 Million

The Youth Charter 2016 Games Legacy Impact 'Call to Action' follows from our previous Youth Charter 2012 Games Legacy 'Call to Action'

Youth Charter Legacy Development Goals – Outputs & Outcomes...

The outputs and outcomes of the Community Campus are measured against the Youth Charter's (YC) five Legacy Development Goals (LDGs) of:

- EDUCATION - attendance, attainment and performance
- HEALTH - physical activity, wellbeing and active lifestyle
- SOCIAL ORDER - civic rights and responsibilities
- ENVIRONMENT - community cohesion and quality of life
- VOCATION TRAINING, EMPLOYMENT AND ENTERPRISE (VTEE)

The Legacy Development Goals are underpinned by:

- COLLABORATION & PARTNERSHIP
- EQUALITY, DIVERSITY, INCLUSION AND PARTICIPATION

End Quotes...

“A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood”

- Health Goal for Well-being of Future Generations Act (2015)

“The Assembly Government is totally committed to bringing sport and physical activity from a peripheral part of our administration to centre stage. It was the key reason behind our decision to strengthen our strategic and policy relationship with the Sports Council for Wales and to establish a powerful sports policy group at the heart of Government.”

- Alun Pugh, former Minister of Culture, Welsh Language and Sport,
Foreword for Climbing Higher Strategy (2005-2025)

“High-quality youth work has a crucial role to play supporting many young people to achieve their full potential. Through informal and non-formal educational approaches, effective youth work practice builds the capacity and resilience of young people and can change young people’s lives for the better. Through participation in youth work young people gain confidence and competence, develop self-assurance and have the opportunity to establish high expectations and aspirations for themselves.”

- Ministerial Foreword, The National Youth Work Strategy for Wales

Our Philosophy & Vision...

Our Philosophy

“Sport is an order of chivalry, a code of ethics and aesthetics, recruiting its members from all classes and all peoples. Sport is a truce, in an era of antagonisms and conflicts, it is the respite of the Gods in which fair competition ends in respect and friendship (Olympism). Sport is education, the truest form of education, that of character. Sport is culture because it enhances life and, most importantly, does so for those who usually have the least opportunity to feast on it.”

Rene Maheu, Former Director of UNESCO

Our Vision

“Vision without action is a dream.
Action without vision is merely passing time.
Vision with action can change the world...”

Nelson Mandela

