



# Impact Report 2021



## About the Youth Sport Trust

The Youth Sport Trust is a children's charity founded in 1995 to harness the power of play and sport in children's education and development

**Our vision** is a future where every child enjoys the life-changing benefits of play and sport.

**Our mission** is to equip educators and empower young people to build bright futures.

**Together** we create opportunities for everyone to belong and achieve.



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# Introduction



## Welcome to the Youth Sport Trust's 2021 annual impact report.

Thank you for reading this report, our annual summary of the difference we have been able to make for young people through the power of sport and play and the funds invested into our charity. In the face of the continued challenges presented by COVID-19, I am extremely proud of what we were able to achieve last year.

As the year began, the impact of the pandemic, successive lockdowns and school closures was clear. Existing inequalities had widened and physical activity levels, educational attainment and the general wellbeing of young people had suffered.

In the following pages, we share a summary of how we developed new programmes and support in response to the pandemic, how we pivoted existing programmes, and also how we have catalysed change and innovation in the sector through insight and bold new thinking.

Over the course of the year, we developed a range of new ways to support young people whose education, access to daily physical activity and the broader benefits of sport participation was impacted by COVID-19. Services such as the Active Recovery Hub, Coronavirus Support Live, the After School Sport Club and programmes including Unified Action and Active in Mind provided much needed support to children, parents and school staff.

We also continued to deliver our existing programmes, moving to online delivery when in-person engagement was not possible.

It was fantastic to see the return of National School Sport Week last June, along with the further growth of programmes such as

the School Games, Girls Active, Game of our Own, Set for Success and many more, all helping to build-back healthier, happier and more resilient young people.

We see part of our role as disrupting and challenging the sector, using research and insight to campaign on behalf of young people.

Our Class of 2035 project shone a light on the challenges facing a whole generation, and set out how physical education and sport in school could evolve in the years to come, while research projects such as the wellbeing report supported by the Gregson Family Foundation and our Active Recovery research have also provided valuable insights which have helped inform policy and practice.

Through Well Schools and the Youth Sport Trust Lead Schools Network, we have continued to galvanise school-led solutions and helped to create a more strategic approach to the role and impact of physical activity, play and sport in the education and development of young people.

As the immediate impact of the pandemic hopefully recedes, the mission we are on, and the work we do is more important than ever. We hope this report serves to not only update on our work but also provoke thought, action and further collaboration in helping young people to go beyond surviving the challenges that face them, but thriving despite them.

In finishing, I would like to take this opportunity to formally and sincerely thank all the amazing funders, supporters and partners who share our vision, make all of this possible and – most of all – challenge us to do more. I hope you will enjoy reading about the contribution play and sport can make to building brighter futures and giving every young person a place to belong and achieve.

**Ali Oliver MBE**  
Chief Executive, Youth Sport Trust

## Introduction

# Focusing on health, happiness and disadvantage

As COVID-19 continues to have an impact across society, we believe that sport and PE have a central role to play in improving the health and happiness of young people, and in tackling disadvantage and inequality.

## Health

**3.8 million children do less than the Chief Medical Officer's recommended 60 minutes per day of physical activity.**

(Sport England)

**A record one-in-four Year 6 pupils are suffering with obesity. 2020/21 saw the largest ever increase in childhood obesity.**

(Childhood Measurement Programme)

**Almost three quarters (73%) of school leaders reported children returning to school with poor levels of physical fitness, following COVID-19 restrictions**

(Youth Sport Trust)



## Happiness

**One in eight children are unhappy with their lives in school, compared with one in eleven a decade ago**

(The Children's Society)

**One in seven girls (and one in eight boys) are unhappy with how they look**

(The Children's Society)

**Roughly 250,000 children struggled to cope with changes during COVID-19 restrictions**

(The Children's Society)

**40% of young people said that not being able to take part in sport during COVID-19 lockdowns had made them feel worse**

(Youth Sport Trust)



## Disadvantage

Existing inequalities have widened since the start of the pandemic, with those from the **least affluent families** remaining the least active (39%) and falling further behind

(Sport England)

There is also a broader ethnicity gap, with only **36% of black children** getting active compared to **45% of all children and young people**

(Sport England)

Children from **lower socio-economic groups** are also the least confident at taking part in physical activity

(Class of 2035 – YST/Foresight Factory)

**83% of girls in state schools** report barriers to participation in sport, compared with 57% of boys

(Class of 2035 – YST/Foresight Factory)

**72% of disabled children** report feeling lonely and left out, compared with 36% of their non-disabled peers

(Activity Alliance)



# 2020/21 *in review*

*Supporting young people  
through the pandemic*

## 2020/21 in review



# 220,413

**young people** were given the opportunity to enjoy the life-changing benefits of sport and play through our programmes.

**63%** were **girls**

**23%** were from **ethnically diverse communities** and

**16%** had **special educational needs** and **disabilities**



# 49,074

**young people** received training from our **athlete mentors, coaches** and **networks**, empowering them to lead and inspire their peers.

**74%** of were **girls**

**18%** were **from ethnically diverse communities** and

**15.5%** had **special educational needs** and **disabilities**



# 12,015

**teachers, coaches** and **practitioners** were trained by us to lead good quality inclusive sport and Physical Education.

**59%** were **female** and

**12%** were **from ethnically diverse communities**

## 2020/21 in review

### The difference we made to young people

We believe that sport's power to address some of the challenges faced by young people is made most effective when we focus on its ability to boost health and wellbeing, nurture life skills and foster inclusion.

Despite the challenges of the pandemic, our programmes continued to make a positive impact on the health and happiness of the young people taking part.\*

\*Youth Sport Trust survey (n=815-1126)

### Our impact on young people across all programmes:

**73%**

said that being involved had **increased levels of physical activity**



**85%**

reported an **improvement in their communication skills**



**75%**

reported an **improvement in their overall happiness**



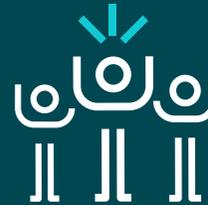
**84%**

felt that their **leadership skills had benefited**



**90%**

said their **teamworking skills had improved**



**81%**

were **more confident in taking part in sport and PE**



Importantly, more than one in five (21.5%) of the young people taking part in these programmes were from the most disadvantaged areas.



**Active in Mind**  
**has given me**  
**strategies for life.**

I feel more confident, not only in sports but also in school and everyday life. I feel happier and healthier, both mentally and physically, since starting it.

**AMY TRUELOVE**  
PUPIL



### Making an impact through training

Our training programmes also help to equip thousands of educators with the skills and resources to achieve more for every child. As a result of attending training this year\*\*:

\*\*Youth Sport Trust survey (n=1492-1742)

**96%**  
felt **more motivated**  
in their role

**95%**  
felt **more competent**

**94%**  
felt **more confident**

**84%**  
said they would  
be **likely to change**  
how they undertake  
their role



***It has been a wonderful training course*** and I honestly can't explain how much confidence this has brought me. I have solid plans in place to roll this out whole school after a highly successful trial with my Year 9 girls.

**PRACTITIONER**  
BARCLAYS GAME ON – SUPPORTED  
BY ENGLAND FOOTBALL LEADERSHIP  
PROGRAMME



## 2020/21 in review

### Coronavirus Support Live

This was an initiative launched in response to teachers telling us that they were in need of practical help with PE and school sport during lockdown.

In February 2021 we ran a week of virtual, free to access, continuous professional development sessions for PE practitioners and senior leaders.

**11 live sessions** attended by **755 delegates**

In May, a follow-up event, **Coronavirus Support Live – Recovery and Inspiration**, saw keynotes delivered by high profile experts including Professor Barry Carpenter and Sir Michael Marmot.

**18 sessions** attended by **282 delegates**



*I feel more confident in planning a more active curriculum and pushing for more active learning in school.* Coronavirus Support Live confirmed my understanding that PE and physical activity will play a key role in the re-engagement of students to learning, and in social connections in school community.

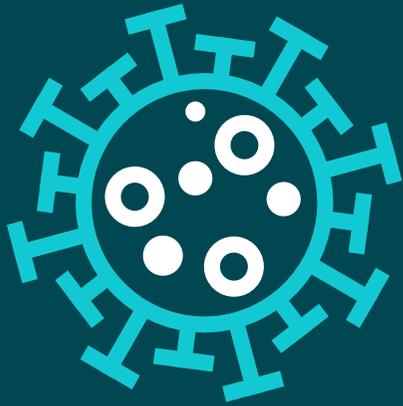
DELEGATE FEEDBACK



*I have learnt so much through the webinars that the YST has offered.*

It's amazing to get someone like Sir Michael Marmot to talk to ordinary people in their own home. I'm specifically excited to plan sports day next term, as I am less anxious about it now.

DELEGATE FEEDBACK



### Continuing to respond to COVID-19

Over the last 12 months, COVID-19 and school closures had a major impact on the normal delivery of many of our programmes. We are proud of the way we adapted, using digital channels and social media to continue providing support to schools and young people, with a particular focus on reaching disadvantaged communities.

### Supporting member schools

Following COVID-19 closures during the year, it was evident that many schools needed support with the return of young people to the physical school space. We responded to this by creating a number of interventions as part of our membership offer, including:

**A toolkit** designed to support the return of pupils to the school environment and to support teachers in providing PE delivery.

**A webinar** focused on how schools should support young people's physical wellbeing, mental wellbeing, physical development and literacy post COVID-19.

**Bespoke one-on-one phone calls** to help practitioners with using PE to support the reintroduction of young people back into the school environment.

**Live bitesize virtual continuous professional development sessions**, including inspirational workshops led by Athlete Mentors.

**2,489** *Youth Sport Trust Member Schools* supported in 2020/21

**1,609** *practitioners* were trained through membership continuous professional development

**120** *PE CatalYSTs* – PE leads working with us to raise the subject's profile

**87** *Headteacher Ambassadors* influencing national policymakers in education, sport and health

 I always feel so supported by YST and you always go above and beyond to do as much as you can for me.

**JESSIE BROOKS**  
PE SUBJECT LEADER  
WILLIAM TYNDALE PRIMARY  
SCHOOL, LONDON



## Advocacy and influence

### Campaigning for Physical Education and school sport

In autumn 2020 we led a co-ordinated effort to clarify lockdown guidance on extra-curricular sport after our research found that provision was being withdrawn amid confusion on how to interpret government's guidelines.

When pupils returned to school in spring 2021, we led calls for an active recovery, characterised by time outdoors and a greater focus on PE and school sport to help young people to reconnect, play and have fun. This was supported by the launch of the Active Recovery Hub ([see page 17](#)) providing resources and inspiration for

teachers to get young people active from organisations across the sport sector.

We convened more than 50 sporting organisations through the School Sport and Activity Sector Forum to co-ordinate efforts to support young people and talk to government with one voice. Together we sought to influence the Government's Spending Review. We united in calling for a long-term funding commitment for PE and school sport built on a national drive to get every child active for 60 minutes every day. We made the case for funding to help address the consequences of the pandemic, invest in teacher training, extend the School Games and support the opening up of school sport facilities.

Our influencing activity saw CEO Ali Oliver MBE appear before the House of **Lords Committee on a National Plan for Sport and Recreation** in March to advocate for the importance of an ambitious, joined-up national plan for young people – recommendations which were taken forward in the committee's final report.

In June 2021, we joined with many others in the sport sector to urge the Education Secretary to maintain funding for the Primary PE and Sport Premium for primary schools.



In the 2020/21 academic year

**1,130**

mentions generated of the Youth Sport Trust in the media, including

**238**

stories about our research

**14**

meetings held with leading politicians and policymakers

**12**

new research and evaluation papers published

## Advocacy and influence

### National School Sport Week 2021

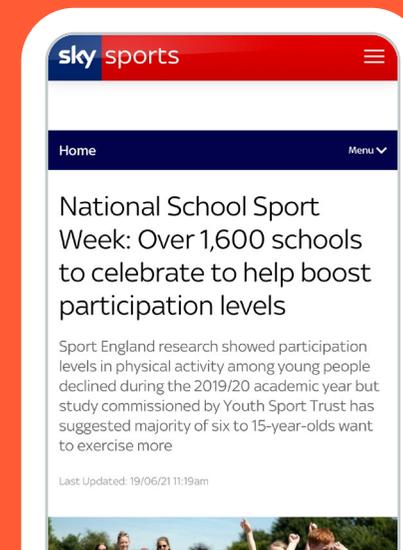


After a year of disruption, the return of our National School Sport Week saw **almost a million young people** come together to celebrate the return of school sport.

Taking place in June 2021 and with a theme of Together Again, sports days were held up and down the country, with schools, families and communities encouraged to get involved.

**Thousands of schools and community organisations** took part, with over **818,000 young people** enjoying the power of sport to bring people back together. Pupils of all ages participated in activities such as dance routines with Kimberly Wyatt, FA football festivals and leadership activities. An initiative with Purplebricks also saw pupils unleashing their creativity to design artwork in support of Team GB.

National School Sport Week also captured the attention of the public, with media coverage reaching a potential **audience of 5.2 million**, and **49 million impressions** of **#NSSW2021** on social media.



***We thoroughly enjoyed being part of National School Sport Week.***

***As a school we feel it is so important for every child to be able to take part in regular physical exercise which helps their mindfulness and wellbeing as well as developing co-operation, teamwork and collaboration."***

**CLARE MOORE**  
HEADTEACHER, ST ALBAN AND ST STEPHEN  
CATHOLIC PRIMARY SCHOOL



# Outcomes

**There are three core outcomes we work to achieve for young people**

**Physical and mental health and wellbeing**

**Character and leadership**

**Promoting inclusion**

Across the following pages we present a selection of findings and case studies from projects and programmes aligned to each of these three outcomes.

# Physical and mental health and wellbeing

## Active Recovery after COVID-19

To help tackle the decline in activity levels and wellbeing during the pandemic, we teamed up with Sport England (funded by the National Lottery) to launch the Active Recovery Hub, a free, online resource with hundreds of inclusive ideas to help children achieve 60 minutes of daily activity.

Hosted on the School Games website, 38 different sports provided free resources for schools, local authorities and families to use.

A range of sports stars including Jos Buttler, Sarah Hunter and Lucy Shuker also got involved, recording a series of fun "Nudge Up" videos to encourage children to get moving.

The Hub was also home to the Youth Sport Trust After School Sport Club, a set of virtual 30-minute activity sessions hosted by stars such as Nolli Waterman, Jenna Downing and Toby Garbett.



The benefits of '**Active Recovery Curriculums**' (which see children spending more time learning outdoors and a more active approach to teaching and learning) were highlighted in research by Spear (The Centre for Sport, Physical Education & Activity Research at Canterbury Christchurch University) commissioned by the Youth Sport Trust:

**75%** of teachers reported **improvements in academic progress**

**74%** of pupils said **being active at school helps them learn**

**71%** of pupils **increased their physical activity levels**

**68%** of pupils reported an **improvement in their resilience**

**86%** of teachers felt that **children's mental wellbeing had improved**



When children returned to school in March, their stamina for schoolwork had significantly reduced. Their physical fitness had also declined. After introducing an Active Recovery Curriculum, we saw increased engagement, stamina, progress and a more resilient attitude towards their learning.

**SIAN HALL**  
HEADTEACHER, ST BREOCK  
PRIMARY SCHOOL, CORNWALL

## Physical and mental health and wellbeing



### CASE STUDY



## After School Sports Club

11-year-old Ella Emmanuel plays for U12s Crystal Palace Football Club and absolutely lives for sport. The COVID-19 restrictions were really difficult for her as she had moved up to secondary school when there weren't any school sports clubs being run, PE lessons were extremely restricted and Ella's football training and matches out of school were also not taking place.

This lack of sport heavily impacted on Ella's wellbeing in all areas of life, but things improved once she got involved in the YST After School Sport Club, prompted by her mum, Kate, who said:

***"When I contacted the Youth Sport Trust about our situation, they wholly understood and were able to provide ideas to keep active and have fun whilst self-isolating. My daughter and I first joined the session taken by the former professional footballer and Olympian Alistair Patrick-Heselton and thoroughly enjoyed the workout. The session was wonderful and hugely boosted my daughter. She was also absolutely delighted to receive a shout out from Alistair and says she will remember that forever!"***

### Healthy Movers

The Healthy Movers programme is designed to support two to five-year-olds with physical literacy, self-esteem and wellbeing, helping them gain a better start in life.

The programme is delivered through practitioner training and resources in early years settings, which families can continue to use at home. Throughout the pandemic, we also made some of our Healthy Movers resources free to download, along with twice-weekly 'Healthy Movers at Home' sessions, live on YouTube.

Our research showed that Healthy Movers delivered benefits including:

**Building the confidence of practitioners to deliver physical activity sessions.**

**Embedding activity as part of a daily routine.**

**Supporting school readiness by developing children's listening skills, understanding and ability to follow instructions.**

**Improving children's confidence and communication skills.**



### Teddy Bears Nursery

One practitioner from Teddy Bears Nursery in West Somerset attended the initial Healthy Movers training in 2018, becoming the setting's Healthy Movers champion. She then cascaded the training to the pre-school manager and both began to deliver Healthy Movers to all of the children in the setting. Healthy Movers activities are now delivered between three and four times a week. These sessions often use a story or theme to link to other areas of the Early Years framework, such as children's communication and language as well as personal, social and emotional development. Teddy Bears now personalises the Healthy Movers programme to fit in with the learning outcomes for the day.



***It's such an easy programme to get involved with; we have some structured sessions written into the weekly plan but often do an extra 5 or 10 minutes here and there, we are so enthusiastic about it, it's really easy to get involved in. Healthy Movers is the best thing since sliced bread!***

**HEALTHY MOVERS CHAMPION**  
TEDDY BEARS NURSERY

## Physical and mental health and wellbeing



### Children's Mental Health Week

In February 2021, we released a suite of free tools and techniques to support healthier and happier children, on Place2Be's Children's Mental Health Week website.

With research showing that sport and exercise had helped 27% of young people to feel better during lockdown, we shared lesson plans and top-tip videos from sports stars to help young people use physical activity to manage their mental health.

### Wellbeing Insight

As children returned to school after lockdown in March 2021, we worked with the Gregson Family Foundation to gain insights into how parents viewed the wellbeing of their children. The results showed the importance to parents of their children's wellbeing in a school setting:

### Pupil wellbeing

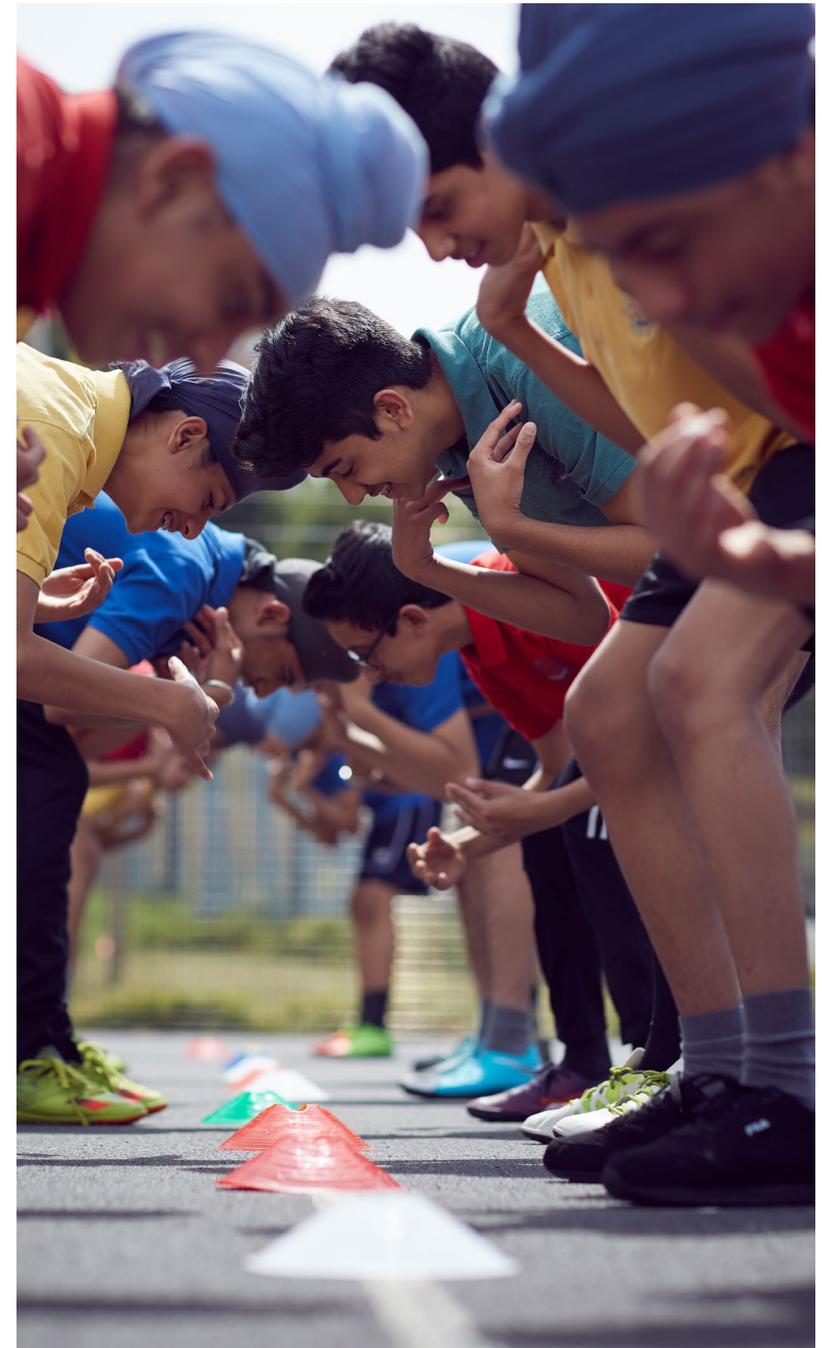
is the **top factor** for parents in **choosing a secondary school**

**64%**

**of parents believe wellbeing is more important than academic attainment**

**81%**

**of parents believe that cuts to PE, sport and break times in school are likely to have a negative impact on wellbeing**



### Active in Mind

With one in ten children having a diagnosable mental health disorder, our Active in Mind programme offered peer mentoring support, plus sport and physical activity opportunities, for a targeted group of young people.

**1,067**

**young people took part**, from 25 secondary schools

**83%**

of mentees either **'liked'** or **'loved'** taking part

**81%**

reported making **new friends as a result**

**61%**

reported that it had **helped them to cope better with their mental health**



#### CASE STUDY

### Amy Truelove

14-year-old Amy Truelove's teacher at The Redhill Academy noticed that Amy was finding it hard to make herself heard and was lacking confidence on starting at the school, she immediately signed her up to Active in Mind.

Amy has Scoliosis, and following numerous operations, she found it hard to take part in PE and be part of school life. The pain management side of the condition also impacted her mental health.

Amy says that it is a good thing that the strategies she learnt through Active in Mind helped to boost her mood and confidence in everyday life are now being opened to families and young people all over the world.

**"When I moved up from primary school into secondary school, I was quiet, shy and found it hard to communicate with my teachers and couldn't take part in PE lessons,"** Amy said. **"I would get frustrated and not know**

**how to process my emotions, but Active in Mind has given me strategies for life.**

**"It is so important, especially in the times we currently find ourselves in, to make sure the mental health of young people is getting the attention that it deserves. All too often my generation are overlooked in times of crisis and just expected to cope with everything going on around them and function as they normally would.**

**"Active in Mind has made a really big difference to me personally because it has made me feel more confident, not only in sports but also in school and everyday life."**

Amy has gone on to complete a Level 1 Sports Leaders course, teaching numerous groups of younger students about physical activity, and is now a mentor on the Active in Mind programme supporting younger students who are experiencing similar difficulties she once faced.

# Character and leadership

## CASE STUDY

### Set for Success Speak it Fleek it

Run in partnership with The Wimbledon Foundation, Set for Success is a two-year programme to provide young people from disadvantaged backgrounds around the UK with the opportunity to develop valuable life and leadership skills through mentoring sessions delivered by inspirational athletes.

As part of the Set for Success programme, a group of students at The Bulwell Academy in Nottingham created Speak it Fleek it, a mental health awareness initiative for their peers.

With COVID-19 contributing to a big increase in young people experiencing mental health problems, the initiative is all about listening, and providing a safe space within the school to start a conversation about mental health.

As Nikkaya, one of the Speak it Fleek it team, says:

*"I think that it's important to open up to someone, you trust because if you bottle things up it can become worse. It is good to talk to someone in the early stages because if you leave it too long it will become a heavier weight on your shoulders."*



# Barclays Girls' Football School Partnerships Supported by England Football

Since 2018 we've been working with the FA and Barclays to grow and develop girls' football in schools through Barclays Girls' Football School Partnerships. We are working together on a vision to give girls equal access to football in schools by 2024.

We've created a network of 153 partnerships across England – made up of schools committed to the growth and development of girls' football. They help to deliver Barclays Game On – supported by England Football, which supports character education by taking a life-skills approach to the delivery of girls' football in curriculum PE lessons. This is complemented by training girls as Football Activators to either deliver extra-curricular clubs, or promote girls' football opportunities through marketing.

Over the last year, COVID-19 has presented some unique challenges for the whole education sector, which has impacted on the delivery of this work. The team responded by successfully pivoting the design and delivery of the programme: with

teachers being trained virtually, enabling them to deliver to class bubbles in schools, and the network being empowered to engage schools through virtual technology.

**94%**

of teachers said they **would attend virtual training again**

**84%**

said they **would get involved with a virtual programme for young people again**

**98%**

of the Football Activators involved **felt that the programme had:**

- ▣ Improved their skills to be a football activator
- ▣ Increased their understanding of the positive impact of football for girls
- ▣ Inspired them to make improvements to girls' football in their school

Our research has also shown that the Barclays Girls' Football School Partnerships are having an impact on access to football:

Schools involved are more likely to be providing greater equal access to extra-curricular football, compared to other schools (42% vs 33%).

Two thirds (66%) of schools in the programme offer equal access to football in PE lessons, compared with 44% of other schools.



All parts (of the programme) have been very helpful and opened my mind to a new way of delivering football... to ensure my push to have football on the girls' curriculum is successful.

PRACTITIONER



# Young Coaches and Activators

Our Leadership, Coaching and Volunteering programme supports and develops the coaching and leadership skills of girls aged 14-17 in 48 lead schools across England, each working with 4-6 other local schools to recruit and train Young Coaches and Activators.

The programme both helps to develop the coaching aspirations of the young people and engages wider audiences through the peer-led approach.



### The value of this initiative?

The opportunity for a young person to be recognised, selected and for someone to invest time in them. The same young person wanting to improve and better themselves and move forward.

**CHRIS RIPLEY**  
LEADERSHIP, COACHING &  
VOLUNTEERING LEAD,  
BOSWORTH ACADEMY

Following the 2020-21 programme, an independent evaluation carried out by Free Thought Research showed a real impact on the Young Coaches and Activators taking part:

**92%** said the *programme had supported their personal coaching skills and inspiration*

**66%** stated it had *given them a greater understanding of how to support others*

**85%** agreed they felt *more confident in their own abilities and choices*

Our data also revealed a positive impact on girls' participation levels and wellbeing:

**83%** confirmed that *participation had a positive impact on girls' overall health and wellbeing*

**83%** reported that the *amount of time girls spent participating in sport and physical activity had increased*



## Character and leadership

### Healthy Lifestyle Champions

Healthy Lifestyle Champions supports secondary schools across England with funding, training and resources to address the disparities in participation and access experienced by those in lower socio-economic groups.

Funded by Sport England and delivered by the Youth Sport Trust, the programme comprises conference training, peer consultation, Athlete Mentor support, festival delivery and peer-led activity sessions.



The fact she is coming home and talking about being a Healthy Lifestyle Champion tells me all I need to know... she doesn't talk about any other element of school really.

PARENT

In 2020-21, Healthy Lifestyle Champions engaged a significant number of young people, many from lower socio-economic groups:

**64**  
**festivals**, engaging **3,732 young people** (47% from LSEGs)

**354**  
Healthy Lifestyle Champions **trained** (61% from LSEGs)

**232**  
**activity sessions**, engaging **1,196 participants** (54% from LSEGs)

**An independent evaluation by spear** found that since taking part in the programme:

**92%** of Champions have **had a volunteering role**

**51%** of participants **achieved 60 active minutes most or every day**

**93%** of practitioners feel **more equipped to identify and respond to young people's needs**

### HSBC Rugby Counts

The HSBC Rugby Counts programme was developed through the partnership between HSBC UK and the Youth Sport Trust. The programme aims to improve financial fitness amongst primary age children, using the rugby to deliver this in a fun and active way.

Among young people participating in 2020-21, our research showed that:

**86%** had increased their understanding about money

**93%** now feel they know why saving is important

**86%** now feel they know how to manage their money

**73%** increased their levels of physical activity



**It was an excellent intro for my 8-year-old** on personal money management. It's such an important part of life, I wish we had been taught this when I was at school.

PARENT

# Promoting inclusion

## Inclusion 2020

Funded by the Department for Education, Inclusion 2020 aimed to increase and improve opportunities for children with special educational needs and disabilities (SEND) to engage and participate in physical education, physical activity and school sport.



**Inclusion 2020 enabled me to develop my confidence and create new opportunities within our school.**

YOUNG LEADER

We worked collaboratively with pupils, schools, expert practitioners, local and national partners to deliver a number of positive impacts:

**2,531**

**Active 3030 Champions were trained** (40% with SEND)

**11,691**

**young people were engaged in physical activity** led by Active 3030 Champions

**23,827**

**young people** (42% with SEND) were involved in Learning and Discovery days

**214**

**teachers, 134 support staff and 68 senior leaders** took part in My Personal Best training and **90% felt more able to deliver inclusive PE as a result**



## School swimming and water safety innovation

Part of Inclusion 2020, eight lead inclusion schools worked in partnership with their local authorities and pool providers to review and enhance swimming provision for young people with SEND.

2,170 young people were engaged and as part of a consortium of organisations we developed a new national audit tool for school swimming and water safety.



## Promoting inclusion

### Unified Action

Unified Action was a social cohesion project funded by the Ministry of Housing, Communities and Local Government and delivered by the Youth Sport Trust in partnership with Sporting Equals and 2-3 Degrees. The programme aimed to improve social cohesion and increase participation in sports governance by bringing together young people of diverse faiths and ethnicities to address issues of inclusion and provide opportunities for leadership.



A fantastic opportunity for young leaders from different backgrounds to make a positive change to people that are around them, communities and ultimately go beyond the region. Sport is a fantastic and beautiful way to get young people involved and interacting with different types of people to build skills, tolerance and definitely the respect of each other as well.

YOUNG LEADER

The project recruited, trained and supported **36 adult mentors** and **65 young ambassadors** from **31 community organisations** and schools in five different parts of the country. Key outcomes included:

**4,218**  
**participants directly impacted**, with a further **10,907 indirectly impacted**

**1,131**  
**hours volunteered** by mentors and ambassadors

**100%**  
**of the young people** believed they had **gained more knowledge on how to be an inclusive leader**

**94%**  
**felt more confident** to influence change

**90%**  
**had learned the importance of social inclusion**



## Promoting inclusion

### This Girl Can... Create Change!

Launched in 2015, This Girl Can is a Sport England campaign to support and inspire women and girls to get more active.

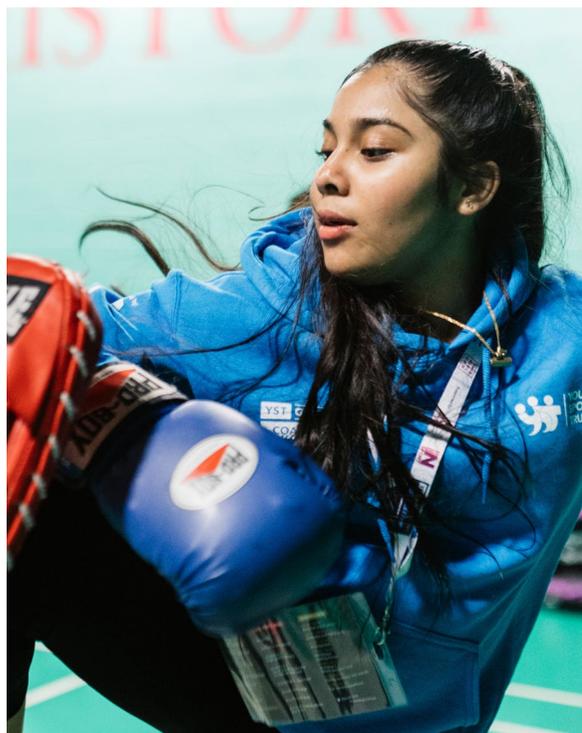
This Girl Can... Create Change! Is a set of resources that we developed to girls in secondary schools to lead activities, insight and change in their schools. The resources include a teacher's guide, posters and video tutorials to support girls with their campaigns, made available to schools via the Youth Sport Trust website, with 5,592 schools also receiving hard copies.

Our research revealed a high level of engagement, with 83% of respondents planning to use the resources to help with raising the profile of girls' PE and sport in school.

### Girls Active

The Girls Active programme supports schools to understand what motivates girls to take part in physical activity, PE and sport; enabling teachers to work with girls through consultation and leadership, and to make the necessary changes to their physical activity provision. Girls Active also recognises that girls' needs differ and change as they mature, and that girls themselves are uniquely positioned to 'sell' PE, sport and physical activity to other girls.

This year, as a result of COVID-19, we switched to a new, blended, delivery model, with an increased focus on engaging girls from a range of demographic groups.



>1,000

**girls were trained up as leaders** – members of the Girls Leadership and Marketing Squad

3,192

girls were supported by GLAMS to get active

20%

of the girls supported had **special educational needs and disabilities** while 38% were from **ethnically diverse communities**.

The teachers involved reported that Girls Active has improved their capability to support girls in becoming more physically active.

**An independent evaluation found that:**

95%

of schools rated the teacher **training experience as either good or very good**

97%

stated that the **training had helped them to feel more competent** and motivated in their role

100%

of teachers found the **virtual training accessible, effective** and **efficient**

## Promoting inclusion



### CASE STUDY

## Cheerleading with Rhea

18-year-old Rhea from Milton Keynes started cheerleading at secondary school and competing at competitions in Bournemouth. After hearing about and participating in the Girls Active programme, she aspired to become a Girls Active leader for her school.

*"I have always liked watching YouTube fitness videos and wanted to become a Girls Active leader one day, and now my dreams have come true. I wanted to show how successful I could be in life, encourage my friends to be motivated and help them out and be a team member. I now sometimes get asked to lead the class."*

Rhea now wants to continue as a Girls Active leader because it motivates her to get moving and gives her opportunities to overcome her fears.

## Holiday Activities Fund

We were commissioned by a number of local authorities to provide resources to help children from low-income families stay active during the school holidays. This was funded by the Government's Holiday Activities Fund.

As part of an Easter programme in Birmingham we provided a series of resources and videos from our athlete mentors as part of a city-wide virtual offer. It was targeted at 61,000 young people, particularly those with SEND, with the aim of helping them to manage stress and anxiety and stay active.

In the London borough of Haringey, 4,500 activity bags were distributed to families in need as part of a Christmas holiday programme. In Cherwell and Stockton, bitesize Active in Mind workshops were delivered by YST Athlete Mentors to 1,400 young people across a number of locations where families were also able to access food.



It is great to be able to be working with YST to provide extra resources for families, especially at Christmas to enhance the face to face provision. The bags are bright and colourful with great resources inside.

**ERICA OWUSU-BOATENG**  
HOLIDAY ACTIVITY AND FOOD PROGRAMME MANAGER

## Promoting inclusion

### School Games

Funded by Sport England through the National Lottery and delivered by the Youth Sport Trust on behalf of a number of Government Departments, the School Games is designed to keep competitive sport at the heart of schools and provide more young people with the opportunity to compete and achieve their personal best.

We work alongside a network of School Games Organisers (SGOs), Active Partnerships and School Games County Alliances to deliver three distinct levels of competition. These range from intra and inter school activity, through to the School Games National Finals.



Sport is a powerful tool for lifestyle and behaviour change, when young people engage in sport and invest in themselves through training, they learn to fail forward to find success, and success fuels success. Therefore, what starts off as participation in the School Games can lead to much more.

**DR NIAMH-ELIZABETH MOURTON**  
INCLUSION AND HUMAN RIGHTS SPECIALIST

A core principle of School Games is to provide inclusive opportunities for all young people and, despite the ongoing COVID-19 restrictions over the last 12 months, we are proud to have delivered a significant impact:

**4.4 million**

**total participation opportunities,**  
with a 50/50 split for boys and girls

**19%**

of participation involved young people  
**from ethnically diverse backgrounds**

**11%**

of participation involved young people with  
**special educational needs and disabilities**

**5,279**

**schools were supported** through the  
Inclusive Health Check (up 38% on last year)



# YST International

In 2020/21, despite the ongoing impact of COVID-19, the mindset of the YST International team was a positive one: focused on what we could still achieve, rather than the things we couldn't do.

In the previous 12 months we had learned that, despite the challenges, online could be an effective substitute for face-to-face sessions in the delivery of international sport for development programmes.

As a result, we remained focussed on developing and extending our virtual offer of services. Existing partnerships were also strengthened, and new connections made.

**A special thanks to all of our partners and funders throughout the year.**

Our 2020/21 programme of work included:

**Working with Nike to support their Made to Play initiative and the Nike Community Ambassador programme.** We delivered a number of online training modules covering themes such as Active Classrooms and Inclusion of Muslim Girls, as well as supporting the launch of the Nike Girls Coaching Tool Kit.

**Expanding our pro bono support for young Syrian refugees living in Shatila and Bekaa Camps in Beirut, Lebanon.** A series of youth sport leadership training sessions proved to be incredibly popular, raising the aspirations and developing the skills of the young people involved, to the extent that some have now progressed to become young cricket coaches. We also provided online coaching for a group of male and female cricket coaches, upskilling them to incorporate the development of leadership skills into their own sessions, alongside the focus on cricket.

**Being commissioned by Portas Consulting** to develop a physical education strategy for independent schools across Abu Dhabi.

Delivering an inclusive physical education workshop to practitioners on behalf of the Singapore Disability Sports Council.

**Continuing to be a partner in Erasmus+ funded projects**, attending virtual meetings and contributing to workshops relating to:

- European School Sports Day
- Move Transfer Europe-China
- Exchange in Mobility and Sport
- Intercultural Sport Challenge

Some valuable lessons have been learned as a result of the pandemic, which we believe will help us to offer a blended mix of both online and face to face delivery when the world fully opens up once again.



## Progress against our strategy

We are entering the final year of our 2018–2022 strategy, **Believing in Every Child's Future**, in which we set out to support a generation of happier, healthier young people to achieve their potential.

The pandemic has presented many obstacles, and there are undoubtedly still challenges ahead for young people, but we are proud to have made good progress in each of our six areas of focus:

### Transforming Physical Education

We worked with 2,852 schools to redefine their PE curriculum, recruited over 1,100 schools to the Well School movement to put wellbeing at the heart of education and developed new guidance on measuring wellbeing. Building on our My Personal Best training to help teachers deliver life skills through PE, we introduced the PE Life Skills Award to reward and recognise the skills children acquire through the subject.

### Removing Barriers to Sport

Millions of young people have been given the opportunity to compete in school sport through School Games, and since 2018, a total of 2,831 schools have accessed our resources relating to the reframing of competition. Through programmes including Girls Active and Healthy Lifestyle Champions, we are also making good progress towards our target of supporting 200,000 young people from under-represented groups.

### Unlocking Potential

The sport for development blueprint for education settings was completed in 2019/20. This year we have focussed on targeting our resources where they are needed most, with 26% of the schools accessing our programmes coming from the most disadvantaged communities. This will continue to be a priority for our work moving forwards.

### Empowering Activism

The National Youth Sport Forum is now well established and has helped to elevate the voice of young people within the governance of sport. To date, a total of 54 Youth Social Action projects have been run, in 32 communities, exceeding our target of 25.

## Progress against our strategy

### Championing Insight

We have seen a marked change in our use of insight to evidence our impact, improve our targeting and to influence policy. Our **Wellbeing Survey** with YouGov and our landmark **Class of 2035 report** both provided valuable insights into the challenges facing a generation of young people in the UK today.

Our research has underpinned 14 meetings with policymakers, and we have responded to 22 policy consultations.

### Strengthening Foundations

Through campaigns such as our National School Sport Week and partnership with the Daily Telegraph, awareness of the YST brand has increased from 5% to 8%, achieving our 2022 target. This, along with a refreshed brand and website, has led to a record number of online visitors and over 1 million downloads of free resources during the pandemic.

An engaged and happy team is also an essential foundation for our work, and we were delighted this year to be ranked #8 in the Sunday Times 100 Best Not-for-Profit Companies to Work For.



## The big challenges that remain

COVID-19 has continued to disrupt the lives and education of children and young people right across the UK, while exacerbating existing inequalities in physical and mental health, as revealed in Sport England's latest Active Lives data. Over the last year, the sad reality is that poorer children, and those from ethnically diverse backgrounds, have become less likely to be physically active

At the same time, the pandemic has shone a light on the importance of health and wellbeing, with regular physical activity central to that. We also know the power that sport has to engage young people, break down barriers and to develop confidence and leadership skills.

One of the upsides of the pandemic has been the heightened level of collaboration between different partners in the system, coming together to deliver impact and to influence policy decisions. This collaboration must continue if we are to harness the power of sport and physical activity, putting it right at the heart of health and education policy in years to come.

Our future work and strategy will focus on continued consultation with partners, and an evidence-led approach, through initiatives such as Class of 2035.



## The big challenges that remain



# The Class of 2035

## Class of 2035

In September 2021, we released a landmark piece of research, *The Class of 2035: How sport can empower a generation* (building on the original report published in 2015).

Using insights from young people and experts across education health and sport, the study shines a light on the challenges facing a generation of young people in the UK today. It also sets out how this generation's engagement with PE and school sport could evolve between now and 2035.

Since our original *Class of 2035* report, the world has changed significantly for young people, who now have more worries and more challenges to their wellbeing, along with a changing relationship with Physical Education and sport.

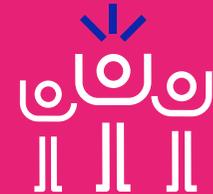
## Key findings of our Class of 2035 research



Those from poorer backgrounds are the least confident being active



Young people's awareness of the benefits they should get from PE and physical activity are in decline



Children increasingly want to see sporting activity led by their peers

The study concludes that if more young people recognise the benefits of sport and play, and are empowered to lead and influence its delivery, it could not only drive-up participation and improve their health, but also contribute to social mobility and foster a greater sense of belonging.

**VIEW THE REPORT**

[www.youthsporttrust.org/classof2035](http://www.youthsporttrust.org/classof2035)

## Funding

# Fundraising and partnerships

The support of fundraisers and corporate partners are vital to the sustainability of our charity. This year many have given amazing support continuing to help us raise crucial funds in what has been another very challenging period for the young people, their schools, and communities that we serve.



## Ben Major

Ben was the Festival of Sport ambassador for 2021. He set himself a challenge to run and cycle 215.7km in 15 weeks – the distance from his home to Holkham Hall, the venue for the Festival of Sport, to raise as much money as possible for the event's four charity partners, including the Youth Sport Trust. During the challenge Ben dressed in 10 different sports kits to celebrate the many different sports on offer to try at the festival. **His efforts raised £1,410.**

## Charnwood Christmas Toy Appeal

To mark our 25th anniversary, we wanted to make a special effort to give something back to disadvantaged children from the community where the Youth Sport Trust is based. A partnership with the Charnwood Christmas Toy Appeal saw members of our team designing and donating boxes bursting with sports themed goods and toys, to inspire physical activity and active play.

The boxes donated by the team added to the 668 bags of toys that had already been gifted to the charity, and were distributed to young people across the area in time for Christmas.



## Funding

### Sky

We enjoy Charity Partner status with Sky, who provide fantastic support through their Sky Cares programme. In November 2020, Sky Sports supported our Girls Active and Young Activist Awards, in which young people, families, schools and community groups were recognised for helping to change lives through sport.

### Decathlon

This year we were delighted to announce a new partnership with Decathlon, the world's largest sporting retailer. Under the new partnership, when schools purchase equipment through Decathlon for Schools, a direct contribution is made to the Youth Sport Trust.

### Warner Bros

In a bid to support children, schools and families who are experiencing rising levels of inactivity, we teamed up with Warner Bros. Pictures' film Wonder Woman 1984. Through the creation of free digital resources themed around the inspirational DC Wonder Woman franchise, we helped families to enter 2021 feeling healthier and happier.

### Virgin Money London Marathon

Despite the 2020 Virgin Money London Marathon having to take place as a virtual event, we are very grateful for the amazing efforts of the 11 runners who took part for Team YST, **collectively raising £7,469.**

### The Big Give Christmas Challenge

The Big Give Christmas Challenge is an annual match funding campaign, which offers supporters the opportunity to have their donation doubled. After the impact of COVID-19 on schools, we put the wellbeing of teachers at the forefront of our involvement.

Thanks to the generosity of donors, and with matched funding from the Monday Charitable Trust, **we managed to raise £25,000** to support our Well Schools Movement.

## Get involved

A big "thank you" to everyone who has helped to raise funds to help our charity improve the lives of young people through sport.

There are lots of ways you can get involved, including organising your own fundraising event, taking part in one of our challenges, making a donation, or leaving a gift in your will.

#### MORE INFORMATION

[www.youthsporttrust.org/support-us/fundraising](http://www.youthsporttrust.org/support-us/fundraising)

#### GET IN TOUCH

[supporters@youthsporttrust.org](mailto:supporters@youthsporttrust.org)

### Funding our mission

We raise funds from a number of sources in order to deliver our mission. We bid to other charities, trusts and grant-giving bodies, we apply to lottery distributors, we tender for government contracts and we work in partnership with businesses through sponsorships and corporate social responsibility projects.

We are also lucky enough to benefit from a number of passionate fundraisers who every year take part in numerous challenges to raise funds to support our work.

Like many charities, **we also have a wholly owned** trading subsidiary – Youth Sport Trust Enterprises (formerly known as Youth Sport Direct). Its purpose is to generate unrestricted income for the charity through commercial activity. At the end of each financial year, 100% of the surplus generated by the trading company is gift aided to the charity to support its activities in the following year.

### Our income in 2020/21

In total, the Youth Sport Trust secured funding of £8,605,418 to improve young people's lives through sport and play in the 2020/21 financial year. This was made up of:

Trusts and Foundations	£695,779
Fundraising and donations	£408,861
Membership income	£558,952
Commissioned development work	£1,905,890
Research	£18,005
Central government contracts	£602,863
Sport England	£3,826,828
Local government contracts	£221,741
Home nations	£198,922
Commercial events and activities	£116,613
Miscellaneous	£50,964
<b>Total</b>	<b>£8,605,418</b>

In addition to this, our not-for-profit trading subsidiary Youth Sport Trust Enterprises donated its surplus from commercial trading activity which amounted to **£62,471**

# Thank you to our funders, partners and supporters

We would like to thank every one of the many individuals and organisations who have supported our mission and helped us improve young people's lives in the 2020/21 academic year.

### Strategic Partnerships

- Achievement for All
- Active Partnerships
- Alliance for Learning
- Anna Freud National Centre for Children and Families
- Association of Colleges Sport
- Association of School and College Leaders
- Association for Physical Education
- Belong
- Bite Back 2030
- British Paralympic Association
- British Universities and Colleges Sport
- Chance to Shine
- Chartered College of Teaching
- The Children's Society
- Comic Relief
- Commonwealth Games England
- Education Support
- English Institute of Sport
- The Girls Schools Association
- Gregson Family Foundation
- Independent Association of Preparatory Schools
- Jo Cox Foundation
- Jubilee Centre
- Loughborough University
- Nasen (National Association for Special Educational Needs)
- National Association of Headteachers
- National Governance Association
- NSPCC Child Protection in Sport Unit
- Place2Be
- Professional Association of Directors of Sport in Independent Schools
- PRUsAP
- Public Health England
- Schools Active Movement
- Social Sense
- The Space Between Sports Ltd
- Sport and Recreation Alliance
- Sport England
- Sport for Development Coalition
- Sporting Equals
- Sports Leaders UK
- Teaching Schools Council
- TwentyTwenty
- ukactive
- UK Anti-Doping
- UK Coaching
- UK Sport
- What Works Wellbeing
- Whizz Kidz
- Women in Sport
- YHA
- YMCA
- Young Minds
- Young People's Foundation Trust

### Trust and Foundations

- The Big Give & Monday Charitable Trust
- Bupa Foundation
- Commonwealth Sport Foundation
- Edith Murphy Foundation
- Eranda Rothschild Foundation
- Garfield Weston Foundation
- Gerald and Gail Ronson Foundation
- James Weir Foundation

- John Armitage Charitable Trust
- Sir John Beckwith Charitable Trust
- John Laing Charitable Trust
- Mills and Reeve Charitable Trust
- People's Health Trust
- Peter Harrison Foundation
- Prism Charitable Trust
- Rubin Foundation
- Spirit of 2012
- Sweaty Betty Foundation
- Tides Foundation & Zoom Cares Fund
- Wimbledon Foundation

### Commissioned Work

- Active Cornwall
- Active Cumbria
- Active Lancashire
- Active Oxfordshire
- Active Partners Trust
- Activity Alliance
- Altrincham Grammar School for Girls
- Andrew Rose Childminding (Somerset)
- Birmingham Education Partnership
- Boccia England
- Brent Cross South Limited Partnership
- The British Council
- British Wheelchair Basketball
- Catalyst Stockton on Tees Ltd
- Central Bedfordshire Council
- Cherwell District Council
- Department for Digital, Culture, Media & Sport
- Department for Education
- Department of Health and Social Care
- Durham County Council
- England Athletics
- The FA
- Futures for Somerset
- Higher Horizons+
- Hockey Wales
- HSBC
- Hull City Council
- Laureus Sport
- Liverpool College
- London Borough of Hillingdon Council
- The LTA
- Major League Baseball Europe Ltd
- Mayor's Fund for London
- Ministry for Housing, Communities and Local Government
- Nike
- Oak National Academy
- PTI Education
- Purplebricks
- SCOPE
- Shrewsbury University
- Southwark Council
- Sport Wales
- Sport Northern Ireland
- sportscotland
- Street Games
- Suffolk County Council
- Wales FA Trust
- Welsh Cycling
- Wiltshire County Council

### Corporate Partners

- Charitable Travel
- Complete PE
- Decathlon

- Enrich Education
- Harrod Sport
- Hodder Education
- Lidl Ireland
- Limitless
- Nexa Properties
- PE Scholar
- Playwaze
- Kappa
- Playinnovation
- Sky Cares
- Sport Experiences
- Teach Active
- United Education
- Warner Bros. Entertainment UK Ltd
- Wiggle/CRC
- Zero Bounds



A special thank you to the National Lottery for the funding from our partnership with Sport England which continues to support our work making a difference to children's lives on a huge scale.



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