

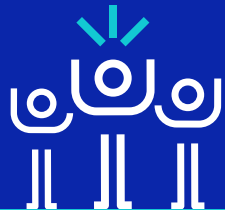


**YOUTH
SPORT
TRUST**



*Inspiring
changemakers,
building belonging*

Our strategy 2022-35



2022 EDITION


About us



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

A future where every child enjoys the life-changing benefits of play and sport




Our mission

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



These are extraordinary times for young people and things have become critical for their health and happiness.

We live in a world where we are moving less, where digital technology is having an increasing impact on young lives and where more children feel lonely and disconnected. The pandemic has made these problems worse and led to those from disadvantaged backgrounds falling further behind.

Millions of young people are missing out on the benefits that play and sport should bring to their health and happiness. And we know that when children are unhealthy and unhappy, they are less able to learn.

From the extensive research and consultation we carried out ahead of this new strategy, the message came back loud and clear that we need to help children find a sense of belonging and raise public awareness of the impact of a life without play and sport.

A child starting school in 2022 will finish in 2035. We need to take urgent action now to help build back young people's health, happiness and resilience. A generational shift is needed to help young people balance the demands of the digital age. This will all help to positively transform society's perceptions so that, by 2035, young people will be living in a world where play and sport are truly valued as essential to their education and development.

We can't do this alone. This strategy signals an even greater ambition to work with other changemakers – the teachers, young people, organisations, families and influencers – who can reach a generation of young people. By collaborating with and championing the work of others who share our mission, we will build a brighter future together where every child enjoys the life-changing benefits of play and sport.

A handwritten signature in blue ink, appearing to read 'Ali Oliver'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Ali Oliver MBE

Chief Executive Officer, Youth Sport Trust



For 27 years, the Youth Sport Trust has been harnessing the power of sport and play to improve physical and mental health, foster inclusion and develop character and leadership skills.

Our last strategy focused on improving wellbeing and we were proud to have impacted on the lives of more than one million young people.

The charity's mission has never been more important, and this new strategy affirms our commitment to do things different and be even more ambitious.

We need to reach new audiences, going beyond education and politics to mobilise different types of changemakers. We need to find new opportunities to raise funds to deliver our mission for young people. And through all of this, we need to place a strong emphasis on cutting-edge research, evidencing the life-changing impact we know that play and sport can have on the lives of young people who have never needed us more.

Neil Davidson CBE
Chair, Youth Sport Trust



Sport is an anchor in my life. It has helped me to grow, to express myself and find a place to belong. But I know this experience isn't shared by everyone.

This new strategy sets out to change that.

Young people can achieve incredible things when they have the opportunity. Play and sport are so important because they create an environment to develop important skills, confidence, leadership and a sense of togetherness. These are all things that too many of us struggle with today.

To get more people benefitting from play and sport and feeling a sense of belonging, we need to listen to what young people have to say about the issues, and work with them to develop the solutions.

This is a key principle which runs through this strategy. It will help us to empower young people to drive the change they want to see in the world.

Lipa Nessa
Chair, Youth Sport Trust Youth Board

In the last four years

We set out to tackle the decline in children's wellbeing.
We achieved a lot.

1,008,286
young people



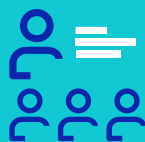
were given opportunities to enjoy the life-changing benefits of sport and play through our programmes

300,902
young people



received training and were empowered to lead and inspire their peers

59,436
teachers, coaches and practitioners



were trained to lead good quality inclusive Physical Education and school sport*

*Cumulative totals for the 2018/19, 2019/20 and 2020/21 academic years

These were our objectives

Transforming PE

2,852



schools supported by the Youth Sport Trust to redefine their PE curriculum

Removing Barriers to Sport

150,000+



participation opportunities provided for young people with special educational needs and disabilities

Unlocking Potential

26%



of schools accessing our programmes in 2020/21 from the most disadvantaged communities

Empowering Activism

52



Youth Social Action projects were run in 32 communities and established a National Youth Sport Forum

Championing Insight

Our research

generated hundreds of media mentions and underpinned 22 responses to policy consultations



Strengthening Foundations

#8



Is where we ranked in the Sunday Times 100 Best Not-for-Profit companies to work for

There is still much more to do...

Our children have just one childhood

The Covid-19 pandemic has made things worse for a generation who were already struggling with low levels of health and happiness.



Physical ill health

One in four year 6 pupils are obese. 2.4 million young people are active for less than 30 minutes per day

(NHS/Sport England)



Poor mental wellbeing

53% of parents believe that their children's social wellbeing has been negatively impacted by Covid-19

(YST/YouGov)

Unhappy, unhealthy children don't learn effectively. If children don't learn, they don't achieve their potential in life and we don't have a society fit for the future.



Lonely and disconnected

83% of parents believe children are spending too much time online and not enough time with each other

(YST/YouGov)



Increased inequality

Children from disadvantaged backgrounds are less likely to access and understand the benefits of sport and play

(Sport England)

Our belief in the power of play and sport

Analysis from the Children's Commissioner for England in 2022 revealed that as children came out of lockdown, what they most wanted to do was **play**.

Play and sport help children to build friendships, empathy and understanding. They develop their social skills and find a place to belong in the world. The context of sport can offer both freedom and responsibility through a less structured, more safe and informal space where they can learn life lessons. Learning how to move with confidence and competence builds self-esteem and a positive self-image. Being physically active directly impacts on mood, concentration and helps with learning. All of this transfers directly into the classroom and life after education.

We know the power of play and sport to change lives, but many aren't making this connection. We cannot create change alone, we need as many people as possible to become changemakers to help us reclaim play and sport in children's lives.



The path to 2035

We will continue to work on influencing policy and improving practice but we know it's time to go beyond politicians and teachers. We will capture the imagination of more **changemakers**.

From young leaders and families to experts and influencers, together we will target interventions at those in greatest need and increase the value of play and sport within the education and development of every child.


We will find new opportunities to raise the funds to deliver on our mission for young people and to co-create our programmes and content with them.

Class of 2022

- Sedentary lifestyles and obesity
- Poor mental wellbeing
- Lonely and disconnected
- Growing inequality

We use the power of play and sport to

- Improve physical and mental health
- Develop character and leadership
- Foster inclusion



We will help children balance their lives in the digital age. We will place a strong emphasis on cutting-edge research, evidencing the **life-changing impact we know that play and sport can have on the lives of young people.**

By helping young people to feel a **sense of belonging**, we will stop them feeling isolated, lonely and bombarded by others telling them how they should look, feel and be.

We will create an environment where they can learn what belonging really feels like. Instead of trying to 'fit in' they will feel confident about themselves and have a positive identity which comes from play and sport.

When we achieve this and enable a **generational shift**, we truly believe that together we can transform **society's perception of play and sport.**

Impact amplified
across society by

- **Inspiring changemakers**
- **Building belonging**

**Class
of 2035**

- Happier, healthier and more resilient young people
- Demands of the digital age balanced by human connection, achieved through play and sport
- Play and sport valued by society as essential to education and development

Objectives

This strategy has three objectives. By taking **urgent action** now to build back healthier, happier, more resilient young people, we will establish an evidence base to drive a **generational shift** and ultimately achieve **societal change** by 2035.

2022

2025

Urgent action

Build back healthier, happier and more resilient young people and level the playing field for those **most disadvantaged**

Generational shift



Our objectives and tactics will be reviewed and refreshed in 2025 and 2030.

2030

2035



Strategy

Starting locally and building momentum, we will galvanise and **inspire changemakers** to transform attitudes, improve practice and drive policy change.

Together we will harness the power of play and sport to **build belonging** for a generation, improving their health, fostering inclusion and developing character and leadership.



The one single factor that determines a society's success is the percentage of **changemakers** within it.

BILL DRAYTON, SOCIAL ENTREPRENEUR



**Inspiring
changemakers**

Changemaker – someone who is taking creative action to solve a social problem



Building belonging

Belonging – a sense of community and identity, where young people can be themselves

Tactics

To deliver this strategy we have identified six key groups of **changemakers** and how they are best placed to help **build belonging**.

Tactic	Our changemakers	How they build belonging
1	Educators	Levelling up life chances and tackling inequality
2	Young people	Building friendships and fostering understanding
3	Organisations	Reclaiming play and sport
4	Influencers in public life	Making human connection a matter of national concern
5	Families	Championing their children's physical literacy
6	Ourselves	Increasing our relevance to a changing world

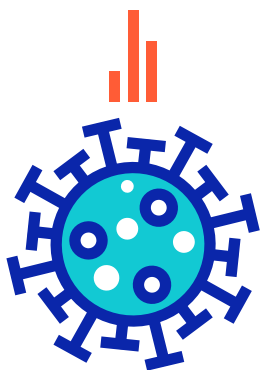


*Shaping
the world
one game
at a time*



Tactic 1

Equip educators to rebuild wellbeing and **level up life chances** of young people most affected by Covid-19, and those suffering from the effect of inequalities.



How we will achieve this

We will develop and use our understanding of Covid-19's impact to provide teachers with the tools, resources and content to support young people who are most in need.

We will tell a compelling story which reaches a new audience and inspires educators to unlock the power of PE, sport and play for every child.

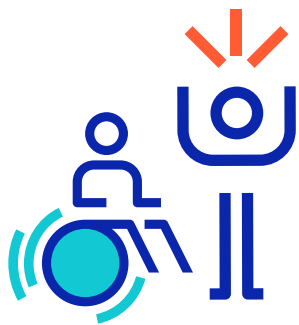




Skills for life
can start on
the pitch

Tactic 2

Empower young people by unleashing a nationwide community of young leaders, who harness the positive power of play and sport to improve wellbeing, **build friendships**, and **foster understanding**.



How we will achieve this

We will co-create with young people and put their voices at the heart of our approach to empowering them as leaders. We will collaborate to create opportunities for them to lead their peers.

We will revolutionise our skill and content development framework, and celebrate the power of young leaders to transform society.





**Harnessing
sport's power
to move young
people**

Tactic 3

Unite a movement of organisations to reclaim play and sport at the heart of every school, and make it fun for everyone.



How we will achieve this

We will create an agenda of unified action to tackle the barriers and inequalities within physical activity, PE and school sport. Bringing together voices from within and across different sectors, we will help to reclaim sport and physical activity within education and make it fun for everyone.

We will develop our evidence base through collaborative place-based pilots.

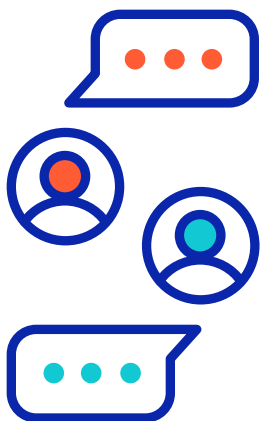




**Together we are
unstoppable**

Tactic 4

Mobilise influencers in all areas of public life to make the decline of physical activity levels and **human connection** in a digital age matters of national concern.



How we will achieve this

We will measure and benchmark public attitudes to develop evidence-based campaigns to change the minds of those who do not value, or are disengaged from, play and sport.

To do this we will identify and collaborate with influential individuals and organisations who share our values and bring reach to our mission.

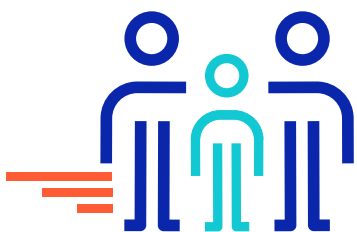




**When we play,
*life gets better***

Tactic 5

Help families understand and **champion their children's physical literacy** and its importance to a healthy and happy childhood.



How we will achieve this

We will create a network of family changemakers who champion physical literacy while working to increase access to physical literacy for children and families in areas of disadvantage.

We will develop a family-focused physical literacy campaign to help families understand and recognise its value for their children.





**Building a
*brighter future***

Tactic 6

Change from within by increasing our impact on, connection with, and **relevance to, a changing world.**



How we will achieve this

We will enhance our ability to deliver our mission by simplifying our operations, continuing our digital transformation and becoming a more globally responsible charity.

We will develop the expertise required to ensure we have relevance to, and connectivity with, our beneficiaries and we will support a happy, thriving and productive workforce.





Sport
changes lives

Our values

We will:

Be ***courageous*** and tackle big issues

Take ***responsibility*** for what needs to be done

Act with ***integrity*** in everything we do

Place ***inclusion*** at our heart

Grow through ***collaboration***

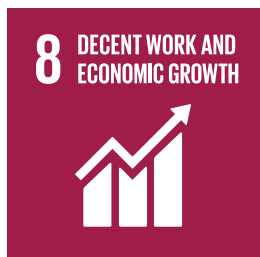
Earn ***trust*** through our actions



Global responsibility

Along with our sister charity, Youth Sport Trust International, we will work with other nations and learn from international practice. We strive to be a **globally responsible charity** with a strong commitment to the 17 United Nations Sustainable Development Goals (SDGs).

We will particularly focus on these nine goals:



***Thank you to our
current and future
partners and funders***

***Become a
changemaker and
be part of the solution***

www.youthsporttrust.org

We are happy to make our 2022-35 strategy available in alternative accessible formats on request.

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