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1. Introduction

The Youth Sport Trust (YST) aims to build a brighter future for all young people by:

- Ensuring every child receives the best sporting start in life through a right to physical literacy (Sporting Start).
- Ensuring every young person is provided a sporting chance to succeed in life through reduced inequality (Sporting Chance).
- Ensuring every young person will achieve their sporting best in life by developing their creativity, aspirations, resilience and empathy (Sporting Best).

The organisation places great value on building a strong evidence base to understand the extent to which our work is achieving our overall mission.

Sport Wales are the national organisation responsible for developing and promoting sport and physical activity in Wales. They are the main adviser on sporting matters to the Welsh Government and are responsible for distributing National Lottery funds to both elite and grassroots sport in Wales.

Sport Wales and the wider sport sector have a vision for how sport can better deliver on the Welsh Assembly Government’s sport and physical activity agenda; inspiring, developing and delivering positive experiences for all.

The sector’s vision is to ‘Unite a Proud Sporting Nation’, where ‘Every Child is hooked on Sport for Life’ and Wales is a ‘Nation of Champions’. The vision is supported by clearly defined priorities:

- **Sporting innovation** – Wales has a sports sector that embraces collaboration, encouraging new ways of delivering opportunities to increase participation and improve elite performance.
- **Skills for Life in Sport** - Every child and young person is provided with the skills and confidence from an early age to be physically literate through high quality, engaging sporting experiences.
- **Sporting communities** - We have communities with sport at the heart of them, offering joined up opportunities for every child and young person to undertake at least five hours of safe, high quality sport every week and sustaining their engagement throughout their adult life.
- **Sporting Excellence** - We are a nation that excels in nurturing sporting talent and delivers ongoing success on the international stage.
- **Growing a skilled and passionate workforce** - All those involved in sport, whether in a professional or voluntary capacity, are supported to pass on their skills and passion for sport to the people of Wales.

Over the last 18 months (October 2014-March 2016) the YST has worked in partnership with Sport Wales to deliver projects to assist the development of young people and schools across Wales. This report summarises the key activity and impact from the last 18 months work and outlines recommendations to support the partnership in the future.

The report is based on evidence collected from the following projects/programmes:

- Young Ambassador programme
- National Leadership Academy
- Athlete Mentor programme
2. Young Ambassadors

Our vision

- In October 2014 a two year Memorandum of Understanding was agreed between Sport Wales and Youth Sport Trust to drive forward the engagement of young people in delivering the aspirations within the Vision for Sport in Wales (see page 2 for details on the Vision).
- In addition to maintaining the existing Young Ambassador (YA) programme in Wales the MOU identified 4 key areas of work, which have all been successfully delivered:

<table>
<thead>
<tr>
<th>Area of work</th>
<th>Measure of success</th>
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<tbody>
<tr>
<td>1. To develop a project officer position between Sport Wales and Youth Sport Trust</td>
<td>The post was recruited and will continue in the new partnership</td>
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<tr>
<td>2. To deliver two Gold Young Ambassador Conferences</td>
<td>These have taken place successfully on: 22nd October 2014 21st October 2015</td>
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<td>3. Develop and deliver a training package that supports the development of YA’s</td>
<td>The development of the National Leadership Academy has fulfilled this area of work</td>
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<tr>
<td>4. Develop an athlete mentor programme</td>
<td>The ‘Passing the Baton’ has evolved into ‘Sky Sports Living for Sport’ to enable even more schools to get involved</td>
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- Young Ambassadors are a vital part of the sporting workforce in Wales and volunteer numerous hours in schools and communities to help achieve the aspiration of ‘Every Child Hooked on Sport for Life’. The YA outcomes remain to:
  1. Increase participation and healthy lifestyles
  2. Promote the positive values of sport
  3. Be an ambassador and role model advocating PE, School and Community Sport
  4. Be the young person’s voice on school and community sport
  5. Bring the inspiration of major sporting events to school and community sport

- There are four levels of Young Ambassadors; Bronze, Silver, Gold and Platinum. They all have the following skills:
  o Ability to influence and inspire other young people.
  o Ability to lead and manage other young leaders.
  o Excellent communication skills with other young people and adults.
  o Ability to show initiative and take responsibility.
  o Ability to portray a positive image and be a good role model to young people.
  o Organised, with good time management skills.

- More specific information on each level of Young Ambassadors is outlined below:
Who are they?

Bronze Young Ambassadors
- Pupils in Years 5 & 6
- At least 2 per primary school
- Champions of PE & School sport in their primary school
- The team leaders of other sports leaders in the school
- Became part of the ‘sports crew’ when they got to year 7 to support Silver YAs

What do they do?

Bronze Young Ambassadors
- Deliver YA outcomes in their primary schools
- Work with the teachers to organise events for the school
- Local and regional playground activities for Years 3-4
- Form part of the school council to deliver the YA outcomes
- Become ‘school sport’ reporters showcasing the good work they are doing
- Promote sport within the school via newsletters and films
- Support other leaders by delivering sessions to schools and communities
- Present results of school sport survey to rest of school

How can we measure their impact?

Bronze Young Ambassadors
- Set termly participation targets with current non-participants
- Record attendances at Bronze YA led sessions
- Showcase the innovative work they are doing to increase participation to schools, LA and Sport Wales via social media, newsletters and films

Who are they?

Silver Young Ambassadors
- Pupils aged 14+ and in Years 10 & 11
- At least 2 per secondary school
- Champions of PE & School sport in their secondary school
- The team leaders of other sports leaders in the school
- Head boy and girl of sport; mini 5x560 officers

What do they do?

Silver Young Ambassadors
- Deliver the YA outcomes in their secondary schools
- Work with teachers to organise events and Gold YAs to support events for the school
- Local and regional orienteering, mini 5x600, and goalball sport opportunities, DFS, Dragon Multisport
- Form part of the school council to deliver the YA outcomes
- Support local government and community events
- Become ‘school sport’ reporters showcasing the good work they are doing
- Promote sport within the school and community via social media, newsletters, films, etc.
- Present results of school sport survey to rest of school

How can we measure their impact?

Silver Young Ambassadors
- Set termly participation targets with current non-participants
- Ensure YAs and interested clubs are recorded on the 5x600 Management Information tool
- Sign YAs up to Millennium Volunteer Sport Award
- Showcase the innovative work they are doing to increase participation to schools, LA and Sport Wales via social media, newsletters and films

Who are they?

Gold Young Ambassadors
- Young people aged 16+
- At least 2 Gold YAs per Local Authority area
- High performing YAs who can champion PE & School Sport across their LA and nationally
- The team leaders of other Young Ambassadors across the LA

What do they do?

Gold Young Ambassadors
- Deliver the YA outcomes in schools
- Work with the LA Sport Development team to organise events and generate PE and school sport across the LA
- Coordinate delivery of YAs at local and regional level
- Provide/organise/coordinate/raise funds and deliver YAs
- Support LA wide events - meet and greet VIPs, public speaking
- Support mini 5x560 officers to raise the profile and awareness of Youth Ambassadors
- Present results of School Sport Survey to Primary Head teachers

How can we measure their impact?

Gold Young Ambassadors
- Set termly participation targets with current non-participants
- Work with sport development team to monitor MI and challenges other YAs on results
- Sign YAs up to Millennium Volunteer Sport Award and encourage to complete MV 100 and 200 Awards
- Showcase the innovative work they are doing to increase participation to schools, LA and Sport Wales via social media, newsletters and films

Training opportunities

Gold Young Ambassadors
- Annual Gold YA Conference
- Sports Leaders L2 Awards
- NGB Level 3 Awards
- Ad hoc training opportunities e.g. presentation skills, social media training, fundraising skills
- Sports Coach UK courses
Young Ambassadors key outputs

- 22 local authorities (LA’s) are currently engaged in the Young Ambassador programme, with 53% of all Welsh schools and colleges hosting YA’s.
- In 2014/15 there were nearly 3000 YA’s across Wales, an increase of +20% since 2013/14.

84% of Secondary schools, 49% of Primary schools, 26% of special schools and 61% of colleges in Wales have Young Ambassadors between the bronze to platinum levels.

- In 2014/15 over 2,000 Bronze Young Ambassadors have been reported active within primary schools; this is a 28% increase from 2013/14.
- 742 Silver Young Ambassadors were trained and supported locally to increase participation, promote healthy lifestyles and the positive values of sport and to be the young person’s voice in their community.
121 Gold YAs were trained and deployed following training at the National Gold conference, and went on to support training and provide opportunities for Silver YAs in their schools and communities.

26 Platinum Young Ambassadors led the programme at a National Level, supporting Sport Wales and YST events and speaking at regional conferences and awards to inspire other YAs and increase awareness of the programme.

**Highlights and Evidence of the impact of the Young Ambassador Programme**

- Due to minimal budget investment, the evidence base highlighting the success of the YA programme in Wales is limited. However the below summarises the key highlights and impact from the programme in the last 12 months.

**National recognition / profile of the programme**

- YA’s are widely recognised through awards such as the ‘Wales Young Volunteer of the Year’, which was awarded to a Young Ambassador in 2015 (and the final 3 shortlisted were also YA’s).
- YA’s are continuing to support National Governing Bodies of Sport in particular; Hockey Wales & Golf Development Wales, Sport Wales Board, Disability Sport Spectacular, Physical Activity Network group, Wales Sports Awards, Sports Leaders UK Awards, Rugby World Cup, conference speaking, local volunteer awards – just some of the high profile volunteer opportunities that YA’s in Wales are involved in.
- Over 1,000 young people in Wales including many Young Ambassadors have achieved their Millennium Sport Award for volunteering 50 hours in school and community sport.
- Direct references and opportunities for Young Ambassadors are embedded within the Welsh Baccalaureate, further extending the reach of the programme.

**Sport Leaders Celebration Event at the Senedd.**

Sport Leader UK hosted a celebration event in the Senedd, Cardiff to recognise all the brilliant sport leadership and volunteering that is taking place all across Wales.

The event was an opportunity for organisations, colleges and schools to showcase the work of their young leaders and an opportunity for Young Ambassadors and Young leaders to share their inspiring journeys with Assembly members.

The main event was professionally compared by Platinum Young Ambassador Luke Rees who did an excellent job introducing Assembly members including Ken Skates AM the Welsh Deputy Minister for Culture, Sport and Tourism and the First Minister Carwyn Jones AM to the stage to speak. Luke also spoke about how becoming a Sports Leaders helped him with his schooling, and meant that he remained engaged in sport and physical activity. This then opened up more doors which led to him becoming a Young Ambassador. His journey will certainly have inspired other young people to follow in his footsteps on a leadership pathway.

At the beginning of their leadership journeys are Bronze Young Ambassadors Kenzie Reynolds and Joshua Healey, both 10 from Markham Primary school in Caerphilly. Both spoke in front of the audience of over 100 people and explained how the programme has helped them to develop communication and organisational skills and how they have championed the role of physical activity at school.

Victoria Perkins, PE co-ordinator at Markham Primary, said: “They’re very confident young
children and they absolutely nailed it. “They read their speech to the head teacher every day to prepare themselves. “They are good children and we’re lucky to have them. If our children weren’t physically active, they would not be as switched on and ready to learn. “They’ve done us all proud – not just the school, but the community too.”

The Young Ambassador Steering group

- At least 3 Welsh Young Ambassador Steering Group meetings per year have taken place with on average 66% of the group attending each meeting.
- 5 members of the Steering Group have attended and delivered at the Sport Wales Board meetings in 2015/16.

The Young Ambassador Conference (2015)

- The 6th annual Gold YA Conference took place on October 21st 2015 at Cardiff City Stadium.
- 100 Gold Young Ambassadors and 46 community sport colleagues attended the conference.
- The conference was delivered by the Platinum YA’s from the steering group. The Gold YA’s who attended the conference gained a better understanding of their YA role, physical literacy and inclusive sport.
- Many of the Gold YA’s go back to their local authorities and support Bronze and Silver YA training to inspire them to get ‘Every Child Hooked on Sport for Life’.

“Through my work as a YA I look to increase participation and support the development of younger YA’s by acting as a role model” – Platinum YA

- After attending the YA 2015 conference, the Young Ambassadors rated the overall experience highly with an average score of 4.4 out of 5 (where 1 was ‘enjoyed not at all’ and 5 was ‘enjoyed a lot’).
- The YA’s were also asked to rate the various aspects of the conference and overall the feedback was positive, with the Officer Workshop 2 – Ignite their potential / Mentoring scoring the highest:
Feedback from the Young Ambassador Conference - Cardiff

“Really enjoyed the session as it made us think of how simple changes can make a big difference in including everyone in sessions” – YA after the disability inclusion session

“Useful just to have a chance to speak and work with other YAs. It was great to meet and chat with the athlete mentors.” – YA

“Thought provoking, gave a better incite in the empathetic and listening skills required for a mentor.” – YA after the Mentor workshop

“We’ve come up with great plans thanks to the workshops. Can’t wait for the plans to take place.” YA

The Young Ambassador Audit results

- 130 YA’s from 2014/15 gave their feedback via an online survey which asked about their experiences of being a Young Ambassador. Highlights include:
Young Ambassador Festival

The story below highlights the success of the Young Ambassador programme in delivering a sports festival which was inspired by the European Athletics championships:

Swansea’s Gold Young Ambassadors & Inclusive Future Champions Come Together to Deliver Disability Sports Festival

Swansea’s Gold Young Ambassadors & Inclusive Future Champions come together to deliver a hugely successful Disability Sports Festival having been inspired by the Swansea 2014 IPC European Athletics Championships!

Bishop Gore pupils, Alexandra Griffiths and Tom Founds, both of whom are current Gold Young Ambassadors and Inclusive Future Champions, seamlessly brought together young volunteers from both programmes to deliver a hugely successful Disability Sports Festival for over 100 pupils!

The young people were treated to taster sessions in Goal-Ball, Blind Football, Physical Literacy Skills and Para-athletics, all of which were delivered by a group of Young Ambassadors and Inclusive Future Champions from local schools and Gower College. The day was supported by high performance athletes Rhys Jones, James Ledger and Scot Jones who provided some expert advice and inspiration throughout the day.
It was a shining example of two of Youth Sport Trust’s existing volunteer programmes working together to showcase youth empowerment and deliver inclusive sport. The City & County of Swansea Sports Development Team and Disability Sport Wales would like to congratulate Alex and Tom on their impressive display of leadership skills and to thank all the young volunteers and guest athletes for their contribution.

Social Media and Young Ambassadors
- A number of females YA’s from Chepstow School, inspired by the national ‘This Girl Can’ campaign engaged all girls (400+) in the school to take part in various sporting activities during a #cheptsowgirlscan week of sport.
- The young person’s voice is further heard through social media:

3. National Leadership Academy
- September 2015 saw the launch of the first ever YA National Leadership Academy (NLA).
- The aim of the National Leadership Academy is to provide a continued professional development opportunity for the steering group members to provide them with new skills and knowledge to prepare them for university and the workplace.
- 18 young people trained through the National Leadership Academy covering workshops including influencing, employability, teamwork, networking, presenting, facilitation, communication and decision making.
72% of attendees from the first National Leadership Academy weekend ‘liked’ or ‘liked a lot’ each of the 4 skill workshops which took place (Personality, Networking, Teamwork and Presentation skills).

Feedback from the National Leadership Academy workshop 3 (Aspiration)

“I came to the first NLA not really sure what I was getting myself into but looking back I am so glad I took that chance and attended because I have had the most amazing experience. It is honestly hard to sum up into words how much the NLA has taught me. From learning and developing an extensive range of skills in the workshops e.g. presentation skills, communication, networking and many more, to the exceptional long-term friendships I’ve made with the rest of the group, the lessons I’ve learnt have been invaluable.” - Beth Harris, Swansea

“The National Leadership Academy was not what I expected at all. I never thought that it would be a once in a lifetime opportunity, but it has! I’ve learnt so much over the past 3 weekends that has helped me become an even more skilful ambassador. It’s developed my communication, confidence, presentation, decision making and listening skills. Not only have I gained all these useful life skills, but I have gained some amazing friends from all over the country, who I will stay in contact with from now on. It gave us the opportunity to create a bond that will stay, even though our NLA journey has come to an end.” - Nia Weaver, Powys

“The National Leadership Academy is a great opportunity to learn and develop new skills whilst in a fun relaxing atmosphere giving you the chance to learn, have fun and meet new people all at once.” - Katie Moore, Cardiff

At the second National Leadership Academy the YA’s were asked to reflect on their first weekend of training. Their feedback has created the word cloud below:
4. Athlete Mentors

- 6 Athlete Role Models have been recruited and trained to inspire pupils through the ‘Passing the Baton’ and Sky Sports ‘Living for Sports’ project. The athletes will work with teaching staff, pupils and Young Ambassadors on projects that contribute to improving pupils’ physical literacy and attainment in education.

- 19 visits were delivered by English Athlete Role Models to meet the demand of schools requesting visits.

- In the 2015/16 academic year to date (Sept-Mar) Welsh Athlete Mentors have delivered to 1270 pupils.

- 71% of schools said they participated in the Athlete Mentor programme to improve self-confidence of pupils.

“Our students were completely enthralled with his [Tom Haffield] talk and his story and they related completely with the message about what it takes to achieve success. To top the visit off the students were delighted to have a swimming lesson with Tom and to have the opportunity to race against an Olympic Swimmer. Personally I thought Tom was fantastic to
work with, he was completely approachable, very friendly, his communication before and during the visits was great and enabled us to combine to deliver a course that was suitable for our students. For all our students this was truly a once in a lifetime experience and one that they will remember for the rest of their lives.” – Teacher, post Athlete Mentor visit

- A further 23 Athlete Mentor visits are currently booked in to be completed by the end of the 2015/16 academic year, with more still to be confirmed.
- The below case study highlights the success of Athlete visits:

**Re-engaging year 9 Girls at Milford Haven School**

All year 9 girls were given the opportunity to attend a morning session with Welsh Rugby Union Player Philippa Tuttiett as part of the “Passing the Baton” programme. She gave a presentation about her journey and how she got into rugby followed by two rugby taster sessions, one for each PE class. Not only did Philippa give the girls a taste of rugby but she also becomes a positive female role model for the pupils to inspire and encourage them to continue with physical activity.

**Progress to Date**
Following the assembly, the girls had an opportunity to take part in a practical rugby session which Philippa coached. During the session the girls practiced passing backwards, followed by basic footwork and defence with a competition at the end. Over two lessons almost 30 girls took part. Even those who had forgotten their kit were involved with the passing drills and then refereeing the competition.

All pupils thoroughly enjoyed the practical session and a group of 15 girls were interested in starting a rugby club for girls at their school. These girls spent an hour with Philippa discussing the best ways to set up and run a club for girls and what resources and equipment would be needed. This also gave them an opportunity for Philippa to speak in more detail about her sporting journey and gave the girls a chance to ask her any questions.

The girls were really keen and decided to start with touch rugby club after Easter to develop their rugby skills. They then thought that they could move on to sevens or fifteens as they became better players.

The girls set themselves a target of playing a competitive tag rugby match against another school before the Summer Holidays.

Within the group pupils will have different responsibilities to give them more ownership of the club. Some of these will be promoting the club, organising fixtures, social media and equipment. It is important that all pupils involved have a responsibility to ensure that they feel part of the group and to increase their confidence.

Philippa will make two further visits to the school to see how the club is getting on and to keep the girls motivated.

**Sustainability**
The school already have the facilities for rugby, however smaller balls are used for tag rugby which will need to be bought by the school. Also, when the team plays matches they will require a rugby kit which the girls can design.

For the club to run successfully, qualified coaches will be required. They can be sourced by linking with the school’s 5x60 programme or by sending a member of staff on a rugby leaders/coaching course. Also, any keen pupils who would like to start leading sessions can receive training to give them more confidence and to increase the pupil involvement of running the club to give them ownership.
5. Recommendations

1. Increase investment in Monitoring and Evaluation in order to provide evidence of the outcomes achieved and to support ongoing development and improvement of the programmes delivered.

2. Increased engagement directly with schools and school sport staff such as the PE department. The Welsh Baccalaureate is a good opportunity to improve this.

3. Greater focus on ensuring the YA programme is inclusive by engaging females, young disabled people, young people from BME backgrounds and young people from disadvantaged communities as Young Ambassadors through work with our partners and provision of training and resources.

4. Increased attendance at the National Leadership Academies to maximise reach and impact.

5. Greater connectivity with organisations such as National Governing Bodies looking to offer additional opportunities for Young Ambassadors.

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