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| | CUSTOMER CHARTER | |

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| 5 | Strategy content updated | Head of Compliance & Governance |

Introduction

The Youth Sport Trust (YST) is an independent charity, established in 1995, devoted to harnessing 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.

Strategy

Our **2022-35 strategy** has three objectives:

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

Generational shift: To *balance the demands of the digital age* through the *human connection* of physical play and sport

Societal change: *Transform society’s perceptions and attitudes* towards the importance of physical literacy, play & sport in the *education & development* of young people

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.

To deliver our strategy we have identified six key groups of *changemakers* and how they are best placed to *build belonging*. These groups form the basis for our six strategy tactics are:

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.
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.
3. **Unite a movement** of organisations to reclaim play and sport at the heart of every school and make it fun for everyone.
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.
5. **Help families** understand and champion their children’s physical literacy and its importance to a healthy and happy childhood.
6. **Change from within** by increasing our impact on, connection with, and relevance to, a changing world.

Our values

- 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.

These values are lived out by our people and run through our work - be that with schools, our corporate partners, government, sporting organisations and, most importantly, young people.

Our Customer Service Expectations

We will:

- be helpful and responsive to customer needs
- be polite, professional and friendly
- respond to enquiries promptly and efficiently
- communicate clearly without jargon
- ensure our services are accessible, inclusive and easy to use
- treat our customers equally and with respect
- share and learn from best practice in order to continually improve the service we offer

Monitoring Our Performance

In accordance with our 'Customer and Consumer Satisfaction' procedure we will;

- regularly collect feedback from our customers
- act upon customer feedback to continually improve our service

All complaints will be taken seriously and will be dealt with in accordance with our 'Complaints and Process Error' procedure, to ensure their swift resolution.

All procedures are part of our Quality Management System, which is accredited to ISO 9001:2015.

If you have feedback on our service, please contact info@youthsporttrust.org or call **01509 462900**.