

# Young Ambassadors

## Programme information sheet

### WHAT IS IT?

Each year until 2012, school sport partnerships across England will recruit two young people to take on the role of Young Ambassador for two years.

In their first year, they work in their local communities championing sport and the ethos and values of the Olympic and Paralympic movement. In their second year, they take on a mentoring role with the new Young Ambassador intake.

By the time the Olympic and Paralympic Games reach London in 2012, more than 5,000 young people from across the UK will have been through the Young Ambassador programme, which is managed by the Youth Sport Trust on behalf of the Department for Culture, Media and Sport (DCMS) and the Department for Children, Schools and Families (DCSF).

Half of all the Young Ambassadors are selected due to their sporting talent, while the other half are chosen due to their outstanding commitment and ability as young leaders or volunteers.

The Young Ambassadors programme has been awarded the London 2012 non-commercial branding, the Inspire Mark. This is the first initiative to receive the Inspire Mark for education and forms an important part of the PE and sport strand of Get Set, the official London 2012 education programme.

#### Young Ambassador Conferences

Six Young Ambassador Conferences have taken place over September and October 2008. The conferences were also attended by Olympic and Paralympic athletes who delivered keynote speeches and helped deliver some of the Young Ambassador and teacher strands of the conference programme.

The conference aims to help give the Young Ambassadors the skills to, for example, lead school assemblies, mentor other youngsters and get more young people participating in sport.

#### Young Ambassador Resources

At the Young Ambassador Conferences the Young Ambassadors are provided with a number of resources to help them in their role. The resources include:

- memory stick – containing contents of Filofax plus DVDs, presentations etc;
- accreditation with Photo ID;
- business cards (100 per Young Ambassador);
- key messages postcard;
- T-shirt;
- conference workbook;
- clear plastic "Olympic style" wallet and lanyard.

#### What role does the school sport partnership play in the Young Ambassadors programme?

All Partnership Development Managers are provided with the information on how to select their Young Ambassadors, and every school sport partnership is offered the opportunity to bring two Young Ambassadors to one of the regional Young Ambassador Conferences.

### WHAT DIFFERENCE DOES IT MAKE?

“ The Young Ambassador programme is an initiative which empowers youngsters around the country to inspire their friends and peers and will form a key part of the London 2012 activities in schools in the run up to the Games. ”

Steve Grainger, Chief Executive, Youth Sport Trust

Over the first year of the Young Ambassador programme Young Ambassadors from 422 school sport partnerships have increased participation, supported learning through the Olympic and Paralympic values and provided inspiration for other young people to 'choose sport'.



Some of the Young Ambassadors have extended their impact beyond their school sport partnership to a regional, national and even international stage. For example, young Ambassadors have been involved in:

- working with the 2012 Regional Development Agencies;
- taking part in a keynote at the 2007 Sports Colleges Conference with Dame Kelly Holmes;
- undertaking overseas visits to South Africa and Malaysia;
- speaking at LOCOG (London Organising Committee for the Olympic Games) events.

Over 1000 Young Ambassadors have attended one of the six Young Ambassador Conferences in 2008.

### HOW TO GET INVOLVED

For further information about the Young Ambassador programme please contact:

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



Youth Sport Trust