

	POLICY	Document Number: BWPo11 Version number: 6 Updated: Oct-2025 Next Review Date: Oct-2027
	CUSTOMER CHARTER	

v.	Latest Amendment Details	Authorised by
6	Biennial review – minor amends and strategy updates	Head of Business Support

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 **2025-28 strategy** has four 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

Change from Within: Creating a high performing and sustainable organisation

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 to continually improve the service we offer

Monitoring Our Performance

In accordance with our 'Customer and Beneficiary 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**.