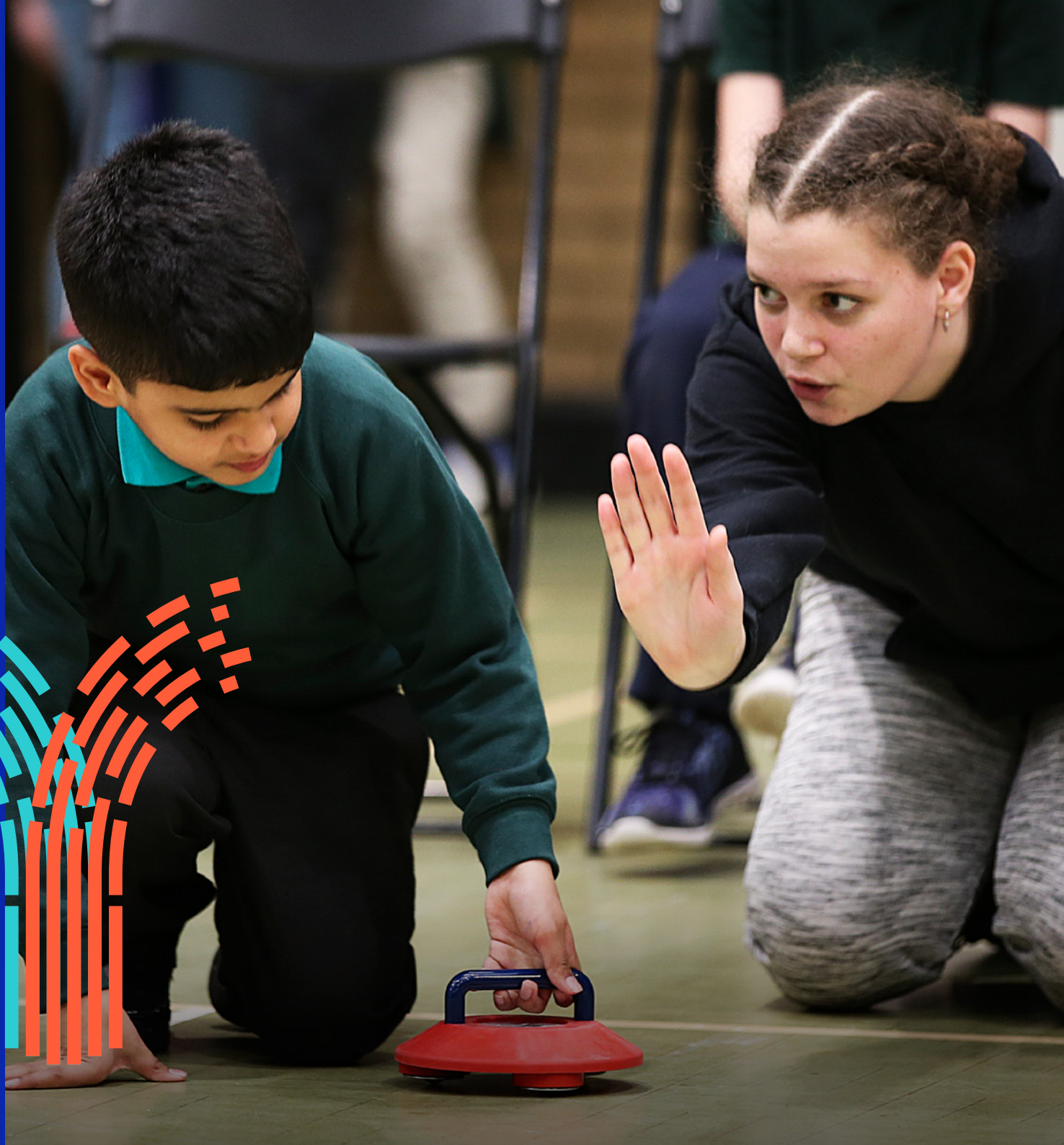
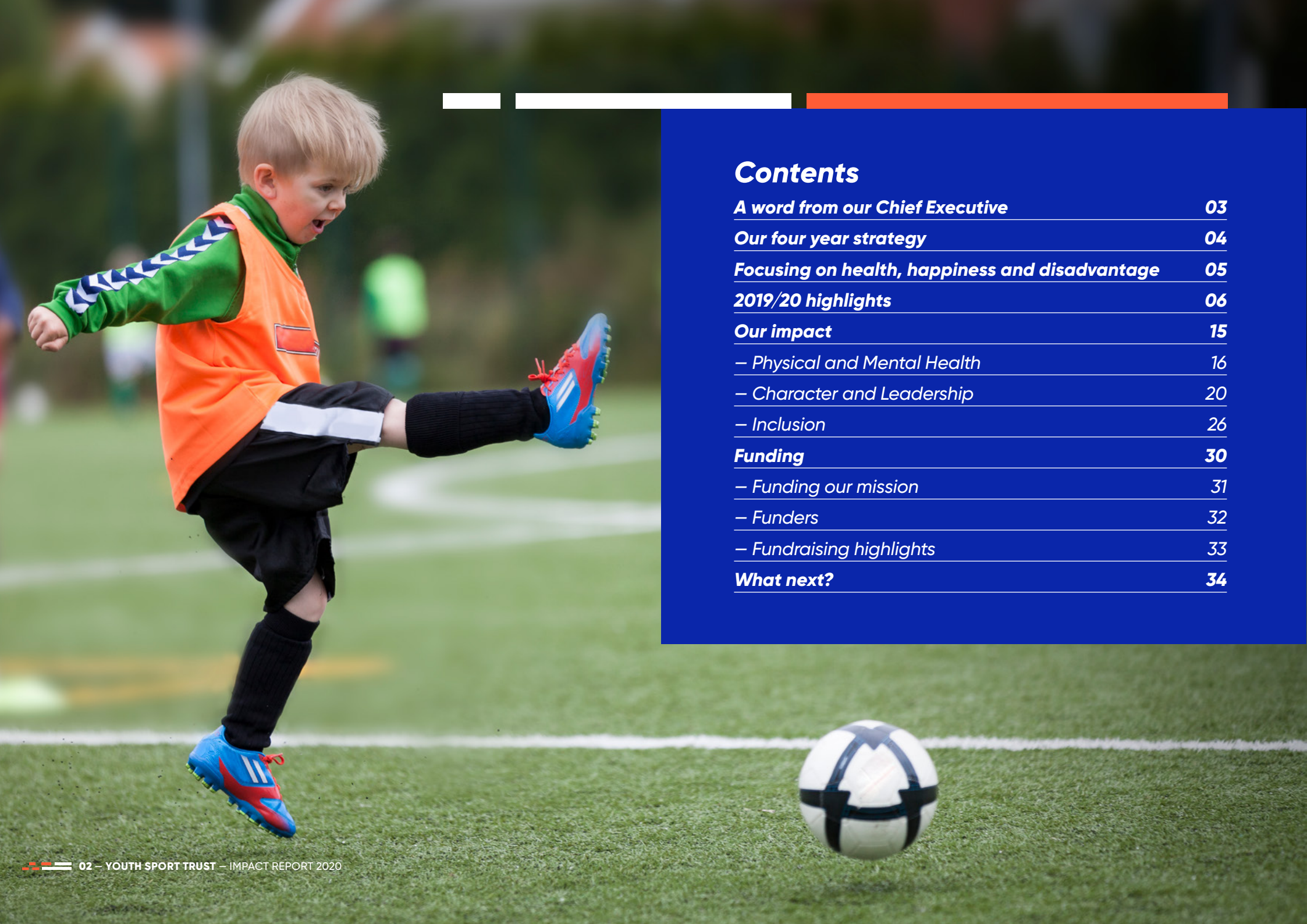




Impact Report 2020





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Welcome to the Youth Sport Trust's 2020 annual impact report



2020 marked the 25th anniversary of the Youth Sport Trust being founded in 1995. Click the image above to watch our 25th anniversary video and read more on the [**history of the charity here**](#).



The academic year covered in the following pages was a year unlike any other.

When we launched our Believing in Every Child's Future strategy in 2018, we warned of a crisis in young people's wellbeing. Rising health and wellbeing issues among young people had come at the end of a decade characterised by cuts to Physical Education, the growth of social media and increasingly sedentary lifestyles.

These challenges became even more pressing during the global pandemic which had such a profound effect on young people's education and development.

Our strategy was built on an ambition to tackle the decline in young people's wellbeing by transforming Physical Education and removing barriers to participation, while harnessing the power of sport to empower youth activism and unlock potential in young people facing the greatest disadvantage.

In the pages that follow we share data, insights and stories from some of the young people whose wellbeing we have been able to support. Working together with schools and valued partners we have improved physical and mental health, nurtured the development of character and leadership, and fostered inclusion and empathy to bring down barriers and build connections.

We owe huge thanks to the many funders who, when the first lockdown hit last March, allowed us to reposition our offer online, and develop new ways to help young people. This led to record numbers of downloads of free resources from our website and huge attendance at our online training, all culminating in the first National School Sport Week 'at Home' which reached over 2 million people.

The information presented in this report shows the immense power of play, sport, daily physical activity, and modern inclusive Physical Education to improve young lives. However, fuelled by the pandemic, the last year has resulted in even bigger issues and a growing social divide.

We believe that now, more than ever, it is time for a long term, joined up national strategy to enable our young people to be the happiest and most active in the world. Daily physical activity and sport should be a universal entitlement in a post-pandemic world where nothing is more important than young people's recovery, wellbeing, education and development.

My thanks once again to all the supporters and investors in our strategy, to our partners within the education, health, sport and youth sectors, and to our many champions and ambassadors both young and old. The Youth Sport Trust is immensely proud to work alongside this incredible movement of changemakers.

Ali Oliver MBE
Chief Executive, Youth Sport Trust

Introduction

Our four year strategy

When we embarked upon our strategy in 2018, we set out on a journey to support a generation of happier, healthier young people to achieve their potential – an ambition founded on our vision of a future where every child enjoys the life-changing benefits that come from play and sport.

The objectives of our 2018–2022 strategy are:

Transforming Physical Education

Removing Barriers to Sport

Unlocking Potential

Empowering Activism

These are underpinned by:

Championing Insight

Strengthening Foundations

[Read our full strategy.](#)

Believing in *Every Child's Future*



Introduction

Focusing on health, happiness and disadvantage

The crisis in young people's wellbeing has been exacerbated by COVID-19. Many are inactive and in poor mental and physical health.

4 million young people average **less** than the Chief Medical Officers' recommended 60 daily minutes of **physical activity**

(Sport England/Youth Sport Trust)

One in three children aged 2 to 15, are **overweight** or **obese**

During lockdown at least **one in three young people** experienced **increased stress, loneliness** or **worry**

(Barnardo's)



Young people in the UK have among the **lowest life satisfaction** in Europe

(The Children's Society)

Among those aged 10 to 15, **happiness** with life as a whole has **significantly decreased**. Children are increasingly unhappy with their appearance and with school

(The Children's Society)



Children from **lower socio-economic groups, ethnically diverse communities** and those with **special educational needs and disabilities** are often the **least active**

They are also the most likely to suffer from **poor physical and mental health**





2019/20 *highlights*



309,115

young people were given the opportunity to enjoy the life-changing benefits of sport and play through our programmes.



99,706

young people received training from our **athlete mentors, coaches** and **networks**, empowering them to lead and inspire their peers.



20,650

teachers, coaches and **practitioners** were trained by us to lead good quality inclusive sport and Physical Education.



Responding to the challenges of COVID-19

After the first national lockdown in March 2020, we worked with our partners and funders to refocus our work and ensure we could make the biggest difference to those who needed us most. We redeployed networks, moved training online and worked to support families and schools managing the challenges of remote learning.

Supporting families and remote learning

500,000

downloads of free activity resources

We supported parents and carers taking on the new challenge of home schooling by sharing daily free resources and ideas for home PE. This included daily 60 second challenges shared on social media. By the end of August these resources had been downloaded half a million times.

2 million

reached through National School Sport Week at Home.

We teamed up with **Sky Sports** on the UK-wide campaign encouraging families, schools, sport clubs and other organisations to engage in a week of virtual challenges during summer 2020.

The activities, designed to bring people together and support wellbeing through sport and play, were **downloaded over 42,000 times**. Over 3,500 schools signed up and the campaign was mentioned in the media 138 times. 44 MPs including government ministers took part in National School Sport Week at Home and the official campaign hashtag #NSSWtogether trended 5th in the UK on Twitter.



We've got all these fresh new ideas...

I wouldn't have dreamed of doing the mountain climbers activity or throwing socks in washing baskets...

ALISON ATKINSON
PARENT OF THREE CHILDREN

Helping schools to adapt



Preparing for the return of PE and sport

1,300 PE leads, academics and School Games Organisers joined our **Wednesday Webinars** sharing up-to-date best practice on supporting the return of PE in school.

We created a Framework and Planning Tool to support the return of school sport. This was accompanied by a free-to-view webinar which was viewed over 400 times.



PODCAST *Roundtable discussion*



Sharing expertise

2,100 listens to our **four-part podcast series** on the implications of COVID-19 for young people, Physical Education and school sport. The podcasts brought together leading voices from education, sport and government.

We published a research paper "**What about the boys?**" on how to use PE, sport and physical activity to improve boys' mental wellbeing.



2019/20 highlights

Top sporting figures back schools funding

By Jeremy Wilson
Senior sports editor
► Government urged to guarantee financial support
► £200million package cut may 'damage children's health'

More than 100 of the nation's sports stars, including Sir Mo Farah, Hannah Cockcroft and numerous other Olympic, Paralympic, World, European and Commonwealth champions, today urge the Government to immediately guarantee its primary school sports funding.

In an open letter seen by The Daily Telegraph, they outline the potentially "catastrophic" consequences if a £200million package is cut just as an activity crisis among young people has worsened dramatically during the coronavirus pandemic.

The PE and Sport Premium has been largely funded by the sugar tax, so self-declared and provides ring-fenced funding of £26,000 for each primary school for investment in sport and activity during children's critical formative years.

But, with just weeks until the end of this academic year, there has been no confirmation of its future status and the uncertainty has put every job at risk and raised fears over the potentially "disastrous" consequences for the physical and mental health of children.

The letter to Government, which was written yesterday and was gathering support, says that the country must do everything "to help young people recover and return to their wellbeing as soon as possible". It outlines how the PE Premium has changed numerous lives, but says the current uncertainty has meant schools are "being severely compromised in their ability to plan support for young people's physical and mental health".

The letter ends with a warning: "We fear any withdrawal of support for physical education and school sport at this time could be catastrophic for a generation of young people who have never needed them more."



Special times: Mo Farah says that being active from a young age is what shaped his childhood

sport at this time could be catastrophic for a generation of young people. We urge government to sign its commitment to young people's wellbeing by confirming this essential funding without further delay."

Signatories span every facet of elite and grass roots sport, from current England rugby and hockey internationals such as Matt Tait and Madeline Hitch, to past room

Steve Cram and Martin Offiah, and BBC presenter Clare Balding.

Farah, the four-time Olympic and six-time world champion, stressed that the early years of "childhood is what shapes you" and that being active from a young age was the foundation for his love of sport.

Cockcroft, a five-time Paralympic champion and 11-time world champion, said she would "hate to see any young person who cut out on school sport" and that "there should be no question over this funding."

Lawrence Dallaglio, the former England captain and rugby World Cup winner, said the Government should "look to double" the premium as a commitment to future generations. "None, more than ever, PE and school sport is vital for the health and wellbeing of our young people," he said.

The letter, which coincides with the Youth Sport's Trust five-year virtual school sports week, follows a new research which shows how children's activity levels have dropped during lockdown.

Chief medical officer Chris Whitty recommends children complete an average of at least 60 minutes of activity daily and between 14 and 22 per cent have been achieving that. Around one in 10 children reported doing no daily activity.

Former Conservative ministers Baroness Nicky Morgan and Tracy Crouch have both tabled parliamentary questions to seek urgent clarity. The Department for Education said the Government "wants to ensure all children are getting an active start in life", but said "the position of the PE and Sport Premium in the 2020/21 academic year will be confirmed in due course".

'We are very concerned'

Open letter to the Government

As the country starts its transition to a new normal, we do not yet see signs with the need to do all we can to help young people recover and return from the damage done to their well-being in recent months.

Sport and physical education have an essential role to play in this recovery, but with almost one in three young people less active during lockdown, a clear focus and investment is needed.

In recent years the PE and Sport Premium has supported primary schools to improve their PE and sport, getting more young people active and enhancing their health and wellbeing.

We are very concerned that the PE and Sport Premium funding has not been confirmed beyond this academic year. As a result, schools are being severely compromised in their ability to plan their support for young people's physical and mental health.

We fear that any withdrawal of support for PE and school sport at this critical time could be catastrophic for a generation of young people who have never needed them more.

We urge government to signal its commitment to young people's well-being by confirming this essential funding without further delay.

School Sport is vital for the health and wellbeing of young people

Campaigning for Physical Education and school sport

In the summer term we stepped up our campaigning for the continuation of the £320 million primary PE and Sport Premium, warning government of the consequences of the uncertainty facing primary schools. Leading sports figures including Sir Mo Farah, Hannah Cockcroft and Alex Danson were among those who lent their voices to the campaign. The Department for Education confirmed the continuation of the funding for an additional year in July 2020.

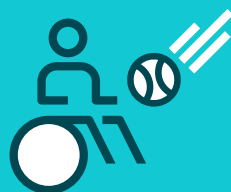
Throughout the year we continued to campaign for the advancement of Government's School Sport and Activity Action Plan, ensuring that school sport and Physical Education play an important role in helping young people to recover from the consequences of COVID-19.



Redeploying networks and doing things differently

SCHOOL
GAMES

450



School Games Organisers (SGOs)

The government-led School Games programme provides competitive sport to young people. It receives Sport England National Lottery funding and is delivered by us. During lockdown SGOs shared digital content and ran online activities to keep young people active whether they were at home or at school. We put on six virtual conferences to support the efforts of SGOs and local organising committees.

The School Games Active Championships saw 4,772 young people using the platform TopYa! to take part in video-based activity challenges.



It provided a virtual curriculum while saving schools time having to search through lots of resources. The SGOs were confident of sending and signposting to high quality resources and giving the right message. This was so useful... an overwhelming success.

SGO
WORCESTERSHIRE



Supporting families and remote learning



FA Girls' Football School Partnerships – supported by Barclays

Through The FA Girls' Football School Partnerships – supported by Barclays, Youth Sport Trust researchers hosted an online insight community to develop and share expertise to get more girls playing football.



**Local
People
Project**

Funded by the People's Health Trust, project co-ordinators were repurposed to respond to their community's needs. "Boredom Buster" packs were distributed to children in Swansea, and **online basketball training sessions** were held in Brent, London.



**Lead
Schools**

Our network of Lead Schools who specialise in inclusion, leadership, coaching and volunteering ran online focus groups to identify challenges in these areas and pioneer best practice to support other schools.

2019/20 highlights

The reach of our
communications
in 2019/20

98,734

followers on
social media

462,087

website visitors

1,605

mentions of our
work, research and
campaigning in the
media, including

204

stories in national and
broadcast media

Youth Sport Trust International

Our sister charity Youth Sport Trust International delivers sport for development interventions overseas which contribute to the United Nations' Global Goals for Sustainable Development.

During the first two terms of 2019/20 it provided training and collaborated with partner organisations in **20 countries**.

While the COVID-19 pandemic brought international travel to a halt in March, our international arm diversified ways of working and developed an online training offer to support young people across the world. It will leave the charity with a stronger offer of blended learning after the pandemic, when online support is likely to continue and sit alongside face-to-face training.

British Council


We worked across the Middle East, upskilling practitioners through leadership training. This included the introduction of the Youth Sport Award which inspired young people to be more active and become sport volunteers.

Over three years Youth Sport Trust International has delivered the sport strand of the Next Generation Gulf Programme which promotes culture and sport to young people in Bahrain, The Kingdom of Saudi Arabia, Kuwait, Oman, Qatar and United Arab Emirates.

This culminated in conferences held in Qatar and Bahrain in February 2020 to celebrate the reach of the programme and bring together practitioners and young people from across the participating countries to share their experiences.

Four young people and teachers from two UK schools joined the Bahrain conference and worked with young sport leaders from across the Gulf to organise festivals of sport.

Youth Sport Trust International Trustee and Olympic gold medallist Duncan Goodhew MBE gave keynote addresses at both conferences.

 Not only was I able to develop my leadership skills but I also got the chance to create friendships with people from other countries and totally different cultures.

PUPIL
HIGHFIELDS SCHOOL,
MATLOCK, DERBYSHIRE

European Union

Youth Sport Trust International continued to partner on two European Commission Erasmus+ sport funded projects led by the Hungarian School Sport Federation. European School Sport Day promotes physical activity in schools across Europe, while the European Physical Activity Label for Schools helps to recognise schools' good practice.

Nike

We continued to support Nike's Community Ambassador Programme by training staff to become volunteer coaches in local communities, while also producing podcasts, webinars and online training for many of Nike's partner organisations.

Shatila Refugee Camp

The pandemic and international lockdown led to a greater focus on online support and training. One significant outlet for this came through a connection developed with a group of young women living in refugee camps in Beirut, Lebanon.

Richard Verity, a partner at McKinsey & Company, introduced cricket to the community as a way to connect and learn. Youth Sport Trust International has supported this development through online training to nurture the development of young women's leadership skills, helping them to lead sessions and become role models.



Our *impact*

Our impact | Physical and Mental Health

Making young people healthier and happier through activity

Championing wellbeing in education

We passionately believe that wellbeing should be at the heart of every child's education. But in recent years this has been lost.

Building up to the launch of a new Well Schools movement, we carried out research and campaigned to raise awareness of the importance that parents and children attach to wellbeing in education.

Our **research** found that a school's approach to wellbeing is the most important factor that parents look for when choosing a secondary school for their child. When choosing a primary school, it comes second only to location.

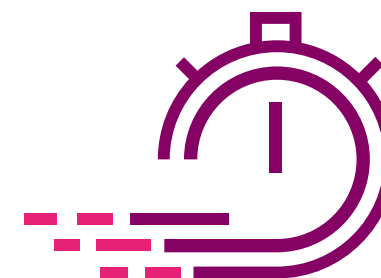


80%

of UK parents believe that cuts to PE, sport and break times are likely to have a significant negative impact on young people's wellbeing. (**Youth Sport Trust/YouGov**)



After announcing the concept at our 2020 annual conference, we launched **Well Schools** in September 2020, with support from the Bupa Foundation. The school-led community aims to help all schools put wellbeing at the heart of education and place a greater emphasis on school outcomes beyond academic attainment.



53,075

hours of Physical Education were lost from the timetable in English state secondary schools between 2010 and 2019. (**Department for Education**)

Our impact / Physical and Mental Health



This is a challenging and stressful time not only for children but our teachers too.

I have long felt that we need something like Well Schools to help teachers' and pupils' wellbeing. Without healthy, happy teachers, we won't have healthy and happy children. The two are so intertwined. I encourage all schools to make the Well School pledge sending a loud and clear message that physical, emotional and mental wellbeing are the foundation on which everything else is based and thrives from.

DR RADHA MODGIL
NHS GP AND AMBASSADOR FOR THE YOUTH SPORT TRUST



Well
led



Well
prepared



Well
equipped

Our impact | Physical and Mental Health

Girls Active

Our award-winning Girls Active programme is a partnership between teachers and girls working together to understand what makes girls engage in PE, sport and physical activity. Young leaders and role models are empowered to provide inspiring and relevant opportunities for all girls in their schools. Through this approach we've increased girls' participation, raised self-esteem and increased the value they place upon being physically active.

This year marked five years of Girls Active being delivered in its current form. In that time the programme has engaged 837 schools, 1,122 teachers and 81,286 girls who have participated in activities and events. 8,212 girls have been trained as leaders (GLAMs) to engage other girls.

Evaluation of five years of Girls Active found that teachers saw increased confidence among girls who took part, including:

- **Feeling better equipped to tackle exams**
- **More comfortable participating in front of boys**
- **Leading warm-ups in PE sessions**
- **Enhanced engagement outside of school**

Girls from ethnically diverse communities reported the highest levels of confidence to inspire and engage other girls following participation in the programme.

11-year-old Imogen Burton helped inspire 200 girls in a local nursery and primary school to take part in physical activity sessions through Girls Active. She also worked with other girls at Clavering School to update the school's PE curriculum.

Imogen, who was awarded the future leader award at this year's Girls Active Awards, said:

Girls Active has made a really big difference to me because it has helped me to understand and see in action the life-transforming impact that physical activity can have on girls' lives. I have seen the many benefits that physical activity can have on girls' physical health and – just as importantly – mental wellbeing.



Over the last five years
Girls Active has engaged

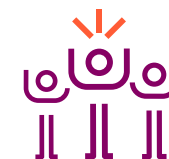
837
schools



1,122
teachers



81,286
girls



Our impact / Physical and Mental Health

Active in Mind

We supported young people to manage challenges to their mental health during the first lockdown by sharing videos from YST Athlete Mentors, thanks to the Sport England National Lottery-funded Active in Mind programme. The videos have received 600 views and the resources have been downloaded 1,200 times.



Healthy Movers

Healthy Movers aims to increase children's self-esteem and wellbeing, and develop their physical literacy skills, which all help children gain a better start to their life. The project was delivered in early years settings across **West Somerset**, an area which ranked lowest in government's social mobility index.

95% of parents felt Healthy Movers had given them ideas to help their child be active, while 100% of practitioners said that our support had a positive impact on children's physical literacy.



15

early years
settings

56

practitioners
delivering sessions

620

home packs
provided for families

230

parents attended
Stay and Play sessions

Equipping young people with skills for life

Girls in football

Since 2018 we've been working with the FA to grow and develop girls' football in schools through the **FA Girls' Football School Partnerships – supported by Barclays.**

We've created a network of 153 partnerships across England – made up of schools committed to the growth and development of girls' football.

They help to deliver Game of Our Own – supported by Barclays which supports character education by taking a life-skills approach to the delivery of girls' football in curriculum PE lessons. This is complemented by training girls as Football Activators who lead extra-curricular clubs.

The training we delivered to teachers resulted in 73% saying they had gained confidence 'to a great extent' in running girls' football and 'delivering PE lessons with learning outcomes based on character skill development.'

We also trained girls to become marketeers who help lead the promotion of girls' football. 82% said it had inspired them 'a lot' to make improvements to girls' football in their schools.



153
partnerships
created across
England

73%
said they had
gained confidence
'to a great extent'

82%
said it had
inspired them
'a lot'

Positive experiences of competition

Through the **School Games** we worked with School Games Organisers on a research pilot to explore what makes for a good experience of competition. We wanted to make sure that competitive sport was fulfilling its potential to help young people to develop important life skills like leadership, teamwork, responsibility, conflict resolution and empathy. We know that when competition is delivered in the wrong way it can foster negative outcomes.

The project worked across 97 competition events delivered by primary and secondary schools, with 4,876 young people participating.

The top things young people said made competition fun were:

Teamwork

"Working together as a team"

Taking part

"Taking part and working with my best friends"

Friendship

"Having a good time with friends and doing well"

Challenge

"Representing the school and pushing myself to the limit"

Support

"Being kind to one another while doing competition"

Winning

"Winning as a team"

The findings will be used to provide guidance for teachers and further improve how competition is delivered through the School Games.



Our impact | Character and Leadership



Empowering Girls

Through Empowering Girls we're tackling disadvantage among vulnerable girls and young women between the ages of 11 and 15. It is being delivered in partnership with Twenty Twenty and funded by the Department for Digital, Culture, Media and Sport (DCMS) through government's Tampon Tax fund.

Over three years we have worked with eight schools in the East Midlands, trained nine practitioners as mentors and reached 372 girls. Evaluation found it had positively impacted on girls' life skills, sense of social connectedness and emotional wellbeing.



Empowering Girls is a great way to build up your self-confidence and be proud of who you are.

PARTICIPANT



This programme helps me to think differently.

LEAD PRACTITIONER



Aidan's story

Breaking Boundaries is a three-year programme funded by Spirit of 2012 to boost community cohesion through cricket. Working alongside Sporting Equals we have brought together communities of different faiths and ethnic backgrounds in five cities. Young people have been trained as Community Champions, supported to develop the skills to lead the project in their areas.

One Community Champion, Aidan Elmore, from Barking and Dagenham completed hundreds of volunteer hours supporting the delivery of activities and has since qualified as a cricket coach and been promoted to Community Champion Mentor. After lockdown, Aidan delivered weekly online cricket challenges, encouraging residents to exercise at home and stay connected. He volunteered for his local council delivering letters to residents, worked at a foodbank hub to sort deliveries and packed food parcels for those in need.

Active Across Ages

With funding from our founder, the Sir John Beckwith Charitable Trust, and Youth Sport Trust International, we worked with 10 schools and 11 care homes to bring together the two loneliest generations – young and older people – to play sport and get active.

127 young people who we trained as Activity Buddies volunteered their time to run activities in care homes partnered with schools, working with 164 older people. When lockdown hit, they continued **sending letters** to their older friends including ideas for staying active.

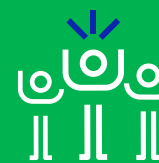


Young people reported improvements in their confidence and that it had helped them develop some important life skills:

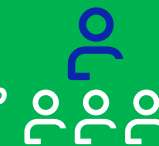
94%
said their **communication**
skills improved




92%
said **teamwork**
skills improved



87%
said **leadership**
skills improved



 I have gained more confidence when speaking to people I don't know. If I am sat with someone from the care home, I can start a conversation with them a lot easier than I would have been able to at the start of this project.

ACTIVE BUDDY
CHESHIRE


2,082 hours
of **social action** undertaken

Our impact | Character and Leadership

Young Event Hosts

We support a group of young people to develop their confidence and presentations skills by giving them opportunities to play leading roles in hosting some of our events. One of our **young event hosts** in 2019/20 was James Farr, who got to interview then Lionesses manager Phil Neville on stage at our School Games Summit.

James has since secured a place at Cambridge University and said:



In all of my interviews I talked about my experiences with the YST, from the fear of presenting the first conference and the exhilaration of being on stage, to the opportunity to interview Phil Neville and Baroness Sue Campbell. The mentorship and opportunities YST has given me have been crucial to my personal growth and developing my outlook on life.



Young Ambassadors

We created the Young Ambassadors programme to build the leadership skills of young people who encourage their peers to get active. We continue to support its delivery with funding from sportscotland and Sport Wales.

Across Wales there are more than 4,000 active Young Ambassadors in schools, colleges and universities.



Quotes from some of our Young Ambassadors last year:



I love how we, as Young Ambassadors, are the voice of young people and can put forward our opinions on sport in our area. I love being able to influence other people, while developing my skills to hopefully make me a better role model for others.

PARTICIPANT



I have learned a whole set of skills and knowledge that can now open up new doors.

PARTICIPANT

Saadia's story

Young Ambassador Saadia Abubaker was named the Youth Sport Trust Young Activist of the Year at the inaugural Sport Gives Back Awards. Saadia, from Swansea, is a Young Ambassador who overcame her own mental health challenges to lead coaching session for girls from ethnically diverse communities. She has successfully broken down cultural barriers to get her peers more active and enjoying different sports.



It is difficult being a female coach, especially in my case as I moved to Wales from Sudan and had to overcome language barriers and cultural barriers. What I am trying to do in my school and community is unique because I'm trying to get more girls from ethnic backgrounds to participate in sports. The Young Ambassador programme has made a big difference to my life.

The Young Ambassador programme has made me realise that as a young person I can create an impact. Especially with coaching, you're able to see first-hand the impact that you've made, and it reminds me of my worth again.

SAADIA ABUBAKER
YOUNG AMBASSADOR

[See more of Saadia's story.](#)



Ensuring that *no young person misses out*

Inclusion 2020

Our Lead Inclusion Schools champion what high-quality inclusive PE and school sport should look like for every child. As part of the Department for Education-funded Inclusion 2020 project we worked together to put on 50 Learning and Discovery festivals across the country. These events gave pupils of all abilities an opportunity to play together and to try out a range of different Para sports.



Inclusion 2020
Learning and Discovery
Festivals involved:

574
schools



10,317
young people



65%

**of whom had special
educational needs
and disabilities**



As part of Inclusion 2020 we also trained 10,001 adults using CPD-certified **My Personal Best** resources. 90% said they felt better able to deliver inclusive PE at school after the training.

Read the **full evaluation of Inclusion 2020**.



Online Inclusion Training

Training for teachers to make sport and PE more inclusive, part of the government-funded Inclusion 2020 programme, was moved online after March.

1,325 teachers received our **All About Autism** training – helping them to develop understanding of autism within the context of PE and sport.

588 teachers and coaches registered for our TOP Sportsability free online training to learn how to engage disabled young people in Physical Education and school sport, including the School Games.

Our impact / Inclusion



Teejai's story

Teejai Campion is among the 2,531 young people across the country to be empowered to deliver inclusive sport to his peers and learn new skills through sport.

Teejai has severe Attention Deficit Hyperactivity Disorder (ADHD) which affects his ability to concentrate, to organise his thoughts and to remain still. The severity of his ADHD impacts his ability to learn, which has caused significant learning difficulties.

By learning leadership and communication skills through sport, Teejai has recently secured a job with the Northampton Saints Rugby Club. Teejai says this was only made possible because of the support he received through Inclusion 2020.



Taking part in the sports leadership course was worth all the time and effort because even if it takes you a long time it helps you to learn so many new skills that don't just help you in sport but in all of your life.

My first year of the course was incredible. I built so much confidence and discovered how to create, plan and teach a PE lesson. My favourite part of the course was teaching and showing the younger students and primary students how to play boccia and basketball. The most challenging part was helping the students, as it can sometimes be stressful, but it was worth it in the end as I have gained communication, teamwork and organisation skills that I did not have before.

Once I had built confidence and improved on these skills I was able to be a PE teaching assistant in Key Stage 3 lessons and support the sports club in the gym at lunch time. This made me feel proud that I had been given this responsibility and was chosen as a role model to the younger students.





Supporting low-income families

We supported local Holiday Hunger programmes in areas including Lambeth and Suffolk. We provided activity cards and online videos to help vulnerable and low-income families keep young people active and well during the summer holidays.

The initiative was supported with funding from the Department for Education's Holiday Activities and Food Programme. In Suffolk, we worked with Suffolk County Council and supported 1,592 young people on the school roll with resource packs. Another 630 packs were sent to children in care and in refuges.



1,592

young people
supported
in school



630

support packs sent
to **children in care**
and in refuges

The rollout of the programme was supported by key workers.



I work with a young boy aged 7 who has complex additional needs. He has not had a school place for 9 months as his behaviour is so challenging. He is non-verbal. During a video call he was very excited to show me his activity packs. He took out his favourite things and used his communication strategies to tell me about how he had used his packs with his Mum and how he plays with them. His Mum told me that the activities were spot on for him and really lifted his mood which in turn improved his behaviour with less meltdowns and aggressive outbursts."

KEY WORKER IN SUFFOLK

Find some of our [**family activities here.**](#)

Birmingham Connect

Capitalising on the excitement around the 2022 Commonwealth Games being held in Birmingham, we are empowering young people to build connections among peers from diverse and segregated communities in the city.

Birmingham Connect is encouraging social integration by partnering pupils aged 11 to 13 with students in other schools across the city to help them connect through sport. 100 young people have been supported to lead the project across 20 schools identified as highly segregated, either through **ethnicity, deprivation or disability**.

It is being run in partnership with Team England with the support of National Lottery funding through Sport England, the Ministry of Housing, Communities and Local Government, and delivered with support from Inspire Activity Ltd, Culture Central and Birmingham Education Partnership.




100 
young people from

20 
schools have been trained as 'Connectors' to lead the project for their school

77%


reported that the training event **increased their understanding and awareness of different cultures and backgrounds**

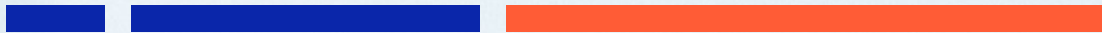
Aushanti, one of the 100 people trained as a Connector, said:

 What is different about Birmingham Connect is that we are learning through sport and not coming together to compete in like a netball tournament but to socialise and enjoy playing sport. We didn't have the opportunity to mix before.

It has made me feel like we have developed a friendship instead of wanting to beat one another. It has brought us closer together."

Cat Gill, Director of Learning in the Faculty of Health and Wellbeing at Holyhead School, said:

 I think it helps for the kids to see how well us teachers get on and it has made us all collaborate together. We have become the best possible version of our school and formed some fantastic friendships."



Funding

Funding our mission

We raise funds from a number of sources in order to deliver our mission. We bid to other charities, trusts and grant-giving bodies, we apply to lottery distributors, we tender for government contracts and we work in partnership with businesses through sponsorships and corporate social responsibility projects. We are also lucky enough to benefit from a number of passionate fundraisers who every year take part in numerous challenges to raise funds to support our work.

Like many charities, we also have a wholly owned trading subsidiary – Youth Sport Trust Enterprises (formerly known as Youth Sport Direct). Its purpose is to generate unrestricted income for the charity through commercial activity. At the end of each financial year, 100% of the surplus generated by the trading company is gift aided to the charity to support its activities in the following year.

Our income in 2019/20

In total, the Youth Sport Trust secured funding of £11,270,429 to improve young people's lives through sport and play in the 2019/20 financial year. This was made up of:

Trusts and Foundations	924,128
Fundraising and donations	57,208
Corporate partnerships	290,838
Membership income	647,758
Commissioned development work	2,247,464
Research	136,544
Central government contracts	628,885
Sport England	5,173,416
Local government contracts	583,663
Home nations	244,338
Commercial events and activities	266,556
Miscellaneous	69,630
Total	11,270,429

In addition to this, our not-for-profit trading subsidiary Youth Sport Trust Enterprises donated its surplus from commercial trading activity which amounted to **£12,310**.

Thank you to our fundraisers

The support of schools, communities, families and individuals to fundraise for our charity is vital. Our fundraisers have given some amazing support over the past year, helping to raise crucial funds in the most challenging of times.



Mo's Million Miles

In early 2020 we teamed up with Village Gyms and Sir Mo Farah for Mo's Million Mile Challenge. Village Gyms opened the doors of its 30 clubs nationwide to encourage the public to get fit while raising money to help us deliver on our mission. Sir Mo Farah kickstarted the 11 day challenge which led to **over £67,000 being raised.**

2.6 Challenge

The national 2.6 Challenge was organised to support charities badly affected by the cancellation of big fundraising events like the London Marathon last year. We were fortunate to have many generous supporters take part in challenge events like runs and endurance Zumba challenges to raise money for us.

Ann Brown, one of our generous Headteacher Ambassadors, raised over £450 taking on a sponsored challenge to complete 26 Zumba routines. Helen Burrowes raised over £750 by bravely attempting to complete a 2.6 mile walk, 8 months after being left paralysed by a rare neurological condition.

In total our supporters raised **£15,000** for us as part of the 2.6 Challenge.



Stand Up For Louis

Young football coach Louis O'Neill tragically died during the first lockdown after a spell of inactivity led to Thrombosis. His parents Stanley and Lesley generously raised money in Louis' memory to support

us to keep young people active. **Their collection in Louis' memory raised around £4,000.** They said:

"Knowing that the Youth Sport Trust are there passionately advocating for the importance of movement in young people means the world to us as a family. If young people grow up loving sport and physical activity, more lives could be saved from Thrombosis."

We are supporting Stanley and Lesley's campaigning to raise awareness of the dangers of Thrombosis. You can read more about Louis' story at www.standupforlouis.org

Get involved

We're incredibly grateful to everyone who chooses to raise funds to help our charity improve young people's lives.

There are many ways you can get involved including making a donation, organising your own fundraising event, taking part in one of our challenges or making a gift in your will.

[Click here for more information](#), or contact us at fundraising@youthsporttrust.org.

Thank you to our funders, partners and supporters

We would like to thank every one of the many individuals and organisations who have supported our mission and helped us improve young people's lives in the 2019/20 academic year.

Strategic Partnerships

- 1851 Trust
- 42nd Street
- Achievement 4 All
- Active Partnerships
- Alliance for Learning
- Anna Freud National Centre for Children and Families
- Association of Colleges Sport
- Association of School and College Leaders
- Association for Physical Education
- BBC
- Belong
- Bite Back
- British Paralympic Association
- British Universities and Colleges Sport
- Chance to Shine
- The Children's Society
- Comic Relief
- Commonwealth Games England
- English Institute of Sport
- The Girls Schools Association
- Health Education England
- Independent Association of Preparatory Schools
- Jo Cox Foundation
- Jubilee Centre
- Loughborough University
- Nasen (National Association for Special Educational Needs)
- National Association of Headteachers

- National Governance Association
- National governing bodies of sport
- NSPCC Child Protection in Sport Unit
- Place2Be
- Professional Association of Directors of Sport in Independent Schools
- Public Health England
- Social Sense
- Sport and Recreation Alliance
- Sporting Equals
- Step up to Serve
- Teaching Schools Council
- TwentyTwenty
- UK Anti-Doping
- UK Coaching
- UK Sport
- What Works Wellbeing
- Whizz Kidz
- Women in Sport
- YHA
- YMCA
- Young Minds

Trust and Foundations

- Bupa Foundation
- Eranda Rothschild Foundation
- Gerald and Gail Ronson Foundation
- Heathrow Communities Fund
- John Armitage Charitable Trust
- Sir John Beckwith Charitable Trust
- John Lyon's Charity
- The King Baudouin Foundation
- Leicestershire Communities Fund

- People's Health Trust
- Rubin Foundation
- Spirit of 2012
- Wimbledon Foundation

Commissioned Work

- Active Cumbria
- Active Lancashire
- Active Partners Trust
- Activity Alliance
- Argent Services LLP
- Armagh City Banbridge & Craigavon Borough Council
- Birmingham Education Partnership
- Boccia England
- Brent Cross South Limited Partnership
- British Cycling
- Central Bedfordshire Council
- Cornwall Sports Partnership
- Coventry, Solihull and Warwickshire Sport
- Department for Communities, Northern Ireland
- Department for Digital, Culture, Media & Sport
- Department for Education
- Department for Transport
- Department of Health and Social Care
- Discovery Education
- Dudley Metropolitan Borough Council
- East Midlands Pathways

- England Netball
- The FA
- Futures for Somerset
- Fylde & Wyre Clinical Commissioning Group and Lancashire Sports
- Greater Manchester Health & Social Care Partnership
- Higher Horizons+
- Lancashire Resilience Board
- Leap – Bucks and MK Sport and Activity Partnership
- Lisburn & Castlereagh City Council
- Liverpool City Council and Liverpool Clinical Commissioning Group
- The LTA
- Ministry for Housing, Communities and Local Government
- Northern Ireland Sport Forum
- Southwark Council
- Special Olympics GB
- Sport Wales
- Sport Northern Ireland
- sportscotland
- University of Leicester
- Wales FA Trust

Corporate Partners

- Decathlon
- Complete PE
- Enrich Education
- ESPO
- Go Faster Food
- Halsbury Travel

- Lidl Ireland
- Limitless
- Next
- Nike
- Kappa
- KIDZ BOP
- PGL
- Sky Cares
- Sky Sports
- Study Experiences
- Teach Active
- TRX
- Village Gyms
- Warner Bros. Entertainment UK Ltd
- Wiggle / CRC
- Working with Parents in Sport



A special thank you to the National Lottery for the funding from Sport England which continues to support our work making a difference to children's lives on a huge scale.

What next?



What next?

Prior to COVID-19 young people were already suffering a crisis of inactivity. Physical and mental health problems had been escalating and young people in the UK ranked among the most unhappy in the world. The global pandemic has exacerbated all of these issues and has widened inequalities. Those who were least likely to be active, happy and healthy have fallen even further behind their peers.

We know that the young people we reach benefit from the power of sport and physical activity to improve their health, develop their character and leadership, and foster inclusion and empathy. But the last year has made it harder to reach those most in need. As we look ahead, we are determined to innovate further and secure funding which will allow us to reach greater numbers of young people in disadvantaged communities.

To support a generation of happier, healthier young people we will measure our success by:



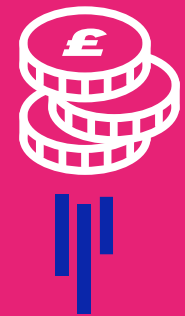
Health

The percentage of young people who report **improvements in their health** as a result of involvement in our programmes.



Happiness

The percentage of young people who report **improvements in their happiness** as a result of involvement in our programmes.



Disadvantage

The percentage of young people involved in our programmes who come **from disadvantaged communities**.

What next?

With two years left to run on our Believing in Every Child's Future strategy, these are the targets we aim to achieve by 2022:

Transforming PE



6,000

members in the Well School movement



4,000

schools helped to repurpose their Physical Education curriculum

Removing Barriers to Sport

10,000

schools helped to reframe competition

200,000

young people from under-represented groups directly supported by us

Unlocking Potential

Establish a sport for development blueprint for education settings.

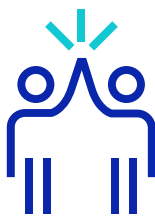
We will ensure that 30% of young people taking part in our programmes are from the most disadvantaged communities*, increasing their happiness, sense of purpose, self-worth, and helping them to achieve a more positive future.

*Schools in IMD decile 1 and 2

Empowering Activism



Develop a National Youth Forum for Sport



Deliver Youth Social Action projects in 25 communities

Championing Insight



Establish a **school sport research hub**



Provide research, evidence and insight to feed into 20 policy consultations

Strengthening Foundations



Improve our employee engagement score in the Best Companies, Times 100 index



Increase public awareness of our charity by 3 percentage points



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Registered company number **4180163**