

QUALITY POLICY

The Youth Sport Trust is a children's charity founded in 1995 to harness 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.

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.

We recognise that Youth Sport Trust has responsibilities to numerous stakeholders, the most important of whom are our beneficiaries, funders, partners and employees. We are committed to complying with the requirements of ISO 9001:2015 and using it as a tool to continually improve our service and impact. We will also ensure that the organisation is compliant with all relevant statutory and regulatory requirements.

The Youth Sport Trust is passionate about driving quality, efficiency and effectiveness through our Quality Management System to ensure maximum impact for young people. We will establish and annually review our quality objectives ensuring all employees are aware of them and understand our quality policy.



Ali Oliver
Chief Executive Officer