



**YOUTH
SPORT
TRUST**



Believing in every child's future

STRATEGY 2018-2022 – THE HALF-TIME SCORE

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.

This strategy mid-point falls in our 25th year and while plans to mark that milestone have been sadly limited by the COVID-19 pandemic, we can celebrate significant reach and impact achievements through 2018/19 – the first full academic year of our strategy implementation.

Our reach:

630,000

young people benefited from training and participation opportunities

26,771

adults trained

18,420

schools trained

Through this reach we were able to design and implement work targeted specifically at those young people in greatest need (Girls, BAME, SEND)

Our impact:

96%

of young people said that they improved a life skill:

89%

of teachers saw a positive impact on young people's health and wellbeing

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You can view our full 2018-2022 strategy here www.youthsporttrust.org/our-strategy

86%

Communications

87%

Leadership

86%

Teamwork

77%

of teachers saw at least one positive benefits for attainment, attendance or behaviour

In reviewing the progress made to date we were keen to receive honest comments on what we needed to do better. So, we undertook a consultation with different audiences to try to get full disclosure:

- The c.200 external stakeholders including school leaders, teachers, funders and partners that were sent a strategy consultation survey in the strategy development period were re-contacted for a comparison survey
- Our Trustees and Youth Board

Key review recommendations:

Six key areas for improvement emerged with each audience group providing uniquely valuable insights:

- Agree measurable targets for all objectives to ensure **accountability, urgency and mission**
- Undertake a complete review and **update of tactics and publish these** along with owners
- **Ensure progress** with those tactics and sub-tactics without significant progress to date
- Improve accessibility through **language that relates to day to day reality**
- Continue to ensure we are **evidence based**
- **Explore how 'Unlocking Potential'** could be reimaged to become a central pillar of any future strategy



The impact of the COVID-19 pandemic

As with all areas of life the work of the Youth Sport Trust was significantly impacted by the pandemic. We have recorded how we responded to this through the spring and summer of 2020 working with partners in this impact report, but this does not reflect how we have changed our thinking for the future and the remainder of this strategy period.

We had already recognised that our 'Unlocking Potential' objective was increasingly central to our work and the impact of COVID-19 on those already facing inequalities in our society has made this an even more urgent focus for our charity.



Eight key themes emerging from COVID-19

Each of these eight themes has been integrated into a full review of the language, emphasis and intent of our strategy objectives, tactics and sub-tactics, and is being woven into our delivery plans to 2022:

1

Address social disadvantage

2

Stay even closer to young people, their experiences and their needs in a post COVID world

3

Empowering increased followership through opening up some of our intellectual property through free to access content

4

Promote the charitable status of the Youth Sport Trust

5

Accelerate our digital transformation

6

Transition more of our training into online/digital experiences

7

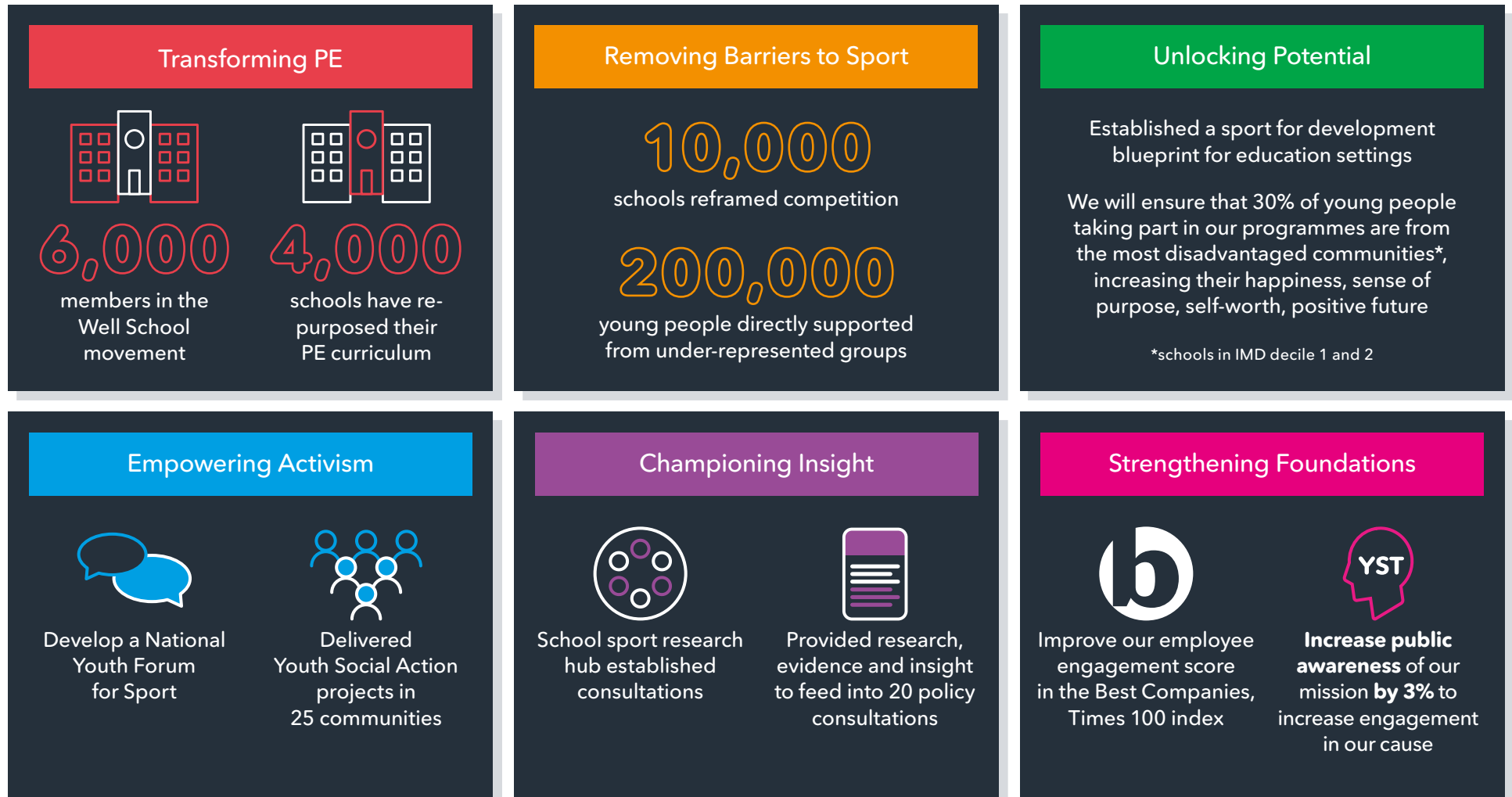
Leverage our networks and relationships to strengthen our status as thought leaders

8

Extend our networks and content embrace individual professionals, practitioners and parents

Our targets for 2022

Through our mission to pioneer new ways of using sport to improve children's wellbeing and give them a brighter future, our six strategic objectives remain. Each has its own targets which underpin our aim of supporting a generation of happier, healthier young people to achieve their potential.



Holding ourselves to account

We will heighten our focus on more meaningful measures of impact over the next two years, using a measurement framework rooted in the original intent of the strategy, but emphasising our renewed focus.

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

Happiness

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

Health

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

Disadvantage

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

