

Young Ambassadors

Young People Influencing Decisions About What Matters to Them

Aled Davies – YST/Sport Wales

Richard Dando – Sport Wales

Cerys Vick – YA Alumni



Outcomes of today's session!

- Introduce you to our Young Volunteer work
- YA Story
- Young Ambassadors in Numbers
- Research and Insight
- Developing and supporting our Young Ambassadors
- Opportunities to influence decisions
- YA Story
- Where they fit in? – Policy

Young Volunteer Framework

<http://www.clubsolutions.wales/young-volunteers/>



Young Volunteers in numbers

Sports Leaders UK in partnership with Sport Wales

2015/18

Since 2015 the partnership
has registered over...

20,000 Leaders!

Here's how we did it...



Sports Leaders UK in partnership with Sport Wales

2015/18

To date, the partnership has facilitated

368,365 hours

(over 42 years!) of volunteering
from young people in their community to
help others benefit from sport and well-
being.



YOUTH
SPORT
TRUST

Young Ambassadors

- Born out of the Singapore Promise in 2006
- Piloted in Wales in 2009
- Launched in 2010 – First National YA conference
- Still going strong in 2019 – a real tangible legacy of London 2012
- **Partnership and collaboration**



Young Ambassadors expectations

- Be the young person's voice for PE and school sport in their school and community
- Promote the positive values of sport
- Be a role model and champion for PE and school sport
- Increase participation opportunities and healthy lifestyles to help get an active nation with a lifelong enjoyment of sport

Canolfan Fusnes Conwy

Y cartref am gymorth Fusnes a chefnogaeth.



YOUNG AMBASSADORS 2017

TOTAL NUMBER OF YOUNG AMBASSADORS IN 2017 ACROSS WALES

2368

Bronze

761

Bronze+

864

Silver

182

Gold

48

Platinum - 17 current National Steering Group members

TOTAL: 4205



ALL 22 LOCAL AUTHORITIES (LAS) ARE CURRENTLY ENGAGED IN THE YOUNG AMBASSADOR PROGRAMME, WITH...



48%

Primary schools

92%

Secondary schools

33%

Special Schools

67%

Colleges

...HOSTING YOUNG AMBASSADORS BRONZE TO PLATINUM.

48% Male 52% Female 4.26% BME 3.90% Disability

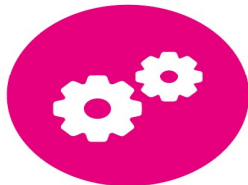
SINCE 2010, OVER 15,000 YOUNG PEOPLE AGED 9+ HAVE BEEN YOUNG AMBASSADORS ACROSS WALES

REASONS FOR GETTING INVOLVED IN THE YA PROGRAMME



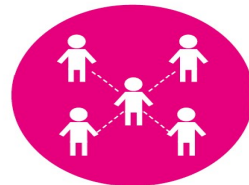
145

TO GAIN NEW EXPERIENCES



108

TO DEVELOP MY SKILLS



95

TO HELP OTHERS



86

TO STRENGTHEN MY CV



51

INSPIRED BY OTHER YOUNG AMBASSADORS IN MY SCHOOL OR COMMUNITY



41

TO DO MORE SPORT OR PHYSICAL ACTIVITY



36

TO MEET NEW PEOPLE



26

TO CONTRIBUTE TO A QUALIFICATION OR AWARD



4

MY FRIENDS WERE DOING IT



9

OTHER

Based on 200 respondents. Respondents selected up to three of their top answers.



A HEALTHIER WALES

HOW MUCH HAS THE YA PROGRAMME HELPED YOU A LOT/A BIT TO...

93%



INCREASE **OPPORTUNITIES** FOR OTHERS TO DO SPORT AND PHYSICAL ACTIVITY?

95%



IMPROVE OTHER YOUNG PEOPLE'S **VIEW** OF SPORT AND PHYSICAL ACTIVITY?

76%



IMPROVE YOUR OVERALL **HEALTH** AND WELLBEING?

93%



IMPROVE THE **HEALTH** AND WELLBEING OF OTHERS?

93%



MEET NEW PEOPLE?

97%



EXPERIENCE NEW **OPPORTUNITIES**?

96%



IMPROVE YOUR **CONFIDENCE**?

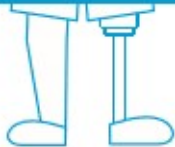
A Healthier Wales

91% helped improve health & wellbeing of others



“

IT HAS A FEEL GOOD FACTOR.”
YOUNG AMBASSADOR



“

VOLUNTEERING TAKES THE STRESS
AWAY FROM EXAMS AND REVISION
AND CAN BE USED AS A 'BREAK.'”
YOUNG AMBASSADOR



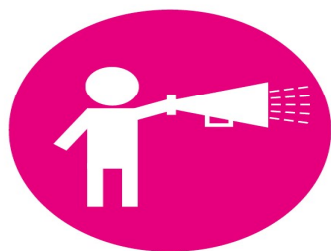
sportwales
chwaraeon cymru



YOUTH
SPORT
TRUST

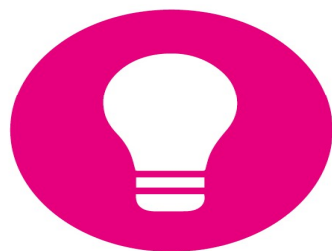
A PROSPEROUS WALES

HOW MUCH HAS THE YA PROGRAMME HELPED YOU A LOT/A BIT TO DEVELOP THE FOLLOWING EMPLOYABILITY SKILLS...



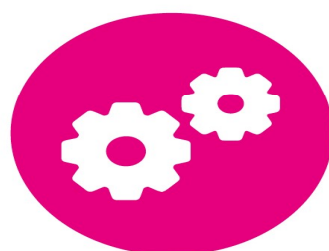
98%

LEADERSHIP
SKILLS



95%

ABILITY TO SHOW
INITIATIVE



93%

ORGANISATION
SKILLS



98%

COMMUNICATION
SKILLS



93%

INFLUENCING
SKILLS

How are we developing skills?

- Gold YA Conference
- National Leadership Academy
- Leadership Awards and Qualifications
- NGB Qualifications
- First Aid, Safeguarding, Disability Inclusion
- Dementia Friends, mental health awareness
- On the job – via sport development teams

INVOLVING AND INFLUENCING

HOW MUCH HAS THE YA PROGRAMME HELPED YOU A LOT/A BIT TO...

89%



HAVE A YOUNG PERSON'S VOICE
ON SCHOOL SPORT?

80%



HAVE A YOUNG PERSON'S VOICE
ON COMMUNITY SPORT?

94%



INSPIRE OTHER YOUNG PEOPLE?

95%



BECOME A CONFIDENT **ROLE
MODEL** FOR OTHER YOUNG
PEOPLE?

93%



INCREASE YOUR **ASPIRATIONS?**

95%



INCREASE YOUR PARTICIPATION
IN **VOLUNTEERING?**



Volunteering opportunities

- Local schools, colleges and universities, YA Alumni
- Community Clubs
- Boards/panels – external organisations
- Local, regional and national events
- Social media and technology
- Deliverers, advocators, organisers, facilitators, team leaders
- Conferences, YA steering groups, school councils
- Employment

Volunteering

- 95% increased participation in volunteering

8.56
HOURS

Average hours a Young Ambassador spends volunteering in their school, college or university in a typical month.

8.08
HOURS

Average hours a Young Ambassador spends volunteering in their community in a typical month.

Reward & Recognition – Raising Aspirations

- Wales Sports Awards
- Local and national Volunteer Awards
- Millennium Volunteers
- Speak at local, regional and national conferences
- Away days
- Kit
- Social media recognition
- Thank you



sportwales
chwaraeon cymru

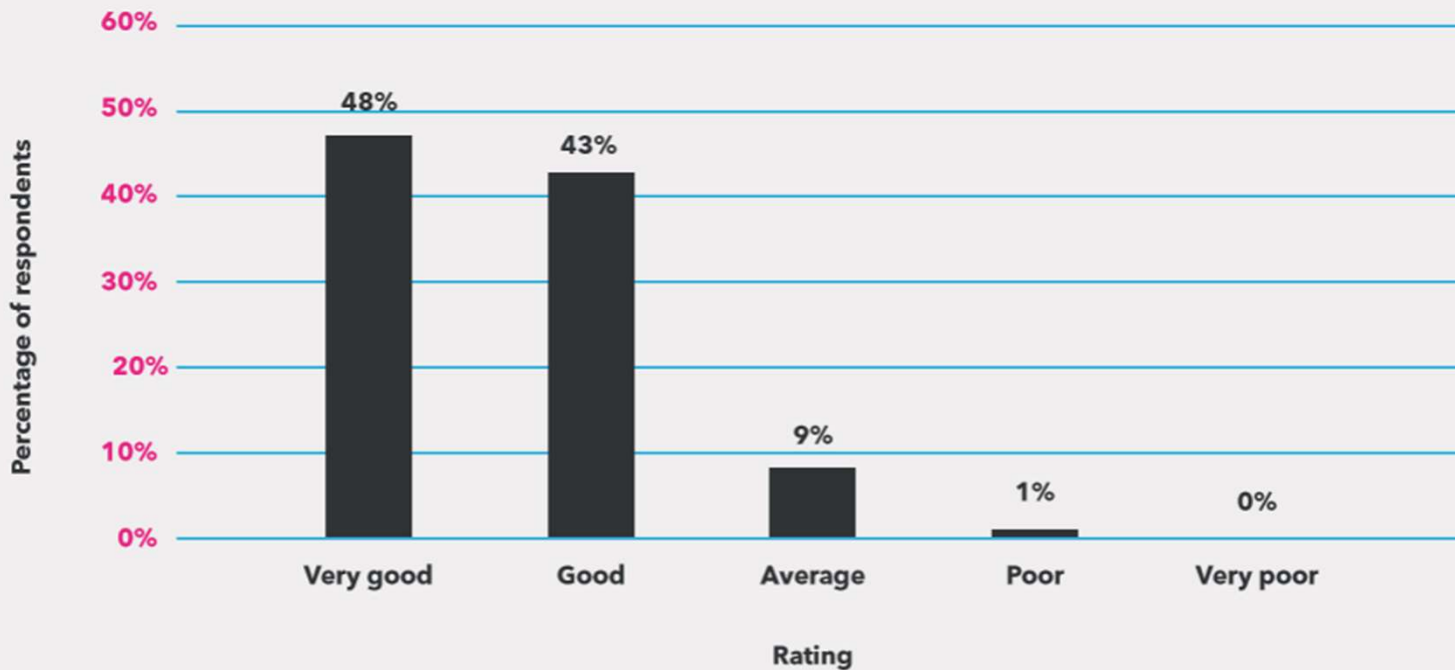


YOUTH
SPORT
TRUST



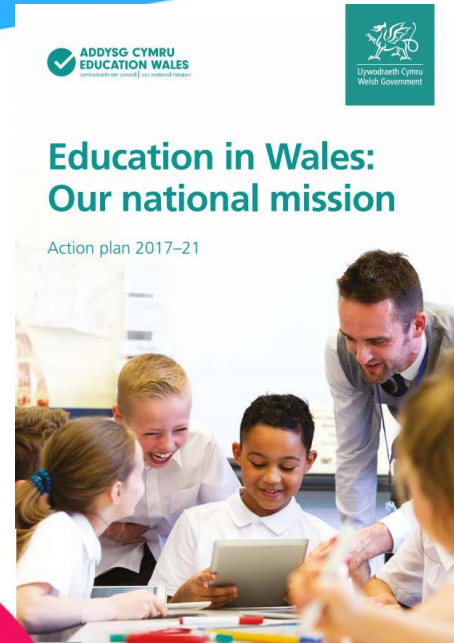
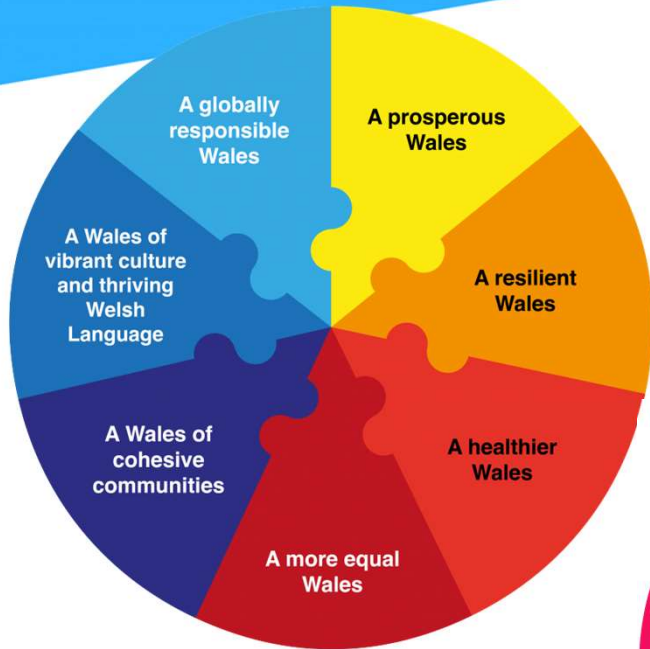
Feedback from YAs

HOW WOULD YOU RATE THE YOUNG AMBASSADOR PROGRAMME?



Based on 201 responses.

Wider Policy Agenda's



“AN ACTIVE NATION WHERE EVERYONE CAN HAVE A LIFELONG ENJOYMENT OF SPORT.”



Benefits of developing Young Volunteers

- Workforce
- Change behaviours of volunteers and peers
- Supports key policies and strategies
- Develops skilled, confident, resilient young people
- Opens doors
- Positive picture of young people and organisations



sportwales
chwaraeon cymru



YOUTH
SPORT
TRUST

Top Tips

- Give young people responsibility
- Ask young people what they want
- Listen and take action!
- Allow them to make mistakes!
- Importance of adult support
- Reward and recognise
- Be patient
- Collaborate and work in partnerships



sportwales
chwaraeoncymsu



YOUTH
SPORT
TRUST



Mentimeter:
www.menti.com
Code – 41 79 88



sportwales
chwaraeon cymru



YOUTH
SPORT
TRUST

Further Information

- Richard Dando, Sport Wales – richard.dando@sport.wales
- Aled Davies, Youth Sport Trust – aled.davies@youthsporttrust.org
- Website - <http://www.clubolutions.wales/young-volunteers/>



Young Ambassadors Wales



YACymru



@YACymru



YA Cymru



@YACymru

