

# **“ Tackling inequality through physical activity- A 2016 legacy opportunity 4 all...”**

**Geoff Thompson MBE, FRSA, DL  
Executive Chairman Youth Charter**

Wednesday 11 March 2015 - Manchester

APSE Sports and Leisure Management Seminar...



Copyright Youth Charter 2014...



Copyright Youth Charter 2014...

# What is the Youth Charter?

- **‘Sport, Culture, The Arts- Social & Human Development for life ’**
- **Education** - vocational attainment & achievement
- **Health** - attitudes, lifestyle & behaviour
- **Social Order** - Good Citizenship, discipline & respect
- **Environment** - Safer & cohesive communities
- **Employment/Enterprise**- providing economic & sustainable





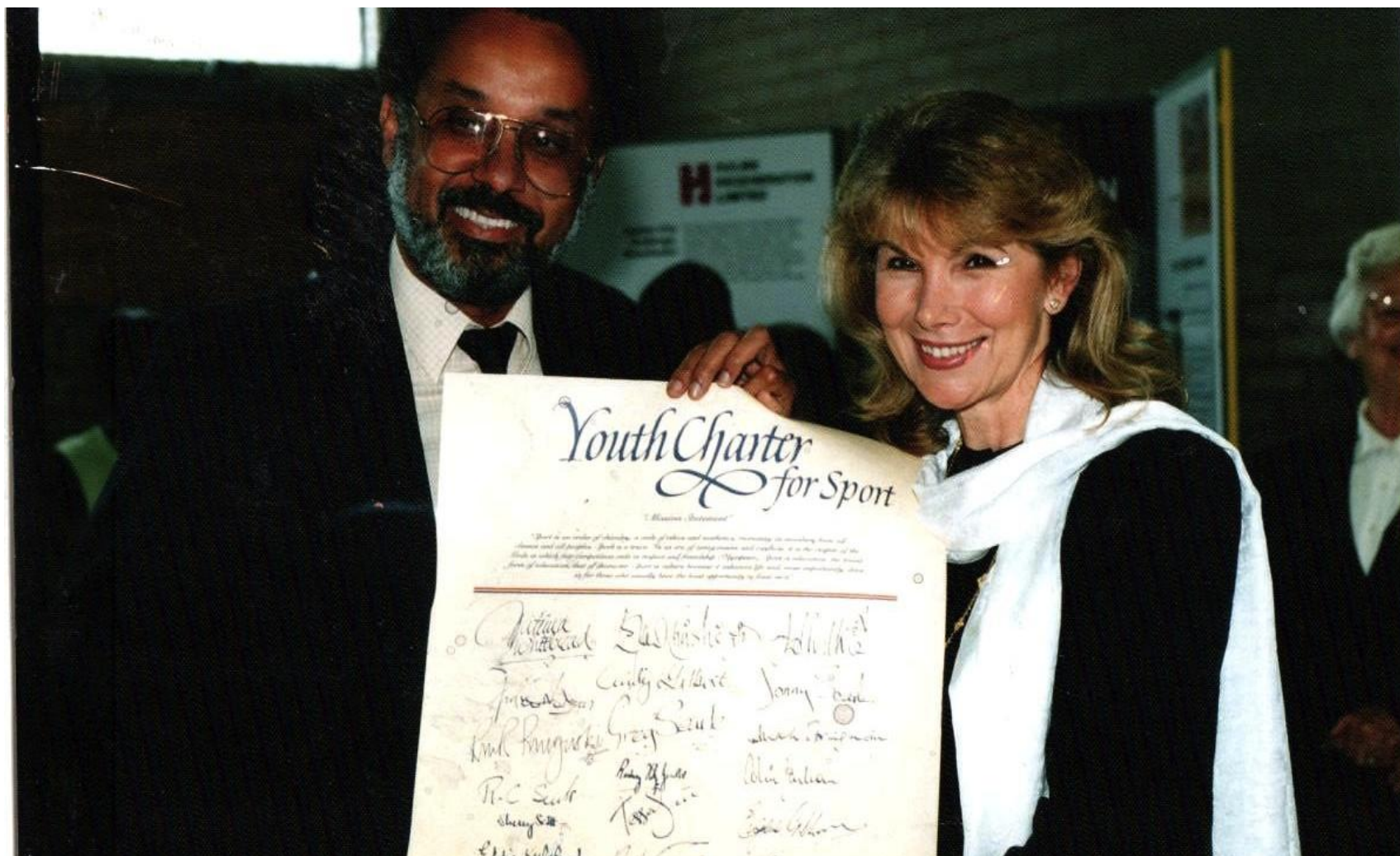
Copyright Youth Charter 2014...





Copyright Youth Charter 2014...





Copyright Youth Charter 2014...

# What have we achieved?

- **Proven-** track record of 20 years in the delivery of social regeneration and renewal programmes and projects to the most hard to reach and challenging communities.
- **Pioneered-** the case for sport in the social and human development of children, young people and communities.
- **Campaigned-** influenced, developed and inspired government policy in the role of sport and arts in the wider social areas of education, health, social order and the environment
- **Brokered-** multi agency public- private and community partnership networks locally, nationally and internationally





Copyright Youth Charter 2014...





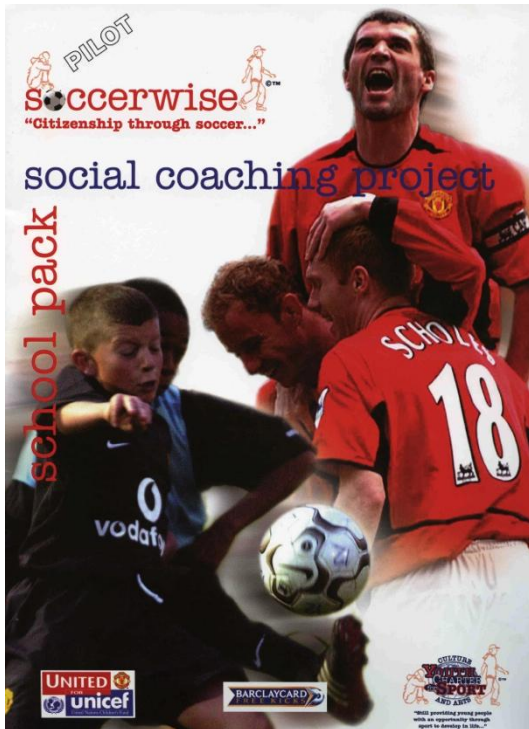
Copyright Youth Charter 2014...



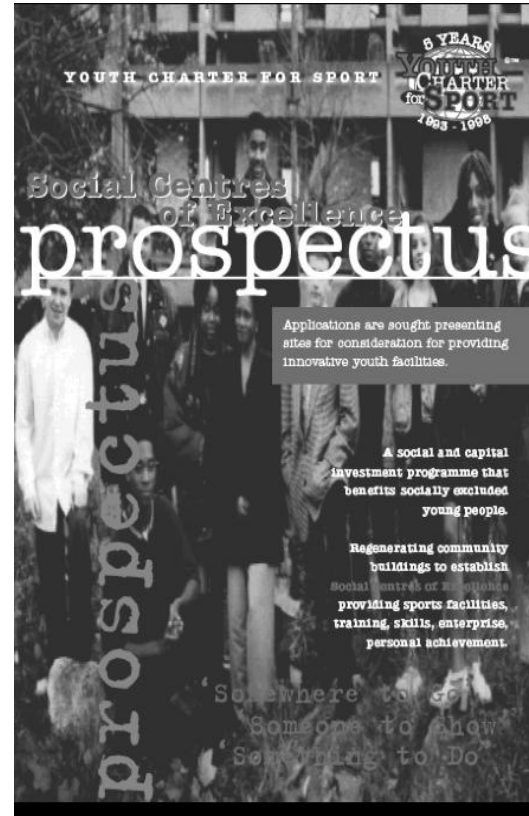


Copyright Youth Charter 2014...

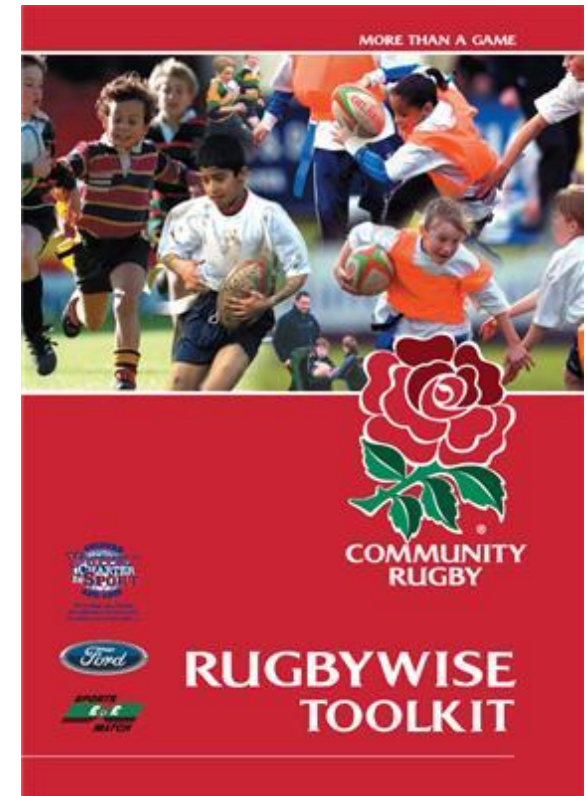
# Something to do



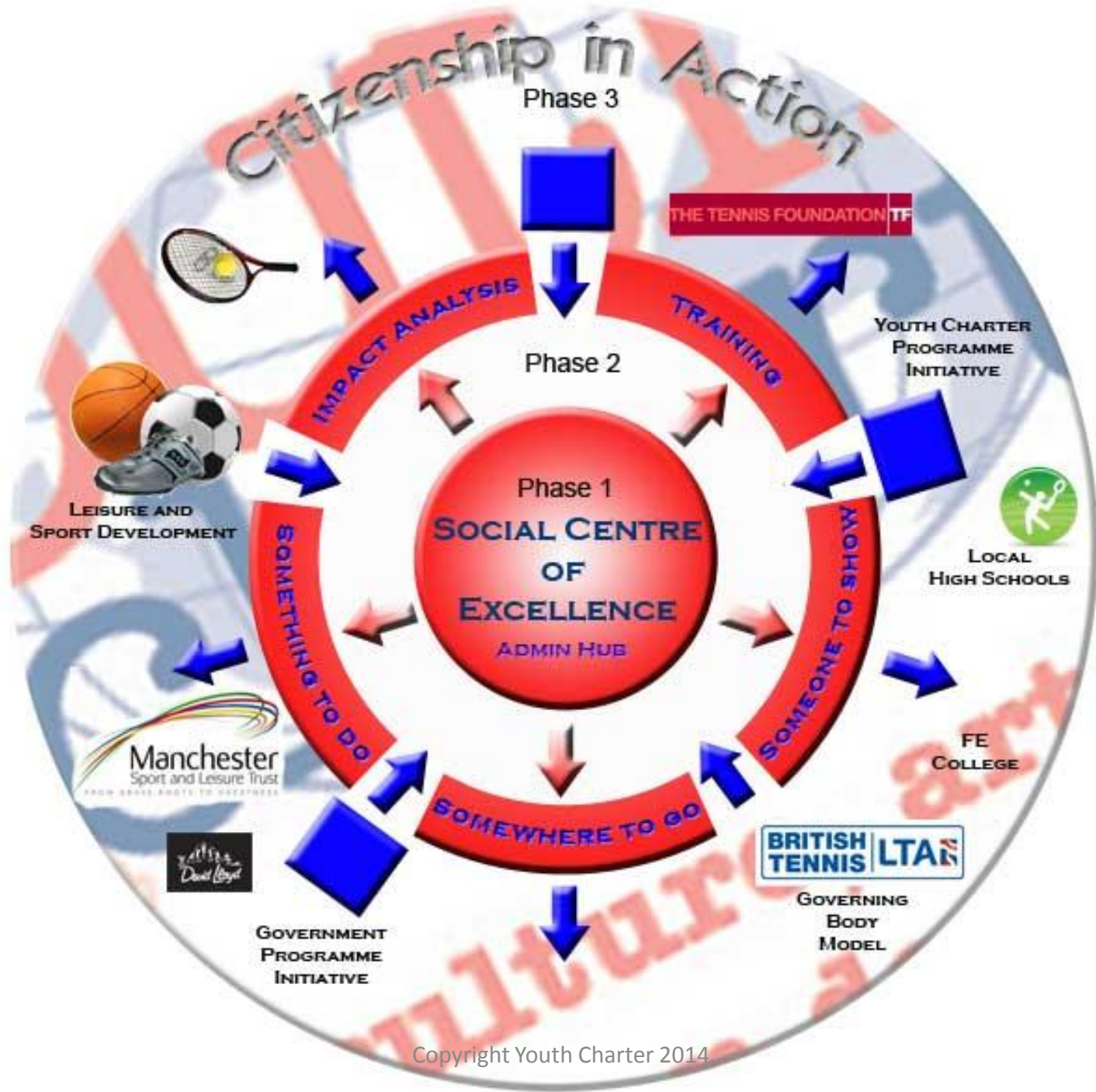
# Somewhere to go



# Someone to show them...







Copyright Youth Charter 2014

# Legacy Cultural Framework...

**Engaging**  
Children & Young  
people

**Motivating**  
Multi-agency  
working



**Inspiring** sustainable  
communities



# Socio-economic Impact...

## Investment Trends

£££££

Government  
Funding

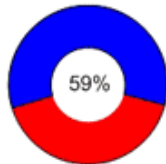
££

Lottery  
Funding

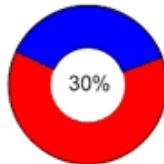
£££

Corporate  
Sponsorship

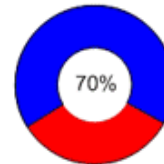
## Participation Trends



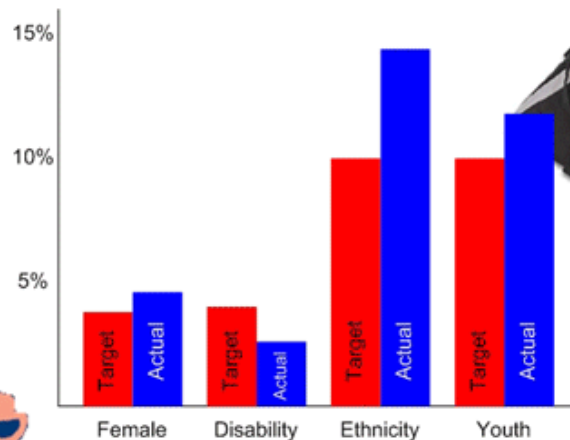
Increase in Young  
People involved



Increase in club  
membership



Increase in School  
contacts



Cost  
per head  
£33.50



# What is our experience based on?

- |      |  |      |  |
|------|--|------|--|
| 1992 | <ul style="list-style-type: none"><li>• Birmingham Olympic bid</li></ul>   | 2003 | <ul style="list-style-type: none"><li>• Next Step Amsterdam</li></ul>  |
|      | <ul style="list-style-type: none"><li>• Barcelona Olympics</li></ul>   |      | <ul style="list-style-type: none"><li>• European Year of Sport and Physical Activity</li></ul>   |
| 1996 | <ul style="list-style-type: none"><li>• Manchester Olympic bid</li></ul>   | 2004 | <ul style="list-style-type: none"><li>• UN Evaluation of Sport</li></ul>   |
| 1999 | <ul style="list-style-type: none"><li>• All Africa Games</li></ul>   |      | <ul style="list-style-type: none"><li>• Next Step II</li></ul>   |
| 2000 | <ul style="list-style-type: none"><li>• Manchester Olympic bid</li><li>• Anglo—Olympic initiative including Cape Town Olympic bid</li></ul>  | 2005 | <ul style="list-style-type: none"><li>• IYSPE</li><li>• Sport &amp; Peace Conference (Moscow)</li><li>• Magglingen II</li><li>• South Africa Soccer World Cup bid</li><li>• England Soccer World Cup bid</li></ul> |
| 2001 | <ul style="list-style-type: none"><li>• Magglingen</li></ul>   | 2006 | <ul style="list-style-type: none"><li>• All Africa Nations Cup Ghana</li></ul>   |
| 2002 | <ul style="list-style-type: none"><li>• Commonwealth Games Manchester<ul style="list-style-type: none"><li>– bidding, host &amp; pre-volunteer</li></ul></li><li>• Anglo—SA spirit of the streets tour</li></ul> | 2008 |  |
|      |  | 2009 | <ul style="list-style-type: none"><li>• Liverpool City Of Culture</li><li>• London 2012 Olympics</li></ul>   |
| 2003 | <ul style="list-style-type: none"><li>• ILO seminar</li></ul>  | 2012 | <ul style="list-style-type: none"><li>• Winter Olympics</li></ul>  |
|      |  | 2014 | <ul style="list-style-type: none"><li>• FIFA World Cup</li><li>• Commonwealth games</li></ul>  |





Copyright Youth Charter 2014...



Copyright Youth Charter 2014...



**“Sport is an order of chivalry, a code of ethics and aesthetics, recruiting its members from all classes and all peoples. Sport is a truce.**

**In an era of antagonism and conflicts, it is the respite of the Gods in which fair competition ends in respect and friendship (Olympism).**

**Sport is education, the truest form of education, that of character.**

**Sport is culture because it enhances life and most importantly, does so for those who usually have the least opportunity to feast on it”.**



# Find us on

- Twitter: <http://twitter.com/#!/YOUTHCHARTER>
- Facebook: <http://www.facebook.com/pages/Youth-Charter/129659753773887>
- Email: [youthcharter@btinternet.com](mailto:youthcharter@btinternet.com)
- Youth Charter Website: [www.youthcharter.co.uk](http://www.youthcharter.co.uk)
- Youtube: <http://www.youtube.com/user/YCYT1993?feature=mhee>