

YOUTH CHARTER FOR SPORT



“Providing  
young people  
with an  
opportunity  
through  
sport  
to develop  
in life...”

**YCS as a  
contributor  
to social  
regeneration**





Registered Charity 1065861

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## President's foreword by His Grace the Duke of Westminster OBE TD DL

The Youth Charter for Sport began five years ago with a mission to address the growing sense of disaffection amongst a significant number of young people. The growing anti-social youth culture - manifested in truancy, school exclusions, youth crime, for example - impacts the whole community and further compounds the sense of isolation from mainstream society for individual young people. The sense of exclusion can, in some cases, last a lifetime, at great cost to the individual and society. 'Youthwise' is the progression of Youth Charter for Sport's mission, philosophy and expertise in this area, aimed at halting this negative cycle at source. I continue to endorse that philosophy, a philosophy and a message that has gone on to be adopted worldwide.

Throughout the past five years we have accomplished much and there have been increasing demands upon the organisation, but it leaves us with the experience to deliver our expertise to our young people, many of whom are affected by growing social problems within our society.

The Youthwise programme was strongly endorsed by the Government at Old Trafford on 31st May, 1997. Furthermore I understand that at the "Building a Nation through Sport" conference, which was held in advance of the main Commonwealth Heads of Government Meeting in October there were numerous expressions of interest, reinforcing our belief in the worldwide demand to adopt the YCS philosophy, aims and objectives.

1998 will celebrate the 5th anniversary of the Youth Charter for Sport and I sincerely hope the project will receive the support necessary to enable us to give our young people the opportunities and experiences through sport that they so justly deserve.

THE DUKE OF WESTMINSTER OBE TD DL  
PRESIDENT, YOUTH CHARTER FOR SPORT




## Chairman's review by Geoff Thompson MBE





### Combating social exclusion - the case for sport

Social exclusion is recognised as one of the most important issues facing Britain today. The fact that the new government set up a Social Exclusion Unit in its first year of office is testimony enough to the seriousness of the problem. However, although there have been many successful initiatives to combat social exclusion, we believe that the ground-breaking role of sport has been somewhat overlooked.

The causes behind social exclusion and anti-social behaviour are many and varied. Often agencies try to tackle the problem on a single issue basis. They identify a primary need on the part of an individual and then try to meet this need (e.g. dealing with drug abuse or helping people back into the employment process through re-training). Although undoubtedly successful on one level, the approach does have certain drawbacks. For example:

 It relies on an ability to persuade people that they have a need for a service because of the problems they face in their own lives. If you cannot persuade them of the problems they face, working towards a solution becomes more difficult;

 The approach made to the individual is one based on the long-standing and deep-seated problems they face and the agency's experience in helping people successfully to overcome them, rather than anything more neutral;

 Other users of the agency's services generally face similar problems. Although this engenders strong peer group support, it can also re-emphasise the primacy of the personal need as the issue being tackled.

Sport, on the other hand, is not needs-based or single issue in its approach. Rather it can aim at the whole community and help people identify strengths as well as weaknesses in a social context. The YCS experience has shown that sport as a vehicle for social delivery can work on a number of levels:

### **Rugby Football Union**

As part of a five year support agency provision of equipment by the Rugby Football Union, YCS was introduced to the “All for Sport” project. The YCS contribution, developed with the RFU’s National Development Officer Alan Black, was designed to take kids off the street and provide an accessible, affordable and overall sporting experience. The YCS provided advice as well as a Youthwise programme and the project worked through individual clubs affiliated to the scheme.

**Outcome:** The YCS is now looking with Sportstadia at an opportunity to assist in two £6.5 million Sportstadia facilities being planned in England. Bill Beaumont, Ian Botham, Bob Wilson, Martin Offiah, Jane Sixsmith, Terry Venables and Geoff Thompson are involved in the project.

The RFU has also identified a social inclusion policy programme with YCS and will be assisting future Youthwise and Social Centre of Excellence project implementation in the area of Hertfordshire.

### **Northern Lawn Tennis**

In August 1995, supported by YCS Ambassadors Jeremy Bates, Tim Henman, David Felgate and Jamaican tennis professional Osmond Rose a series of tennis coaching clinics were provided as part of Manchester’s Commonwealth Games Youth Culture Initiative. The clinics were held at the Northern Lawn Tennis Club in Didsbury. The visits to Didsbury have provided a challenge for integrating inner city youngsters into the Northern Tennis Club’s tennis development programme. The visits were particularly important because of their contribution towards breaking down previously held perceptions of exclusion and in reducing class and cultural barriers.

**Outcome:** Manchester Leisure Services has developed an on-going programme, with the Lawn Tennis Association now actively involved in developing a street tennis programme.



Haroon Headley participating in the tennis programmes established with YCS, Manchester Leisure and the Northern Tennis Club.



**Youth Charter for Sport and Youth Sports Trust**

Following the highly successful launch of the Youth Charter for Sport in 1993, Duncan Goodhew became a YCS Ambassador. One of the YCS's aims was to establish a national platform for youth in sport. The YCS assisted Duncan Goodhew in fact finding, providing advisors and young people to guide him and colleagues round Moss Side and Hulme.



Duncan Goodhew seen here with the young people of Procter Youth Centre.

The process culminated in the establishment of the Youth Sports Trust (YST), which is backed by a number of private sector companies and by the Government through its statutory agencies. The contribution of the Youth Charter for Sport led to the establishment by the English Sports Council of a National Junior Sports Programme.

**Outcome:** The Youth Sports Trust set up 'Top Sports Top Play' programmes rolling out its work nationally.

The Youth Charter for Sport is currently exploring links and further assistance with Sue Campbell the Chief Executive of the Youth Sports Trust, looking at the Youthwise programme being introduced to address social exclusion in schools.

**YCS Activities in Europe**

As a result of the Establishment of YCS Netherlands Desk in mid 1996 a YCS youth delegation visited the Netherlands, meeting with the President and other senior judicial figures at the United Nations International Criminal Tribunal and visiting one of Europe's leading soccer clubs AFC Ajax Amsterdam. The visit provided the youth with a wider awareness and opportunities in both business and sport in the international arena as well as acquiring the support of four key judicial Ambassadors.

The YCS aims, philosophy and objectives were endorsed, further enhanced and identified in promoting this within the European Union in line with its 1998 key objectives, sport and youth. The Dutch FA during its first ever visit to South Africa in the summer of 1997 signed up to YCS therein establishing the Anglo/European/South African link. European foundations were further strengthened in 1997 as a result of the network being established.

Formal agency partnerships were also established with the Dutch Government via its Ministry of Health, Welfare and Sport, the European Commission, the Netherlands Olympic Committee's Sports Federation and also with AFC Ajax Amsterdam.

**Outcome:** Having now laid the foundations and established a European footprint, the core elements are now in place to promote the aims, objectives and philosophies of the YCS message. Indeed, one of the positive outcomes of the 1996 visit has led to one of the YCS Youth Ambassadors, Adesuwa McCalla, studying law at Howard University. The value of the efforts can only be quantified in terms of what has been achieved to date and is in the region of £65 - £75K. When compared to the cost (circa £1.5K), in pure money terms has provided real value for money. However, as the process is ongoing, it will only be over time, given proper resourcing, that the **real** value to wider society can be truly measured.

Following the recent excursion to France, at the request of Minister for Sport Tony Banks MP, to visit projects and identify similar opportunities and links, a potential European pilot case study opportunity does exist. Expressions of interest have also been received from Hungary, Germany, Switzerland, Russia, Italy and Spain.

## International Projects Delivered

### Spirit of Hulme and Moss Side Tour of Los Angeles

In 1994, The YCS organised the 'Spirit of Hulme and Moss Side Tour' to Los Angeles, taking 16 young people to meet their counterparts in LA who were part of 'The Spirit of Lost Angeles' tour group set up in April 1992 after the LA riots.

The objective was to identify social regeneration concepts from the "Re-build LA" initiative and the Amateur Athletic Foundation who, through sport and Olympism, had developed pioneering efforts in achieving social inclusion for young people in the area of South LA.

**Outcome:** As a result of this successful historic trip, a new Hulme and Moss Side Youth Forum was established with support for a host of leading business, local authority and voluntary organisations. The young people took part in the CCPR Community Sports Leader Awards. Successful projects from LA were initiated and replicated to set up youth links with other youth agencies. For example, the Interfaith agency proposed a project to complement their Anglo-American



Adesuwa McCalla.



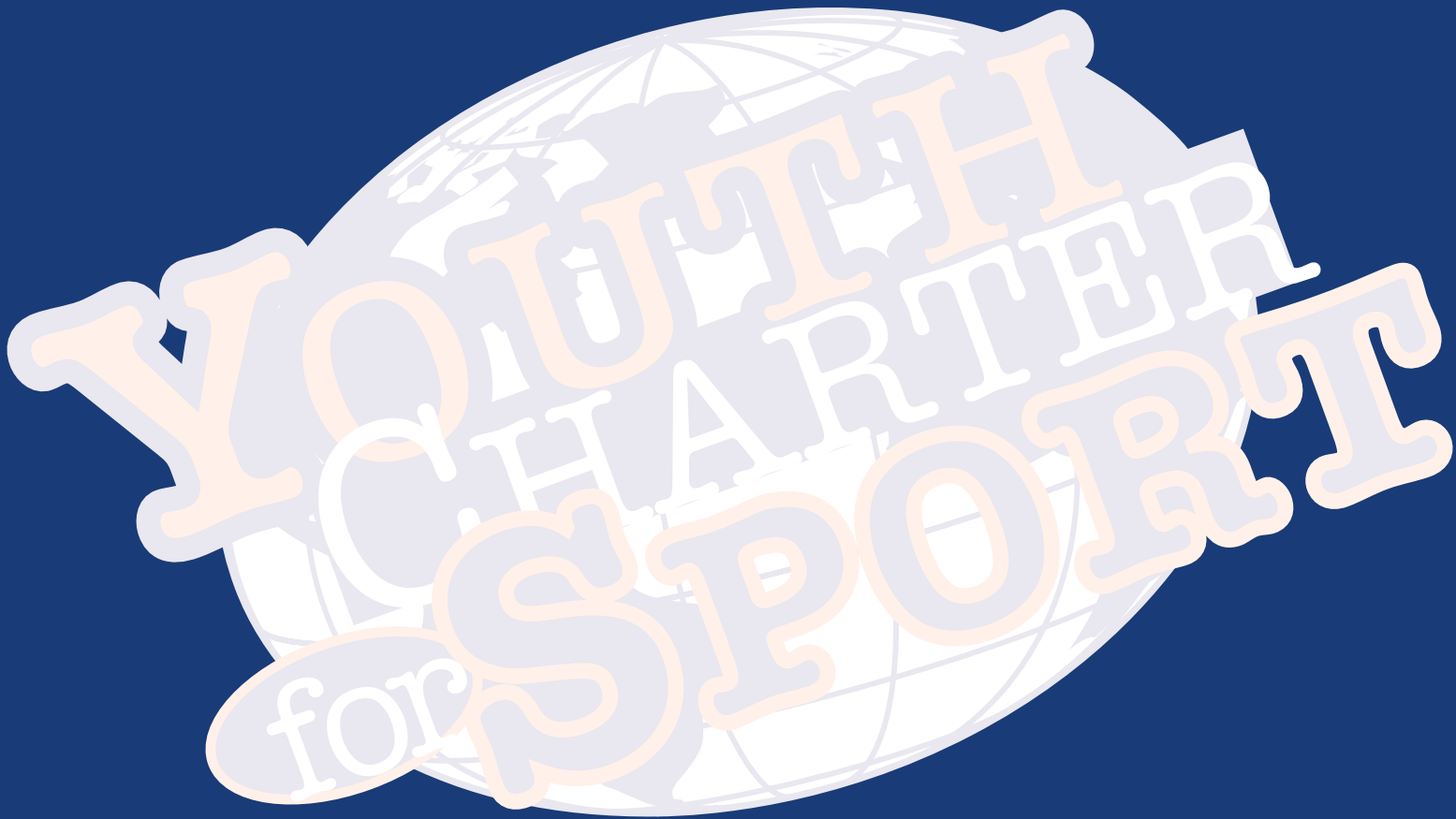
The Tour Group pictured at the Amateur Athletic Foundation with representatives of the American host agencies at the start of their historic tour.

## Appendix

In the five years that Youth Charter for Sport has been established it has received many, many letters of support and endorsement of our aims and objectives.

These letters may be freely inspected at our premises.

A small number of have been reproduced on the following pages.





# YCS SPORTING AMBASSADORS

## Signatories to the Youth Charter include:

Marcus Adam	Richard Dunwoody	Helen Lonsdale	Sarah Springman OBE
Neil Adams MBE	Tracy Edwards MBE	Devon Malcolm	Ian Stark
Ben Ainslie	Mike England	Gary Mason	Ray Stevens
Rob Andrew MBE	Faroukh Engineer	Dianne Modhal	Athole Still
Mike Atherton OBE	Chris Eubank	Adrian Moorhouse MBE	Iwan Thomas
Kriss Akabusi MBE	Nicola Fairbrother	Nathan Morgan	Neil Thomas MBE
Lord Archer	Nick Faldo MBE	Dewi Morris	Dennis Tueart
Sarah Bailey MBE	John Fashanu	Fiona Murtagh	Terry Venables
Chris Ballieu MBE	Alex Ferguson CBE	Ally McCoist MBE	Arsene Wenger
Jeremy Bates	Janice Francis	Mark McCoy	Lee Westwood
Jamie Baulch	Richard Fox MBE	John McEnroe	Fatima Whitbread MBE
Bill Beaumont OBE	Kristina Gifford	Mike McFarlane	David Wilkie MBE
David Beckham	Ryan Giggs	Barry McGuigan MBE	James Williams
Sepp Blatter	Eugene Gilkes	Mick McManus	Paul Zetter CBE
Chris Boardman MBE	Dame Mary Glen Haig CBE	Prince Naseem	
Lorna Booth	Duncan Goodhew MBE	Martin Offiah MBE	Lancashire County Cricket Club
Toby Box	Tanni Grey MBE	Wayne Otto	
Julia Bracewell	Sally Gunnell OBE	John Parrott MBE	Manchester United Football Club
Kevin Cadle	Jane Hall	Alan Pascoe MBE	
Pat Cash	Susan Hampshire OBE	Lenny Paul	
Gil Clark MBE	Gary Hardinges	Stuart Pearce	The England Cricket Squad
Ben Challenger	Eddie Hemmings	Mary Peters CBE	
Sir Bobby Charlton CBE	Tim Henman	Karen Pickering MBE	
Linford Christie OBE	Roy Hodgson	Mathew Pinset MBE	The England Rugby Squad
David Coleman OBE	Kelly Holmes	Nicky Piper	
Gary Connolly	Robert Howley	Michel Platini	The England Soccer Squad
Henry Cooper MBE	Paul Ince	Steve Redgrave CBE	
Lord Cowdrey	Colin Jackson MBE	Derek Redmond	The Dutch Soccer Squad
John Crawley	David Johnson	Annika Reeder	
Mark Croasdale	Simon Jackson MBE	Craig Reddie	The Ghanaian Soccer Squad
Sharron Davies MBE	Mary King	Cyrille Regis	
Anita Defrantz	Sir Robin Knox Johnston	Mark Rowland	
Phil de Glanville	Sir Eddie Kulukundis OBE	Tessa Sanderson OBE	The New Zealand Rugby Squad
Rob Denmark	Sonia Lawrence	Greg Searle MBE	
Lisa Dermott	Rob Lee	Jon Searle MBE	
Karen Dixon	Denise Lewis	Teddy Sheringham	The South African Soccer Squad
Tony Dobbin	Lennox Lewis	Judy Simpson	
Sandra Douglas	Gary Lineker OBE	Lynn Simpson	
Tony Doyle MBE	Clive Lloyd CBE	Jane Sixsmith MBE	The South African Cricket Squad
Paula Dunn Thomas	Lisa Lomas	Phyllis Smith	

**Ambassadors' honours correct at time of going to press.**



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