Citizenship in Action
A legacy initiative for young people and communities globally and locally

Youth Charter
Legacy Manifesto 2012

Sports, culture and arts...
Social and human legacy development for life
The Youth Charter Legacy Manifesto:
Citizenship in Action - Social and Human Development and Opportunity for Life

Background and Context

There is growing evidence that educational non attainment, alienation, disaffection and the resulting social exclusion can lead to an anti social gang related youth culture that is criminally gangsterised as well as radicalised in its behaviour. This has an adverse impact not only on the social and economic well-being of a community, city and nation, but also a wider affect on the social and cultural cohesion of the nation as a whole.

The Youth Charter is calling for a more inclusive society with opportunities for all, where young people are valued not stigmatised or marginalised. The greatest opportunity of promoting the benefits of 21st century citizenship, rights, responsibilities, multiculturalism and a healthy and active lifestyle, through a diverse and socially inclusive medium that promotes a positive feeling of self worth and contribution to the wider community lies within the 2012 Olympic and Paralympic Games.

However, current legacy efforts are fragmented and uncoordinated with only 365 days to the XXX Olympiad. The Youth Charter Legacy Manifesto has been produced to lobby and call for support for a more efficient, effective and holistic approach and integrated use of policy, resources and effort in order to address the challenges and opportunities currently faced.
The Current Picture

The London 2012 Olympic bid included bid chairman Lord Coe placing a pledge to use the events to inspire two million people to take up sport and physical activity at the heart of the bid. Legacy includes sporting, economic, cultural and environmental benefits, and aims to ensure no “white elephants” are created by the 2012 Summer Olympics and 2012 Summer Paralympics.

The Olympic Delivery Authority stated legacy use and community regeneration are being “locked-in” to the planning and designing of Olympic and Paralympic venues and infrastructure, and cited the Olympic Park Aquatics Centre and Olympic and Paralympic sailing facilities in Weymouth as examples showing “a clear focus on sporting, economic, social and environmental legacy.

The government published its legacy plans via the Department for Culture, Media and Sport’s Legacy Promises document, published in 2007. The five promises are:

1. Make the UK a world-leading sporting nation
2. Transform the heart of East London
3. Inspire a generation of young people to take part in local volunteering, cultural and physical activity
4. Make the Olympic Park a blueprint for sustainable living
5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business
The *Legacy Action Plan* to implement the promises was published on 6 June 2008. With comments that the legacy has been published several years earlier than previous Olympics and critics claiming the plan lacks the detail needed to implement an effective legacy. The GLA has a legacy commitments document published in 2007.

The Olympic Park Legacy Company was set up in 2009 and its Board members were named in November 2009.

In December 2010, the Government published a Legacy plan, which sets out the legacy vision for the 2012 Olympic Games and Paralympic Games, and the detailed plans underpinning it. The Government is committed to making the most of the Games for the whole of the UK. It has identified four areas to focus on: harnessing the UK’s passion for sport to increase grassroots participation, particularly by young people, and to encourage the whole population to be more physically active; exploiting to the full the opportunities for economic growth offered by hosting the Games; promoting community engagement and achieving participation across all groups in society through the Games; and ensuring that the Olympic Park can be developed after the Games as one of the principal drivers of regeneration in East London.

Concerns around the Olympic Legacy continues as a published report summarised a concern that the Olympics will not keep its Legacy vow.
Youth Charter Legacy Projects and Programmes 2011/2012

The Youth Charter Legacy Manifesto is the culmination of nine years of legacy work following the last major games to be hosted in the UK, the 2002 Commonwealth Games in Manchester. Since then, the Youth Charter has visited ten cities and communities throughout the UK and the Commonwealth. The Manifesto reflects the continued work and contributions to date and the impact on the social and human potential of young people and communities locally, nationally and internationally and has identified a number of key elements in the build up to and including the 2012 Olympic and Paralympic Games. Legacy benefits have been delivered with positive and tangible milestones highlighting and informing social and human development policy initiative activity with the 2004 Call to Action, Manchester, 2006 Youth Charter Manchester ‘12’ Report launched at the House of Lords and in 2007 the Youth Charter ‘12’ Commonwealth Report launched at the Commonwealth Secretariat in London and the 2010 Olympic Legacy Summit at Roehampton University, London.

The 2012 Citizenship in Action Olympic Legacy proposals were developed in 2007 and reflect a three-year effort in the opportunities, challenges and recommendations identified within the Manifesto.
The Challenge

The UN has identified the UK as the worst place in Europe to be a young person. We have the highest number of incarcerations, lower educational achievements and more mental health problems. Our communities have become afraid of their young people who are more alienated and disaffected than ever before.

If we do not rise to the challenge, we risk losing a whole generation to apathy or social anarchy, and Great Britain will be ‘great’ no longer.

Sport, culture and adventure are key tools in the social, cultural and personal development of young people. These activities help young people develop social skills, physical awareness and self discipline; to differentiate between good and bad and understand the consequences of their life choices. They also provide an outlet for aggression, creativity and excess energy, and help young people to develop a sense of identity and belonging.

Many young people feel alienated from their communities, often leading to anti-social behaviour such as vandalism, street crime and drug use. Healthier lifestyles not only build more productive citizens, but also help reduce public sector spend in areas such as health and crime.

- The overall cost of youth crime is over £5 billion
- 935,000 (16%) of 16-24 year-olds in England are NEET (Not in Employment, Education or Training)
- Youth unemployment costs the UK £630m per annum
- The cost to society of young people in prison is £13bn, or £47,000 per person per annum
- There are more than 72,000 truancies each day; exclusion from school costs £406m each year
Youth Charter Olympic Legacy Conference 2010

The Olympic Legacy Conference was a unique gathering of 21st century citizens contributing to the 2012 Olympic and Paralympic inspiration effort.

The conference was hosted by Roehampton University and was the highlight of the Muhammad Ali 2010 Tour bringing together policy makers in both sport and the arts, public private sector agencies, community based organisations, for a day of debate and development into new ideas. The conference aims were to provide a platform and opportunity to engage, motivate and inspire issues, recommendations and above all actions that would assist and inform the newly elected government and the 2012 Olympic Local Organising Committee to meet the social and cultural challenges that young people face locally and globally.

The Issues

Education
How can Olympic and Paralympic activity be made available to all?

Health
Delegates identified the need for parents to be more involved and incentivised to play a greater role in the lives of their children and the community.

Social Order
Can the Olympic and Paralympic Games address the ongoing anti social gang related violence and racial tensions blighting our communities?
Environment
How do we engage young people and communities, urban, suburban and rural to make their local environments more eco friendly and sustainable?

Vocation, Training, Employment and Enterprise
How do we positively employ to the benefit of young people and communities socially, culturally and economically to address the high levels of welfare dependency and youth unemployment.

The Recommendations

Education
Delegates identified the need for a number of existing Youth Sports Trust initiatives along with the Inspiration Mark for schools to be more integrated and inclusive in approach.

Health
A social coach leadership programme should be made available to parents, mentors, volunteers and public/private sector agencies.

Social Order
The Olympic torch run needs to be used as part of a truce and peace effort in the areas and communities where gang related activity, post code barriers and the radicalisation of young people lead to community and societal tensions. Also with the present economic climate and huge rise in student fees all sport, leisure and community facilities should be made available free of charge to under 18’s in the lead up to, including and post Games. Museums are free, sport, arts and adventure need to be free.

Environment
A better coordinated and integrated approach of existing projects that links educational curriculum learning with carbon friendly enrichment projects that are sustainable through public/private sector investment and community based social enterprise.
Vocation, Training, Employment and Enterprise
The establishment of a national legacy apprenticeship. This will provide a national vocation and training programme that can be delivered in every region and community and linked to local legacy projects, programmes and initiatives.

The Youth Charter’s Legacy Recommendations Are:

1. An Olympic Truce
   In the communities of the host city and in other Olympic host nations

2. Free access to leisure facilities to all under the age of 18
   Young people currently enjoy free access to art galleries and museums; their need for sport facilities is greater.

3. The establishment of Youth, Culture and Social Affairs Ministries
   A policy framework is needed at national government level to ensure inter-departmental cooperation, efficiency and policy clarity.

4. More sport in schools
   The school curriculum must include a minimum of one hours’ sport per day, plus another hour of teaching other subjects through physical activity. Schools must also be incentivised to provide more activities out of hours.

5. The establishment of Lifestyle Action Teams
   Working closely with existing Youth Inclusion and Drug Action Teams, the establishment of Lifestyle Action Teams as a hub for support and information regarding sport and the arts across the multi-agency landscape.
Other Issues and Recommendations Identified:

- Tax incentives, discounts, primary care trusts and supermarket loyalty vouchers should all be used as incentives to get families involved in healthy lifestyles.

- A more coordinated and integrated effort in the support of community and social coaches / mentors, needs to be implemented.

- A way to involve younger kids as volunteers for a more inter-generational and legacy sustainable approach.

- Work with teachers to break down barriers of their support of sport and bring a more accessible access to funds and support for youth projects for those who want to get involved in the Olympic / Paralympic legacy effort.

- Work with teachers to break down barriers to their support of sport and bring together street and youth games with older kids coaching younger kids – junior sports leader awards.

- Bring parents into school as part of National Olympic / Paralympic Sports Day.

- Focus on getting universities and schools to open facilities to community.

- Mandatory 5 hours of physical activity every week at school as part of cross curriculum learning of numeracy, literacy, citizenship PSHE and humanities.

- Stop fast food advertising during Games or create an Olympic windfall Tax to leaver advertising around the Olympics and Paralympics with a legacy fund putting money back into the community.

- Corporate Social Responsibility should be used more creatively to regenerate and renew Olympic truce spaces.

- Improved accessibility for all people of disability especially wheelchair users.
About The Youth Charter

The Youth Charter is a UK registered charity and UN accredited non-governmental organisation. Launched in 1993 as part of the Manchester 2000 Olympic Bid and 2002 Commonwealth Games, the Youth Charter has campaigned and promoted the role and value of sport, arts and cultural activity in the lives of disaffected young people from disadvantaged communities nationally and internationally. The Youth Charter has a proven track record in the creation and delivery of social and human development programmes with the overall aim of providing young people with an opportunity through sport, arts and cultural activity to develop in life. Specifically, the Youth Charter tackles educational non-attainment, health inequality, anti-social behavior and the negative effects of crime, drugs, gang related activity and racism by applying the ethics of sporting and artistic excellence to which young people can relate - namely discipline, fair play, teamwork and healthy competition. These can then be translated to provide social and economic benefits of citizenship, rights, and responsibilities, with improved education, health, social order and environment.

Contributions have also been made within other major bids internationally such as: 1992 Barcelona Olympic Games, 1997 FIFA World Cup, Nagano 1998 Winter Olympic Bid, 1999 FIFA Women's World Cup, All Africa Games 1999, Manchester 2000 Olympic Bid, Commonwealth Games 2002 bid and games, Cape Town 2000 Olympic Bid, 2008 UEFA Soccer Championships, 2010 FIFA World Cup.