

YOUTH CHARTER

SOCIAL COACH LEADERSHIP PROGRAMME[©]

WORKSHOP REPORT

BRIDGEND YMCA

THURSDAY 28th FEBRUARY 2019



Sport, Arts, Culture and Digital Technology...
A 26 Year Games Legacy Opportunity for All...



The Youth Charter is a UK registered charity and United Nations Non-Governmental Organisation.

Registered Charity No. 1065861

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**In Perpetuity*

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CONTENTS

- 1.0 BACKGROUND AND INTRODUCTION:
SOCIAL COACH LEADERSHIP PROGRAMME 1
- 2.0 OBJECTIVES FOR THE DAY 1
- 3.0 YOUTH CHARTER - ABOUT US 2
- 4.0 FORMAT FOR THE DAY 3
- 5.0 FEEDBACK 4
 - 5.1 Q1 TO Q9 SUMMARY 4
 - 5.2 Q10 LIKE BEST 6
 - 5.3 Q11 COULD IMPROVE 7
 - 5.4 Q12 THOUGHTS OF THE DAY 7
- 6.0 CONCLUSION & PROPOSALS/RECOMMENDATIONS 7
- 7.0 APPENDIX 8
 - 7.1 APPENDIX 1: FEEDBACK FORM 8
 - 7.2 APPENDIX 2: FREQUENTLY ASKED QUESTIONS 9



1.0 BACKGROUND AND INTRODUCTION: SOCIAL COACH LEADERSHIP PROGRAMME

The role of the social coach is to be a mentor and facilitator - a guide and role model – for young people in the community through participation in sport or other social agencies. Their individual experiences and qualifications may vary but each will have in common self-awareness, knowledge of life-skills, personal attributes and values, which they bring to the role.

Key to the philosophy of becoming a social coach is the notion of self-awareness, openness and self-development. Personal skills such as listening, observing, objective assessment, communicating, leading, etc. are an integral part of the development and training of each social coach, as well as familiarisation with the Youthwise programmes and toolkits which they will apply in mentoring and facilitating the social and personal development of young people.

Developed over the last 20 years, the Youth Charter SCLP has been designed within a multi-skilled behaviour and performance framework with a delivery programme of modules that can be customised and delivered to any sector or organisation.

The diverse and inclusive currency of the SCLP experience provides a sustainable, credible and deliverable new volunteer culture in engaging young people and communities.

The SCLP is structured within a flexible format to meet the needs of all professionals, backgrounds and walks of life, using a unique multi-media range of specially designed SCLP tools with the ability to map, track and measure the social and cultural development of the coach and more importantly the young people.

2.0 OBJECTIVES FOR THE DAY

Objectives –

- 1 day workshop aims to introduce the principles of social coaching
- give an opportunity for participants to practice the applications of social coaching principles
- crystallise the learning through a formal assessment - verbal and written

3.0 YOUTH CHARTER - ABOUT US

The Youth Charter is a **26 Year Games Legacy** of Manchester's bid for the 2000 Olympic Games and the hosting of the Manchester 2002 Commonwealth Games that has inspired a global **Sport for Development and Peace** movement/sector.

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 legacy projects and programmes with the overall aim of providing young people with an opportunity through sport, art and cultural activity to develop in life.

Through our work with youth and communities the Youth Charter has pioneered three core youth and community development programmes:

- **Community Campus** – Somewhere to Go
- **Youthwise "Curriculum for Life"** – Something to Do
- **Social Coach Leadership Programme** – Someone to Show Them



4.0 FORMAT FOR THE DAY

Agenda	
Time	Activity
9.00am to 9.30am	Registration
9.30am to 11.00am	<p>Welcome and Introduction to the day</p> <p>Session One – Geoff Thompson MBE FRSA DL</p> <p>The Social Coach explained with Q&A</p> <p>Participants split into groups.</p>
11.00am to 11.15am	Break
11.15am to 11.45am	<p>Action learning scenario one:</p> <p>Two rival teams who are representative of two post code gang tensions are a week into playing a major local tournament and there are rumours of potential conflict centered around one of the star players who will be competing. Do you:</p> <ul style="list-style-type: none"> A. Conduct a Risk Assessment B. Speak to the coaches of both teams C. Pull out the star performer D. Other
11.45am to 12.00pm	Group presentations for action learning scenario one
12.00pm – 12.30pm	<p>Action learning scenario two:</p> <p>A parent has turned up at one of the sessions you are currently supervising and introduces you to her son who has been diagnosed with ADHD. He has also been excluded from school on repeated occasions and is in danger of being expelled. He has a poor diet and spends most of his time on computer games. How would you develop a cultural activity programme to improve both his behavior and performance in and out of school.?</p> <ul style="list-style-type: none"> A. Suggest medication is reduced with an improved diet introduced B. Develop a sporting, artistic, cultural schedule of activity C. Develop a positive digital engagement programme D. Other
12.30pm to 12.45pm	Group presentations for action learning scenario two
12.45pm to 1.45pm	Lunch
1.45pm to 2.15pm	<p>Action Learning scenario three:</p> <p>You are delivering a university campus based activity provision to prepare students that will be volunteering in the wider community. As a result, a very successful and well attended programme has been established. Two of your leading volunteers are alleged to be supplying legal highs to some of the young people participating in the session. Do you:</p> <ul style="list-style-type: none"> A. Speak to the individuals in question and establish the truth B. Upon establishing no clear evidence, suspend the two individuals until an investigation can be conducted. C. Cancel the programme D. Other
2.15pm to 2.30pm	Group presentations for action learning scenario three
2.30pm to 3.00pm	<p>Action learning scenario four:</p> <p>Ammunition has been found in the changing room after a football match, which must have fallen out of someone's bag. What do you do?</p> <ul style="list-style-type: none"> A. Report it to the police B. Call an emergency meeting of the team and identify the owner C. What sanctions would you put in place D. Other
3.00pm to 3.15pm	Group presentations for action learning scenario four
3.15pm to 3.45pm	Break
3.45pm to 4.30pm	<p>Plenary Session:</p> <p>Learning outcomes –</p> <ol style="list-style-type: none"> 1. By the end of the day students will have understood the principles of social coaching 2. Students will have gained a good understanding of the theoretical concepts underpinning the social coaching principles 3. Students would have experienced social coaching practise through the action learning scenarios <p>Round up and presentation of certificates</p>

5.0 FEEDBACK

Please see appendix 1 for the feedback form for the YC Bridgend SCLP Workshop.

The feedback provided by Social Coaches who took part in the YC Bridgend SCLP Workshop was overwhelmingly positive. This is represented in the answer's to following questions/statements:

- 81% answered 'Yes' to *the SCLP workshop covered the topics I expected*
- 100% answered 'Yes' to *the instructions were easy to understand*
- 100% answered 'Yes' to *the course materials were easy to understand*
- 100% answered 'Yes' to *the course materials were of a high standard*
- 100% answered 'Yes' to *the coach was supportive and informative*
- 91% answered 'Yes' to *the venue was suitable and appropriate*
- 100% answered 'Yes' to *I was extremely happy with this event*
- 100% answered 'Yes' to *the course has helped me*
- 91% answered 'Yes' to *I would recommend this course to a friend*

Please see sections 5.2 to 5.4 for what participants said with regard to:

- Like Best
- Could Improve
- Thought of the Day

5.1 Q1 TO Q9 SUMMARY

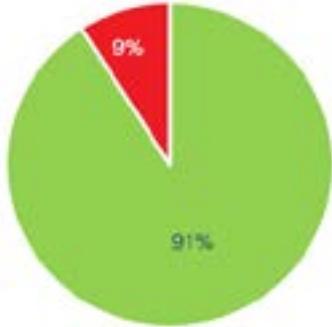
The first nine questions/statements were answered with 'Yes', 'No' and 'Don't Know', these were:

1. *the SCLP workshop covered the topics I expected*
2. *the instructions were easy to understand*
3. *the course materials were easy to understand*
4. *the course materials were of a high standard*
5. *the coach was supportive and informative*
6. *the venue was suitable and appropriate*
7. *I was extremely happy with this event*
8. *the course has helped me*
9. *I would recommend this course to a friend*

Please see the following summaries of the responses to these questions/statements.

Q1. *the SCLP workshop covered the topics I expected*

	Yes	No	?	Tot.
No.	10	0	1	11
%	91%	0%	9%	



Q2. *The instructions were easy to understand:*

	Yes	No	?	Tot.
No.	11	0	0	11
%	100%	0%	0%	



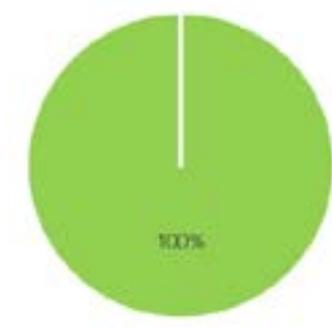
Q3. *The course materials were easy to understand:*

	Yes	No	?	Tot.
No.	11	0	0	11
%	100%	0%	0%	



Q4. *The course materials were of a high standard:*

	Yes	No	?	Tot.
No.	11	0	0	11
%	100%	0%	0%	



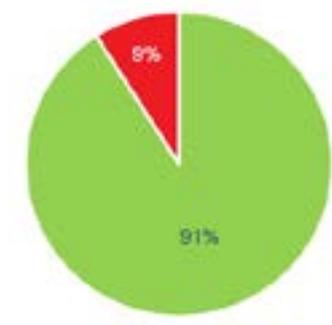
Q5. *The coach was supportive and informative:*

	Yes	No	?	Tot.
No.	11	0	0	11
%	100%	0%	0%	



Q6. *The venue was suitable and appropriate:*

	Yes	No	?	Tot.
No.	10	1	0	11
%	91%	9%	0%	



Q7. I was extremely happy with this event:

	Yes	No	?	Tot.
No.	11	0	0	11
%	100%	0%	0%	



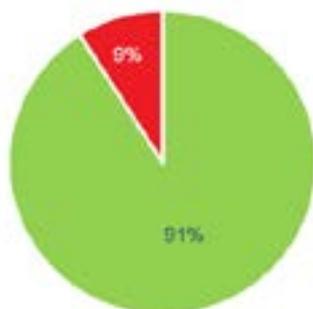
Q8. The course has helped me:

	Yes	No	?	Tot.
No.	11	0	0	11
%	100%	0%	0%	



Q9. I would recommend this course to a friend:

	Yes	No	?	Tot.
No.	10	0	1	11
%	91%	0%	9%	



5.2 Q10 LIKE BEST

Q10. Please let us know what you liked best about the SCLP workshop

- The whole day was inspirational
- Tailored to all areas of youth work
- Use of real life examples
- Knowledge and experience from Geoff
- Learning new ideas
- Everything
- Inspiring Ideas and clear ways of improving young peoples lives
- Helpful and gave more knowledge
- Passion and enthusiasm
- The scenario was cool
- Though provoking and interesting

5.3 Q11 COULD IMPROVE

Q11. *Please let us know how we could improve the SCLP workshop*

- *Add more interactive areas or scenarios to develop understanding in a broader range of situations*
- *Practical elements*
- *Include more ways to research and plan projects for Bridgend*
- *More practical*

5.4 Q12 THOUGHTS OF THE DAY

Q12. *In your own words tell us what you thought of the day*

- *Full of information, passionate, presented extremely good*
- *Very informative, developed knowledge*
- *Great experience, a lot to take home, can put into practice*
- *Enjoyed, great to meet people with passion to improve today's youth*
- *Excellent, grateful to meet great instructors with amazing stories*
- *Inspirational and Can do*
- *Really enjoyable*
- *Encouraging and inspirational*
- *It was good*
- *Very challenging and interesting*

6.0 CONCLUSION & PROPOSALS/RECOMMENDATIONS

The first Social Coach Leadership Programme (SCLP) Workshop delivered by the Youth Charter in Bridgend proved to be a tremendous success with very positive feedback from participants. This provides the opportunity for the future delivery SCLP programme within Bridgend including local schools, youth clubs, community organisations and businesses.

Proposals/Recommendations:

1. Social Coach Leadership Programme delivered with local schools, youth clubs and community organisations in Bridgend
2. Case study portfolio of Bridgend trained Social Coaches working local youth and communities

7.0 APPENDIX

7.1 APPENDIX 1: FEEDBACK FORM



Feedback Social Coach Leadership Programme Workshop



University of East London, Monday 25th February 2019

Name:	
Organisation:	
Position:	

	Yes	No	Don't Know
The SCLP workshop covered the topics I expected			
The instructions were easy to understand			
The course materials were easy to understand			
The course materials were of a high standard			
The coach was supportive and informative			
The venue was suitable and appropriate			
I was extremely happy with this event			
The course has helped me			
I would recommend this course to a friend			

Please let us know what you liked best about the SCLP workshop:

Please let us know how we could improve the SCLP workshop:

Thank you for participating in, and contributing to, the Social Coach Leadership Programme workshop. In your own words tell us what you thought of the day:

7.2 APPENDIX 2: FREQUENTLY ASKED QUESTIONS

What is SCLP?

The Social Coach Leadership Programme (SCLP) is a structured development programme, training existing youth professionals and role model volunteers with the language, tools and engagement strategies to deliver sports, arts and socially based activities for young people aged 10-19 years of age.

What are the benefits of SCLP?

SCLP prepares Social Coaches with skills to engage, motivate and inspire the mental, physical and emotional development of young people through sporting, artistic, cultural and digital activity.

Why do we need Social Coaches?

Social Coaches fill a gap in the current lack of youth service provisions and aims to bring together sports coaches, teachers, public / private sector professionals, activity leaders, community volunteers, into a diverse currency of 21st century support for young people. Specifically, social coaches provide personal and social development life skills, mentoring and assistance to young people in a holistic, integrated and intergenerational approach.

What do Social Coaches do?

Social Coaches engage, equip and empower groups of 10-19-year-old young people, predominantly working with disaffected young people from disadvantaged communities in both formal and informal settings.

What makes the SCLP so different?

Emotional intelligence is at the very heart of a Social Coach in behavioural characteristics and their ability to perform any given setting from schools (primary to high & colleges), leisure centres as well as young people in the community. The action learning scenarios delivered on the part of the Social Coach Leadership experience considers the three engagement themes: Culture, Behaviour and Language. This brings a unique empathetic experience and commitment to young people, while delivering a cultural activity and experience.

What are the qualities needed in a 'social coach'?

The Muhammad Ali Six Core Principles of **Confidence, Conviction, Dedication, Giving, Respect and Spirituality** are the characteristics that we seek in a prospective Social Coach. The personality qualities we seek to attract through this programme are:

- Empathy
- Strong moral compass
- Sense of humour
- Desire for developing young people
- Provide leadership inspiration
- Community focused
- Safeguard young people

Where do Social Coaches work?

Social Coaches work within an identified and accredited group of hub facilities that make up a Community Campus. i.e. schools, colleges, universities, leisure centres, churches, community projects etc.

How will Social Coaches be recruited?

Word of Mouth is the predominant method of reaching the target audience supported by an extensive multimedia infrastructure. Prospective Social Coaches are community minded citizens who care about young people in communities who wish to make a difference. Candidates enter the selection process by submitting an application form and personal statement, which demonstrates: who they are? what they have to offer? and how they believe they can contribute?

What support will Social Coaches get?

Successful candidates are invited to join the programme, supported by an extensive range of interactive tools specifically developed by Youth Charter. These tools are methods of continued professional development (CPD) at all levels to ensure Social Coaches develop themselves and their communities. This is supported by a Social Coach peer network, webinars, and workshops.

What activities are used?

Social Coaches utilise a wide range of sport, art, cultural activity, digital and community themed programmes offered through the Youthwise© portfolio. Programmes are selected to complement existing activities as well as meeting local needs. In addition to covering mainstream sports (Soccerwise©, Rugbywise©, Tenniswise©, Cricketwise©) Youthwise© also covers: Artwise©, Conflictwise ©, Carbonwise©, Cyclewise© with the list being updated regularly.

Once recruited, how much time will I have to commit?

Delivery of activities will typically be between 2-10 hours per week.
(Dependent of Social Coaches time availability)

How long does it take to become a Social Coach?

A Fast Track module has been developed for prospective Social Coaches who are already working with young people. For other prospective candidates, it can take between 3 – 12 months. There is also a 3 year degree programme that is currently being developed.

Where will the training take place?

Community Campuses are being developed throughout UK and overseas. To find your nearest Community Campus please visit www.youthcharter.co.uk for the latest details.

What personal commitment is required?

Social Coaches undertake formal training (aimed at a level appropriate to each candidate) alongside delivering Youth-wise© activities. Social Coaches are required to keep a diary as evidence of their development. Recording attendance of the young people and performance programme targets involved is vital to monitor progress and as such Social Coaches take this responsibility seriously. This currently being developed as an online tool.

Do I need a DBS check? Yes – we can assist you with this through our DBS service provider.

How is it delivered?

The Social Coach Leadership Programme is delivered through several mechanisms (e.g. Workshops, online modules, webinars, reflective diaries, case studies) exploiting technology to enable a flexible learning approach. Most the learning will be a life and time engagement with young people within the existing community settings.

Will participants get free access or use of facilities for personal or professional development?

The Youth Charter approach is based on a concept of win-win-win for all involved. Part of this approach is a credit scheme with earned hours translated into rewards redeemed through strategic partners. This is still in the development stage but updates will be provided as they become available.

How do I get started?

Please e-mail: youthcharter@btinternet.com detailing your interest in becoming a Social Coach along with your mobile number so that we can send you a unique reference to the Social Coach application form.



- YOUTH CHARTER**
Mission Sport, culture, art and digital technology - social and human development for life
- YOUTH CHARTER**
Vision Youth and communities engaged, equipped and empowered to contribute to a 21st Century Global Society for All.
- YOUTH CHARTER**
Opportunity To invest in the potential of our 21st Century Global Young Citizens.
- YOUTH CHARTER**
Objectives
1. **ENGAGE:** with sport, art, cultural and digital activity
 2. **EQUIP:** mental, physical and emotional life skills resilience
 3. **EMPOWER:** motivation, inspiration and aspiration to further and higher education, employment and entrepreneurship
- YOUTH CHARTER**
Values
- Positive happiness and fulfilment through active human and social engagement
 - Positive mental and physical fitness for all
 - Commitment to excellence and collaboration for all young people and communities
 - Dignity, honesty, integrity and respect of self in all that we do
- YOUTH CHARTER**
Legacy
Development
Goals
1. **EDUCATION** - attendance, attainment and performance
 2. **HEALTH** - physical activity, wellbeing and active lifestyle
 3. **SOCIAL ORDER** - civic rights and responsibilities
 4. **ENVIRONMENT** - community cohesion and quality of life
 5. **FURTHER AND HIGHER EDUCATION, EMPLOYMENT AND ENTERPRISE**

Our Philosophy

“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 antagonisms 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.”

Rene Maheu

Former Director of UNESCO

Our Vision

*“Vision without action is a dream.
Action without vision is merely passing time.
Vision with action can change the world...”*

Nelson Mandela



Sporting Ambassadors

Over the past 24 years, the Youth Charter message has been inspired through teams and sporting ambassadors who have signed the Youth Charter Scroll in support of its work. These include:

Marcus Adam	Tony Doyle MBE	Clive Lloyd CBE	Greg Searle MBE
Neil Adams MBE	Adam Duggleby MBE	Lisa Lomas	Jon Searle MBE
Sir Ben Ainslie CBE	Paula Dunn	Helen Lonsdale	Teddy Sheringham MBE
Kriss Akabusi MBE	Richard Dunwoody MBE	Devon Malcolm	Ellie Simmonds OBE
Carlos Alberto Torres*	Scott Durant MBE	Gary Mason*	Judy Simpson OBE
Claire Allan	Tracy Edwards MBE	Kelly Massey	Lynn Simpson
Rob Andrew MBE	Farokh Engineer	Ally McCoist MBE	Jane Sixsmith MBE
Lord Jeffrey Archer	Mike England MBE	Mark McCoy	Nick Skelton OBE
Ossie Ardiles	Chris Eubank	John McEnroe	Callum Skinner
Mike Atherton OBE	Nicola Fairbrother	Mike McFarlane OBE	Phyllis Smith
Chris Baileu MBE	Sir Nick Faldo MBE	Barry McGuigan MBE	Sarah Springman CBE FREng
Jeremy Bates	John Fashnu	Katy Mclean MBE	Ian Stark OBE
Jamie Baulch	Sir Alex Ferguson CBE	Steve McMahon	Ray Stevens
Bill Beaumont CBE	Will Fletcher	Mick McManus*	Athole Still
Jack Beaumont	Richard Fox MBE	Diane Modahl	Dame Sarah Storey DBE
Franz Beckenbauer	Janice Francis	Adrian Moorhouse MBE	Mike Summerbee
David Beckham OBE	Ryan Giggs OBE	Nathan Morgan	Polly Swann
Paul Bennett MBE	Eugene Gilkes	Dewi Morris	Iwan Thomas MBE
Louise Bloor	Phil de Glanville	Lutalo Muhammad	Neil Thomas MBE
Chris Boardman MBE	Helen Glover MBE	Fiona Murtagh	Baroness Tani Grey-Thompson DBE
Lorna Boothe	Dame Katherine Grainger DBE	Tania Nadarajah	Victoria Thornley
Toby Box	Jodie Grinham	Prince Naseem	Dennis Tueart
Julia Bracewell OBE	Angus Groom	Phil Neville	Terry Venables
Abbie Brown	Sally Gunnell OBE DL	Martin Offiah MBE	Bianca Walkden
Daniel Brown MBE	Dame Mary Glen Haig DBE*	Wayne Otto OBE	Daniel Wallace
Nicky Butt	Jane Hall	John Parrot MBE	Danielle Waterman
Kevin Cadle	Susan Hampshire OBE	Alan Pascoe MBE	Maurice Watkins CBE
Darren Campbell MBE	Gary Hardings	Lenny Paul	Lee Westwood OBE
Pat Cash	Eddie Hemmings	Stuart Pearce MBE	Fatima Whitbread MBE
Ben Challenger	Tim Henman CBE	Dame Mary Peters CH, DBE	Richard Whitehead MBE
Sir Bobby Charlton CBE	Philip Hindes MBE	Terry Phelan	Laurence Whiteley MBE
Linford Christie OBE	Kate Hoey MP	Asha Philip	Max Whitlock MBE
Gill Clarke MBE*	Dame Kelly Holmes DBE	Liam Phillips	David Wilkie MBE
Joe Clarke MBE	Frances Houghton	Dave Phillips	James Williams
David Coleman OBE*	Robert Howely	Dave Phillipson	Melanie Wilson
Gary Connolly	Norman Hunter	Karen Pickering MBE	Amy Wilson-Hardy
Kirstina Cook	Paul Ince	Sir Matthew Pinsent CBE	Paul Zetter CBE
Sir Henry Cooper MBE*	Stewart Innes	Nicky Piper MBE	Dutch Soccer Squad
Antony Cotterill	Colin Jackson CBE	Michel Platini	England Rugby Squad
Lord Cowdrey*	Simon Jackson MBE	Paul Reaney	England Soccer Squad
Kadeena Cox MBE	David Johnson	Sir Steven Redgrave CBE	Ghanaian Under 17 Soccer Squad
John Crawley	Michael Johnson	Derek Redmond	South African Soccer Squad
Mark Croasdale	Jade Jones MBE	Annika Reeder	South African Rugby Squad
Vanessa Daobry	Jasmine Joyce	Sir Craig Reddie CBE	Lancashire County Cricket Club
David Davies OBE	Mary King MBE	Cyrille Regis MBE	Manchester United Football Club
Sharon Davies MBE	Jürgen Klinsman	Peter Reid	
Anita L. DeFrantz	Sir Robin Knox Johnston CBE RD and bar	Sir Dave Richards	
Rob Denmark	Sir Eddie Kulukundis OBE	Ellie Robinson MBE	
Lisa Dermott	Sonia Lawrence	Mark Rowland	
Emily Diamond	Jason Lee	Joanna Rowsell-Shand MBE	Ambassador's honours correct at date of publishing.
Anne Dickins MBE	Rob Lee	Louis Saha	
Karen Dixon	Zoe Lee	Tessa Sanderson CBE	
Sandra Douglas	Denis Lewis OBE	Jazmin Sawyers	Other international signatories available on request
Tony Dobbin	Lennox Lewis CM, OBE	Emily Scott	

*Deceased