



Sport RCT Case Study

Developing people: Young Ambassadors 2025/26

The Young Ambassadors programme is a long-standing leadership initiative delivered by us and created by the Youth Sport Trust. We have been running the programme across schools in Rhondda Cynon Taf since 2011, supporting young people to develop leadership skills and become positive role models within their schools and communities. The programme is aimed at pupils from Year 5 onwards in both primary and secondary schools and provides opportunities for young people to inspire, influence, mentor, and lead others through sport and physical activity.

A key part of the programme in RCT is our Dragon's Den fund, which allows ambassadors to apply for funding to deliver projects aimed at increasing participation in physical activity within their school or local community. This year we funded 20 projects, investing over £4,900.

Each year we hold a celebration day for primary-aged ambassadors to celebrate their achievements and meet peers from other schools. Ambassadors who complete more than 50 hours of volunteering are invited to attend a day of fun activities, which not only recognises their efforts but also strengthens connections between schools. To further celebrate success, we introduced a Young Ambassador of the Month award. This award highlights the positive impact ambassadors are

having in their schools, from running clubs and mentoring younger pupils to creating inclusive opportunities for others to be active.

We recently introduced a volunteer log for ambassadors to record their hours. The log encourages reflection, allowing them to consider what they have learned and how they can improve. Feedback shows that ambassadors are recognising the development of important values such as respect, kindness, leadership, and inclusion while also identifying areas for personal growth such as improving confidence when speaking in front of others.

“In Gelli, it has promoted student leadership and has got more children involved in sporting activities. The Young Ambassadors have run their own after school club and have been sharing the skills they’ve learnt with other children in the school.” Teacher - Gelli Primary

“I’ve influenced my friends by doing assemblies in my school and encouraging others to do sports.” Ambassador

