

SportRCT Case Study

Young Ambassador Programme 2021-22

The main purpose of the Young Ambassador programme is to develop the leadership skills of young people. Our role is to recruit, train, and support young people to become Young Ambassadors in their school and local community. Their role is to promote sport and physical activity, motivating and inspiring others to be physically active in their school or wider community. This year over 100 Young Ambassadors applied or were nominated by their school. We held four conferences in the Autumn term to welcome them to the programme. The Silver and Gold Young Ambassadors were interviewed, and four Gold Ambassadors were chosen to represent us at the Youth Sport Trust National Conference. They attended the virtual event and went on to win a competition during the day.

The Silver and Gold Young Ambassadors were also given the opportunity to participate in our 'Dragon's Den' event. This event gives them the opportunity to pitch a project idea and obtain funding. 10 Ambassadors from 2 schools took part, with both being offered money to fund their projects. Both projects used consultation and targeted less active or inactive young people. The projects also aimed to strengthen community club links in areas of deprivation and offered different opportunities to participate in sport or physical activity.

Our team have worked with all Young Ambassadors during the school year, helping them to develop projects. Due to the pandemic, most of our support has been offered virtually. We have held termly meetings that have become forums for Ambassadors to discuss good practice and learn from each other. We have been impressed with the range of projects being delivered by the young people. Projects are not only increasing participation in extracurricular activities, but some are also developing overall wellbeing and mental health and resolving conflict.

“Having the chance to make an impact in my school and the community is something that I am enjoying the most. Being able to make a change is something that I want to do”

