

The Future of Culture, Tourism & Sport...

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Youth Charter

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“How the future of Tourism, Culture
& Sport can be identified as a 2012
legacy for young people and
communities”...

Definition...

Sport is a philosophy which, in its widest definition is a social, cultural, artistic, spiritual, economic and political activity. It serves to engage, motivate and inspire the positive and negative challenges and opportunities of human and social development of young people & communities, through the unifying power of the Olympic & Paralympic rings...



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Challenges and Opportunities ?...

- How do we engage and co-ordinate our collective efforts?
- How do we encourage multi-agency collaborative partnership?
- How can we achieve a 2012 Games legacy with Tourism, Cultural, and Sporting benefits?

What is the Youth Charter?

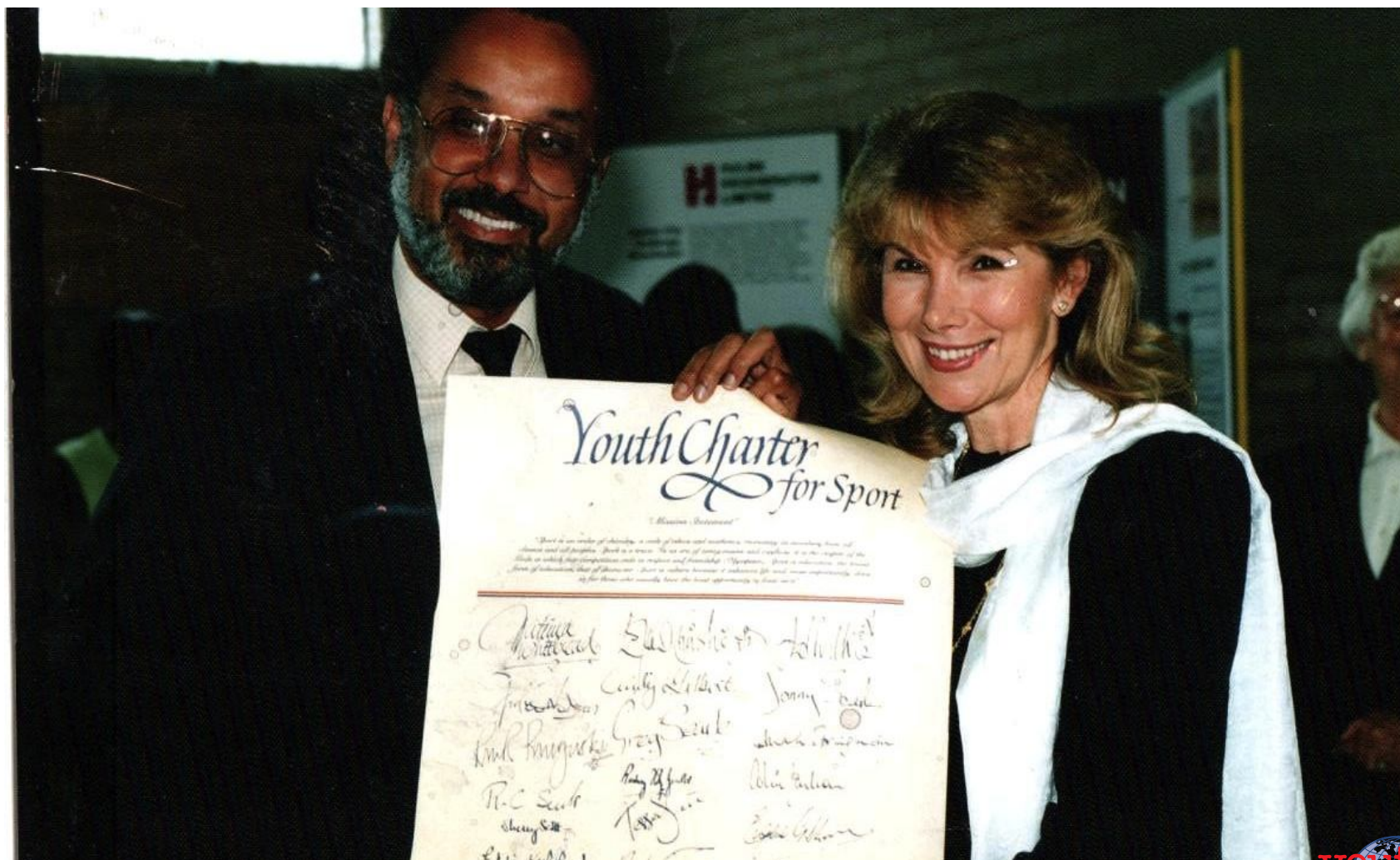
- **Assist children & young people's 'Social & Human Development for life through sport, culture & the arts'**
- **Education** - vocational attainment & achievement
- **Health** - attitudes, lifestyle & behaviour
- **Social Order** - Good Citizenship, discipline & respect
- **Environment** - Safer & cohesive communities
- **Employment/Enterprise**- providing economic & sustainable



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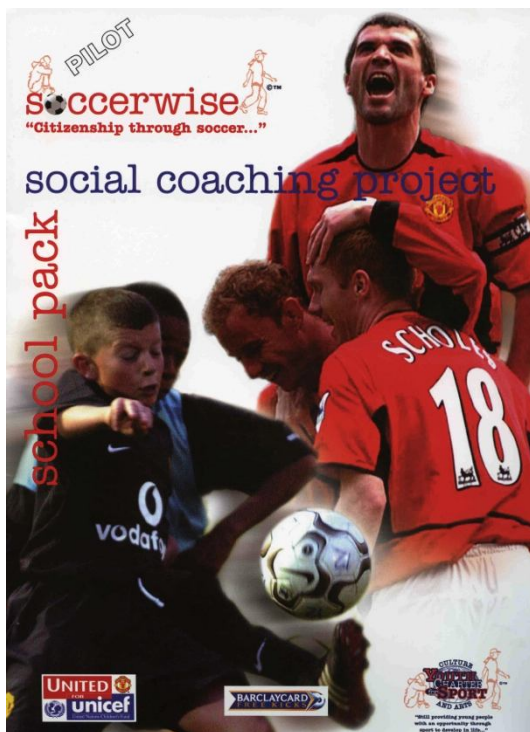


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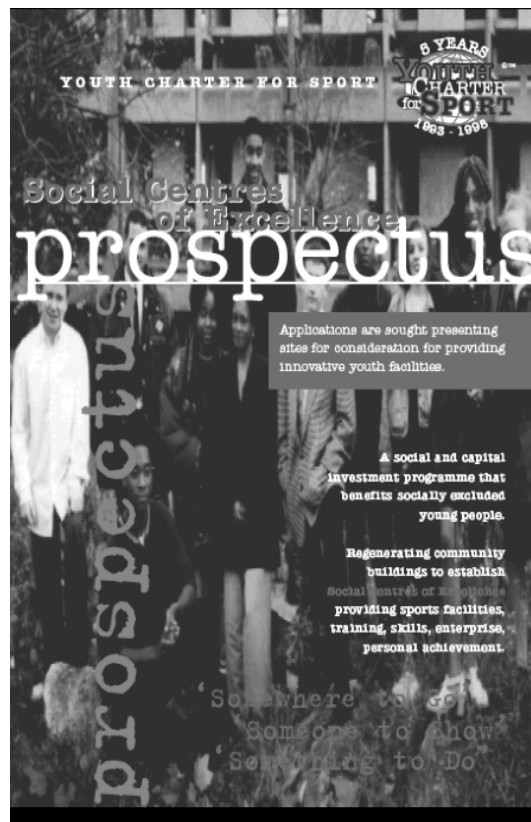
What have we achieved?

- **Proven-** track record of 18 years in the delivery of social regeneration and renewal programmes and projects to the most hard to reach and challenging communities.
- **Pioneered-** the case for sport in the social and human development of children, young people and communities.
- **Campaigned-** influenced, developed and inspired government policy in the role of sport and arts in the wider social areas of education, health, social order and the environment
- **Brokered-** multi agency public- private and community partnership networks locally, nationally and internationally

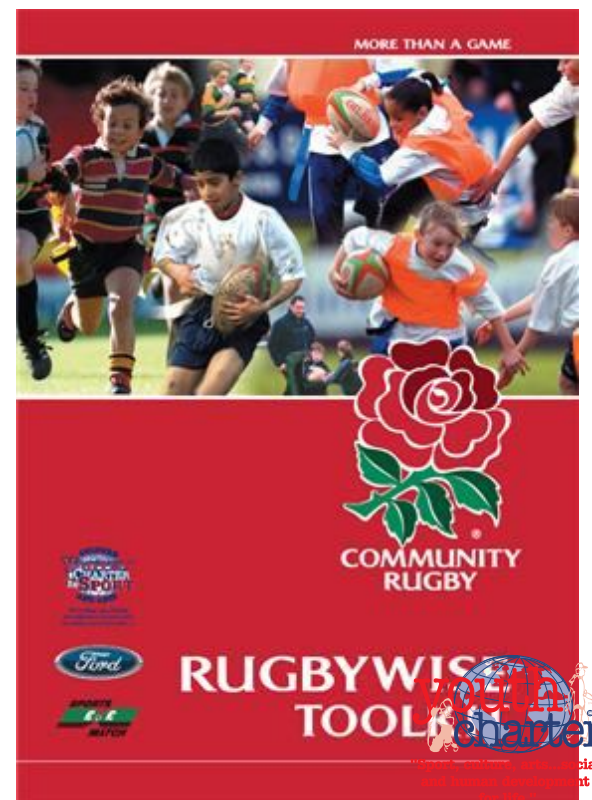
Something to do



Somewhere to go

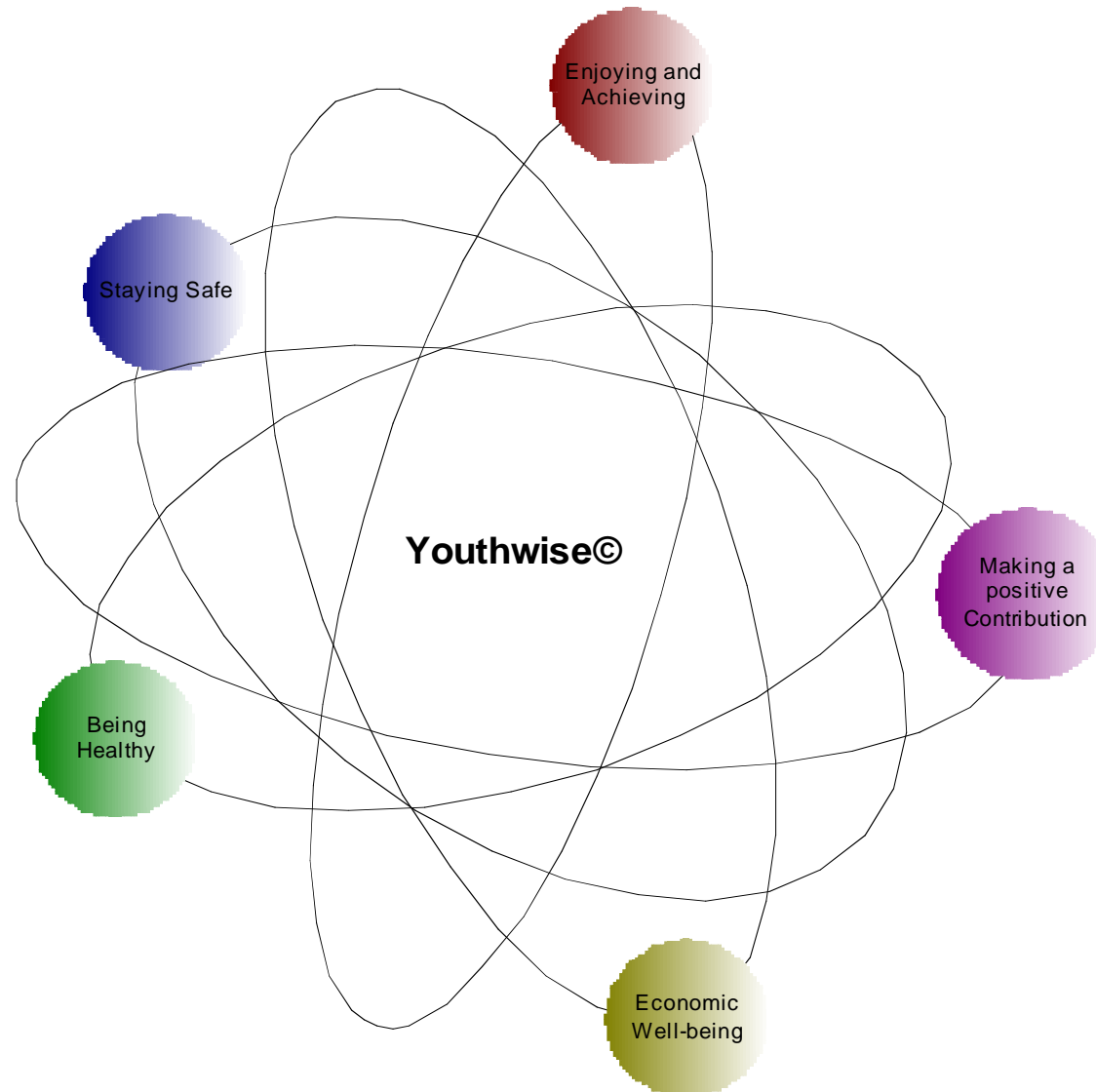


Someone to show them...



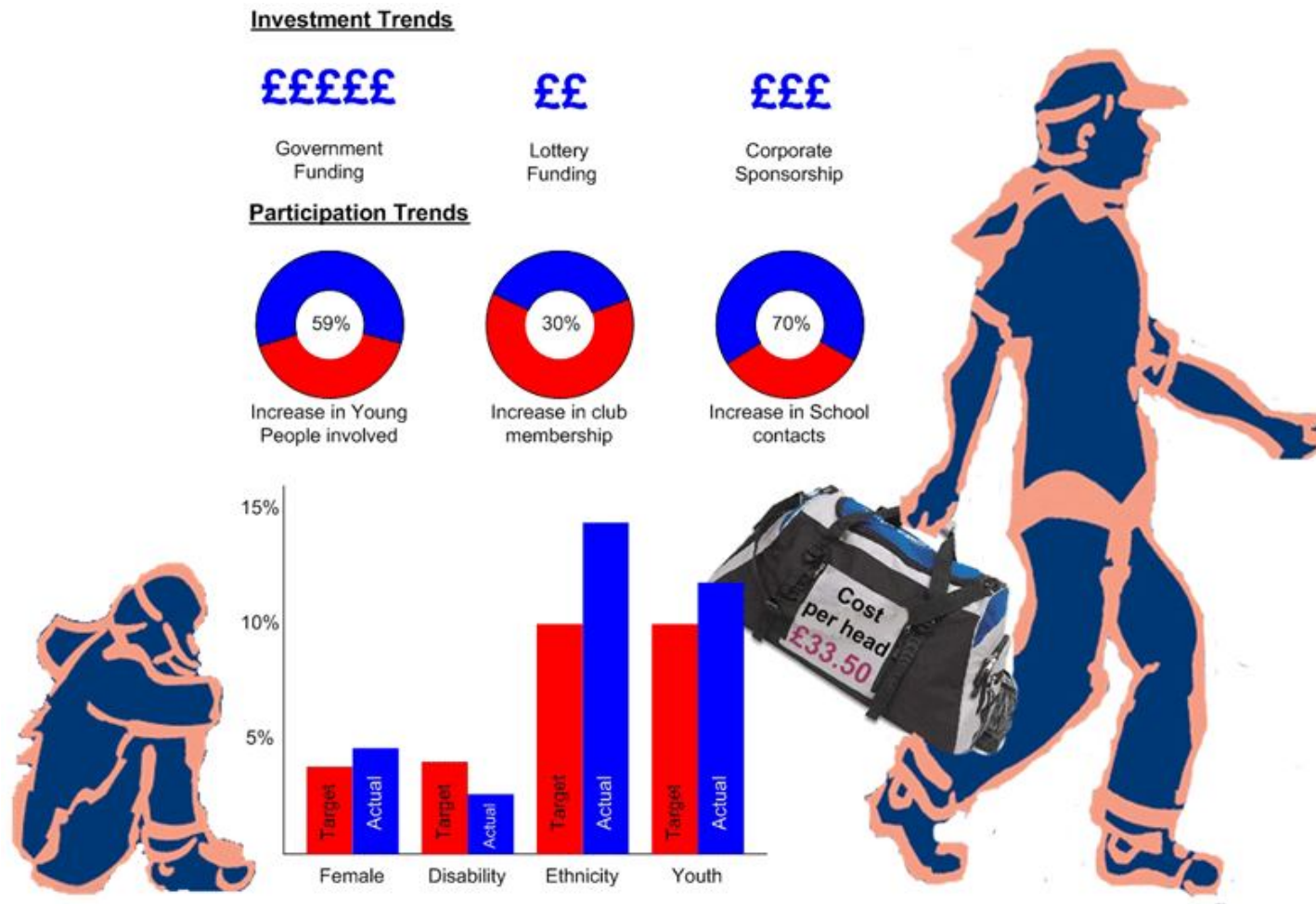
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Every Child Matters



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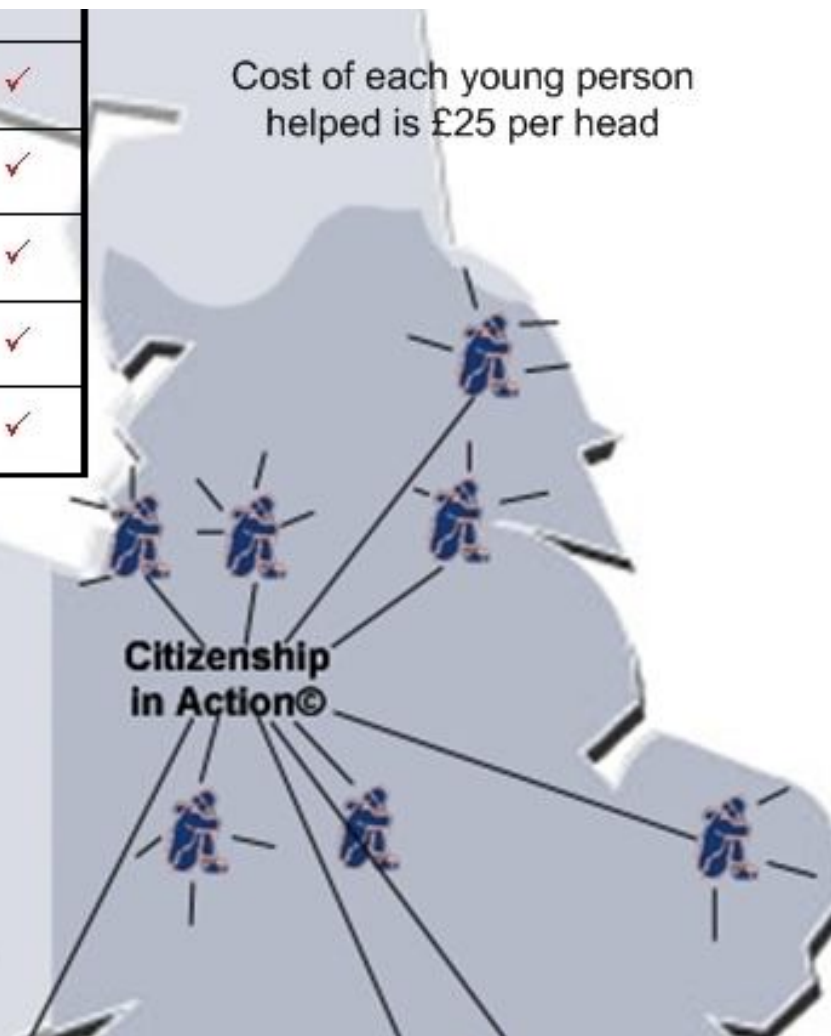
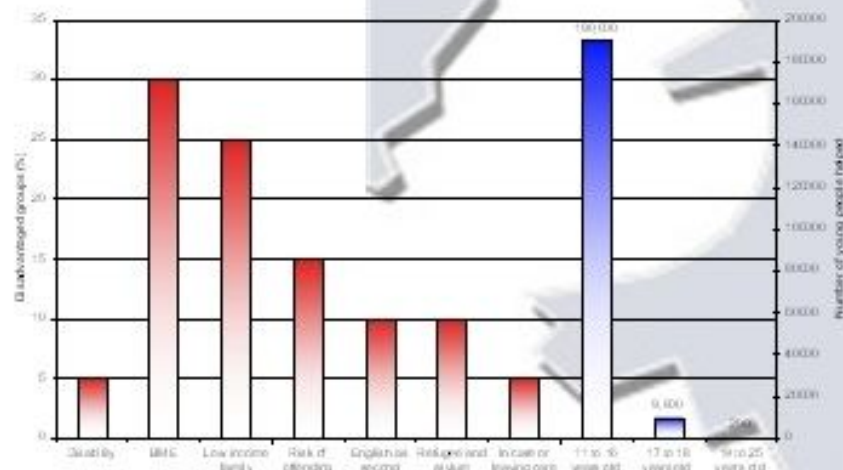
Socio-economic Impact



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Across all 9 English Regions	✓
50 schools	✓
1000 Social Coaches	✓
Train 200,000 young people	✓
Network of Social Coaches	✓

Cost of each young person helped is £25 per head



Olympic Framework



Framework in 3 phases with evaluation & benchmarks at each phase

What is our experience based on?

- 1992 • Birmingham Olympic bid
- Barcelona Olympics
- 1996 • Manchester Olympic bid
- 1999 • All Africa Games
- 2000 • Manchester Olympic bid
- Anglo—Olympic initiative including Cape Town Olympic bid
- 2001 • Magglingen
- 2002 • Commonwealth Games Manchester
 - bidding, host & pre-volunteer
- Anglo—SA spirit of the streets tour
- 2003 • ILO seminar

- 2003 • Next Step Amsterdam
- Cricket World Cup South
- 2004 • European Year of Sport and Physical Activity
- 2005 • UN Evaluation of Sport
- Next Step II
- IYSPE
- Sport & Peace Conference (Moscow)
- Magglingen II
- 2006 • South Africa Soccer World Cup bid
- England Soccer World Cup bid
- All Africa Nations Cup Ghana
- 2008 • Anglesey Island Games bid
- 2009 • London 2012 Olympics
- 2012



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“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 antagonism 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”.

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**youth
charter**
"Sport, culture, arts, social
and human development
for life."

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