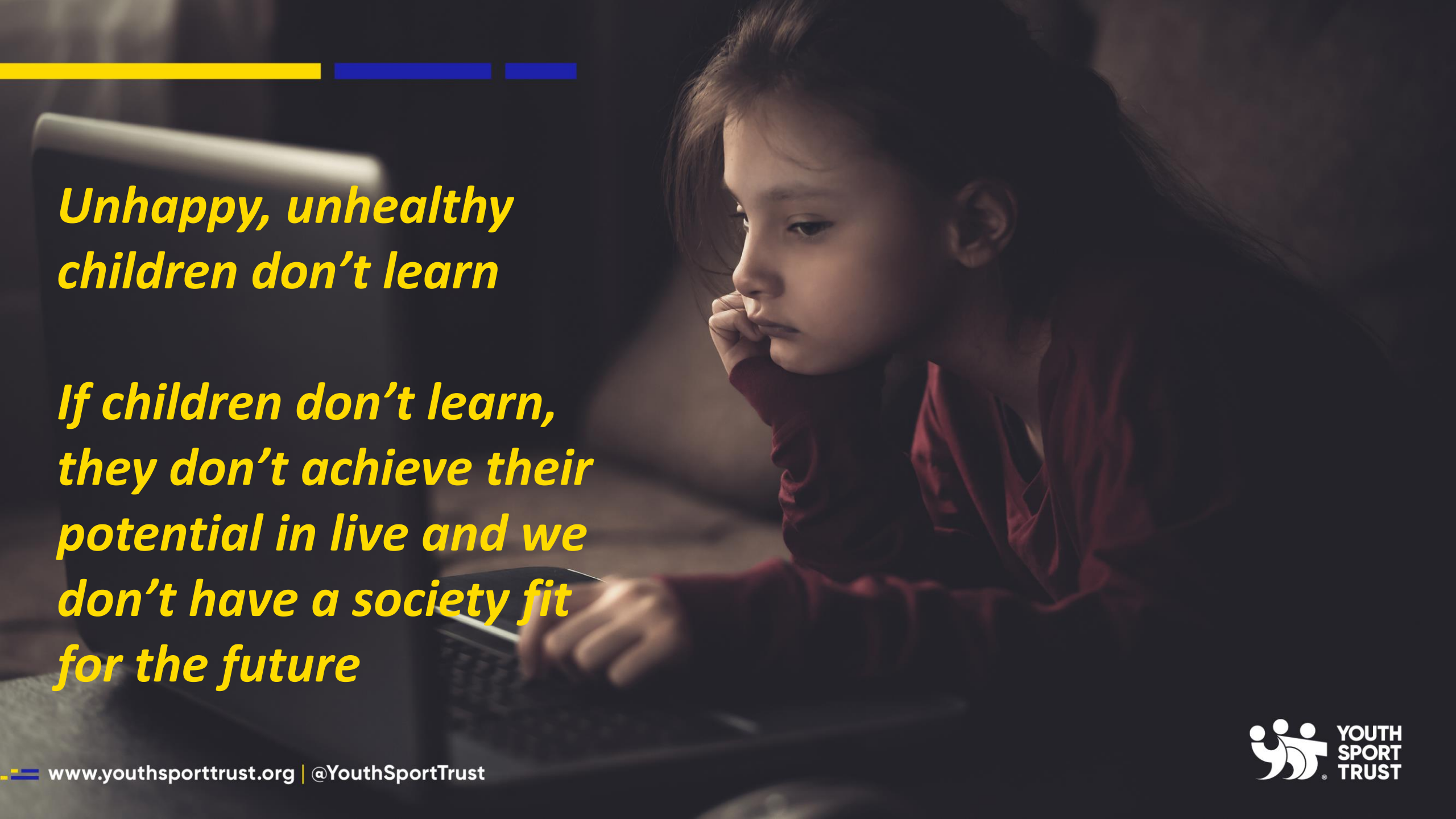




YOUTH  
SPORT  
TRUST

*Our Children have just one childhood*

 [www.youthsporttrust.org](http://www.youthsporttrust.org) | @YouthSportTrust



***Unhappy, unhealthy  
children don't learn***

***If children don't learn,  
they don't achieve their  
potential in life and we  
don't have a society fit  
for the future***

**81%**

of parents believe that cuts to PE, sport and break time will have a negative impact on wellbeing

# The reality

Our children are in poor shape

Childhood obesity



Physical ill health



Mental ill health



Loneliness



Low life satisfaction



**Unhappy,  
unhealthy  
children  
don't learn**



# The reality

- Our education and social care systems are **overwhelmed** and the gap in life skills for is even greater in the most deprived areas.
- Our future society will lack the resilience, skills and self belief to fulfil their roles. The economic impact will be huge so investing in young people now will **provide a society fit for the future**
- If we fail to take action, **everyone will be affected** including **YOUR staff, customers** and **business**.



# The reality

Our children have just one childhood, but...

- Families are time pressured and unsure how to encourage children to enjoy play and sport
- Digital connection has taken the place of physical connection with others

A staggering **37%**  
of young people say they feel  
powerless to change their own future.





# This is nothing new to us

Empowering our children to lead healthy, active lives has been our mission for the **past 25 years** but it has never been more important than now.





# Our belief

We believe that all young people have the ability to lead the change they want to see in the world when they are **given the chance** to achieve their personal best.



# How we help

— We create and deliver practical tools through play and sport, increasing confidence and skills such as **communication**, **leadership** and **movement**.

- Train teachers
- Inspire young leaders
- Help families to play
- Lobby for change



As a result of our interventions:

**75%**  
said they felt happier

**49,074** young people received training from our athlete mentors, coaches and networks, empowering them to lead and inspire their peers

**12,015**  
teachers, coaches and practitioners were trained to lead good quality inclusive sport and physical education

**73%**  
said they had increased their levels of physical activity

**90%**  
said their teamworking had improved

**220,413** young people were given the opportunity to enjoy the life-changing benefits of sport and play through our programmes

**85%**  
said they could communicate better



2022



2035

## Urgent action

To **build back** healthier, happier, and more resilient young people, and level the playing field for those **most disadvantaged**

## Generational shift

To **balance the demands of the digital age** through the **human connection** of physical play and sport

## Societal change

To transform **society's perceptions and attitudes** towards the importance of physical literacy, play and sport in the **education and development** of young people



# Become a Changemaker

These young people are also the **workforce of tomorrow**. Investing in their future will not only change lives but will provide the most **powerful**, transformative **return on investment** for your brand.

**Be part of the solution.**





# How we make the change

Our overarching campaign aims to grow a **healthy society**, fit for the future.

We need **1.5 million** people to bring about societal change. You can help us achieve this.

We will run four annual campaigns to empower children and young people to lead healthy, active lives to ensure they are fit for the future:

**1** **Keep our kids playing**  
Help families keep active during the summer holidays

**1.5m** families  
(July-Aug)

**2** **Young leaders doing it for others**  
Young people become changemakers

**49,000** young leaders  
(Oct-Nov)

**3** **Make school PE fun again**  
Better training for PE teachers

**15,000** teachers  
(Feb-March)

**4** **Celebrate every child and young person enjoying play and sport at school**  
National Play and Sport Week

**10,000** schools  
(June)