



2020

IMPACT REPORT

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VISION

We believe London is the most exciting, diverse, and vibrant city in the world. It deserves a sporting landscape that reflects this which is why our vision is to...

Create the world's largest & most inclusive city-focused youth games that are:

Accessible to all

Multi-sport

Reaching all of London

MISSION AND PURPOSE

We aim to use the power of competitive sport to create life-changing opportunities for young Londoners, engaging all 33 borough communities with inclusive participation at all levels and for all abilities

BELIEFS

At the London Youth Games we believe:

Sport is a right for all

Sport is a key driver of social integration

Sport improves physical and mental wellbeing

ANDY DALBY-WELSH

CHIEF EXECUTIVE



Sport is a right for all.

This is a belief that sits at the core of our work at London Youth Games. Through this report we look at how we have performed against this core belief. London is one of the most diverse, exciting cities in the world and we strive to reflect that in all our events and represent all that is best about London.

Sport has played a life-changing role for me. Being registered blind, playing cricket helped me develop friendships and build resilience. It has been critical to my personal development and what I have achieved in life.

I know there are many other people who are disabled, from different ethnic backgrounds, religions, economic situations and/or genders for whom sport has also played a life-changing role. That's what the

London Youth Games does, every year, in every borough, for young people from a broad range of backgrounds.

There is plenty to be proud of. We have achieved so much and yet we know we can do much more and want to keep improving.

The Black Lives Matter movement and the Covid-19 pandemic have revealed that inequality is still too prominent in the lives of too many young Londoners. We will work harder and smarter to ensure all London Youth Games environments are accessible to all and we have a diversity of people that truly represent our amazing city.

Sport is a right for all. And the London Youth Games should be a right for all young Londoners.

MARK CAMPBELL

CHAIR



It has been a monumental time for London Youth Games in the last two years. We are thrilled to team up with Nike as our headline sponsor. Their support and expertise in engaging young people with sport and physical activity is second to none.

Behind the scenes we have also made significant progress with the diversity of our board, welcoming new councillors, and of course, we have welcomed Andy Dalby-Welsh as our new CEO.

He and the team responded brilliantly to the challenge of the pandemic by creating the highly successful Virtual Games which attracted over 42,000 entries and will become a core offering in the future.

It has been a time of change. But there is still the rising tide of inactivity and declining mental health among young people as ongoing challenges to be met. One of our core beliefs is 'Sport improves physical and mental wellbeing'. We know what a powerful antidote sport can be. Through this report we look at how the London Youth Games positively

impacts on the physical and mental wellbeing of our young people.

Being involved in sport in early years brings benefits deep into adulthood. The physical benefits are well documented, so too are the character building and socially connecting benefits assisting our young people's mental wellbeing.

We see this in what we do. For over 40 years the London Youth Games has made a huge positive imprint on the lives of the hundreds of thousands of Londoners who have taken part in the Games. Our celebrated alumni are testament to this. But just as important are the impactful stories of many other participants and volunteers benefitting from London Youth Games every year.

With our borough partners, Sport England and Nike, the London Youth Games will innovate to widen our reach to become a foundation stone in the lives of all young Londoners.



JANNINE BARDOUILLE
SOCIAL AND COMMUNITY
IMPACT, NIKE LONDON

Sport has the power to unite the world.

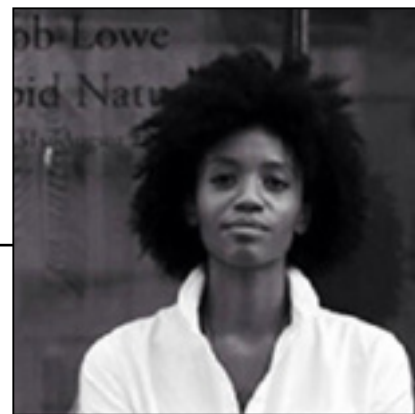
At Nike, this is core to our purpose. We celebrate diversity and strive to create equal playing fields for all. London is one of the most diverse cities in the world, and together with our community partners, we can make sport more accessible and approachable for everyone.

The London Youth Games draws participants from all 33 boroughs and across 31 sports. Regardless of background or ability, everyone competes on the same field of play. Many of our own top Nike Athletes got their start at the London Youth

Games, including Mo Farah, Dina Asher-Smith and Raheem Sterling. LYG unites all athletes, whether they are seeking fun, competition, or to be connected to others.

Together with London Youth Games, local councils, grassroots and national organisations, we have the ability to create real, sustainable change and remove barriers to sport for all athletes*.

(*If you have a body, you are an athlete)



MIKE DIAPER
EXECUTIVE DIRECTOR OF
CHILDREN, YOUNG PEOPLE
AND TACKLING INACTIVITY,
SPORT ENGLAND

The right for all young people to have equal chance to live an active life and gain the benefits sport and physical activity give them, is at the very heart of the work we do at Sport England.

This has been a difficult year for families up and down the country and existing inequalities have widened. Children and young people’s activity levels have been disproportionately affected. This all means that the London Youth Games has never been so important to the lives and opportunities of young people across all 33 boroughs of Greater London.

This report sets out the outstanding work undertaken so far by the London Youth Games, and its partners, to help ensure that everyone can be physically active regardless of age, ethnicity, gender, socio-economic background or disabilities. We need to carry on, combine effort and truly tackle the inequalities young people face.

Sport England looks forward to continuing our partnership with the London Youth Games and working together to ensure that young Londoners have a positive and fun experience of sport and physical activity.



LONDON YOUTH GAMES

WHAT WE DO

The London Youth Games is one of the capital's sporting treasures, inspiring young Londoners to fulfill their potential through sport for more than 40 years.

Since its launch to celebrate the Queen's Silver Jubilee in 1977, the London Youth Games has provided opportunities for over 1.5 million young Londoners from every London borough annually.

Every year, tens of thousands of young Londoners take part in the London Youth Games journey, attending training sessions and trials all vying to represent their borough and striving to win a medal at one of the world's biggest annual youth sports events.



Today the London Youth Games hosts competitions across an incredible 31 sports for disabled and non-disabled young people with over 100,000 annual participants and, every London borough being represented.

It has an enviable list of competitors, including Olympic and Paralympic legends Mo Farah, Bradley Wiggins and David Weir as well as Premier League stars Raheem Sterling and track superstar Dina Asher-Smith.

Since 2010, the London Youth Games has expanded its offering from the Open Borough Games to also delivering London's School Games programme.

Then in 2020 with the Covid-19 pandemic causing a lockdown, LYG created the innovative Virtual Games for the first-time, meeting the moment with a purely digital model which attracted over 42,000 entries.

Every year, the annual highlight is finals weekend, traditionally hosted at Crystal Palace on the first weekend in July attracting thousands of competitors and supporters from all 33 boroughs for a truly Olympic experience.

But the London Youth Games is more than one weekend. It is a nine-month season of events that acts as a catalyst of activity, delivering life-changing experiences and bringing communities together across London.

With ongoing challenges of Covid-19, the issues highlighted by the Black Lives Matter movement, rising inactivity and obesity levels and declining mental health among young people, the role of the London Youth Games has never been more important.

We enable young Londoners to find happier and healthier paths and nurture social cohesion. We have an incredible history, and with our partners the opportunity of an even more exciting future.

OUR ALUMNI



MO FARAH



DINA ASHER-SMITH



ALEX SCOTT



DAVID WEIR

SASHA AND KADEEN CORBIN



JADON SANCHO



RAHEEM STERLING



KYE WHYTE



BRADLEY WIGGINS

SPORTS WE DELIVER

The London Youth Games hosts more activities than the Commonwealth Games, the Paralympic Games or the Winter Olympics. And we do it every year!

From Lord’s Cricket Ground to Hampstead Heath to the Olympic Park to our finals at the National Sports Centre, Crystal Palace, we host a vibrant programme of over 50 event days.

It is what makes London Youth Games so unique. The multi-sport experience is what motivates and inspires tens of thousands of young Londoners every year and our varied offering ensures we reach into every corner of London.



Swimming



Cricket



Aquathlon



Netball



Gymnastics



Tri-golf



Archery



Athletics



Badminton



Basketball



Rugby



Tennis



Cycling



Dance



Diving



Fencing



Football



Table tennis



Handball



Hockey



Indoor rowing



Judo



Kayak



Volleyball



NFL



New Age Kurling



Boccia



Sailing



Squash



Water polo



Weightlifting



BURK GRAVIS, CEO, HARINGEY SPORT DEVELOPMENT TRUST

“Having such a selection of sport means we are able to give youngsters the opportunity to participate in a sport of their choice. Through their development stages, health, obesity and self confidence are addressed and becoming a member of Team Haringey brings immense pride for the young people in the borough as our slogan is ‘We are Haringey and we are one!’”



WHO WE REACH

OVER THE LAST 3 YEARS WE HAVE REACHED:

361,040

PARTICIPANTS

42.87%

BAME

10,919

VOLUNTEERS

59.15%

FEMALE PARTICIPANTS

31

SPORTS

33

BOROUGHHS

13

PARA SPORTS

To develop a deeper understanding of our reach, we have analysed the last three complete London Youth Games seasons from 2017-2019. We have not included the 2020 season due to the significant impact of Covid-19.



The background is a solid yellow color. It features several abstract geometric shapes in a darker shade of yellow. A large, wide triangle points downwards from the top left towards the bottom right. In the top left corner, there are several thin, vertical parallel lines. In the bottom right corner, there are several parallel diagonal lines.

**SPORT IS
A RIGHT
FOR ALL**

OSCAR

19, KINGSTON UPON THAMES

Oscar achieved his dream of becoming an athlete at the London Youth Games but he didn't always have competitive opportunities available to him.

Oscar has a rare disability called spinocerebellar atrophy and ataxia. It affects his speech and mobility. He uses a wheelchair over long distances.

Watch Oscar's
full story [↗](#)



“I refer to myself as an athlete and that’s really come down to the confidence I’ve had thanks to the London Youth Games.”



Growing up, he found it difficult to find competitive outlets for sport. At primary school, he wasn’t able to make it on to any of the football or cricket teams, and things weren’t much different in secondary school, until a PE teacher introduced him to the London Youth Games. Over the course of the next five years, Oscar competed across multiple sports. In his final year, he won Gold in the 200m, racing without his wheelchair.

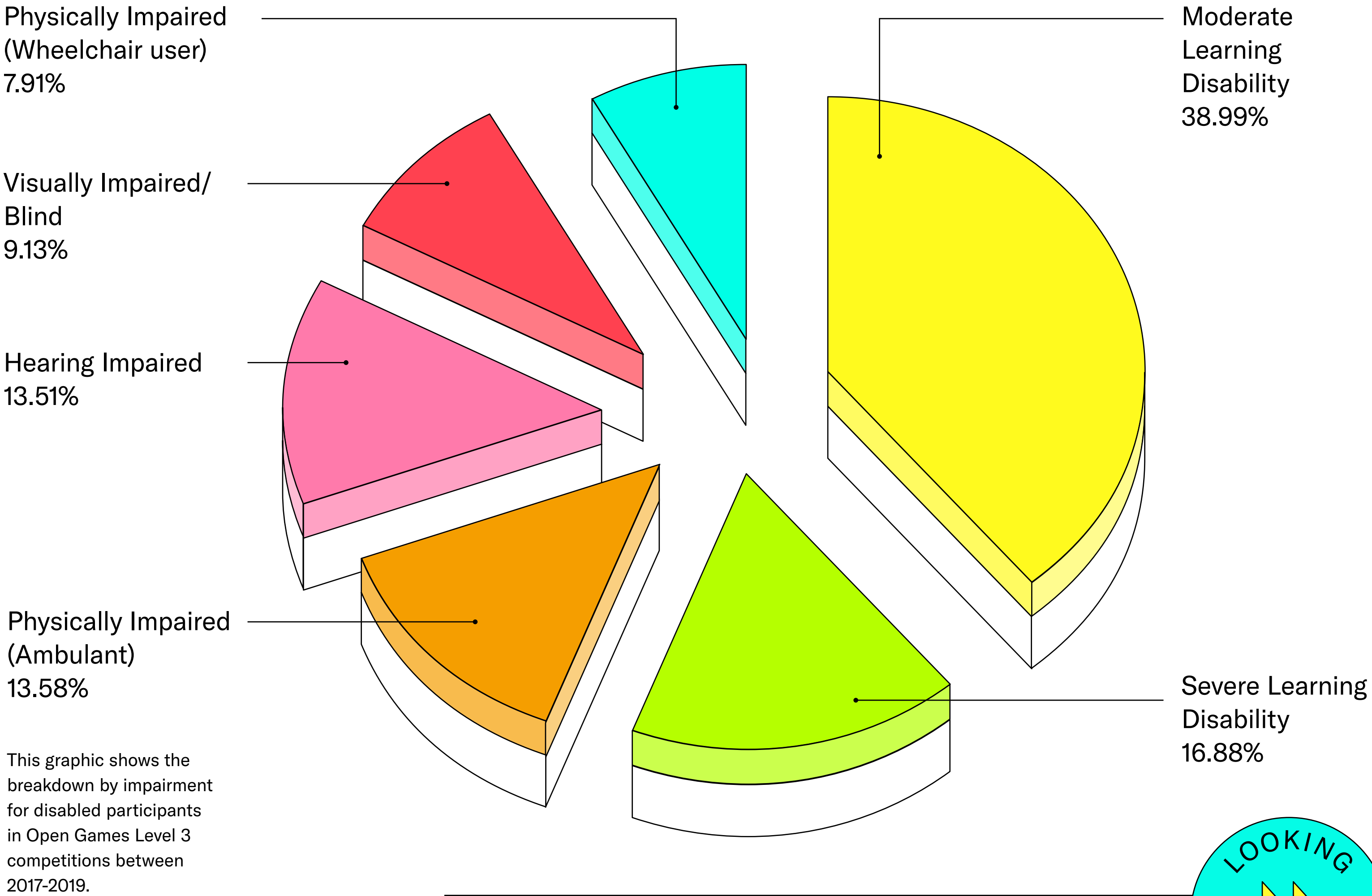
Oscar credits his time with the London Youth Games for making him more aware of the positive impact sport and keeping fit can have on your physical and mental wellbeing. However the greatest benefits Oscar says he has gained from the London Youth Games are the friendships he has made and the feeling that he is not alone and part of a wider community.

SPORT IS A RIGHT FOR ALL DISABILITY

Through our ParaGames Programme, we provide competitive opportunities for young people with a variety of impairment across 13 different sports.

- Wheelchair Tennis
- Boccia
- Football
- Athletics
- Swimming
- Inclusive Cricket (School Games)
- New Age Kurling (School Games)
- Sitting Volleyball (School Games)
- MLD Tennis (School Games)
- Basketball
- Sailing
- BMX
- Indoor Rowing

We also provide pathways into sport and community clubs to ensure sustained activity.



London Youth Games will work with Nike on a Para-pilot introducing opportunities for disabled athletes to compete alongside non-disabled athletes at the finals weekend. A programme supported by Nike to invest in grassroots coaches for disabled athletes will run alongside this pilot.

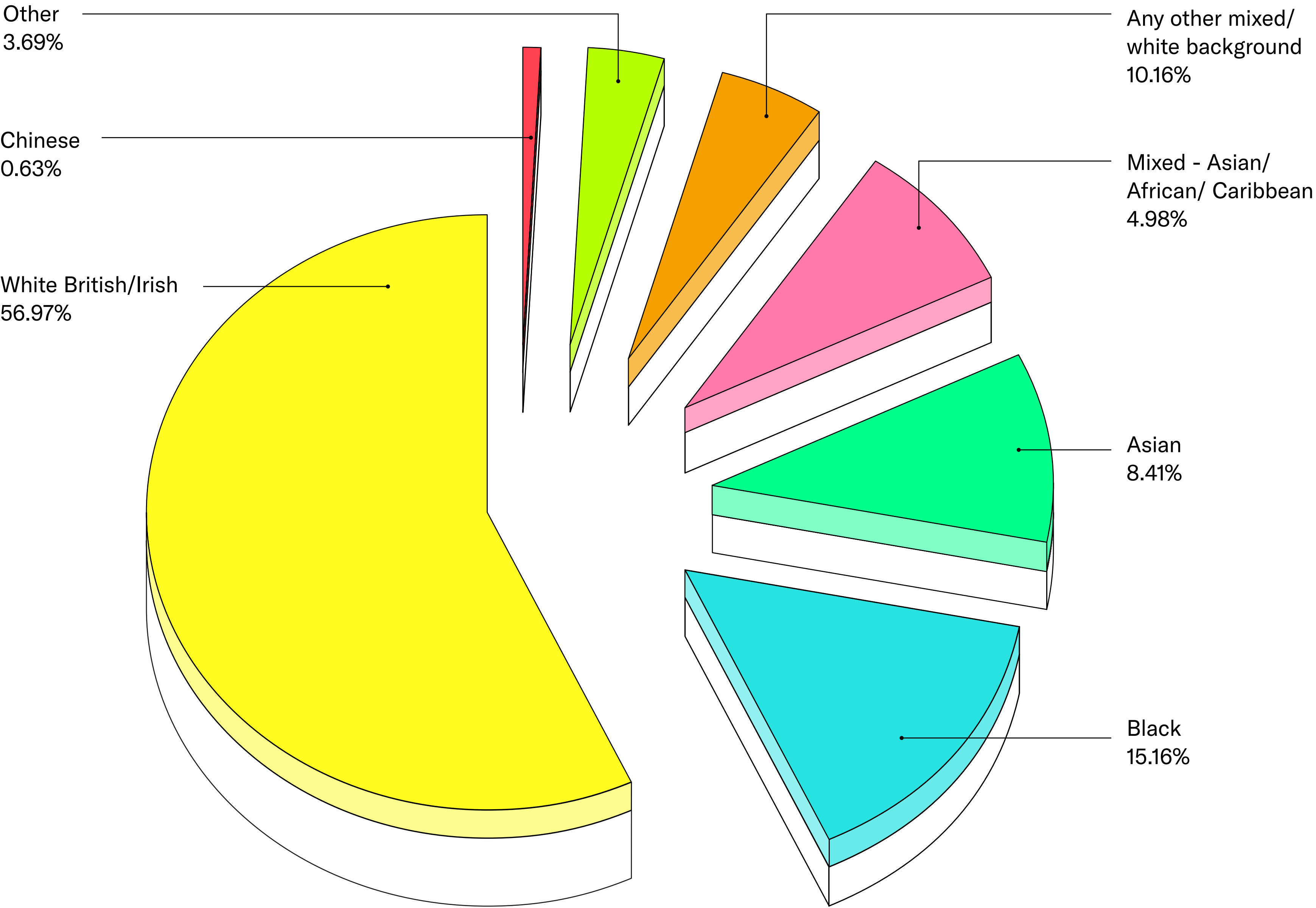


SPORT IS A RIGHT FOR ALL ETHNICITY

London is a richly multicultural and diverse city and this is fully reflected at London Youth Games events. We have been able to reach a wide demographic of ethnicity, but we are still striving to be a much closer match of London’s ethnic breakdown.

Where there are inequality gaps, we will address them. Sport England data shows that Black and Asian children and young people are more likely to be less active than those from other ethnic groups. We will continue to adapt our programming and develop new pilot programmes to ensure we increase our reach to these underrepresented groups.

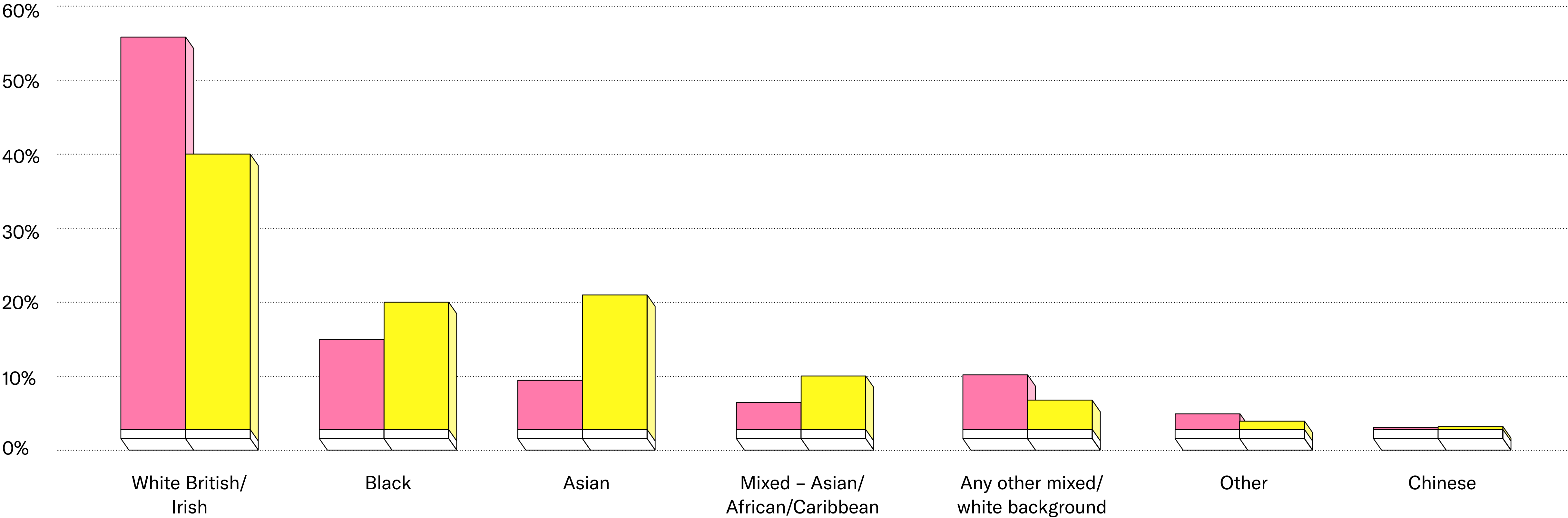
This graphic shows a breakdown of participants by ethnicity for Open Games Level 3 competitions between 2017-2019.



SPORT IS A RIGHT FOR ALL ETHNICITY

London Youth Games
London Schools

This graphic shows a comparison between participants by ethnicity for Open Games Level 3 competitions between 2017-2019, and London Sport’s data: ‘Number of primary, secondary and special school pupils by ethnicity (2018)’.

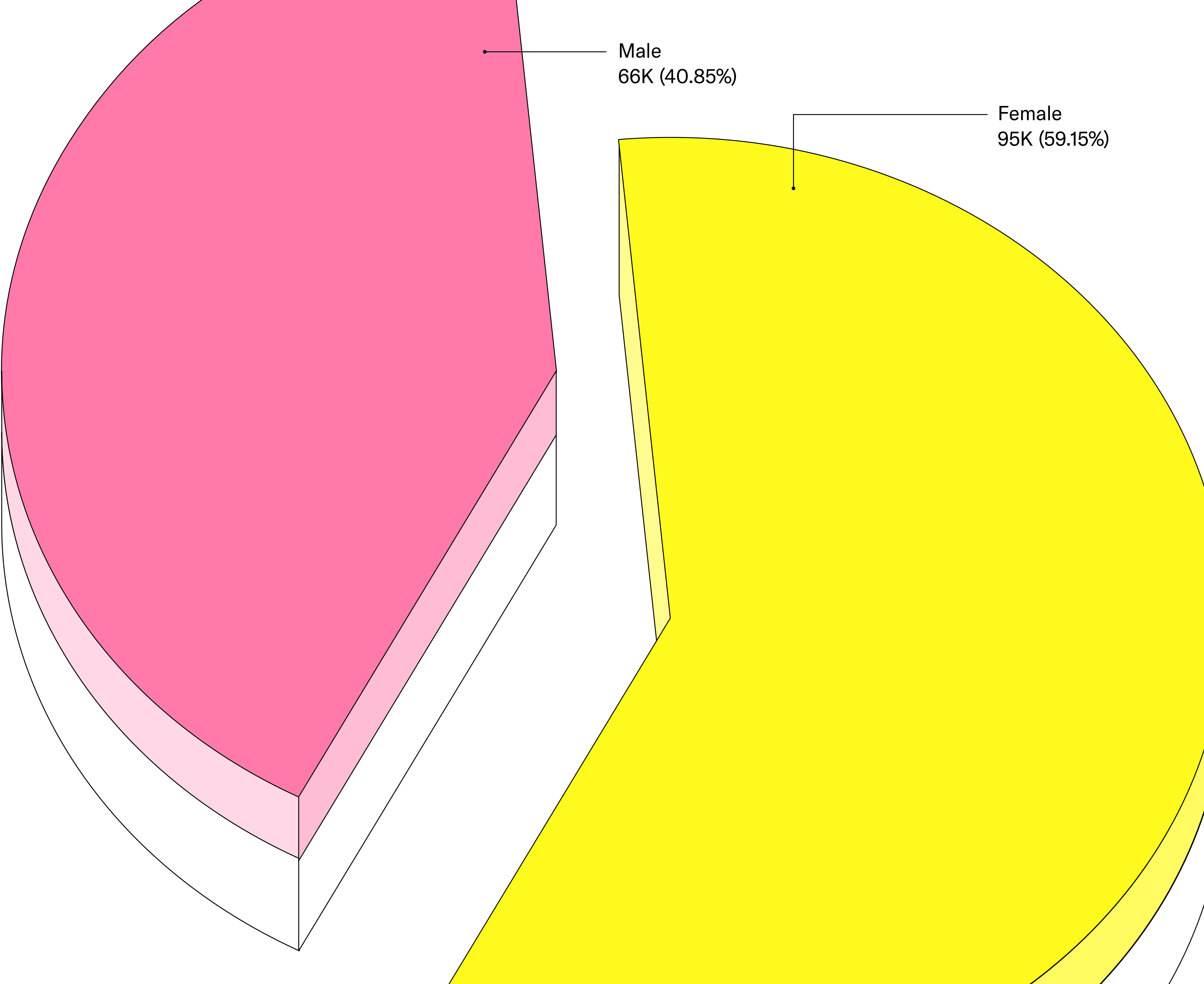


SPORT IS A RIGHT FOR ALL GENDER

Sport England’s Active Lives Survey reveals that 51% of Boys (5-16 yrs) are physically active compared to 43% of Girls (5-16 yrs).

Gender equality is embedded in the London Youth Games with male and female competitions across every sport. And where there is an underrepresentation of female competitors, we work to address it.

This graphic shows the gender split of participants for School Games and Open Games Level 2 and Level 3 competitions between 2017-2019.



SPORT IS A
RIGHT FOR ALL
GENDER

£66K
TOTAL INVESTMENT

17
NUMBER OF GRANTS
AWARDED

LONDON
GIRLS
GRANTS

In 2019, thanks to investment from Nike through our new partnership, we were able to introduce the London Girls Grant.

The London Girls Grant offered funding of up to £2,000 to Borough Councils, Team Managers and Clubs to support projects designed to increase sporting opportunities for girls in London with an aim to grow female participation in sport by 20% over 3 years.

70% of the funding was provided for investment in female participation in sport and 30% used to provide support for the education and development of female coaches.

The funding has been used to train female coaches, set up sport clubs, and support training camps and tournaments to increase female participation.



CASE STUDY
Aces Netball Camps,
Lambeth

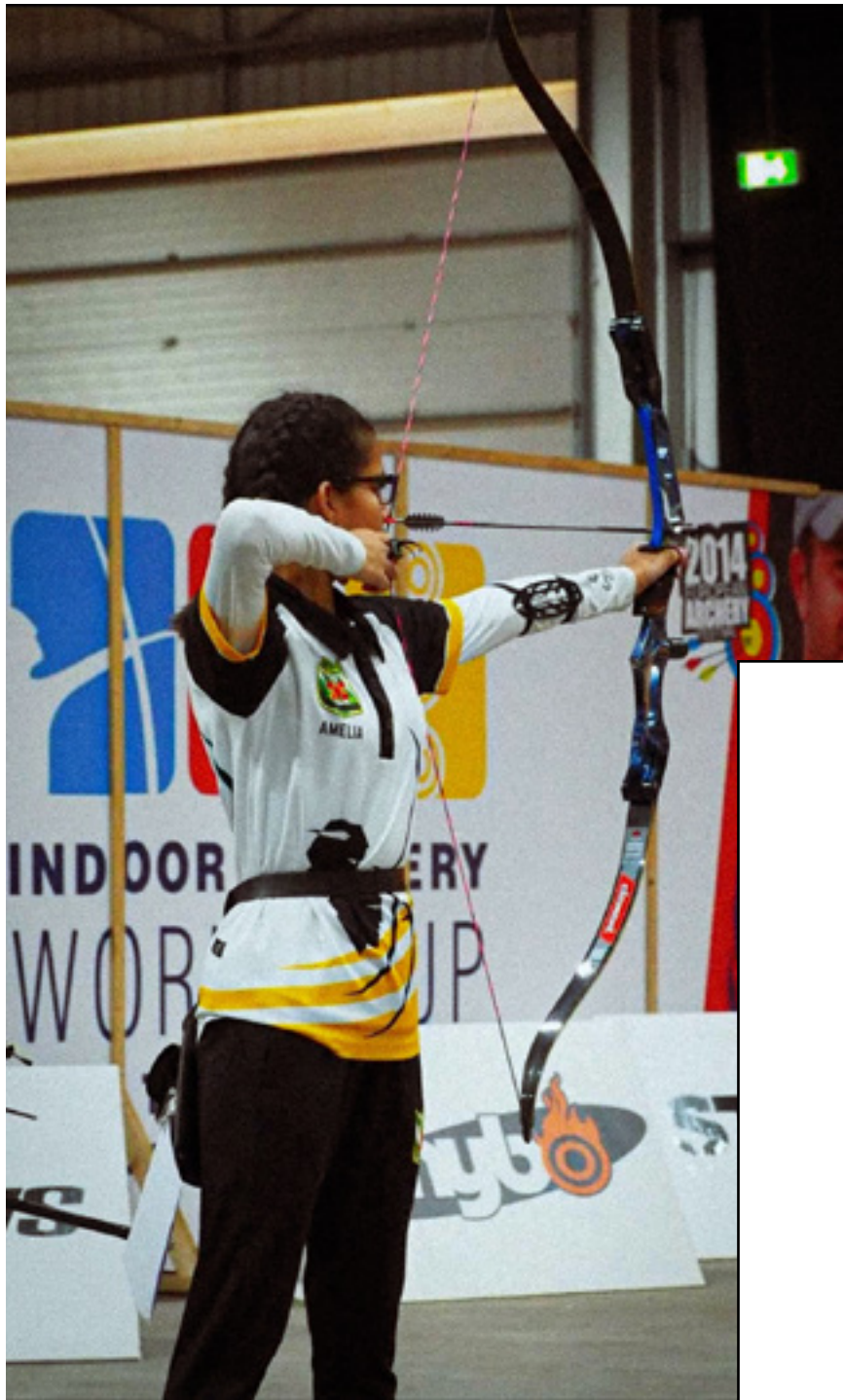
Aces Netball Club used the funding they received to set up netball camps that enabled them to provide girls in Lambeth, who did not previously have access to facilities or coaching, with a pathway into the sport.

Sharron Lewis-Burke,
Head Coach & Co-Founder

“This project has been a huge success. We now have a strong club of 57 girls. The grant has allowed us to set up a permanent place in an area that had nothing. We are able to deliver high-end coaching to all abilities, and most importantly, those who do not have ready access to Netball outside of school.”



SPORT IS A RIGHT FOR ALL GENDER



“London Youth Games 2018 was my first major competition. I was only 12 years old but London Youth Games gave me the confidence and motivation to become a better archer. I now compete in national and international competitions, hold UK records and World records. London Youth Games inspired me and I know it can inspire others too.”

AMELIA, 14, ARCHER

“London Youth Games pushed me to improve and helped me gain confidence. In 2019, I was selected to play for the year above in the girl’s football competition. Not knowing any of my teammates, I was initially nervous, but I was made to feel welcome and we quickly formed a strong bond. This intensified at the LYG finals where our team won gold. I am very grateful to have had this opportunity and experience. I’ve made new friends and it has given me the confidence to achieve in other areas of life.”

GRACIE, 14, FOOTBALLER



“London Youth Games provided me with my first experience of a multi event competition. This was the first step that inspired me to want to develop as an athlete and compete at an international level. The opportunity to represent my London borough, the Royal Borough of Greenwich, was and still is an honour.”

SABRINA, 21, RUNNER

GB Athlete and 5 x LYG Cross Country Champion

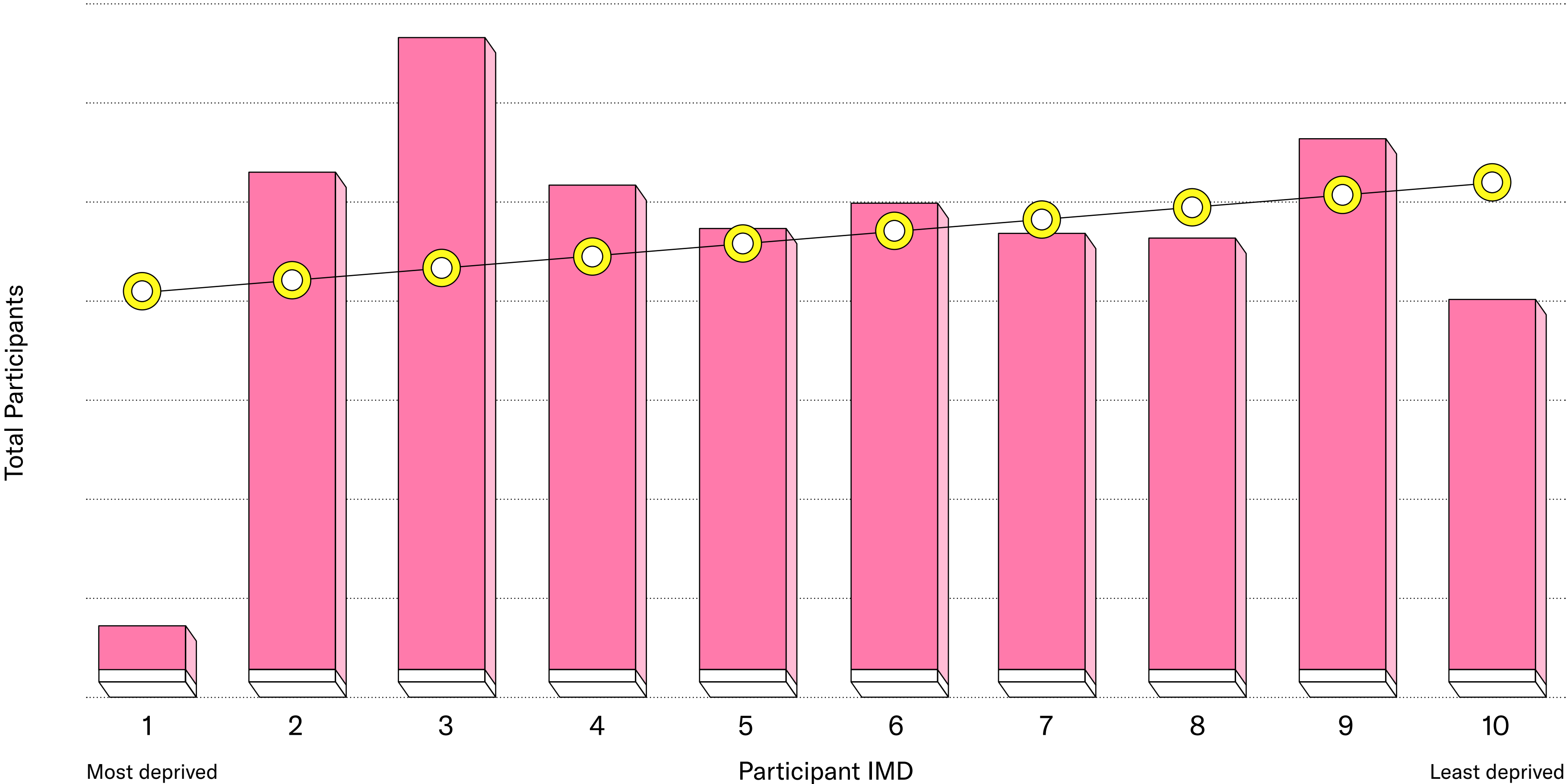


SPORT IS A RIGHT FOR ALL

SOCIO-ECONOMIC BACKGROUND

This graph shows the total participants by participant IMD for Open Games Level 3 across all sports between 2017-2019.

ALL SPORTS



We know that reaching young people from a more deprived background and engaging them in competitive sport is an ongoing challenge for sport across the UK.

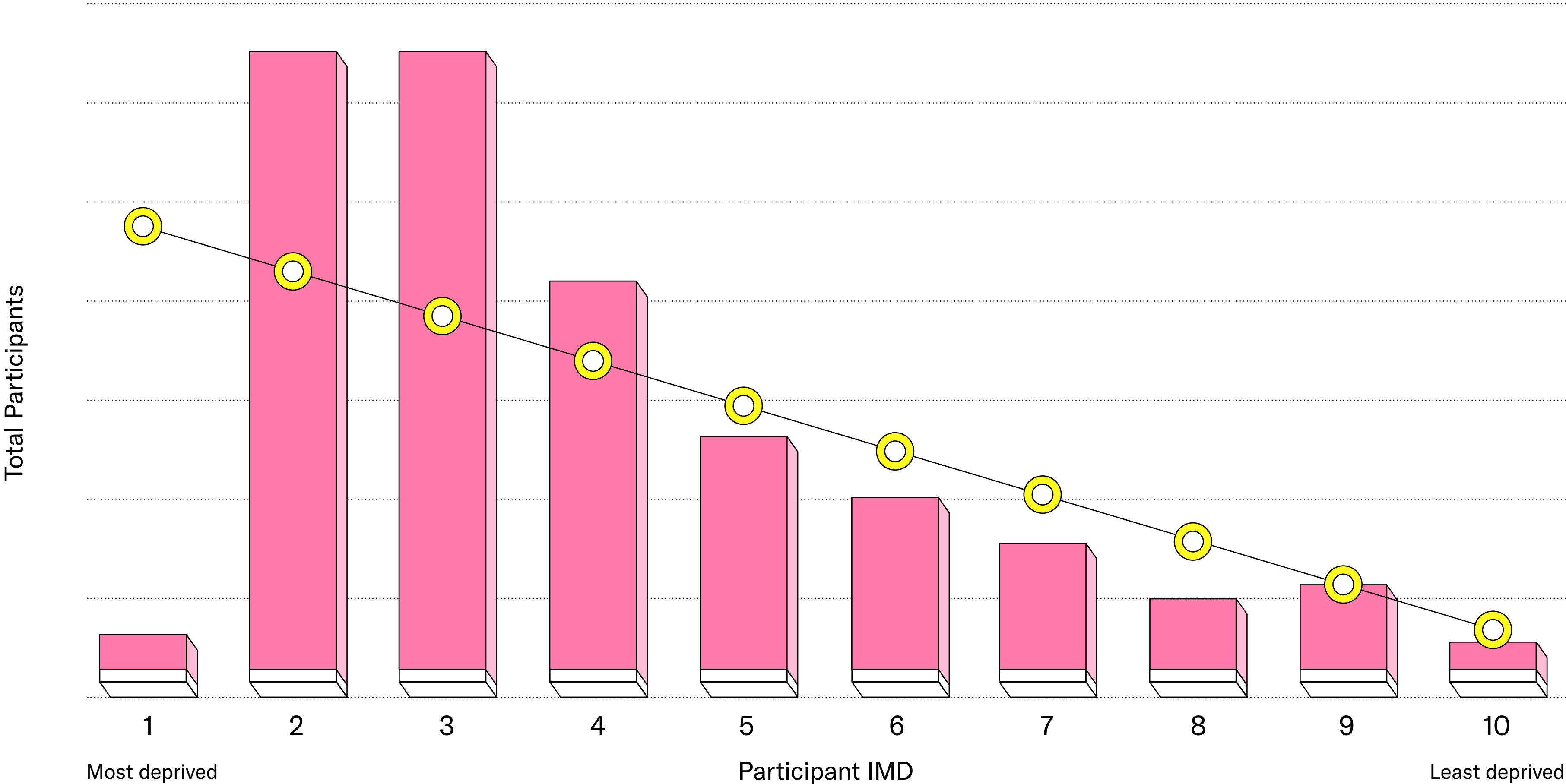
London Youth Games has had some success at engaging young people from areas with higher levels of deprivation. This is in part due to the wide diversity of sports on offer, appealing to a wide demographic.

We have looked at the areas where our young people are coming from and related this back to the Indices of Multiple Deprivation (IMD). This has enabled us to illustrate our effectiveness in engaging a broad range of young people from different socio-economic backgrounds.

SPORT IS A RIGHT FOR ALL

SOCIO-ECONOMIC BACKGROUND

BASKETBALL



Basketball is an example of a sport we provide that provides opportunities for young people in higher areas of deprivation.

Challenges definitely remain over engaging the 10% most deprived young Londoners and that is an area London Youth Games will work to redress in the 2021-2025 strategy.

This graph shows the total participants by participant IMD for Open Games Level 3 Basketball between 2017-2019.



**SPORT
IMPROVES
PHYSICAL
AND MENTAL
WELLBEING**

VIRTUAL GAMES

We launched the Virtual Games as our direct response to the Covid-19 pandemic. With the country in lockdown and our young people’s physical and mental health at risk, we wanted to ensure that all young Londoners had the opportunity to remain active and engaged in sport during this difficult period.

Youth Led

All the challenges were set by young Londoners, for young Londoners!

Inclusive

All the challenges came with adaptations for space, equipment and ability.



42,629

ENTRIES

33

BOROUGHES ENGAGED

467,283

SOCIAL MEDIA REACH



VIRTUAL GAMES

The Virtual Games provided young Londoners who may not normally engage with the London Youth Games the opportunity to take part. A broader audience took pride in representing their borough and playing their part in getting their borough up the league table. Competition is at the heart of the London Youth Games and we put this at the heart of the Virtual Games too.

We are excited to continue developing our Virtual offer in future Game’s years to provide both an additional and a complementary offer to young people across London.

Young people

“I loved taking part in the London Youth Games as I haven’t done this before and representing my school and borough felt great. I loved trying all the sports.”

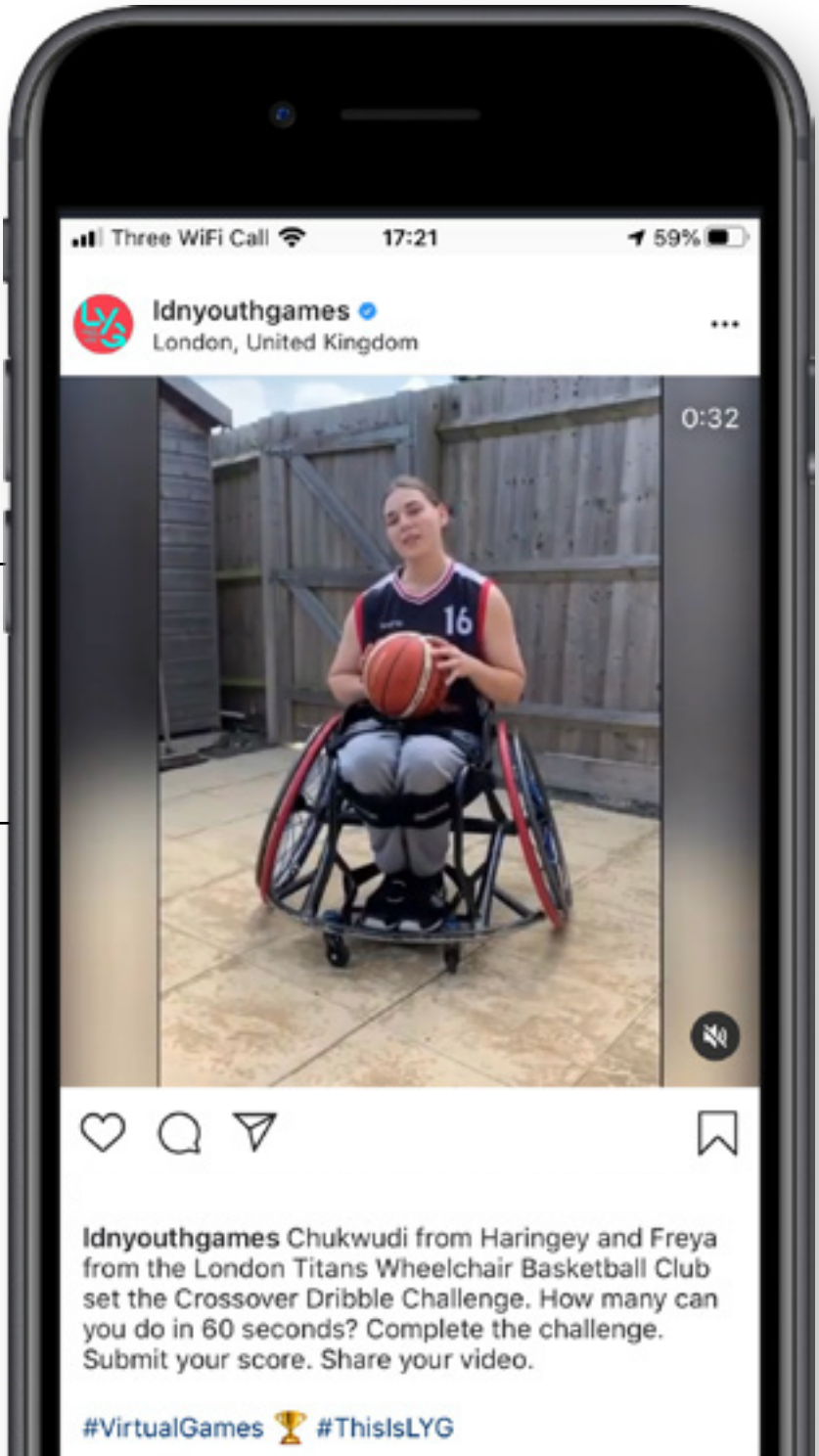
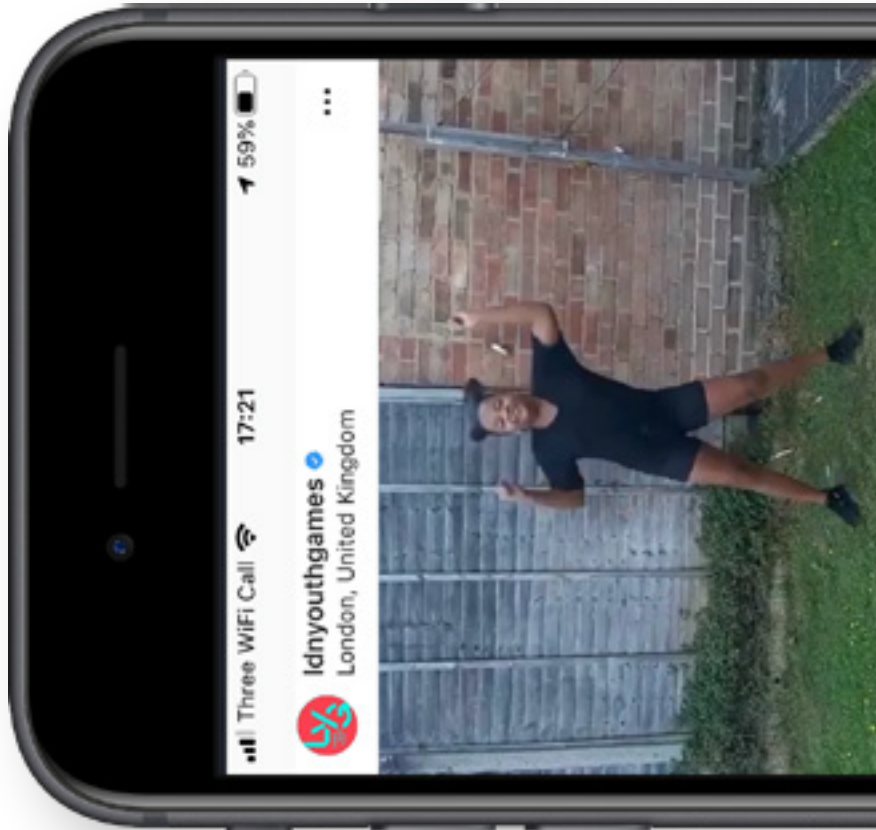
“I really enjoyed taking part in different activities. It was great to work together as a whole borough.”

“LYG was a great way to be active at home with my family. I loved being able to be active with my siblings.”

#VirtualGames 🏆 #ThisIsLYG

Teachers

“The children at school in their bubbles really looked forward to finding out what the challenge would be each day. It really helped motivate them and lift their spirits.”



“The ability to include all children in the event and that each event was accessible and if necessary adaptable for different needs/year groups was a huge positive. From a school’s point of view, it was nice to feel a part of the borough team. We usually only have 1 participant in the LYG and this felt like the whole school were contributing.”



WHAT LONDON YOUTH GAMES MEAN TO YOUNG LONDONERS

The sporting experience that young people have in their early years can help develop a healthy relationship with sport in the long term, enabling them to form habits that benefit their physical and mental wellbeing into adulthood.

Our alumni give us the same consistent messages over and over again.

The London Youth Games is a cherished memory for them, from being honoured to represent their borough to the excitement of travelling to a great venue like Crystal Palace and taking part in a unique multi-sport atmosphere among hundreds and thousands of other like-minded Londoners.

It leaves an indelible mark on them, for some it is the start of a journey to the sharp end of elite sport, for others it can lead them into coaching or officiating and for some, it is the spark that ignites a lifetime enjoyment of sport and all the benefits it brings.



WHAT LONDON YOUTH GAMES MEAN TO YOUNG LONDONERS

Based on a pulse survey from Cricket and Sportshall Athletics events in 2019 from a sample of 241 young people from 31 different boroughs.

How does it feel to represent your borough?

PROUD
AMAZING
EXCITED
CONFIDENT
HONOURED
NERVOUS
LIKE A BOSS
THRILLED
EPIC

Describe London Youth Games in one word

FUN
COMPETITIVE
TENSE
CHALLENGING
INSPIRING
TOUGH
WONDERFUL
HEART RACING
FIERCE



JO VALKS, BOROUGH TEAM ORGANISER, EALING

“London Youth Games is a unique event that brings young people from a variety of backgrounds together, giving them the opportunity to represent their borough and giving them a multitude of benefits including a sense of pride and belonging created from representing their borough, new friendships, confidence, fun and improved physical and

mental wellbeing. In Ealing, we use this fantastic event as a key sports development tool which has resulted in the creation of many new junior sports clubs, providing opportunities for Ealing’s young people to continue to enjoy the above benefits all year round.”

We will broaden our dance programme from School Games to the Open Games programme, creating more opportunity to reach groups of young people outside of traditional sport.





**SPORT IS A
KEY DRIVER
OF SOCIAL
INTEGRATION**

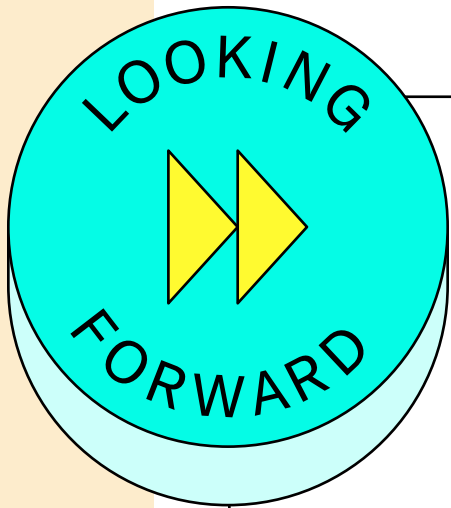
SOCIAL INTEGRATION

We have been really proud of our partnership with the Greater London Authority (GLA) over the last two years. Our belief that sport is a key driver of social integration is strongly aligned with the aspirations of the Mayor and the GLA.

LONDON’S ‘ALL OF US’ APPROACH TO SOCIAL INTEGRATION

“At its core, social integration means shaping a city in which people have more opportunities to connect with each other positively and meaningfully. It means supporting Londoners to play an active part in their communities and the decisions that affect them. It involves reducing barriers and inequalities, so that Londoners can relate to each other as equals. It is about our bonds as citizens, and how we interact with one another.”

Social Integration in London: A Snapshot of the Mayor’s Approach, February 2020



We are working on a pilot programme with Sport England and UK Sport to attract more underrepresented groups into kayaking and road cycling.

PETER FORTUNE, DEPUTY LEADER, BROMLEY COUNCIL

“We are immensely proud of our own borough’s record in the London Youth Games. Bromley has collected the Jubilee Trophy as overall winners eleven times and in Dina Asher-Smith, who represented the borough at the 2010 London Youth Games, we have had one of Britain’s great sporting role models of the modern era.



But the London Youth Games is about much more than medals. Every year, the Games provides a huge incentive for thousands of young people across Bromley to engage with active sport.

It is the reason young people will join clubs alongside their peers from neighbouring schools and train towards the Games over weeks and months and then stay involved in the long term.”



VOLUNTEERS

Over the last 3 years we have provided opportunities for:

10,919
VOLUNTEERS



The London Youth Games wouldn't be possible without our volunteers. Each year, our award winning GamesForce volunteer programme attracts thousands of people from across London, with Sports, Events and Media roles available.

Through our volunteering programme, we are able to offer young Londoners an alternative route into sport, events and the media.

They have the opportunity to travel outside their boroughs and meet and interact with like-minded peers from across London. By learning and being given responsibilities in a real-time sports environment, they build confidence, develop valuable skills and experience for future employment and life.

Over the last decade, volunteers who have gained their first experiences in sport at the London Youth Games have gone on to gain employment at IMG, FIFA, Tough Mudder, Rio 2016 Olympics, London Marathon, International Paralympic Committee, Premier League, Red Bull and other leading names in the industry.



Vaishali Bhardwaj,
Former media volunteer

Vaishali Bhardwaj began volunteering with London Youth Games in 2010, supporting the media team by writing event reports and interviewing. She had the opportunity to work at the London Youth Games Hall of Fames where she interviewed Olympic champions Mo Farah, Christine Ohuruogu and England football stars Rachel Yankey, Alex Scott and many more. Since developing her skills, she has gone to carve out a media career in football that sees her reporting for the Premier League, BBC 5Live and writing for The Guardian.

58%
FEMALE

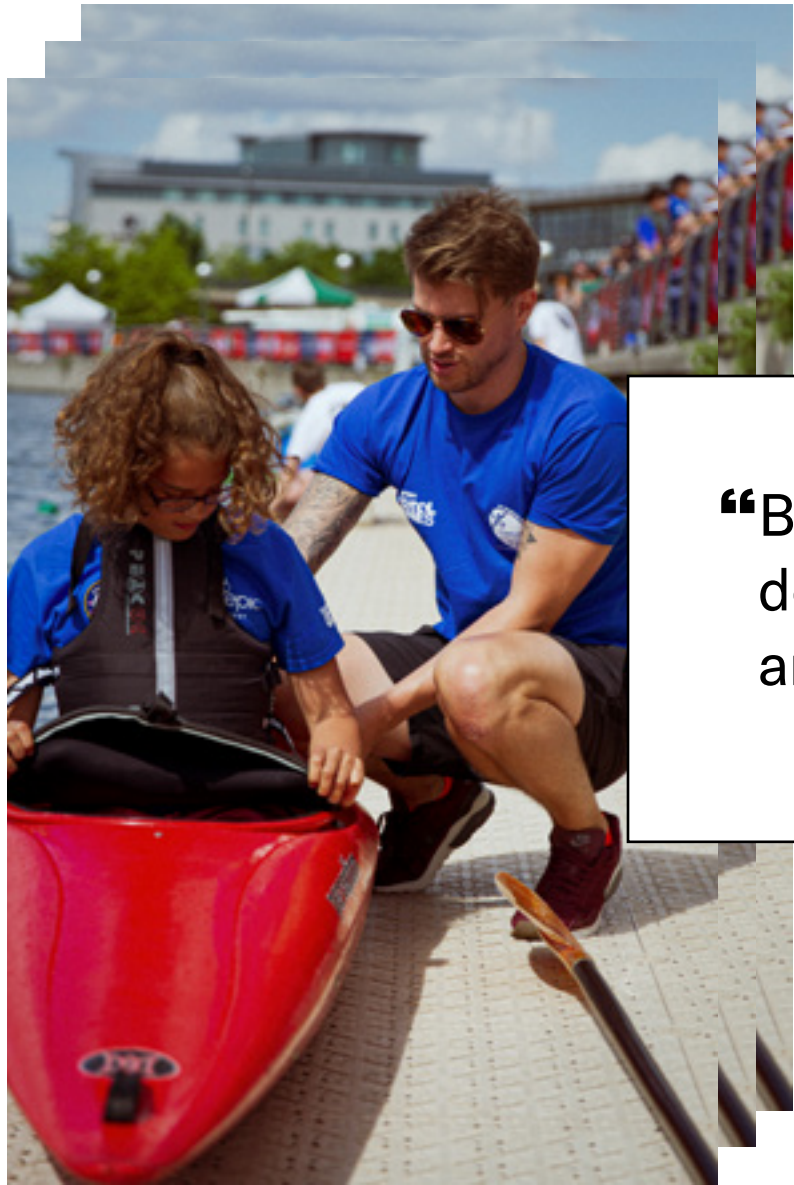
45.5%
BAME

WHAT OUR VOLUNTEERS SAY

“I love volunteering for LYG, I hope to help out for as many years as I can be in this part of the world! I always meet incredible people and they help me see who I am as a person. It is truly the most incredible experience and the best volunteering experience I have ever had. LYG is like my second family.”



“I love being a volunteer because I love meeting new people and getting to explore different parts of London that I wouldn’t otherwise go to.”



“Being a volunteer is such a privilege as I get to do and see sooo many different sports, people and the interactions are wonderful. Love it.”



“Volunteering at London Youth Games is always good fun, meeting people, developing new skills and contacts and getting to see our sports people of the future.”



“Volunteering at the London Youth Games is very rewarding and educational.”



“I was given lots of responsibility and the opportunities are great for my resume.”



Quotes provided by volunteers as part of anonymous feedback surveys.

VOLUNTEER CASE STUDY: **MAYESBROOK PARK SCHOOL,** **BARKING AND DAGENHAM**

Mayesbrook Park School is an alternative provision school based in Barking and Dagenham. They provide education and support for 11 to 16-year-olds who

have been excluded from mainstream education. Each year, a group of students, led by PE teacher Hannah Whitfield, volunteer at the London Youth Games.



Hannah Whitfield,

PE teacher

“My students are from the London Borough of Barking and Dagenham, an area of poverty and disadvantage, who have been excluded from mainstream school for various reasons. It is for these reasons that we started the volunteer programme. Volunteering at the London Youth Games has given them new lease on life and a purpose. The reintegrating rate has improved back to mainstream school, which is our main objective, and many students continue to volunteer once they have left us.

It has shown my students, especially the girls, that there are routes into sport that they didn't think were possible, we compete at Table Tennis, but volunteering is where we shine. We run the media centre at the Dance Finals. The students get to see a sporting stadium, witness a citywide event and take control of an entire area. They have the opportunity to experience responsibility that they were never allowed to at their previous schools because of behaviour.

They also get the chance to inspire others. I am not solely talking about the students we support at these events, but their peers back at Mayesbrook Park School. I started the program 4 years ago, with 1 student, now we boast a

group of 15. This doesn't include the students that have finished school or moved to a reintegration placement – we are only a school of 60 students!

Initially my students think they have nothing to bring to this experience – when they have a wealth of knowledge, and really appreciate the chance to work alongside other communities and demographics.

It has also helped relationships between the students. Students that wouldn't work alongside each other at school, are now working together to inspire others with a new social appreciation for one another that they didn't think was possible. Teachers in other subjects are noticing the changes, allowing us to put forward recommendations that the students are ready to return to a mainstream school. Girls that would never put themselves forward for speaking opportunities are now leading students that they have never met beside peers that they have never worked with before!

Our students may not compete at all of the events, but they allow other events to thrive, and I would like to thank London Youth Games for all their support, and in all honesty, giving my students a chance - when many organisations have turned us away.”

OUR FUTURE IMPACT



There is so much for London Youth Games look back on with pride. But to continue to make an impact, we have to evolve and adapt, the young people of today are different to the young people of five years ago, never mind 40 years ago.

We know we make a huge contribution to the fabric of sport in London both through both participation and our volunteer opportunities. But our strategy for the coming five years will see us build the digital capabilities to analyse our impact in detail, both at borough and London-wide levels.

In capturing detailed data on our participants, including gender, ethnicity, disability, and socio-economic, we will have a much detailed understanding of the young Londoners we reach and the impact we have upon them and their communities.

Using quantitative and qualitative data, we will be able to get truly measurable outcomes and therefore a much more thorough understanding of the London Youth Games role in enhancing physical and mental wellbeing and in nurturing social cohesion.

This will enable us to make much more strategic decisions with our partners, including developing new tactics to reach those young people we are failing to engage.

In building our new digital architecture, we will also provide the channels for young Londoners to feed back into the Games and help shape our programmes for the future for their benefit.

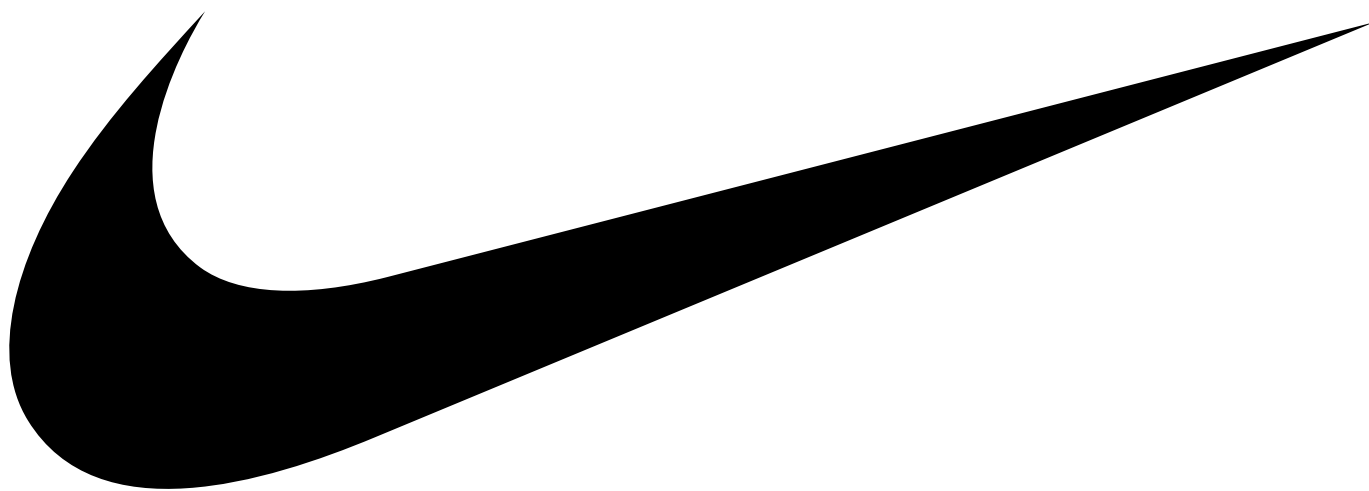
To have the greatest impact, we need to be responding to, reacting to and acting upon the thoughts and ideas of young Londoners by engaging with them on the platforms they use.

That way we can stay relevant to young Londoners and fulfill our enormous potential in reaching, engaging and positively impacting on the lives of hundreds of thousands of young people in every London school and community.

THANK YOU

The delivery of the London Youth Games and the impact we have on the lives of young Londoners is only possible with the incredible support of our partners Nike, the GLA, Sport England and the 33 boroughs of London.

We are also thankful for the support of the London Sport, the School Games and GLL.



SUPPORTED BY

MAYOR OF LONDON



HOW TO SUPPORT THE GAMES



THE LONDON YOUTH GAMES IS A CHARITY
CHARITY NUMBER: 1048705



CORPORATE PARTNERSHIPS

If you are from a corporate organisation who would like to work in partnership with us to improve the lives of London’s young people through high quality sport and volunteering, we would love to hear from you.

FUNDRAISE

If you are already doing an event and would like to fundraise for us, we would be enormously grateful.

VOLUNTEER

Your time and energy is also incredibly valuable to us. If you want to have an amazing experience supporting young people in London then please sign up.

CONTACT INFO

Andy Dalby-Welsh, CEO
07508 337123
andy@londonyouthgames.org



info@londonyouthgames.org
02039 272921
@ldnyouthgames