



Strategic Plan 2021-2025

# EVERY YOUNG LONDONER'S GAMES

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# EXECUTIVE SUMMARY

Our core beliefs are that sport is a right for all, sport improves physical and mental wellbeing and sport is a key driver of social integration. These are the pillars on which this strategy is built and it is against these beliefs that we will measure ourselves in the coming years.

We have more than four decades of achievements to celebrate, delivering life-changing experiences to thousands of young Londoners and being a force for good in every London community. The 2020 success of the Virtual Games, launched during the Covid-19 pandemic, in which we had over 40,000 entries, shows our ability to innovate and adapt to engage young Londoners and deliver on our beliefs in an unprecedented context.

Like some of our high achieving alumni such as Dina Asher-Smith, David Weir, Raheem Sterling and Mo Farah, London Youth Games looks forward to the next challenge and continues to set new targets. This document sets out our dynamic strategy for the next

five years. We will review progress against our goals annually and – given recent history – be able to adapt to changing circumstances, as required.

The strategy has been developed in the context of the Covid-19 pandemic and the issues raised by the Black Lives Matter movement which have highlighted inequalities and injustices. In addition, we see a rise in child inactivity – especially in young girls – a decline in the mental health of our young people, as well as concerning violent crime statistics that too many young Londoners are affected by.

London Youth Games will play its part in addressing these issues and inequalities, making London a great place to go to school, live, work and play. Our strategy sets out our vision to create the world's largest and most inclusive city-focused Youth Games. In this five year period we want to maintain our programme of competitive sport whilst expanding our reach to many more young people to ensure we have a more balanced representation from all communities in London.

Our mission is to use the power of competitive sport to create life-changing opportunities for young Londoners, engaging all 33 local authority communities with inclusive participation accessible to all. By doing this we hope to benefit all 7 to 18-year-old Londoners and all communities in London through improving physical health and mental wellbeing whilst driving social integration.

We will do all of this with the invaluable support of our borough partners, School Games partners, Sport England, London Sport and our main sponsor, Nike.

Together we can and will create life-changing opportunities for a new generation of Londoners, through the power of competitive sport.

## WE UNDERSTAND WHAT WE NEED TO DO IN ORDER TO DELIVER THIS VISION. SPECIFICALLY:

- We will have a programme of sport designed with young people, delivering sport as young people want it
- We will continue to be a leader in inclusivity and diversity, ever open to the voices of the Black Lives Matter movement and other movements to truly reflect London's rich demography
- We will deliver a first class experience for all participants thereby encouraging ongoing participation of athletes, coaches and volunteers
- We need to enhance our digital capabilities and brand awareness
- We will continue to evolve our financial model to be robust and sustainable in the current exceptional operating context



# EVERY YOUNG LONDONER'S GAMES

LONDON YOUTH GAMES STRATEGIC PLAN 2021-2025

## OUR MISSION

**USING THE POWER OF COMPETITIVE SPORT TO CREATE  
LIFE-CHANGING OPPORTUNITIES FOR ALL YOUNG LONDONERS**

## OUR BELIEFS

Sport is a right for all

Sport improves physical and mental wellbeing

Sport is a key driver of social integration

## OUR VALUES

Fun

Friendship

Achieve

Inclusive

Trust

## OUR VISION

Create the world's largest and most  
inclusive city-focused Youth Games:

Accessible to all

Multi-sport

Reaching all of London

## WHERE WE FOCUS

All 7-18 year old Londoners

Beneficiaries: Families, Volunteers, Peers, Communities

## STRATEGIC PRIORITIES

Deliver sport as  
young people want it

Inclusivity  
and diversity

1st class experience for participants,  
coaches and supporters

Long term sustainable  
financial model

## ENABLEMENT

Sustainable commitment from all 33 boroughs

Digital enablement

Brand awareness

# MESSAGE FROM MARK CAMPBELL, CHAIR



London Youth Games has been a giant on the sporting landscape of the capital for over 40 years. We are incredibly proud of what we have achieved in that time. Over 1.5 million Londoners have participated in the Games, a number that climbs by over 100,000 every year as we engage young people through our Open Games, School Games and now, our innovative Virtual Games.

In a nine-month period each year, we deliver competitions in 31 sports for both disabled and non-disabled participants that drives sports development across London for the benefit of the 32 London boroughs and the City of London.

Creating a stimulating and competitive environment that inspires young Londoners to find their best through sport is the core of what we do.

Some go on to succeed at the very highest levels and we are proud of being a part of their journey. But we are much more than a rung on the ladder for the cream of British sport. The London Youth Games is a focal point for tens of thousands of young Londoners every year, helping to develop participation in sport as a habit for life, developing discipline,

resilience and self-confidence and other critical characteristics that serve young people into adulthood.

The sporting superstars who have transitioned from the London Youth Games to the international sporting stage are well known. But the character-building experience of the London Youth Games has also provided a key milestone in the personal development of Londoners who choose a career path outside of sport, these include high achievers like Charlene White - the first black woman to present News at Ten - and members of the iconic dance troupe Diversity, who have all paid tribute to the role the Games played in their early years.

We are also a touchstone for London's volunteering network. We equip hundreds of volunteers with the skills, experience and training to empower them to make sport happen in their communities.

These are great achievements, but we know the world within which we deliver sport is changing and we need to continue to be relevant. There are new

challenges to meet, specifically the new context provided by the pandemic, the clear messages of the Black Lives Matter movement and facing up to the ongoing crises over child inactivity and mental health. London Youth Games cannot solve every challenge alone, but working with our brilliant network of partners we have ambitious and innovative plans to touch the lives of thousands more young Londoners to improve their life chances and have a deeper impact on community life across the capital.

We have a great heritage to build on and an exciting future ahead of us. This five-year strategy sets out a bold and ambitious template for enhancing the vital role that we play in the sporting and social landscape in London.

A handwritten signature in dark ink, appearing to read 'Mark Campbell', written in a cursive style.



# MESSAGE FROM ANDY DALBY-WELSH, CHIEF EXECUTIVE



Sport has played a life-changing role for me, both before and after I became registered blind. It played a huge part in the friendships I made in and out of school. It also helped me in developing communication and teamwork skills, as well as resilience that has been critical in my personal development. On losing my sight, it was blind cricket and the people I met whilst playing, that convinced me I could still achieve much more in life.

There are thousands of Londoners who will have their own similar life-changing stories, drawn from experiences with London Youth Games. Sport touches people's lives like little else can. That's why our beliefs that sport is a right for all, sport improves physical and mental wellbeing and sport is a key driver of social integration are fundamental to all that we deliver. London Youth Games is uniquely positioned to be a catalyst of change in the lives of young Londoners and for communities across London.

This five-year strategy focuses on how we will step up our reach to thousands more young people, removing barriers to participation by becoming more inclusive and improving our offering substantially - online and offline.

2020 has not panned out as anticipated and our event programme fell victim. But in responding to the pandemic with the Virtual Games, we have proven our ability to respond, innovate and resonate. This new dynamic offering is an example of how London Youth Games can best use digital platforms to reach, engage and improve the physical health and mental wellbeing of thousands more young Londoners.

This strategy articulates the direction of the London Youth Games, the priorities and initiatives that we will focus on to deliver on our vision. It will be the guide that lights the way for what can be the most exciting era in the London Youth Games' rich history. This strategy covers a five-year span, but we are hugely ambitious and looking ahead to the long-term, we believe that within 10 years, London Youth Games can be reaching up to 500,000 young Londoners.

Andy Dalby-Welsh



# WHO WE ARE AND WHAT WE DO



We are a charitable foundation who deliver over 50 event days every year across 31 sports for disabled and non disabled participants at school and community level. For nine months of each year, over 100,000 participants experience competitive sport by taking part in the London Youth Games journey.

Our sporting year consists of hosting the London-wide School Games programme and Open Games programmes. We lead the Local Organising Committee for the London Schools Games, the largest Level 3 programme in England, delivered thanks to support from Sport England National Lottery Funding. Our



community sport programme through the Open Games is supported and delivered in partnership with the 32 London boroughs and the City of London and culminates in an annual finals weekend in July, providing thousands of young Londoners with a unique and memorable multi-sport experience.

We are hugely proud to have Nike as our headline sponsor.



# THE CONTEXT FOR YOUNG LONDONERS

Young Londoners face many challenges and inequalities, some of these will have been magnified by the Covid-19 pandemic and many will have been affected by the issues highlighted by the Black Lives Matter movement. There are other pressures our young people face which affect mental health and community cohesion as well as their own physical wellbeing:

- 4,000 young Londoners are currently caught up in ‘County Lines’ gangs, with some as young as 11 years old being exploited.
- The most recent survey of the mental health of children and young people in England found that 12.5% of 5 to 19-year-olds had at least one mental disorder when assessed.

- A major study of nearly 10,000 teenagers by University College London (UCL) and Imperial College London, has highlighted the psychological distress caused to many young people by frequent use of social networks.
- Nearly 40% of London’s children are overweight or obese
- Girls aged 5-16 years old are 8% less likely than Boys 5-16 years old to be achieving the recommended daily amount of sport and physical activity

The challenges for our young people and our city are huge. However, every year we meet thousands of inspirational and resilient young people, facing up to these challenges and enhancing their own chances in life through participating in sport. This gives us the confidence to believe in young Londoners. Our fantastic partner Nike captured this belief perfectly with the campaign [‘Nothing Beats a Londoner’](#) which showcases some of the incredible individuals who make up our inspirational city.



We know through our reach and achievements we play a fundamental role in both influencing and enabling people in London to achieve through sport.

There are many stories of the Games shaping young Londoners to make sport a central part of their lives. Take Ayesha who competed in Netball for her borough and was inspired to become a coach. She now trains the LYG Ealing netball team that reached the final at the 2019 London Youth Games. Or the Hounslow Hawks, a female basketball team formed on the minibus

home from the London Youth Games in 2006 by a group of young girls inspired by the experience. With the support of a coach and a group of parents, they set up a team that still runs to this day.

The London Youth Games is more than a series of brilliant sport events, it is a catalyst for change in the lives of thousands of young Londoners, in their schools and their communities.



# OUR IMPACT

We have an understanding of the reach of LYG and the impact we have on young Londoners. Whilst there is much that can and will be done to improve the quality of data that we capture and analyse, we can already draw important conclusions from what we know.

Looking at the data from the 3 most recent complete Games years (2017-2019), our analysis reveals:



	WHERE WE ARE WINNING	WHERE WE WILL IMPROVE
PARTICIPATION	We have reached 361,040 participants from all 33 London boroughs in 31 different sports	Of the 1,247,150 young people aged 7-18 in London (2020 GLA population projection), just under 10% participate in LYG- organised competitive sport. We want to continue to expand our reach across London and aim to increase the number of participants in our Open Games programme by 10% annually.
GENDER	Gender equality is embedded in the London Youth Games with male and female competitions in every sport. Across our School Games and Open Games programmes, 59.15% of our participants are female and 40.85% of our participants are male (Appendix 1).	In our Open Games programme we still have a little way to go in equality of engagement across the genders with 53% male participants and 47% female participants (Appendix 2).
ETHNICITY	We have been able to reach a wide demography of ethnicity with 42.87% of our participants coming from a Black, Asian or Minority Ethnic background (Appendix 3).	We still have some work to do within ethnic diversity. Our data shows 60% of London schools children are of BAME background. However, only 42.87% of our participants match the same groups (Appendix 4).
DISABILITY	Through our ParaGames programme, we have provided competitive opportunities for young people with a broad range of impairments across 13 different sports (Appendix 5).	By improving the quality of our data, we will be able to analyse the number of young people with disabilities participating in both our Open Games and School Games programmes.

# OUR IMPACT

In summary, whilst we have some significant achievements, we see much room for improvement in the numbers of young people we engage. We also know that we can improve our diversity. Moving forward, better digital platforms will both help us achieve these goals, and also facilitate the collection of richer data to enable us to measure our performance.

We will co-create with our young people to create the most effective mechanism to capture qualitative data. Enabling us to measure the difference we are making to young Londoners, aligned to our beliefs of ‘sport improves physical and mental wellbeing’ and ‘sport is a key driver of social integration’.

The rest of this Strategy sets out London Youth Games response to this context and how we intend to improve the impact we have in the capital city.

## WHERE WE ARE WINNING

### SOCIO-ECONOMIC BACKGROUND

The spread of sports that we deliver helps London Youth Games successfully engage young people from a wide range of socio-economic backgrounds (Appendix 7).

### VOLUNTEERING

With 10,919 volunteers over a three-year period, our diverse programme provides a stimulating and rewarding experience that attracts a fantastic number of volunteers.

### DIGITAL REACH

We have seen the power and reach of digital platforms through our 2020 Virtual Games, which achieved 42,679 entries across 33 London boroughs in just 4 weeks. We created a new model to leverage the power of digital to engage new audiences – on which we know we can advance further.

## WHERE WE WILL IMPROVE

We know that we still have some progress to make in engaging the 10% most deprived young Londoners (Appendix 5).

We will improve the collection of demographic data to ensure that a diverse range of young Londoners are benefitting from our volunteering programme. We will also improve qualitative feedback to help us deliver a first-class experience for our volunteers.

We will improve our digital engagement and recognise the need to up our game on the platforms our audiences inhabit (Appendix 10).



# 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

Against that vision statement, our plan is to ensure that all our events, partnerships, activities, and strategic priorities use the power of sport to create life-changing opportunities for young Londoners, engaging all 33 borough communities with inclusive participation at all levels and for all abilities.

# THE BENEFICIARIES

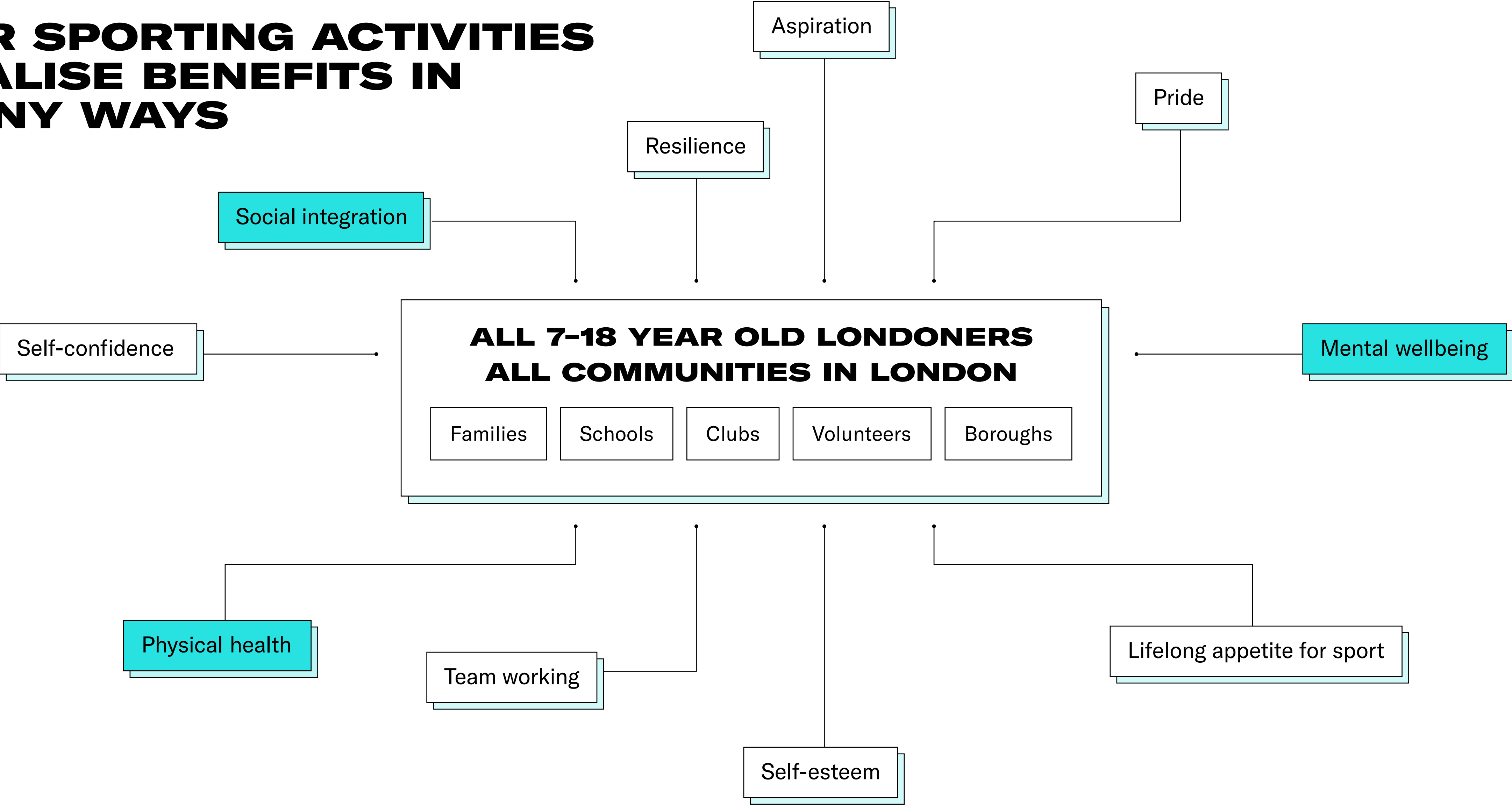
By executing our Mission and Purpose we can change people and the communities within which they live, work and play. This can be achieved by engaging at all levels with those who participate in sport, whether as players, coaches, referees or supporters.

As a result we will benefit:

- Many more 7 to 18-year-old Londoners
- All communities in London (families, schools, clubs, volunteers, boroughs).



# OUR SPORTING ACTIVITIES REALISE BENEFITS IN MANY WAYS



# VALUES

We recognise that the way we work and deliver the Games is as important as what we believe in as an organisation.

Our values determine our behaviours and how we engage with all our stakeholders. Our values are:

## FUN

Enjoy creating great moments for young Londoners and all those involved in the Games.

## FRIENDSHIP

Develop friendships and connectivity across all London's communities.

## ACHIEVE

Help everyone involved in the Games achieve their true potential, through the power of sport.

## INCLUSIVE

A Games for every young Londoner to belong to, whoever they are wherever they are from, whether competing or volunteering.

## TRUST

Trust and confidence in the Games for young people and all.



These are the strategic priorities identified and their accompanying enablers that will enable us to achieve our vision of 'creating the world's largest and most inclusive city-focused Youth Games.'

# STRATEGIC PRIORITIES AND ENABLERS

# STRATEGIC PRIORITY 1

## DELIVER SPORT AS YOUNG PEOPLE WANT IT

**AIM**

We will put the voices and opinions of young Londoners at the heart of decision-making at London Youth Games.

**HOW**

To be relevant to the lives of young Londoners, we will transform the way we communicate with young people, creating open dialogue on online and offline platforms. We have recently launched LYG33, a vehicle drawing on young people from across every London borough and local authority area to formally advise the Games leadership at board and borough level. We will also create the digital channels via our app that enable young people to easily provide quality feedback. We will also work with our partners to ensure best practice in this area. In particular, Nike, whose considerable expertise in engaging young people will continue to be particularly valuable.

**OUTCOME**

LYG provides a dynamic, relevant offer for all young Londoners resulting in an 10% increase in Open Games participation annually

**SPECIFIC INITIATIVES**

- The vehicle we are setting up as a voice for Young Londoners - LYG33 - will feed into the leadership of LYG at least twice a year, at borough network sessions quarterly and into the annual sports review
- We will also enhance the qualitative information that we collect from young people engaging in the Games. We are conscious that our digital channels have been used predominantly to broadcast, now we must use digital to engage

- We will work with young people to develop systems that enable us to collect quantitative and qualitative participant and volunteer feedback. In particular we want to assess the impact the Games have on the mental and physical wellbeing and its contribution to social integration
- Further development of Virtual Games concept. We have already secured external funding to make this happen with a 2 year grant from CVC Capital Partners and the Games Year 2021 will reflect this



# STRATEGIC PRIORITY 2

## INCLUSIVITY AND DIVERSITY

**AIM**

London Youth Games to become recognised as a sector leader driving best practice in inclusivity and diversity



**HOW**

We will adopt an analytical, interventionist and collaborative approach. We will collect rich demographic data across boroughs. Where we identify under representation by groups in any of our activities or programmes, we will deliver targeted interventionist initiatives to nurture greater inclusivity. We will create partnerships with our existing network and we will seek new working relationships with organisations who share objectives around diversity and inclusivity, including Street Games, The Change Foundation, Dame Kelly Holmes Trust and Disability Sports Coach.

**OUTCOME**

By 2025, London Youth Games participants, volunteers, staff and board are representative of the population of London (in gender, ethnicity, disability, LGBT, religion, gender, disability, age and socio economic background) within a 5% margin of error.

**SPECIFIC INITIATIVES**

- LYG will deliver at least three pilot project opportunities annually to reach under-represented groups and draw them into the Games across the schools, open and virtual models
- LYG will deliver a Para-pilot project with Nike and further develop integrated and inclusive opportunities for disable young people at finals weekend
- LYG collects granular demographic data enabling us to feedback the reach on gender, ethnicity, disability, and socio-economic background at a borough specific level, giving us and our partners detailed intelligence on our reach
- LYG will ensure its internal and external marketing and communications represents the diversity of London through imagery, language, video and use of role models, such as our LYG alumni



# STRATEGIC PRIORITY 3

## 1ST CLASS EXPERIENCE

**AIM**

London Youth Games is an experience that is truly cherished in the lives of young Londoners rippling across the capital by word of mouth.



**OUTCOME**

A year on year increase of 2.5% is recorded, from 2021 base line survey, of young people feeding back their positive experiences at London Youth Games events.

**SPECIFIC INITIATIVES**

- LYG establishes a brand standard for each London Youth Games competition experience
- LYG increases the number of events taking place at facilities accredited for national level competition from 5 to 10
- In partnership with Youth Sports Trust and School Games we will re-frame competition to provide fully inclusive opportunities for inactive young people to improve their physical, emotional and social wellbeing
- Creation of a clear participant experience, from first learning about the Games, through to providing feedback on event experience. To be created internally and consistently implemented across full event programme
- Immediate feedback facility at all events to enable quality data collection

**HOW**

We will thoroughly review the user journey on a sport-by-sport basis and set baseline standards to deliver best practice with all touch points pre, during and post competition for all participants. This will see the creation of a brand standard event experience that commits London Youth Games to include, for example, volunteer welcome, medal ceremony, full results online within 24 hours and other enhancements to the event experience.



# STRATEGIC PRIORITY 4

## LONG TERM SUSTAINABLE FINANCIAL MODEL

**AIM**

We will demonstrate a clear return on investment to each of our partners and funders.

**HOW**

We will build a robust financial model that enables London Youth Games to thrive and be confident that it can deliver for future generations. We will work closely with our key partners Sport England, Nike, GLA and the London boroughs to identify and deliver on shared objectives to retain their invaluable support. We will develop further funding opportunities to become more financially independent, including charitable activities, grants, commercial opportunities, and membership schemes, which will - in turn - deliver better value for all our stakeholders.



**OUTCOME**

A sustainable funding model that enables LYG to continue to deliver a full programme every year and be confident that it can adapt to any changes in the funding mix.

**SPECIFIC INITIATIVES**

- Broadening of funding mix to achieve funding from a minimum of five streams
- LYG establish appropriate methodology and reporting mechanisms that demonstrates return on investment for all funders, in particular London local authorities
- By 2024 we will seek to create a commercial arm of LYG which will drive additional revenue through the use of our brand and the reach we have with young people



# ENABLER 1

## SUSTAINABLE COMMITMENT FROM ALL 33 BOROUGH

**AIM**

All of London’s 33 boroughs committed through to the 2025 London Youth Games.

**HOW**

We will strengthen our partnerships with every London borough and establish clear, shared objectives to work towards. We will develop more robust analytics and measurements to demonstrate the impact of the London Youth Games has in the physical health and mental wellbeing of young Londoners, in social cohesion and in education and training through our GamesForce volunteer programme on a borough by borough basis.

**OUTCOME**

A mutually beneficial partnership where LYG is a catalyst to enable boroughs to achieve local objectives and LYG to meet London-wide objectives.



**SPECIFIC INITIATIVES**

- Formalise our role as a connector for Boroughs, providing a minimum of six networking and education opportunities every year to share best practice in youth sports development and sport for development in London between boroughs, NGBs, London Sport and Sport England and other stakeholders
- From 2021, creating a working group that meets at least twice a year including relevant portfolio holders within the local authorities and the London political landscape with the aim of ensuring that we get borough feedback, schools feedback and we remain relevant to borough and the education system’s needs
- From 2021, creation of a digital data hub to better track and inform participation and outcomes on a borough level, ongoing and annually
- From 2021, creation of a marketing and communications plan that includes a digital toolkit, empowering boroughs to better reach young people
- Borough portfolio holders are invited to a minimum of three key LYG engagements per Games year



# ENABLER 2

## DIGITAL ENABLEMENT

**AIM**

Deepen the understanding of the value of London Youth Games and the people it reaches through new digital channels.

**HOW**

We will step up our use of the digital tools at our disposal. Further developing our App and our new Virtual Games model, while also sharpening our social media presence and making better use of key influencers. Across all our digital activity, we will be committed to using our platforms to engage rather than just broadcast. Working with the LYG33 and Nike, we will develop marketing and communications plans that are relevant to our audiences.

**OUTCOME**

Digital engagement and reach to increase by 20% year on year across all digital platforms, using social media metrics and Google analytics.



**SPECIFIC INITIATIVES**

- Further app development leading to a 20% year on year increase of young people engaging through this platform
- A minimum of 3 pilot projects providing for groups facing greatest inequalities with locally driven opportunities to draw people into the Games
- LYG develops Virtual Games to engage over 30,000 new participants annually
- Creation of a key influencer programme, utilizing a minimum of 5 influencers connected to the Games with a wide social media reach, to deliver minimum six pieces of content across different platforms, providing third party endorsement of London Youth Games and reaching audiences beyond London Youth Games existing audiences



# ENABLER 3

## BRAND AWARENESS

**AIM**

To raise the profile of LYG in London to draw broader audiences into the Games beyond typical sport audiences.

**HOW**

We want young Londoners to aspire to compete and volunteer at the London Youth Games and beyond that, be advocates for London Youth Games.

We will do this through great storytelling. From our inspirational alumni, to the incredible backdrop of London, to case studies of life-changing experiences, to our contribution to physical and mental wellbeing, we are awash with brilliant narratives. We will articulate our stories into quality content that resonates with citywide audiences.

**OUTCOME**

For London Youth Games brand recognition to increase 20% year on year among young Londoners from baseline set in 2021.

**SPECIFIC INITIATIVES**

- LYG work with Nike to create content and celebrate a minimum of five inspirational stories of the games by end of 2021
- LYG develops an open digital content suite empowering boroughs, volunteers, teachers, coaches, alumni and participants to amplify the reach of the Games
- Annual multi-channel marketing and communications plan developed in collaboration with Nike and LYG33
- LYG works with borough members to use inspirational films to grow demand and increase the number of young people entering the Open Games annually



# THE FUTURE

We live in challenging times. A global pandemic, a threatened international economic depression, child inactivity and obesity on the rise and young people's mental health in decline all prominent. London Youth Games has been a force for good in the Capital for over forty years and we are confident that even in the current environment there is much more that we can achieve – both ourselves and with all of our partners.

It is a massively exciting time for the London Youth Games. We are an organisation that is uniquely positioned to make a significant contribution to the physical health and mental wellbeing of young people in London. We know that we can do so much more through competitive sport to bring people together and play a transformational part in socially integrating young Londoners and their communities.

Now it is our time to ensure every young Londoner has a great London Youth Games story to tell.



# 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

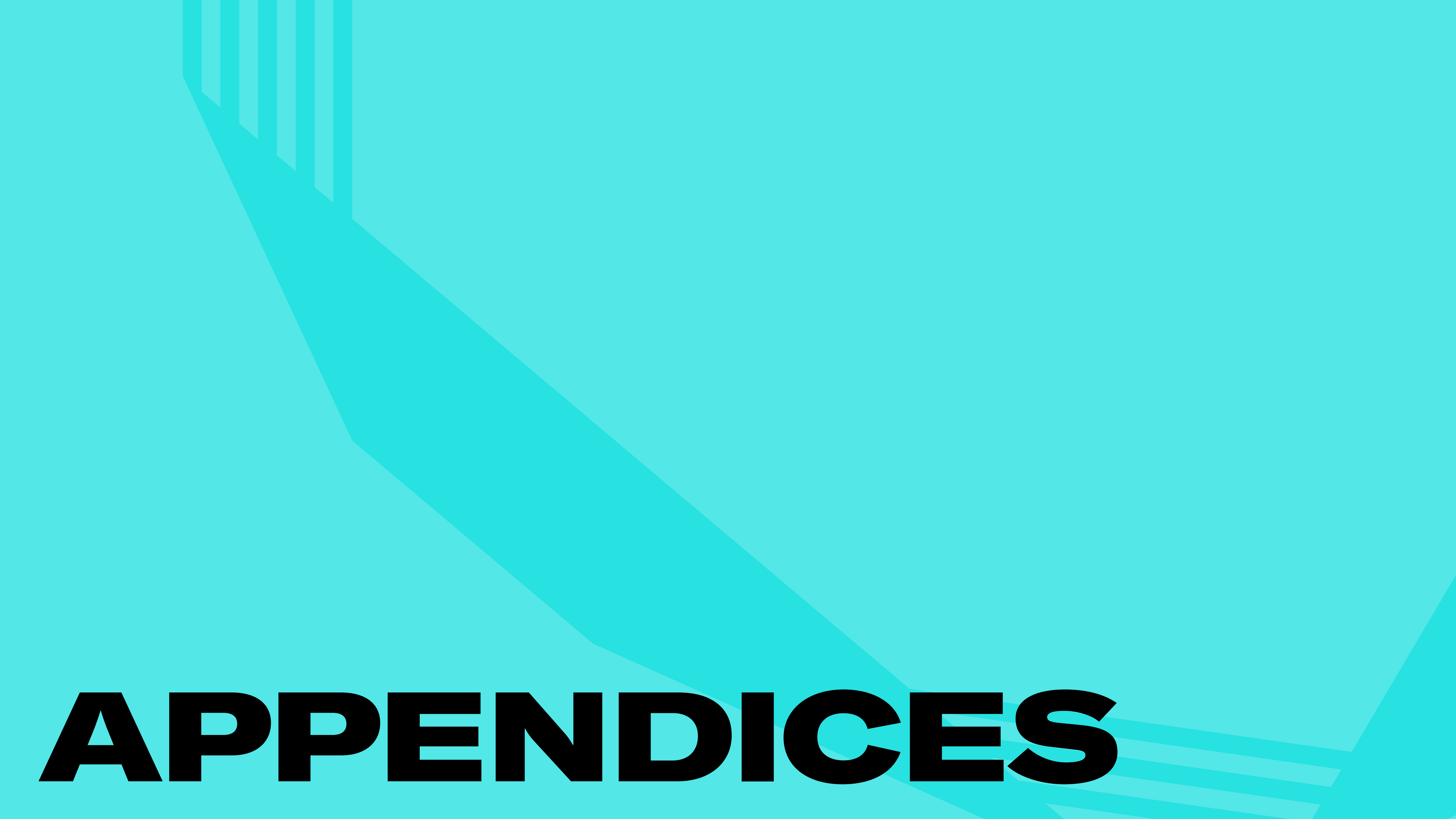
If you are already doing an event and would like to fundraise for us, we would be enormously grateful.

## 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](mailto:andy@londonyouthgames.org)

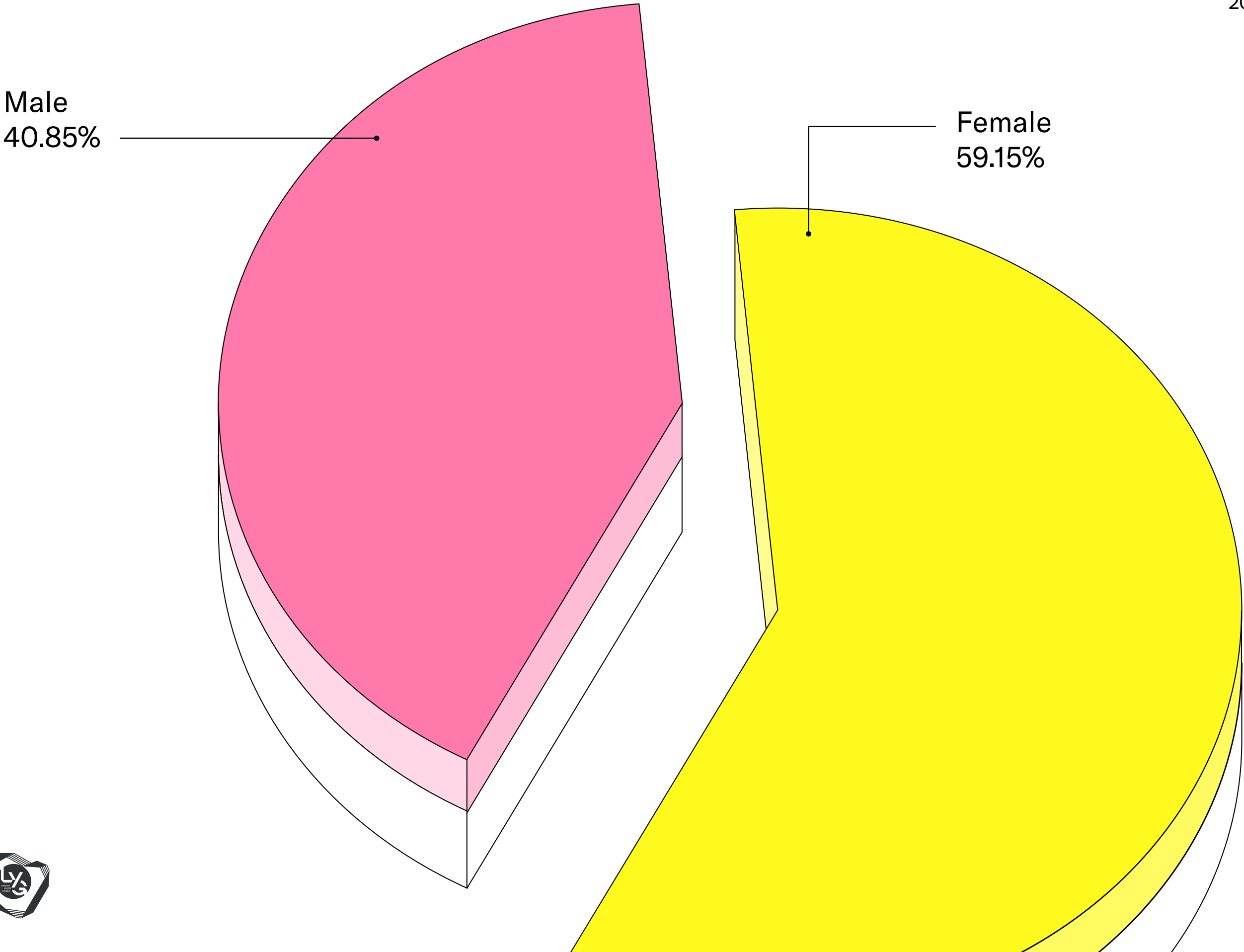
The background features a series of overlapping geometric shapes in teal and light blue. A large, dark teal shape starts from the top left and extends diagonally towards the bottom right. Several lighter blue lines and shapes are layered on top of this, creating a sense of depth and movement. The overall aesthetic is modern and minimalist.

# APPENDICES

APPENDIX 1

GENDER  
SCHOOL GAMES  
AND OPEN GAMES

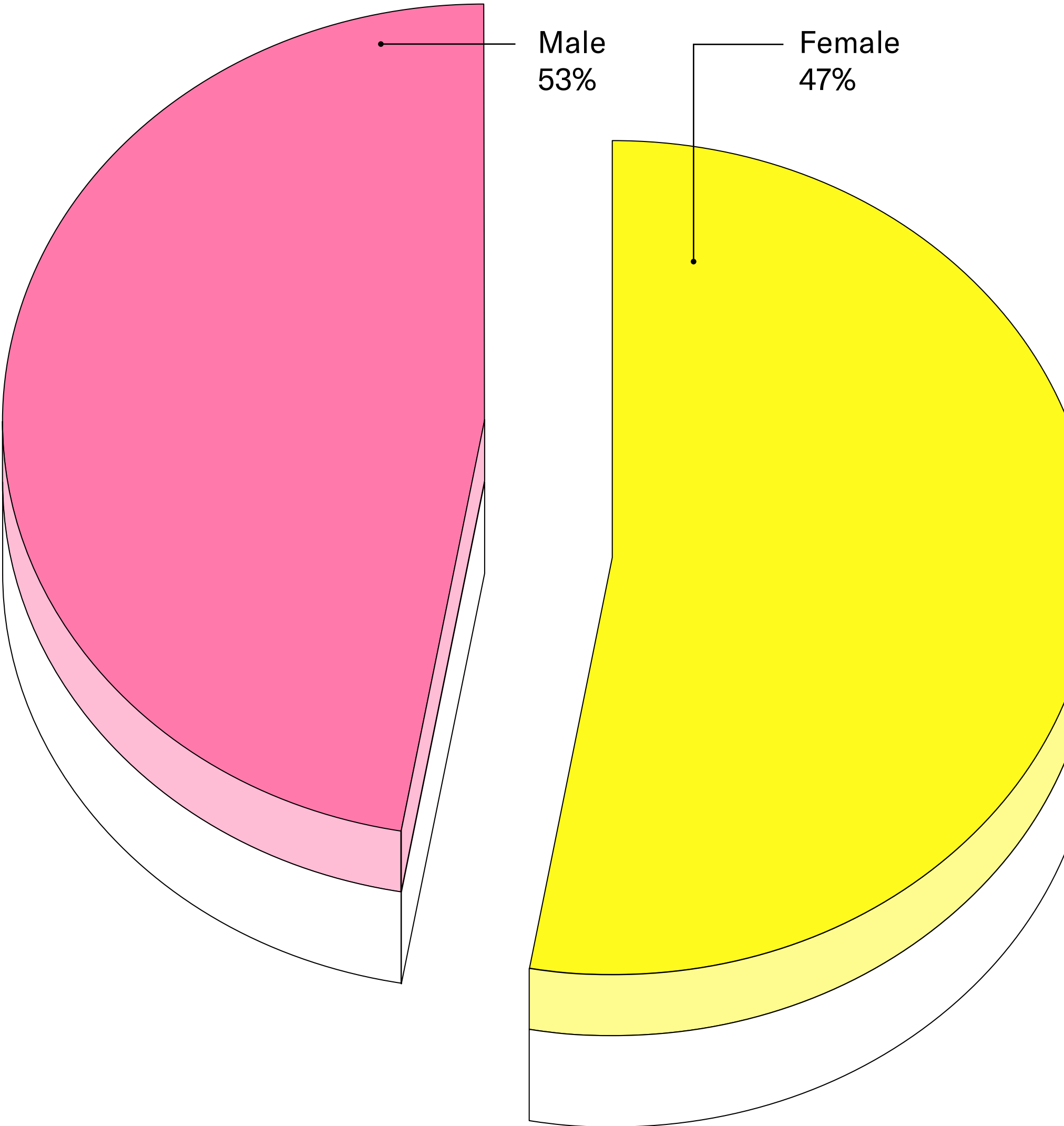
This graphic shows the gender split of participants for School Games and Open Games Level 2 and 3 competitions between 2017-2019.



APPENDIX 2

GENDER  
OPEN GAMES

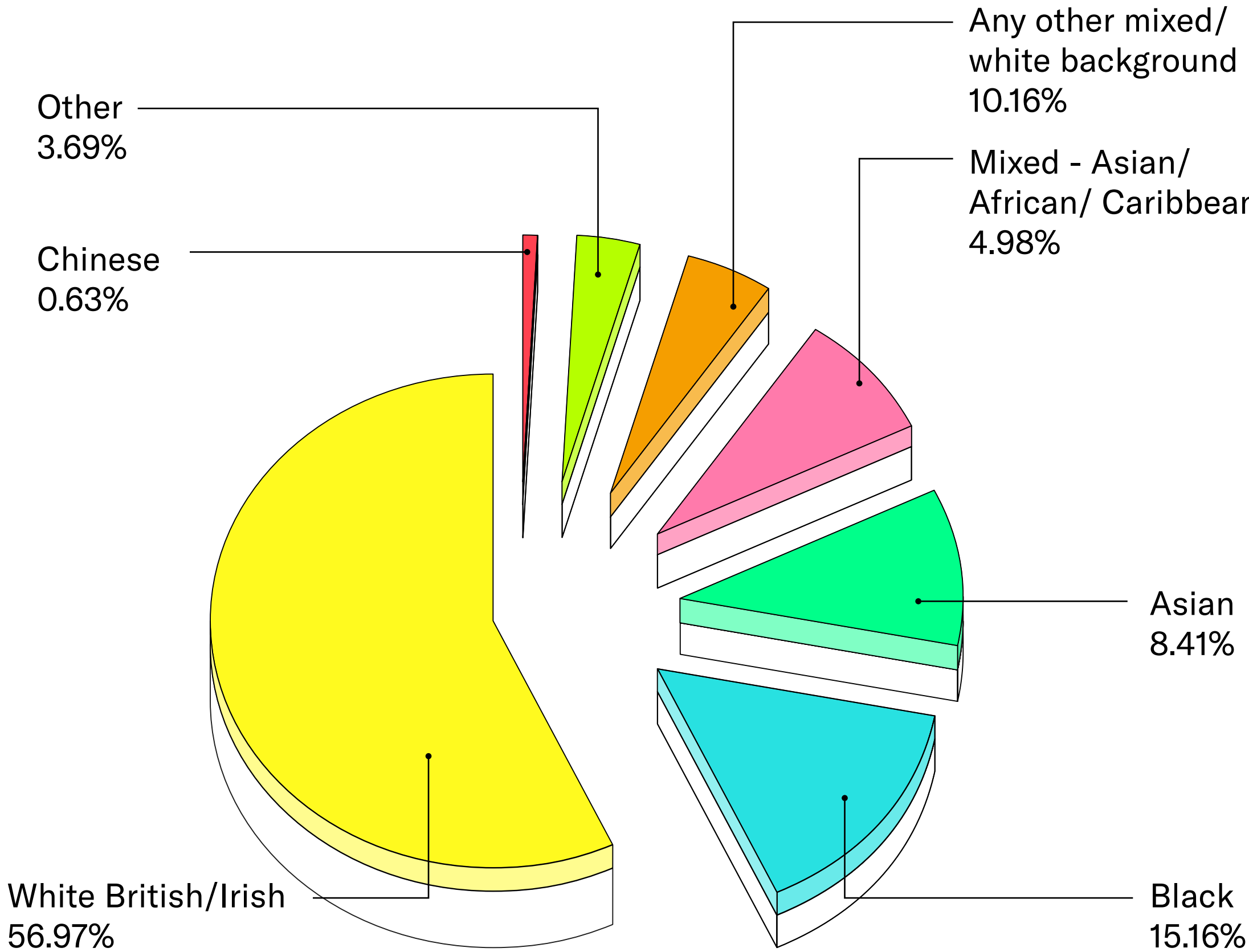
This graphic shows the gender split of participants for Open Games Level 3 competitions between 2017-2019.



APPENDIX 3

ETHNICITY  
PARTICIPANT  
ETHNICITY

This graphic shows a breakdown of participant ethnicities for Open Games Level 3 competitions between 2017-2019.

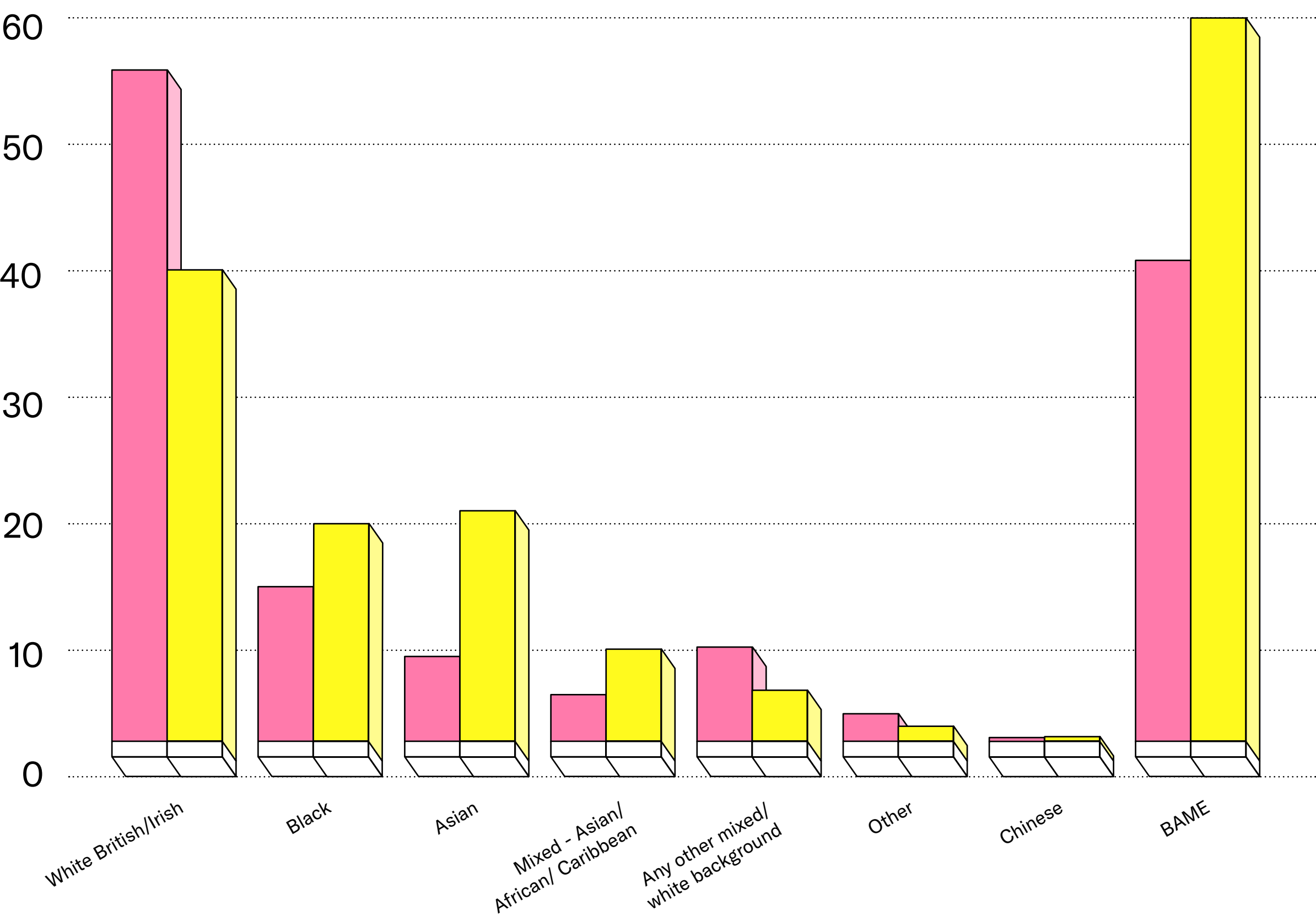


APPENDIX 4

ETHNICITY  
LONDON SCHOOLS  
COMPARISON

This graphic shows a comparison between a breakdown of participant ethnicities for Open Games Level 3 competitions between 2017-2019 and London Sport's data: 'Number of primary, secondary and special schools pupil by ethnicity (2018)'.

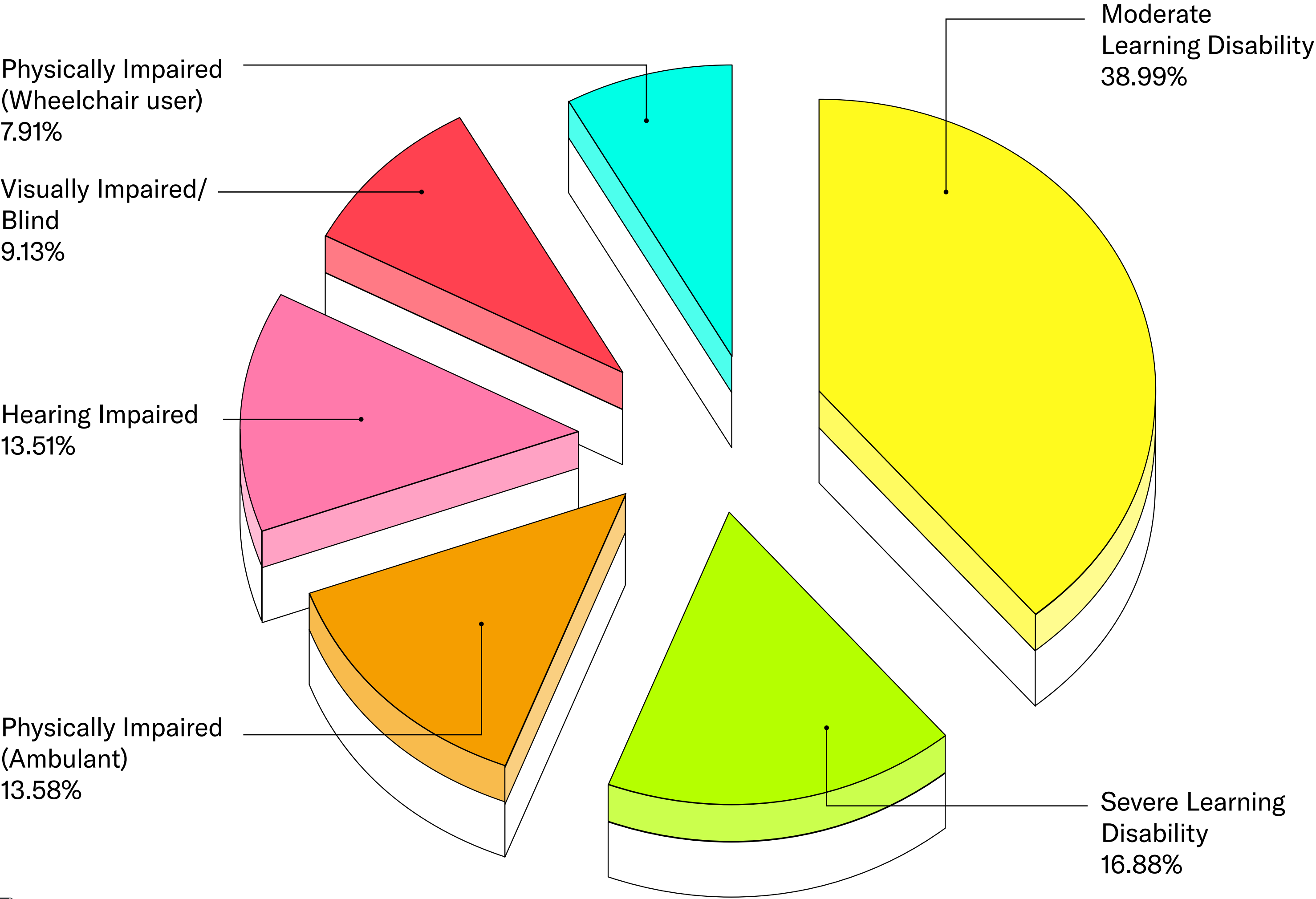
London Youth Games      London Schools



APPENDIX 5

DISABILITY  
BREAKDOWN  
BY IMPAIRMENT

This graphic shows the breakdown by impairment for disabled participants in Open Games Level 3 competitions between 2017-2019.



APPENDIX 6

DISABILITY  
PARAGAMES SPORT

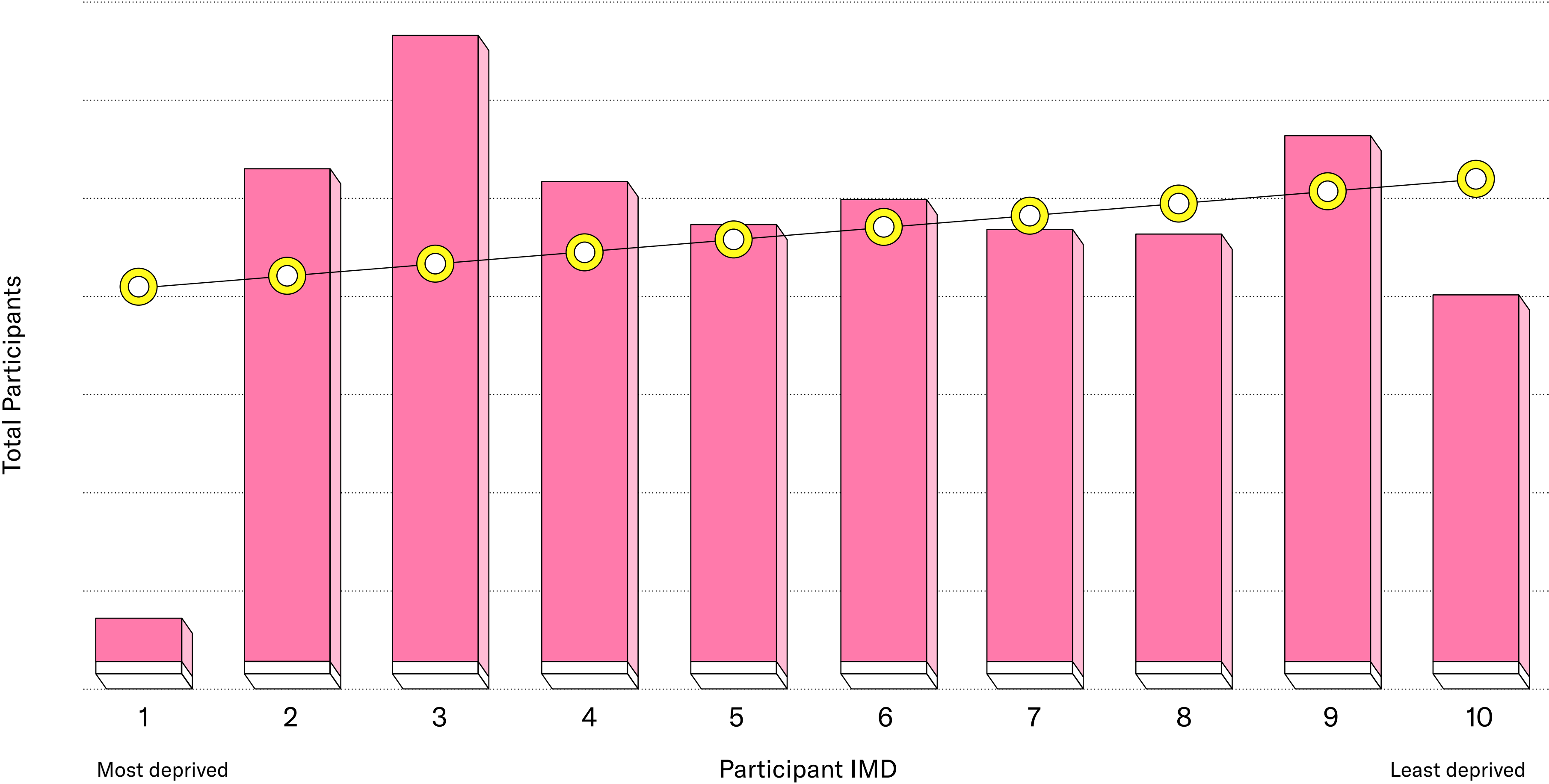
Through our ParaGames programme we offer 13 different sports:

- 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



APPENDIX 7

SOCIO-ECONOMIC BACKGROUND  
PARTICIPANTS BY IMD – ALL SPORTS



We have looked at the areas where our young people are coming from and related this back to the Indices of Multiple Deprivation (IMD).

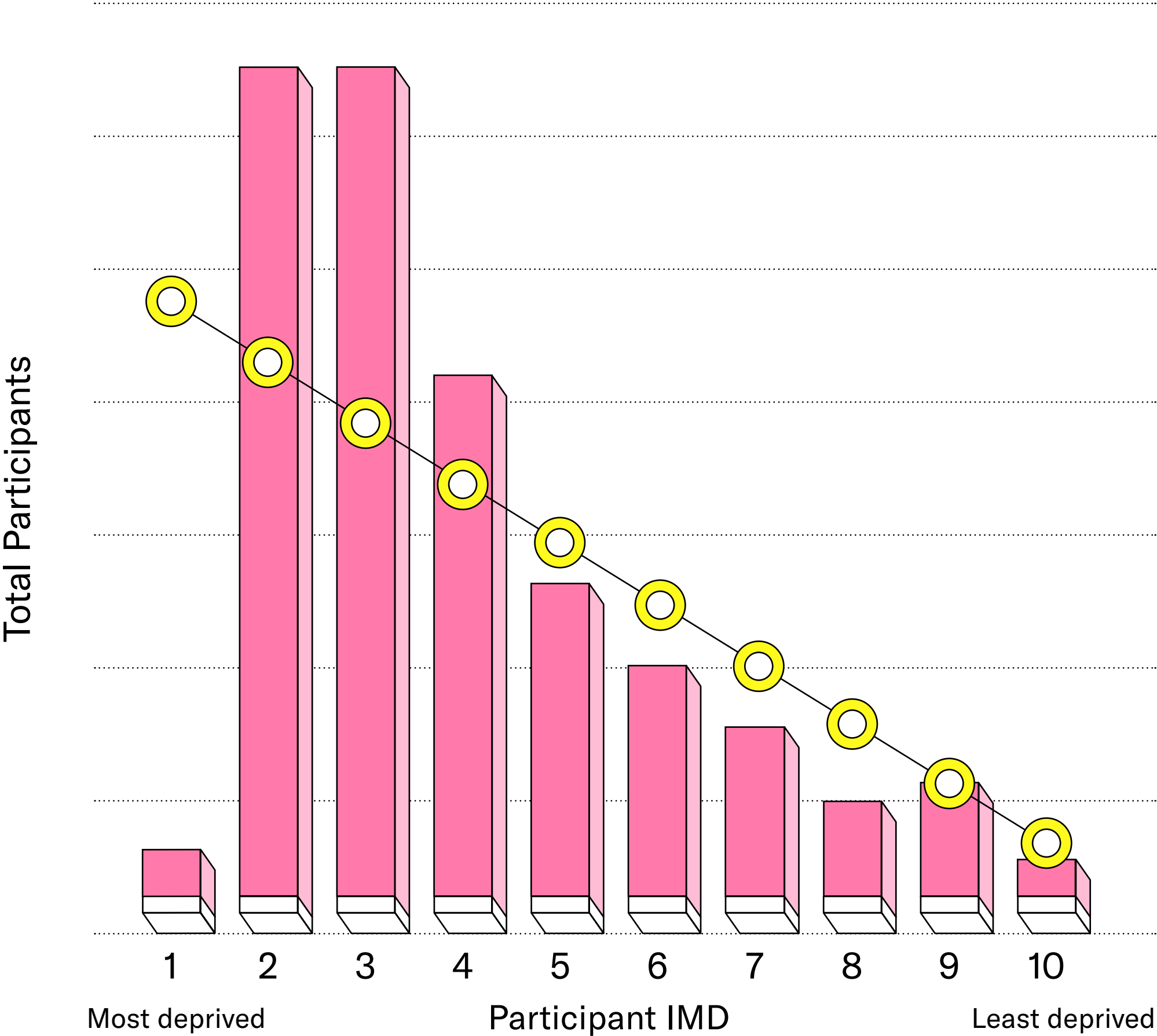
This graph illustrates London Youth Game's effectiveness in engaging a broad range of young people from different socio-economic backgrounds in the period 2017-2019.



APPENDIX 8

SOCIO-ECONOMIC BACKGROUND  
PARTICIPATION BY  
IMD - BASKETBALL

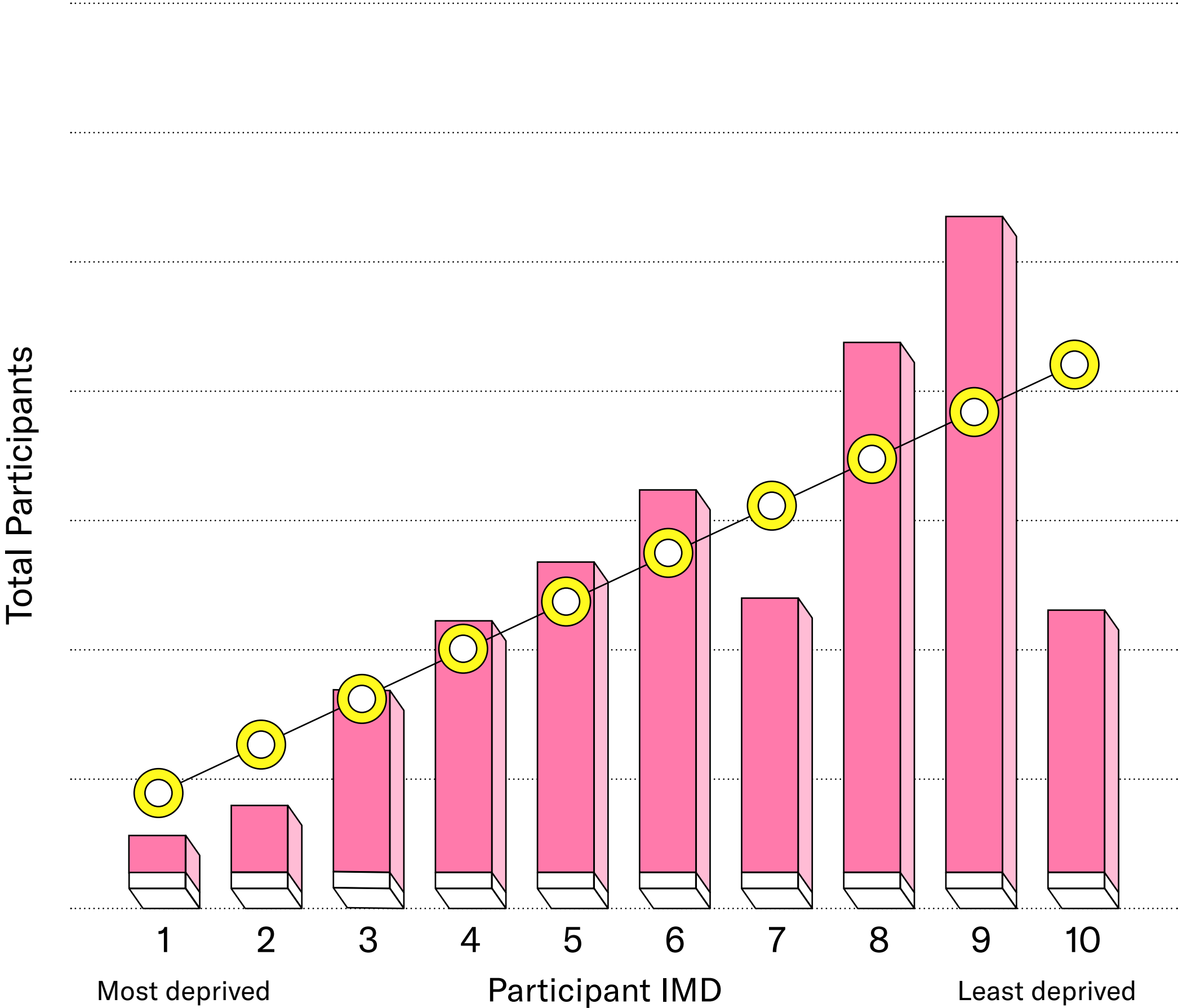
This graph shows the total participants by participant IMD for Open Games Level 3 for Basketball between 2017-2019.



APPENDIX 9

SOCIO-ECONOMIC BACKGROUND  
PARTICIPATION BY  
IMD - SQUASH

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



**APPENDIX 10**

**DIGITAL REACH**

As we build our digital capabilities over the next five years it will be crucial to measure our digital engagement. As of September 2020, our current digital reach is:

**3,422**

**INSTAGRAM**

**9,587**

**FACEBOOK**

**11,608**

**TWITTER**

**53,971**

**YOUTUBE - VIEWS**

NOTE: One of our core beliefs is that ‘Sport is a right for all’. We want to ensure that we are providing opportunities for all to benefit from the Games. We have looked at figures available from the 2017, 2018, 2019 London Youth Games years. We have not included 2020 due to the impact of the coronavirus on our planned programme. We rely on schools, School Games Officers, Borough Team Organisers, sports clubs, parents and other third parties to gather information

on more than 100,000 participants per annum in our School Games and Open Games. We use our best efforts to ensure that this information is correctly captured, but the scale of capture and changes in personnel collecting information means that there are occasional inconsistencies in data. We are working to be able to gather information on a more consistent basis, but are confident that historic trend analysis is correct.





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