

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

