

# A FUTURE VISION FOR LONDON YOUTH GAMES

# SPORT IS A RIGHT FOR ALL

**361,040**

**PARTICIPANTS**

**10,919**

**VOLUNTEERS**

**43.03%**

**BAME**

**59.15%**

**FEMALE**

**31**

**SPORTS**

**13**

**PARA SPORTS**

**33**

**BOROUGHGS**



# SPORT IMPROVES PHYSICAL AND MENTAL WELLBEING

“ From past experiences where I may have got anxious about something - sport was always what helped me feel more relaxed. Many young people are suffering from mental health disorders and I strongly believe that sport can help. The more people that know about the London Youth Games and what it does, the more people will get involved in sport! This will hopefully mean that every young person’s future looks a lot healthier and happier. ”

**Emma Payne, Barnet**



# SPORT IS A KEY DRIVER OF SOCIAL INTEGRATION

## HARINGEY HAWKS 2019 LYG BASKETBALL CHAMPIONS

“ Haringey has got a lot of postcode wars. Certain parts don't get on. Through basketball it doesn't matter where you're from. On our team we've got kids from all different areas. It's brought the community together. They don't look at differences, they look at their common goal, which is to play together, have fun and be the best. ”

**Coach Franck**



# FUTURE IMPACT

We will collect richer information about all young people involved in the Games whether volunteering, working towards the Games, or taking part.

- Quantitative
- Qualitative
- Borough-specific
- London-wide





**EVERY YOUNG  
LONDONER'S GAMES**

# VISION

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

- Accessible for all
- Multi-sport
- Reaching all of London



# MISSION AND PURPOSE

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**

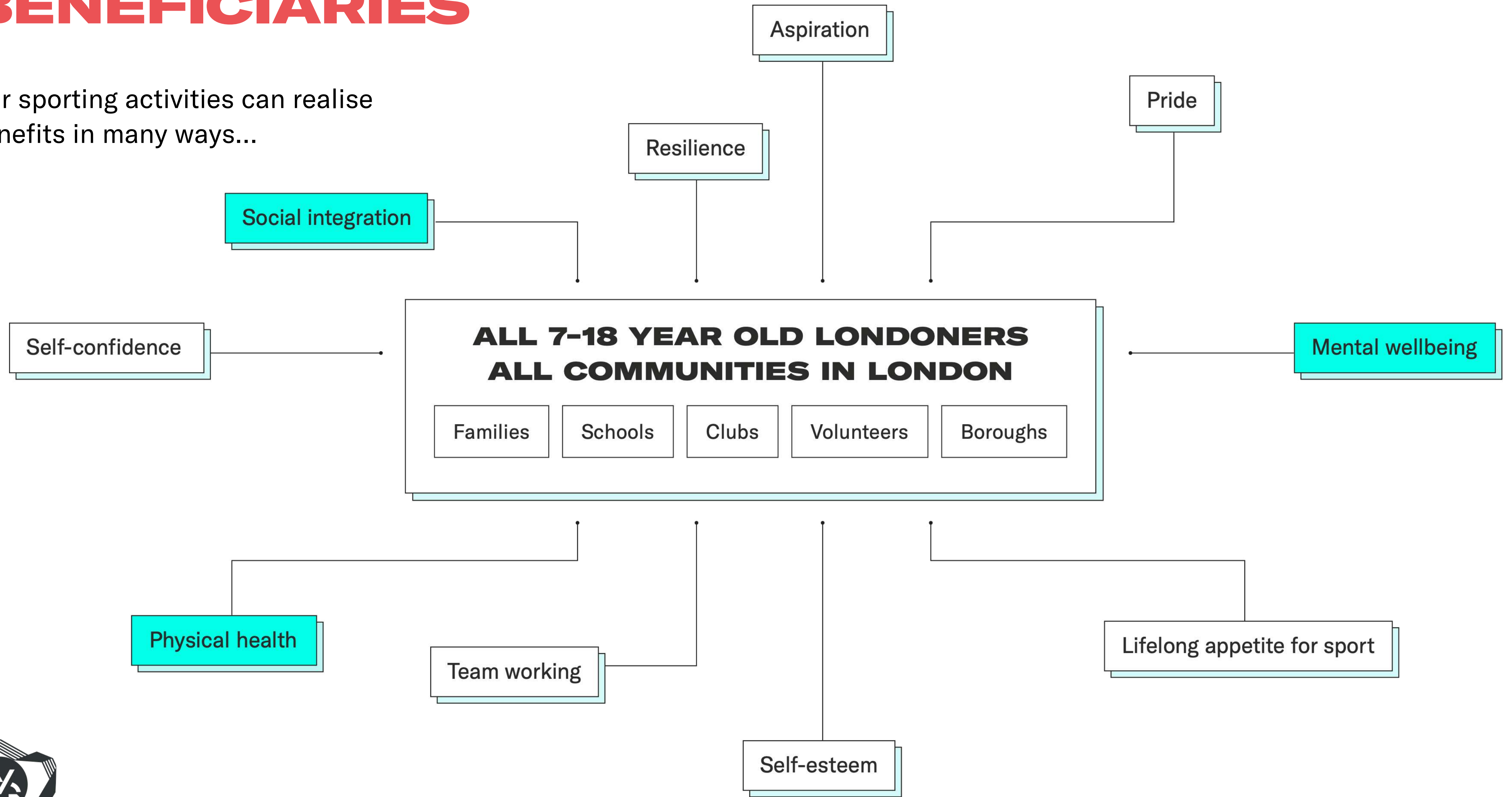
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PHYSICAL AND  
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# BENEFICIARIES

Our sporting activities can 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.



# 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.

## HERO INITIATIVE

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.



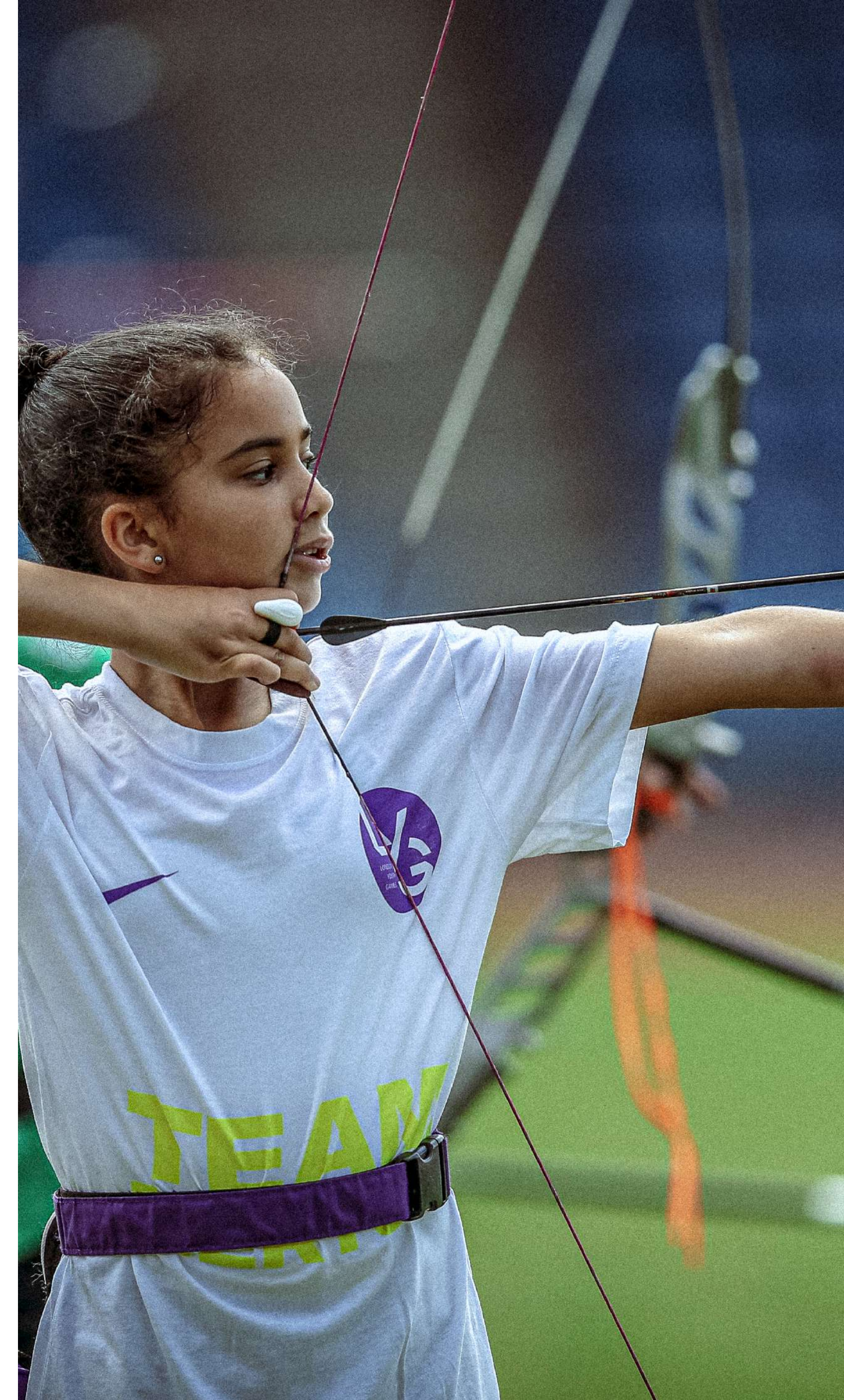
# STRATEGIC PRIORITY 2: DIVERSITY AND INCLUSIVITY

## AIM

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

## HERO INITIATIVE

LYG will deliver at least three pilot project opportunities annually to reach under-represented groups and those facing the greatest inequalities, drawing them into the Games across the schools, open and virtual models.



# 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.

## HERO INITIATIVE

LYG establishes a brand standard for each London Youth Games competition experience with each sport having a clear purpose.



# STRATEGIC PRIORITY 4: LONG TERM SUSTAINABLE FINANCIAL MODEL

## AIM

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

## HERO INITIATIVE

Broadening of funding mix to achieve funding from a minimum of five streams.



# ENABLER 1: SUSTAINABLE COMMITMENT FROM ALL 33 BOROUGHES

## AIM

All of London's 33 Boroughs committed through to the 2025 London Youth Games.

## HERO INITIATIVE

To further develop a mutually beneficial partnership where LYG is a catalyst to enable Boroughs to achieve local objectives and LYG to meet London-wide objectives.





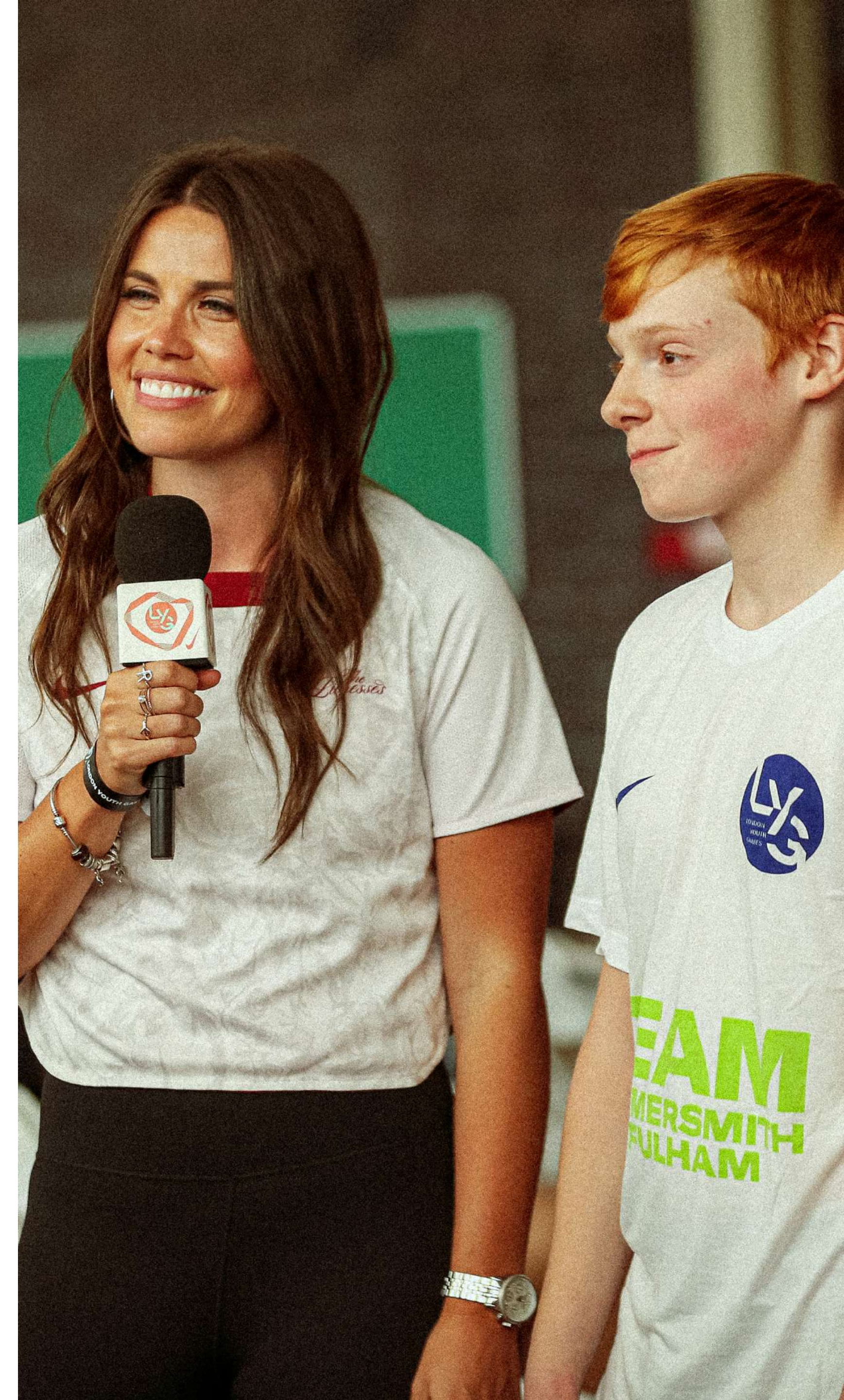
# ENABLER 2: DIGITAL ENABLEMENT

## AIM

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

## HERO INITIATIVE

To step up our use of the digital tools at our disposal. This includes our App, our new Virtual Games model, and sharpening our social media presence.



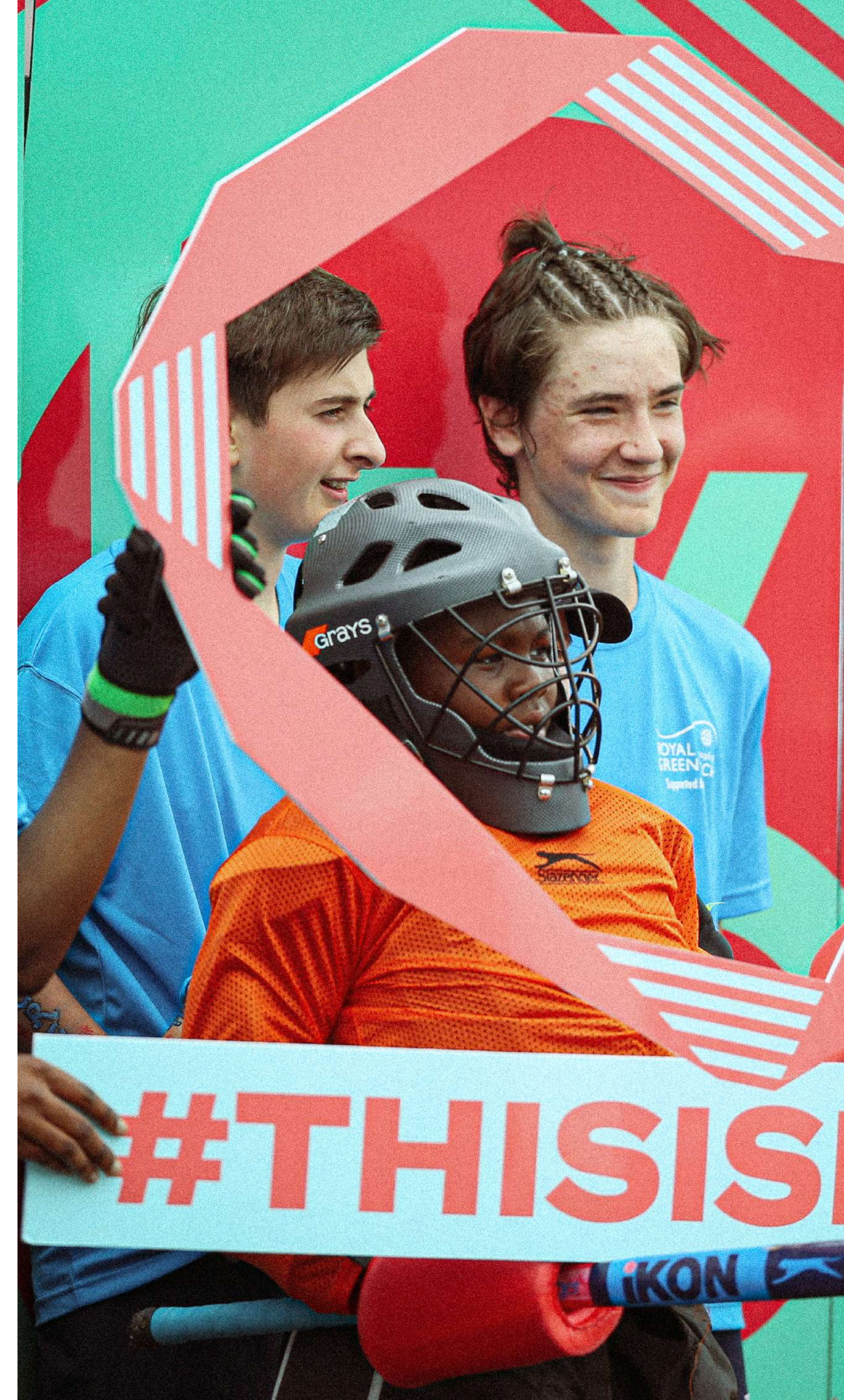
# ENABLER 3: BRAND AWARENESS

## AIM

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

## HERO INITIATIVE

LYG work with Nike to create content and celebrate a minimum of five inspirational stories of the Games by end of 2021.



# EVERY YOUNG LONDONER'S GAMES

LONDON YOUTH GAMES STRATEGY

## 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:

All abilities

Multi-sport

All of London

## WHERE WE FOCUS

All 7-18 year old Londoners

Beneficiaries: Families, Volunteers, Peer, 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 capabilities

Brand awareness



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