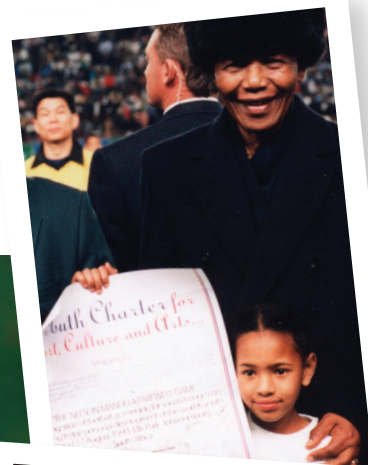


PROSPECTUS



**PROVIDING YOUNG PEOPLE WITH AN OPPORTUNITY THROUGH SPORT,
CULTURE, ART AND DIGITAL ACTIVITY TO DEVELOP IN LIFE ...**

WHY THE YOUTH CHARTER EXISTS

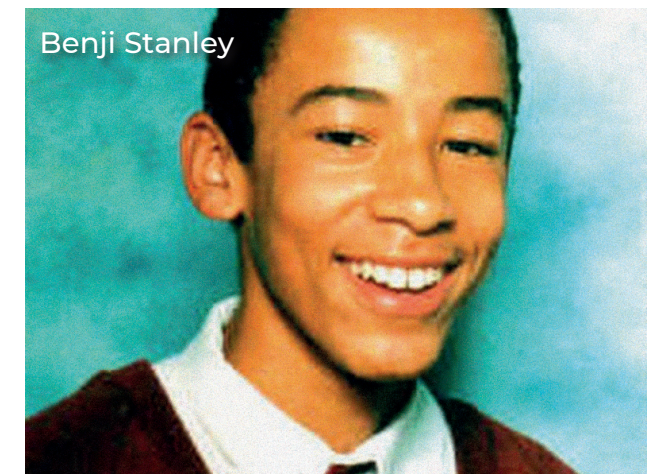
The Youth Charter was launched on 23rd March 1993, at Wembley Stadium, in response to the tragic murder of 14-year-old schoolboy Benji Stanley, who was shot dead in Moss Side on 2nd January 1993.

The Youth Charter is a UK registered charity and United Nations Non-Governmental Organisation. Launched as part of the Manchester 2000 Olympic Bid and the 2002 Commonwealth Games.

As an organisation, we have campaigned and promoted the role and value of sport, arts and cultural activity in the lives of disaffected young people from disadvantaged communities nationally and internationally.

The Youth Charter has a proven track record in campaigning, creating and delivering social and human development legacy projects and programmes.

Our overall aim is to provide young people with an opportunity to develop in life through sport, arts, culture and digital activity.



Benji Stanley

Youth Charter official launch at Wembley Arena, RecMan Conference March 1993.

THE WORK OF THE YOUTH CHARTER

The Youth Charter tackles educational non-attainment, health inequality, anti-social behaviour and the negative effects of crime, drugs, gang-related activity and racism by applying the ethics of sporting and artistic excellence.

These can then be translated to provide social and economic benefits of citizenship, rights, responsibilities with improved education, health, social and civil order, environment, vocation, training, employment and enterprise.

The Youth Charter adopts a multi-faceted approach to achieving its objectives, often by forging partnerships with a wide range of public and private sector agencies – engaging, motivating and inspiring achievable and sustainable benefits.

OUR MISSION

Sport, art, culture and digital technology - social and human development for life.

OUR VISION

To establish a national and international movement for sport for development and peace.

OBJECTIVES

- Work in collaboration and partnership establishing a stronger national and international platform for sport for development and peace.
- Build stronger and cohesive intergenerational communities, (and in particular, disadvantaged and disaffected) encourage personal development through sport, arts, cultural and digital activity, regardless of colour, creed or ability.
- Attract and secure investment in young people through the provision and support of YC programmes and project opportunities in their community globally.
- Involve sports and arts personalities to act as inspirational and active ambassadors for young people and communities.
- Encourage a positive commitment to educational attainment, behaviour and performance, identifying the benefits of sporting, artistic and cultural and digital activity and development in a formal and informal setting.

OUR VALUES

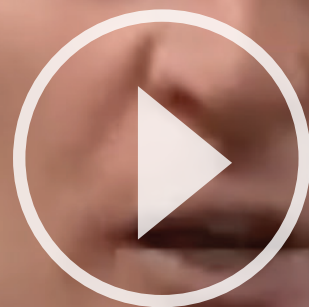
Positive happiness and fulfilment through active human and social engagement.

Positive mental and physical fitness for all.

Commitment to excellence and collaboration for all young people and communities.

Dignity, honesty, integrity and respect of self in all that we do.

GROUNDBREAKING WORK OF THE YOUTH CHARTER



Click to view

Lord Sebastian Coe
PRESIDENT, IAAF



**“I will go to my grave
knowing that the most
potential social worker in
all our communities is a
sports-based activity”**

Lord Sebastian Coe
PRESIDENT, IAAF

SOCIAL COACH LEADERSHIP PROGRAMME

The Social Coach Leadership Programme (SCLP) has been designed to assist community, third sector, public and private sector organisations and agencies and provide them with culture, language and behaviour tools that assist them to engage with young people in communities locally, nationally and internationally.

WHAT IS A SOCIAL COACH?

The Social Coach aspires to develop and use strong emotional intelligence, common sense and life skills as part of a cultural activity experience.

Mentoring, guiding, directing, coaching, teaching, are all part of the Social Coach Leadership skill-sets that allow a multi-agency diverse and rich currency of experience for all walks of life, backgrounds, beliefs, faiths and identities.

THE PROGRAMME BRINGS TOGETHER THE REQUIRED SKILLS AND COMPETENCIES TO:

- **ENGAGE** young people through sport, art, cultural and digital activity.
- **EQUIP** them with mental, physical and emotional life-skills and resilience.
- **EMPOWER** them with aspiration for further and higher education, employment and entrepreneurship.



YOUTHWISE PROGRAMME

Educational attainment, behaviour and performance in the classroom, the playground and beyond the school gate.

Youthwise is a social and human development programme designed to meet the needs of young people at all levels of educational attainment and achievement. Youthwise has been designed utilising sporting, artistic and activity based learning.

Youthwise has been developed from an extensive range of 'real life' case study experiences of social inclusion projects and programmes in some of the most challenging and disaffected neighbourhoods and communities nationally and internationally.

Youthwise is a modular based approach that complements, enhances and impacts existing school based and extra curricular learning. Youthwise is a holistic programme that engages, motivates and inspires young people, through sport, art, culture and digital to develop in life.

The key themes of the 'Youthwise' programme are:

1. Education attainment and achievement
2. Health and physical activity
3. Social order discipline and civic responsibility
4. Environment vocation training and improved quality of life
5. Vocation, training, employment and enterprise

"Football is an incredibly powerful tool, especially when you understand how it can be linked with wider social issues. The positive power of the game can be used to effect real change in lives of young people."

Sir Alex Ferguson CBE



'Carbonwise' Basketball Climate Change programme 2011

MANCHESTER UNITED/BARCLAYCARD FREE KICKS – SOCCERWISE

Bringing sport and business together to benefit local communities through soccer.

Soccerwise is the result of over ten years' work by the Youth Charter which directly enlisted the help of a number of football clubs that were involved at all levels of social and grass root development in the community. Soccerwise is an engaging scheme which has proved itself to be adaptable as a curriculum based/ extra curricular social development and learning experience. It has been specifically designed to address low educational attainment in schools and to specifically target areas of social and personal development.

The Youth Charter has developed a variety of social inclusion and regeneration projects in communities at a national and international level. The Youth Charter Soccerwise School Pack has been developed in conjunction with Manchester United, UNICEF,

Barclaycard Free Kicks and a specially convened schools forum as part of the Youth Charter's Soccerwise "Citizenship in Action" initiative. The key themes identified in the Soccerwise pack are; education, health, social order and environment.

The programme runs for a school term with a project developed as part of a citizenship forum. The schools' forum provides young people with an invaluable opportunity to engage with the public/private sector and to also experience the benefits of wider community multi-agency working as they develop their project proposals and translate them into reality. Soccerwise helps young students understand their rights and also their responsibilities in today's diverse society and then embeds this knowledge in practical ways of implementing this knowledge in their daily lives.



Manchester United FC Manager, Sir Alex Ferguson presents the Youth Charter Soccerwise Education pack, along with a signed shirt to the Headmaster and two pupils from Gorse Hill Primary School with Youth Charter Executive Chairman, Geoff Thompson.

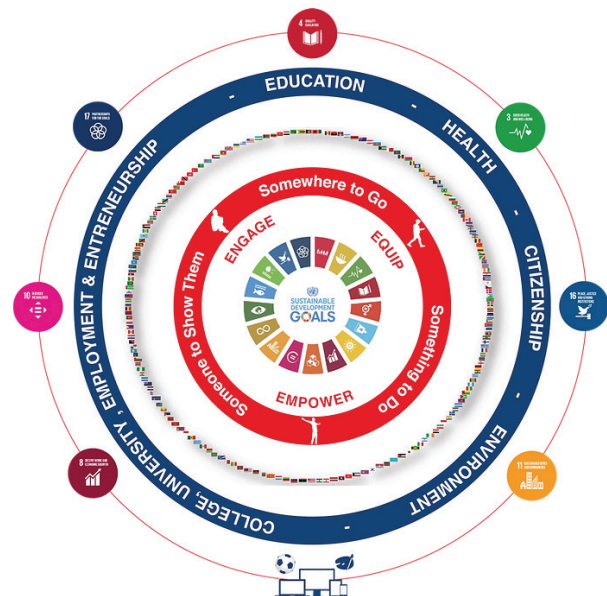


COMMUNITY CAMPUS

SYNOPSIS

The Youth Charter Community Campus has been developed as a result of the agency's 28 years of work in communities, urban, suburban and rural, locally, nationally and internationally.

The Community Campus is a unique model providing an opportunity to bring together policy, delivery and impact in the current sports for development and peace movement.



WHAT IS A COMMUNITY CAMPUS?

A Community Campus is made up of hub facilities, such as schools, community centres, youth clubs, sports centres, further and higher education institutions or any facility delivering a youth cultural engagement provision. Each facility is quality assured in the delivery of the Social Coach Leadership Programme and the Youthwise offer.

HOW DOES IT WORK?

Young people feel drawn to the Community Campus because it is delivered with three key themes which give them:

- ***Somewhere to Go***
- ***Something to Do***
- ***Someone to Show Them***

A unique multi media interactive digital platform has been designed for each participant and Social Coach delivering the activities within each of the facilities that make up the Community Campus.

This approach provides the ability to map, track and measure the participation outputs and outcomes of the wider social and cultural behavioural lifestyle trends that inform the economic investment that we seek to attract.



Education

- attendance, attainment and performance



Health

- physical activity, wellbeing and active lifestyle

The Community Campus global benchmark is the UN 2030 Sustainable Development Goals



Citizenship

- civic rights, responsibilities and youth justice



Environment

- community cohesion, quality of life and access to facilities



College, University, Employment & Enterprise

- skills training, internships and apprenticeships

YOUTHWISE 4 BUSINESS

CORPORATE SOCIAL RESPONSIBILITY

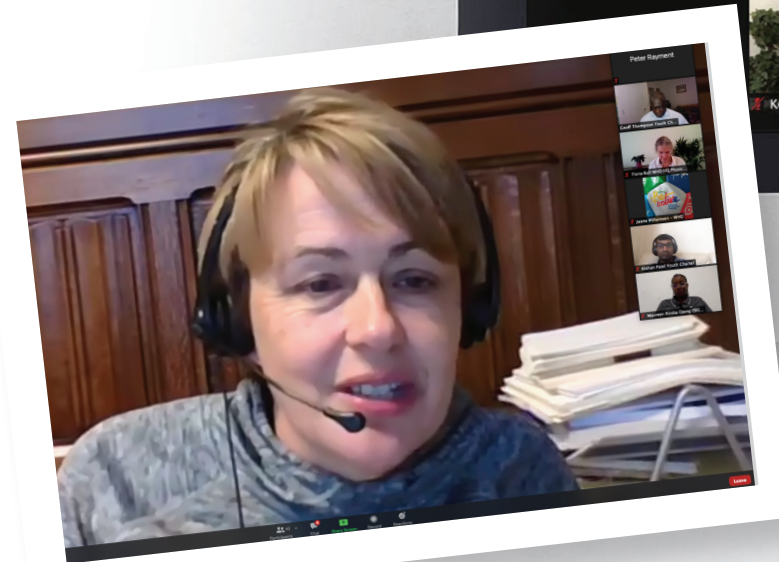
An Equality, Diversity and Inclusive win-win-win for young people, communities and society as a whole.

The Youthwise 4 Business has been designed to equip the 21st Century workforce with a variety of tools which will help them improve their own behaviour and performance and will also strongly benefit the communities in which they live and work.

YC can offer exciting one or two day courses which can be customised to suit your own CSR aspirations, providing modern effective management training that will bring a real and lasting benefit of equality, diversity and inclusion to the communities your company aims to support.

With over 100 global case studies reflecting corporate social responsibility projects and programmes, the Youthwise 4 Business Programme is an innovative, informative and fun way to engage your employees with their local community bringing real and lasting benefits for your company, your workforce and your community.

Paralympic multi medallist, Baroness Tanni Grey-Thompson DBE addresses the WHO conference supported by Youth Charter Ambassadors, July 2021.



PROGRAMMES AND PROJECTS

CASE STUDIES ...



HRH the Earl and Countess of Wessex receive a Youth Charter Scroll from Kirsty Finnigan overlooked by Dame Mary Glen Haig DBE at the 2002 Commonwealth Games in Manchester.

GUARDIAN MEDIA GROUP

Connecting communities offering you a global as well as a local social and cultural return.

As one of the major sponsors of the 2002 Commonwealth Games, the Guardian Media group, in keeping with their social empowerment traditions, sought to engage young people and communities who were disaffected and disadvantaged to experience the spirit of the 'Friendly games'.

The Youth Charter was asked to undertake the task and responsibility of providing a unique Games' experience.

'Connecting communities' was created with 1,000 young people from 10 communities from all over the country invited to the Games over a two-day period. To facilitate the trip to Manchester for this once in a lifetime opportunity, transportation was secured to and from the Youth Charter Salford HQ by Metrolink - the greater

Manchester transport authority's urban tram system. In addition to this support, catering for the trip was provided by ASDA.

Hence, a unique social and cultural programme was created, culminating in a youth culture delegation meeting with the Commonwealth Games Patron the Earl of Wessex and his wife, at the Guardian Media Group sponsor's village.

A ground-breaking meeting at the Moss Side Millennium Powerhouse was also organised with the Rt. Hon. Don McKinnon, Secretary General of the Commonwealth meeting the youth of Moss Side, Barbados and other Commonwealth countries for a youth and Commonwealth debate.

Continued ...



... PROGRAMMES AND PROJECTS

CASE STUDIES

From this high profile management of GMG's social sponsorship of the Games came 'the Spirit of the Streets Tour'. A 23 strong delegation travelled from Greater Manchester to South Africa looking at the many diverse social and cultural challenges faced by the young people of the New South Africa. Additional benefits were also managed by the Youth Charter with a social and cultural legacy programme Citizenship in Action realised as a result.

From this tour, the 23 young people came back to the UK having learned to understand a wide range of issues faced by young people throughout the world. Many of the delegates then used their experience to set up local schemes throughout the UK to benefit the young people of their communities.

Thus the true spirit of the Commonwealth Games was realised, and this spirit lives on to this day.

Mark Dodson, CEO of GMG's Regional Media Division commented "The Spirit of the Streets Tour was our way of ensuring that the best of the Manchester 2002 sponsorship legacy lived on. Youth Charter's skills in developing a creative and innovative solution for the Division meant that we were able to positively affect the lives of many young people in the UK. Our true understanding of inner city communities enabled us to better match our support to directly benefit the people of Greater Manchester and beyond and this legacy is now embedded throughout many local communities as a result."

LAND SECURITIES TRILLIUM

Climate change awareness, behaviour, performance and attainment through sport and the arts.

The issue of climate change was innovatively highlighted in a recent project carried out by YC on behalf of

Land Securities Trillium and Muse Developments. This was a fundamental part of the existing key themes of the Youth Charter mission which is to provide young people with an opportunity, through sport and the arts, to develop in life.

Environmental issues are one of YC's key pillars in their programme of social marketing, the others being education, health and social order.

So, in January 2008, The Youth Charter embarked on an exciting challenge of delivering climate change awareness through sport and the arts.

Their DEFRA sponsored programme saw the launch of a 'Carbonwise' day delivered as part of an exciting cross-curricular climate change experience.

During the day, key themes of citizenship, human rights, and social responsibilities were developed with a wide ranging youth audience.

These themes were then tied in with the use of rugby, soccer, basketball, graffiti art and even a Carbonwise rap to embellish and embed the themes of the day.

Developers Land Securities Trillium were also looking to improve climate change awareness not only in the hearts and minds of pupils at local schools but as part of a future design and operation project targeting the development of healthier schools in the future.

The spectacular result of this truly innovative programme was the development of an interactive legacy involving the use of a new set of learning tools that will link the classroom, playground and wider community.

Continued ...

... PROGRAMMES AND PROJECTS CASE STUDIES



Britain's most bemedaled Paralympian and Youth Charter Vice President, Dame Sarah Storey DBE addresses the Youth Charter Carbonwise Day at Moorside School, Salford, Manchester, 2007.

"The Spirit of the Streets Tour was our way of ensuring that the best of the Manchester 2002 sponsorship legacy lived on."

Youth Charter's skills in developing a creative and innovative solution for the Division meant that we were able to positively affect the lives of many young people in the UK". (Mark Dodson, CEO, GMG Regional Media).

Into a multi-agency connective approach in combating the cause, effect and impact of climate change.

Robert Glass CEO of Land Securities Trillium commented, *"The Carbonwise programme delivered an important environmental message to local schools throughout Manchester which*

ensured that we were able to target key social messages to an essentially hard to reach audience. YC was instrumental in enabling us to get out into our important communities with a sustainable message which will benefit both our company and the people of Greater Manchester in the future."



GLOBAL CALL 2 ACTION

#LegacyOpportunity4All

We at the Youth Charter are committed to promoting sport, culture, art and digital technology as the vaccine and antidote in the mental, physical and emotional health, well-being and safeguarding in the lives of young people and communities globally.

Our Global 'Call2Action' presents a new sporting ecosystem and plan that is deliverable, sustainable and achievable with the UN Sustainable Development Goals providing impact, opportunity and hope.

Sport, Art, Culture, Digital Technology - Social and Human Development for Life!



5 Continents

Africa Europe
Asia Oceania
Americas

50 Community Campuses



50,000 Social Coaches



5 Million Young People

Re-Engaged Re-Equipped Re-Empowered



YOUTH CHARTER
SPORT, ART, CULTURE & DIGITAL TECH SOCIAL & HUMAN DEVELOPMENT FOR LIFE



TESTIMONIALS



"I first became involved with Youth Charter as a teenager because I felt passionately that everyone should have a chance in sport like I had, regardless of their background. The charity has gone global, using sport as a bridge to bring even the most socially-challenged youngsters back onto a positive path."

Dame Sarah Storey DBE, the UK's most successful Paralympian.



"My brother Andrew and I began working with Geoff in 1993. I got in touch with him because I was worried about my brother... As a result of this comprehensive package of support Andrew, my brother, was able to secure a long and successful career in the sport he loved. He never quite made it into the professional ranks. But he enjoyed his time in the amateur game and is spoken of fondly by all who saw him play. He is now an experienced and qualified coach and the devoted father of four amazing and beautiful daughters. He has not been in trouble since getting involved with Youth Charter 25 years ago!"

Kenneth Gayle, former Professional Footballer.



"My heartfelt congratulations to you for your extraordinary stewardship of the Youth Charter for over twenty wonderful years. You have provided opportunities for young people to understand the world nearby and beyond the geographic borders of our nations. These young people now see the world of possibilities that await when an opportunity to achieve is offered. I am proud to have been there at the start!"

Anita DeFrantz, IOC Vice President.



"I have had the unique perspective to witness the work of the Youth Charter within its birth, development and coming of age. I was to witness the Youth Charters' growth and impact in the UK and in South Africa. One of the highlights of the many Youth Charter programme initiatives was the Spirit of the Streets Tour of South Africa, which followed Manchester's highly successful 2002 Commonwealth Games. I had the privilege of hosting the Tour Group with fellow IOC Honorary Member, Dame Mary Glen Haig and witness the development and growth of young people who had been exposed to travel and the social and cultural diversity of the new South Africa."

Dr. Sam Ramsamy, IOC Honorary Member.

OUR PHILOSOPHY

“Sport is an order of chivalry, a code of ethics and aesthetics, recruiting its members from all classes and all peoples. Sport is a truce, in an era of antagonisms and conflicts, it is the respite of the Gods in which fair competition ends in respect and friendship (Olympism).”

Sport is education, the truest form of education, that of character. Sport is culture because it enhances life and, most importantly, does so for those who usually have the least opportunity to feast on it.”

René Maheu, Former Director General of UNESCO.

OUR INSPIRATION

“Vision without action is a dream. Action without vision is merely passing time. Vision with action can change the world”

The late Nelson Mandela.



OUR PARTNERS



YOUTH CHARTER **AMBASSADORS**

Over the past 29 years, the Youth Charter message has been inspired through teams and sporting ambassadors who have signed the Youth Charter Scroll in support of its work. These include:

Marcus Adam
Neil Adams MBE
Sir Ben Ainslie CBE
Kriss Akabusi MBE
Carlos Alberto Torres*
Claire Allan
Rob Andrew MBE
Lord Jeffrey Archer
Ossie Ardiles
Mike Atherton OBE
Chris Baileu MBE
Jeremy Bates
Jamie Baulch
Bill Beaumont CBE

Jack Beaumont
Franz Beckenbauer
David Beckham OBE
Paul Bennett MBE
Louise Bloor
Chris Boardman MBE
Lorna Boothe MBE
Toby Box
Julia Bracewell OBE
Abbie Brown
Daniel Brown MBE
Nicky Butt
Kevin Cadle
Darren Campbell MBE

Pat Cash
Ben Challenger
Sir Bobby Charlton CBE
Linford Christie OBE
Gill Clarke MBE*
Joe Clarke MBE
David Coleman OBE*
Gary Connolly
Kirstina Cook
Sir Henry Cooper MBE*
Antony Cotterill
Lord Cowdrey*
Kadeena Cox MBE
John Crawley
Mark Croasdale
Vanessa Daobry
David Davies OBE
Sharon Davies MBE
Anita L. DeFrantz
Rob Denmark
Lisa Dermott
Emily Diamond

Anne Dickins MBE
Karen Dixon
Sandra Douglas
Tony Dobbin
Tony Doyle MBE
Adam Duggleby MBE
Paula Dunn MBE
Richard Dunwoody MBE
Scott Durant MBE
Tracy Edwards MBE
Farokh Engineer
Mike England MBE
Chris Eubank
Nicola Fairbrother
Sir Nick Faldo MBE
John Fashnu
Sir Alex Ferguson CBE
Will Fletcher
Richard Fox MBE
Janice Francis
Ryan Giggs OBE
Eugene Gilkes

Phil de Glanville
Helen Glover MBE
Ducan Goodhew MBE
Dame Katherine Grainger DBE
Jodie Grinham
Angus Groom
Sally Gunnell OBE DL
Dame Mary Glen Haig DBE*
Jane Hall
Susan Hampshire OBE
Gary Hardings
Eddie Hemmings
Tim Henman CBE
Philip Hindes MBE
Kate Hoey former MP
Dame Kelly Holmes DBE
Frances Houghton
Robert Howely
Norman Hunter
Paul Ince
Stewart Innes

Colin Jackson CBE
Simon Jackson MBE
David Johnson
Michael Johnson
Jade Jones MBE
Jasmine Joyce
Mary King MBE
Jürgen Klinsman
Sir Robin Knox Johnstone CBE RD and bar
Sir Eddie Kulukundis OBE*
Sonia Lawrence
Jason Lee
Rob Lee
Zoe Lee
Denis Lewis OBE

Continued ...

YOUTH CHARTER **AMBASSADORS**

Lennox Lewis CM, OBE
 Sir Clive Lloyd CBE
 Lisa Lomas
 Helen Lonsdale
 Devon Malcolm
 Gary Mason*
 Kelly Massey
 Ally McCoist MBE
 Mark McCoy
 John McEnroe
 Mike McFarlane OBE
 Barry McGuigan MBE
 Katy Mclean MBE
 Steve McMahon
 Mick McManus*
 Diane Modahl MBE
 Adrian Moorhouse MBE
 Nathan Morgan
 Dewi Morris
 Lutalo Muhammad
 Fiona Murtagh
 Tania Nadarajah

Prince Naseem
 Gary Neville
 Phil Neville
 Martin Offiah MBE
 Wayne Otto OBE
 John Parrot MBE
 Alan Pascoe MBE
 Lenny Paul
 Stuart Pearce MBE
 Dame Mary Peters CH, DBE
 Terry Phelan
 Asha Philip
 Liam Phillips
 Dave Phillips
 Dave Phillipson
 Karen Pickering MBE
 Sir Matthew Pinsent CBE
 Nicky Piper MBE
 Michel Platini
 Paul Reaney
 Sir Steven Redgrave CBE
 Derek Redmond

Annika Reeder
 Sir Craig Reedie CBE
 Cyrille Regis MBE
 Peter Reid
 Sir Dave Richards
 Ellie Robinson MBE
 Mark Rowland
 Joanna Rowsell-Shand MBE
 Louis Saha
 Tessa Sanderson CBE
 Jazmin Sawyers
 Emily Scott
 Greg Searle MBE
 Jon Searle MBE
 Teddy Sheringham MBE
 Ellie Simmonds OBE
 Judy Simpson OBE
 Lynn Simpson
 Jane Sixsmith MBE
 Nick Skelton OBE
 Callum Skinner
 Phyllis Smith

Sarah Springman CBE
 FREng
 Ian Stark OBE
 Ray Stevens
 Athole Still
 Dame Sarah Storey DBE
 Mike Summerbee
 Polly Swann
 Iwan Thomas MBE
 Neil Thomas MBE
 Baroness Tanni Grey-Thompson
 DBE
 Victoria Thornley
 Dennis Tueart
 Terry Venables
 Bianca Walkden
 Daniel Wallace
 Danielle Waterman
 Maurice Watkins CBE
 Lee Westwood OBE
 Fatima Whitbread MBE
 Richard Whitehead MBE

Laurence Whiteley MBE
 Max Whitlock MBE
 David Wilkie MBE
 James Williams
 Melanie Wilson
 Amy Wilson-Hardy
 Paul Zetter CBE
 Dutch Soccer Squad
 England Rugby Squad
 England Soccer Squad
 Ghanaian Under 17 Soccer Squad
 South African Soccer Squad
 South African Rugby Squad
 Lancashire County Cricket Club
 Manchester United Football Club

Ambassador's honours correct at date of publishing.

Other international signatories available on request

**No longer with us R.I.P*

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UK Registered Charity

1191785

United Nations Accredited

Non Governmental Organisation

Honorary Life President

The Late Dame Mary Glen Haig DBE*

Former Presidents

The Late Gerald Grosvenor
6th Duke of Westminster
KG, CB, CVO, OBE, TD

Lord Terry Thomas of Macclesfield

Founder and Chair

Prof. Geoff Thompson MBE FRSA DL

Executive Director

Janice Argyle

*In Perpetuity

Vice Presidents

Sir Bobby Charlton CBE

Pearly Gates

Judge Goldstone

Sir Alex Ferguson CBE

Sir Clive Lloyd CBE

Judge Gabrielle Kirk McDonald

Lord Herman Ouseley

Sir Steve Redgrave CBE

Dame Sarah Storey DBE

Lemn Sissay OBE

Sir Rodney Walker

Trustees

Elaine Banton

Mark Barratt

Leah Brown

Alison Burchell

Nadine Dyer

Peter Ibsen

Amita Krishna

Phil McCauley

Geoff Thompson

Chris Sayers

Ronnie Todd

The Youth Charter adheres to:

[Charter of the United Nations](#)

[Universal Declaration of Human Rights](#)

[Commonwealth Charter](#)

[IOC Olympic Charter](#)





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YOUTH CHARTER
SPORT, ART, CULTURE & DIGITAL TECH SOCIAL & HUMAN DEVELOPMENT FOR LIFE