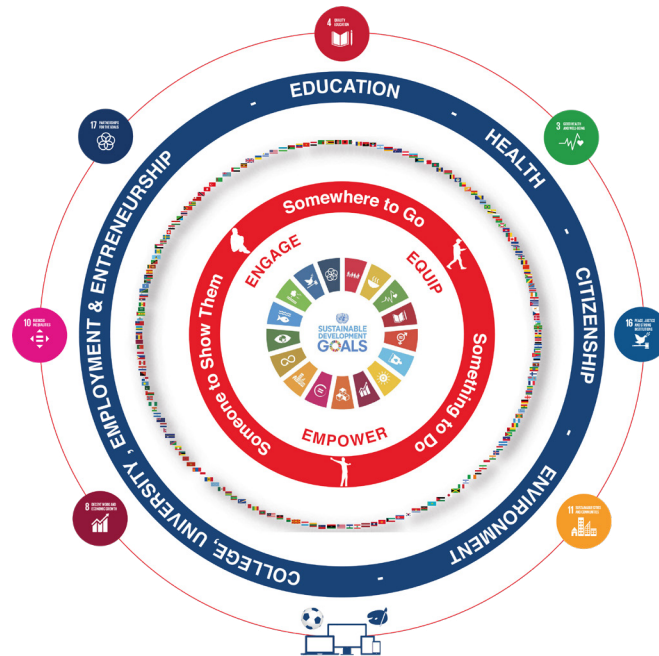


Youth Charter

Community Campus Portal

Prospectus



Sport, Arts, Culture and Digital Technology...
Social and Human Development for Life...



THE YOUTH CHARTER: A 28 YEAR GAMES LEGACY...

The Youth Charter 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 28 Year Games Legacy of Manchester's bid for the 2000 Olympic and Paralympic Games and the hosting of the Manchester 2002 Commonwealth Games that has inspired a global Sport for Development and Peace movement/sector.

The Youth Charter has campaigned and promoted the role and value of sport, arts, culture and digital technology in the lives of disaffected young people from disadvantaged communities nationally and internationally.

The Youth Charter has a proven track record in the creation and delivery of social and human development legacy projects and programmes with the overall aim of providing young people with an opportunity through sport, art, culture and digital technology to develop in life.

Through our work with youth and communities the Youth Charter has pioneered three core youth and community development programmes:

- **Community Campus** – Somewhere to Go
- **Youthwise “Curriculum for Life”** – Something to Do
- **Social Coach Leadership Programme** – Someone to Show Them



THE COMMUNITY CAMPUS MODEL - EXPLAINED...

Introduction

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.

As part of the bidding, hosting and legacy of major games, the Community Campus provides a coordinated and holistic approach in the development, delivery and sustainability of young people and communities within the regeneration and renewal strategies of public, private and third sector agencies.

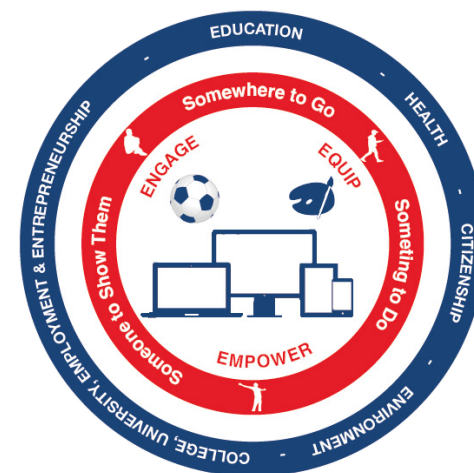
The Community Campus is a unique model providing an opportunity to bring together policy, delivery and impact in the current sports for development and peace movement.

The Community Campus has three main elements:

- **Engage** young people through sport, art, cultural and digital activity
- **Equip** them with mental, physical and emotional life-skills and resilience
- **Empower** them with the aspiration of further and higher education, employment and entrepreneurship.

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.

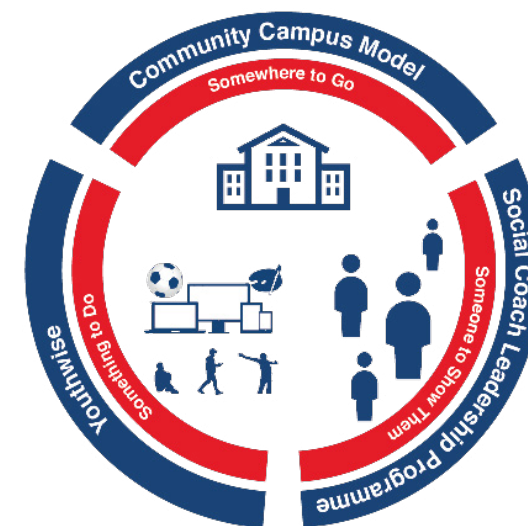


How does it work?

The community Campus is delivered through three key themes:

- **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. The platform 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.



What are the benefits?

The Youth Charter Community Campus provides a social, cultural and economic opportunities for young people and communities on all five continents. The aim is to establish a global network of campuses that use a cultural framework and model of delivery to promote innovative and dynamic approaches within the [UN 2030 Sustainable Development Goals](#).

YC Legacy Development Goals

- 1. EDUCATION** - attendance, attainment and performance
- 2. HEALTH** - physical activity, wellbeing and active lifestyle
- 3. CITIZENSHIP** - civic rights, responsibilities and youth justice
- 4. ENVIRONMENT** - community cohesion, quality of life and access to facilities
- 5. COLLEGE, UNIVERSITY, EMPLOYMENT & ENTREPRENEURSHIP** - skills training, internships and apprenticeships

Underpinned by:

- **COLLABORATION & PARTNERSHIP**
- **EQUALITY, DIVERSITY, INCLUSION AND PARTICIPATION**

UN 2030 Sustainable Development Goals

- **SDG 4** Quality Education
- **SDG 3** Good Health and Wellbeing
- **SDG 16** Peace, Justice and Strong Institutions
- **SDG 11** Sustainable Cities and Communities
- **SDG 8** Decent Work and Economic Growth
- **SDG 17** Partnership for Goals
- **SDG 10** Reduced Inequalities



YOUTH CHARTER CALL 2 ACTION...

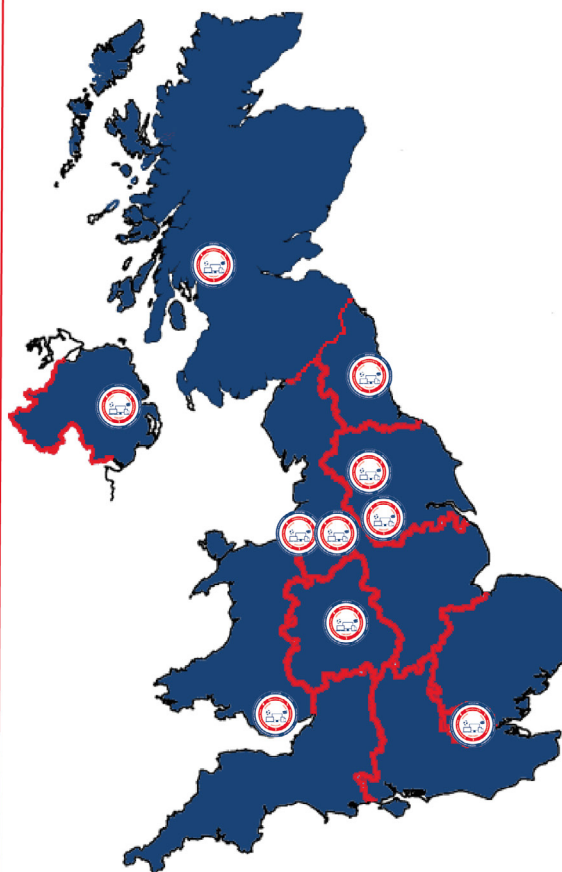
The Community Campus reflects the agency's ongoing national campaign and 'Call 2 Action' from the [YC 2019 Youth Manifesto](#), with the additional considerations of Covid-19 and the Black Lives Matter movement to re-engage, re-equip and re-empower 1 million young people in the UK, recruit, select and deploy 10,000 Social Coaches in each of the 10 major cities of the UK and to map, track and measure the social, cultural and economic outputs and outcomes that are aligned to the [United Nations 2030 Sustainable Development Goals](#).

10 Point Action Plan for Youth Provision in the UK

1. **Royal Commission on Youth**
2. **Minister for Youth** and **Ministry for Youth**
3. **National Youth Commission** consisting of a consortium of Youth Agencies, with **Regional & Local Youth Commissions**
4. **Children and Young People's Commissioners** given increased powers
5. **Youth Parliaments** providing the formal arena for youth engagement and participation
6. **National Youth Development Plan**
7. **National Youth Fund** fixed at 1% to 2% of GDP
8. **Community Campuses** providing *Somewhere To Go*
9. **Curriculum for Life** delivered through sport, arts, culture and digital technology, providing *Something To Do*
10. **Social Coaches/Youth Workers** to provide *Someone To Show Them*

National Call 2 Action

#LegacyOpportunity4All



10 Community Campuses



10,000 Social Coaches



1 Million Young People

Re-Engaged Re-Equipped Re-Empowered



Our international 'Call 2 Action' aims to select, recruit and deploy 50,000 Social Coaches across 50 community campuses and impact on the lives of 5 million young people.

"We at the Youth Charter are committed to promoting sport, culture and the arts 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 eco-system and plan that is deliverable, sustainable and achievable with the UN Sustainable Development Goals providing impact, opportunity and hope."



Global Call 2 Action

#LegacyOpportunity4All...

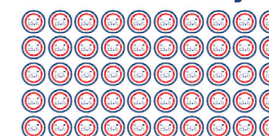


Sport, Art, Culture and Digital Technology...
Social and Human Development for Life...

5 Continents

Africa Europe
Asia Oceania
Americas

50 Community Campuses



50,000 Social Coaches



5 Million Young People

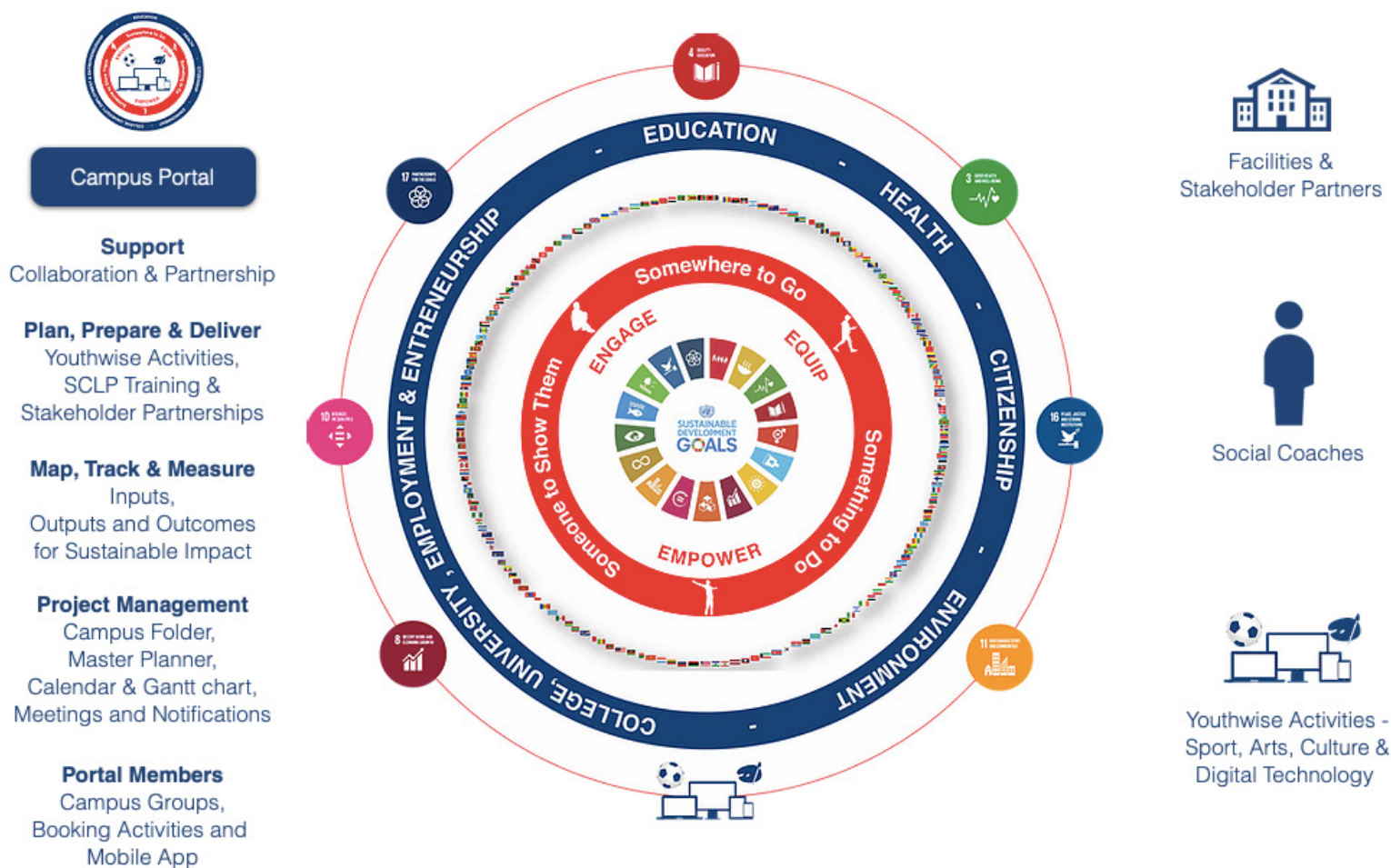
Re-Engaged Re-Equipped Re-Empowered



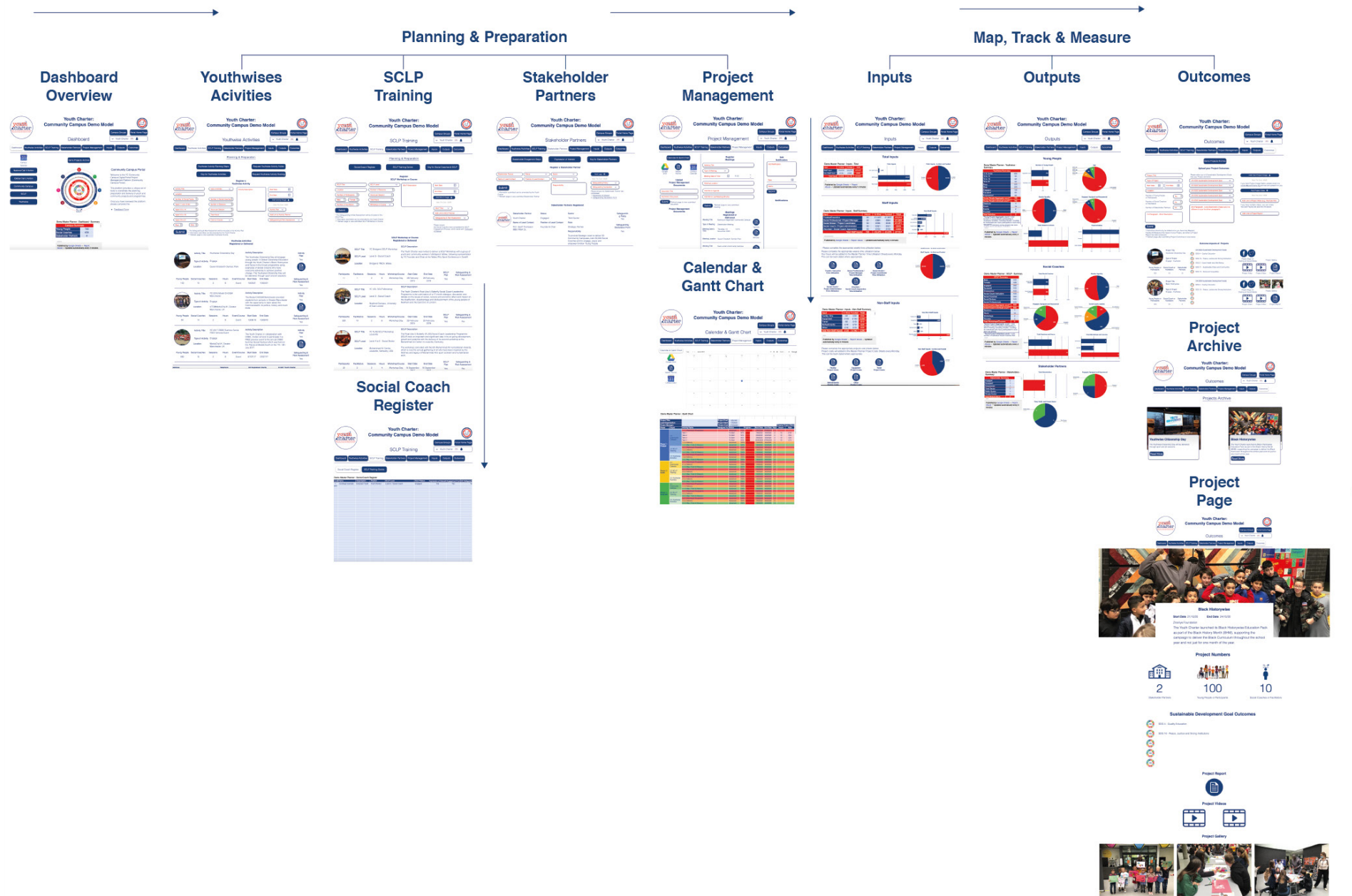
COMMUNITY CAMPUS PORTAL - PROJECT MANAGEMENT PLATFORM...

The YC [Community Campus Portal - Project Management Platform](#) (Community Campus Portal) has been designed to engage, equip and empower young people, leaders and community organisations to ensure a more effective, efficient and sustainable positive impact on the lives of young people and their communities.

Please see the [Community Campus Portal](#) video and visit the [Demo Campus Model](#) to see how it works.



COMMUNITY CAMPUS PORTAL - FLOW CHART...



FREQUENTLY ASKED QUESTIONS: COMMUNITY CAMPUS PORTAL & SOCIAL COACH LEADERSHIP PROGRAMME FAST TRACK MODULE

1. What is the Youth Charter Social Coach Leadership Programme (SCLP) Fast Track Module?

The Youth Charter [Social Coach Leadership Programme](#) Fast Track Module has been designed to recruit, select and accredit community leaders, coaches and individuals already working with young people and communities.

2. How do you complete the Fast Track Course and how long does it take?

Individuals simply complete a recruitment process and a 10-hour online development and learning experience with Action Learning Scenarios that confirms the prospective Social Coaches ability in their use of sport, art, culture and digital engagement with young people. The Action Learning Scenarios also assesses Social Coaches' with high levels of emotional intelligence, life experience and the overall ability to establish and maintain a relationship of trust, confidence and respect with the young people they are working with.

3. Can you complete the Fast Track Course in your own time?

The online process is flexible and has been designed to meet the time commitments and personal and professional lifestyle of the prospective Social Coaches.

4. What happens once you have completed the Fast Track Course?

Once accredited, Social Coaches maintain their commitment to a voluntary 2 hour minimum per week engagement through their existing organisations and will receive their unique password and access to a [Community Campus Portal](#) where they will be able to upload details about sessions with young people and all related data. The [Community Campus Portal](#) also allows networking and engagement with other Social Coaches and organisations committed to the vision, mission and values of the Youth Charter and its partner agencies.

5. Do you gain a qualification at the end of the course?

Yes, upon successful completion of the Fast Track Course, you will receive a Youth Charter certificate, which is also aligned to an Open College Network and UK Coaching qualification.

6. How do I access the Community Campus Portal?

You can only access portal pages (except Dashboard and Projects Archive pages) if you have signed up and been provided with access permissions. Please see [Demo Portal](#) for what is available on the pages, no sign up is required for the [Demo Portal](#).

7. Who is the Community Campus Portal for?

The [Community Campus Portal](#) is for Stakeholder Partners and Social Coaches who:

- **Engage** young people through sport, art, cultural and digital activity
- **Equip** them with mental, physical and emotional life-skills and resilience
- **Empower** them with the aspiration of further and higher education, employment and entrepreneurship.

The portal provides tools to plan, prepare, deliver and map, track and measure outputs and outcomes for projects and programmes being delivered with youth and communities.

Young People and Parent/Guardians can also use it [Book](#) onto projects and programmes.

[Community Campus Groups](#) allow Social Coaches, Young People and Parent/Guardians to discuss the projects they are delivering/participating in.

8. What are the impact measures of the Community Campus Portal?

The [Outputs](#) and [Outcomes](#) provide quantitative and qualitative data that will result in improvements in sport and physical activity, with a focus on young people (pre and post 16-years-old) from disadvantaged and disaffected communities.

The [Outputs](#) and [Outcomes](#) can be easily shared with policy makers, practitioners and academics to improve policy, strategy and resources, and is set against local and national benchmarking within the global framework of the [UN 2030 Sustainable Development Goals](#).

The [Outputs](#) page provides quantitative data for:

- **Young People** - number, age/gender, type of activities participated in, activities/sessions
- **Social Coaches** - number, gender, level of engagement, level of Social Coach Leadership Programme (SCLP) training and workshops/courses
- **Stakeholder Partners** – number, level of engagement, Public, Private and Third Sector

The [Outcomes](#) page provides more qualitative data, with gallery, video, narrative and report uploads. A [Projects Page](#) is created when projects are uploaded to the [Outcomes](#) page and joins the [Projects Archive](#). The [Projects Page](#) can be shared on Social Media to promote the positive work being delivered.

9. How many Social Coaches can access the Community Campus Portal?

There is no limit on the number of Social Coaches who can access the Community Campus Portal. However, you need to register, provide the necessary information including a safeguarding certificate and allow us to process and store your data (GDPR). In addition, you will be required to sign a confidentiality agreement to access other people's necessary information.

10. How many Stakeholder Partners can access the Community Campus Portal?

There is no limit on the number of Stakeholder Partners who can access the Community Campus Portal once the registration process has been completed, all safeguarding and GDPR requirements accepted and confidentiality agreements signed to protect private information.

11. Can young people and parents/guardians access the Community Campus Portal?

Absolutely, yes, young people and parents/guardians can access the Community Campus Portal once all registration requests have been met and you will only be able to access your own information. Young people under age 18 and under can only access the Community Campus Portal with Parent/Guardian permissions.

12. What are the Safeguarding and Child Protection protocols and procedures?

The Community Campus Portal has been designed in line with the Youth Charter Child Protection Policy and Procedures which meet the NSPCC Safeguarding Standards and the International Safeguards for Children in Sport. All Social Coaches and Stakeholder Partners can only use the Community Campus Portal if they have completed Safeguarding Declarations. Social Coaches also have to provide two references and complete the SCLP Induction and Fast Track training, which includes Safeguarding and Risk Assessment training. As previously mentioned, young people under 18 years of age can only access the Community Campus Portal with Parent/Guardian permissions.

13. How and where is the Community Campus data stored? What are the GDPR protocols and procedures?

The Community Campus data is stored securely in the Youth Charter's on a secure server and on the Community Campus Portal. The Youth Charter manages the level of access that Social Coaches and Project Managers have to the Community Campus data, in line with our Data Protection, GDPR and Privacy Policies.

14. What happens to the data if the Community Campus ends?

If a Community Campus is closed, then the Youth Charter will contact you to see if you want to transfer to another Campus or wish to allow us to store your data for five years before deleting it or if you would like us to delete your data immediately. Please note you have the option to ask us to delete any of your information at any time and/or to see it corrected. If a third party would like access to your data, in line with GDPR requirements, we will not release it without your permission.

15. How are Inputs and Outputs uploaded?

Inputs can be added to Input Sheets provided on the Inputs page of the Portal or in the Youthwise Activity Planner. They are then added to the Master Planner document and displayed on the Inputs page.

Outputs from Youthwise Activities can be either added to the Youthwise Activity Planner, or collected independently. They are then added to the Master Planner and displayed on the Outputs page.

16. When uploading Project Outcomes can we add our own outcomes?

The Project Outcomes are generic, but you can add project specific outcomes in the description paragraphs and then ask the reader to go to the Project Report. The Project Report provides the opportunity for you to add as much information as you would like.

The Youth Charter can add graphs and infographics to the Project Gallery.

17. Do we have to use the Youth Charter Youthwise Activity documents? Or can we use our own?

We prefer you to use the documents on the Portal so that we can support you better. If you are using your own documents, you will have to complete a Outputs sheet that can be added to Master Planner.

You must also ensure you have completed Safeguarding and Child Protection protocols and procedures, including Risk Assessments, during the planning and preparation phases. These are included within the Youthwise Activity documents.

18. How do you add photos to the Project Gallery?

A Project Gallery folder is provided in the Youthwise Activities folder where images can be added for the Youth Charter to upload to your Project Gallery. You can also share images on Campus Group Pages, which can be set up for Community Campuses and/or specific Projects. If you are taking photos of minors or at risk adults, please ensure you have the permissions required under GDPR.

**19. Are we able to view the Dashboard summaries and Project Archive pages of other Community Campuses?
Are Regional and National summaries provided?**

Portal Dashboard and Project Archive pages are open for public viewing so that anyone can see them. Regional summaries are provided on Regional Portals, e.g., Greater London and West Midlands. National and Global summaries are available on the Community Campus Portal Home page.

20. Is there a learning function within the Portal where partners are able to share good practice? What works? How and where?

There are [Campus Groups](#) and we can set up specific groups for Stakeholders, Social Coaches and/or Young People. The [Campus Groups](#) can also be set up for specific projects for social coaches and young people to share their activities.

**21. Within the Project Management module, is the idea that delivery partners enter the project info/meetings/notes in this section?
How does this link with inputs, outputs and the outcomes within the Portal?**

The Project Management area is for Community Campus Planning, Administration and Management. Only people provided with Project Manager permissions can access this area. People with Social Coach permissions cannot access this area. It does not link directly to Inputs, Outputs and Outcomes. Approved Social Professionals including Project Managers, Executives and Trustees may be provided with permission to access the Master Planner which is linked to the Inputs and Outputs pages.

22. Do you have a process or flow diagram for the Portal that shows from project inception to evidencing impact what information is entered, where, by whom and how it all links together?

Please see below the Community Campus Portal Flow Chart. The project roles and responsibilities are decided on a project by project basis, and permissions are then set accordingly depending on who requires access to specific folders for information sharing.

WHAT WE DO...

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 & civil order, environment, vocation, training, employment and enterprise opportunities for all.

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

WHAT PEOPLE SAY ABOUT US...

“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.”

Sam Ramsamy, IOC Executive Member

“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, Team GB record Paralympic Medal Winner

YOUTH CHARTER: VISION AND MISSION...

- Mission** Sport, culture, art and digital technology - social and human development for life
- Vision** Youth and communities engaged, equipped and empowered to contribute to a 21st Century Global Society for All.
- Opportunity** To invest in the potential of our 21st Century Global Citizens.
- Objectives** Engage, equip and empower young people and communities to maximise their social and cultural integration and active participation.
- 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
- Legacy Development Goals**
- 1. EDUCATION** - attendance, attainment and performance
 - 2. HEALTH** - physical activity, wellbeing and active lifestyle
 - 3. CITIZENSHIP** - civic rights, responsibilities and youth justice
 - 4. ENVIRONMENT** - community cohesion, quality of life and access to facilities
 - 5. COLLEGE, UNIVERSITY, EMPLOYMENT AND ENTREPRENEURSHIP** - skills training, internships and apprenticeships

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.”

Rene Maheu

Former Director of UNESCO

Our Vision

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

Nelson Mandela



Sporting Ambassadors...

Over the past 28 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	Antony Cotterill	Jodie Grinham	Gary Mason*	Derek Redmond	Bianca Walkden
Neil Adams MBE	Lord Cowdrey*	Angus Groom	Kelly Massey	Annika Reeder	Daniel Wallace
Sir Ben Ainslie CBE	Kadeena Cox MBE	Sally Gunnell OBE DL	Ally McCoist MBE	Sir Craig Reddie CBE	Danielle Waterman
Kriss Akabusi MBE	John Crawley	Dame Mary Glen Haig DBE*	Mark McCoy	Cyrille Regis MBE	Maurice Watkins CBE
Carlos Alberto Torres*	Mark Croasdale	Jane Hall	John McEnroe	Peter Reid	Lee Westwood OBE
Claire Allan	Vanessa Daobry	Susan Hampshire OBE	Mike McFarlane OBE	Sir Dave Richards	Fatima Whitbread MBE
Rob Andrew MBE	David Davies OBE	Gary Hardings	Barry McGuigan MBE	Ellie Robinson MBE	Richard Whitehead MBE
Lord Jeffrey Archer	Sharon Davies MBE	Eddie Hemmings	Katy Mclean MBE	Mark Rowland	Laurence Whiteley MBE
Ossie Ardiles	Anita L. DeFrantz	Tim Henman CBE	Steve McMahan	Joanna Rowsell-Shand MBE	Max Whitlock MBE
Mike Atherton OBE	Rob Denmark	Philip Hindes MBE	Mick McManus*	Louis Saha	David Wilkie MBE
Chris Baileu MBE	Lisa Dermott	Kate Hoey former MP	Diane Modahl MBE	Tessa Sanderson CBE	James Williams
Jeremy Bates	Emily Diamond	Dame Kelly Holmes DBE	Adrian Moorhouse MBE	Jazmin Sawyers	Melanie Wilson
Jamie Baulch	Anne Dickins MBE	Frances Houghton	Nathan Morgan	Emily Scott	Amy Wilson-Hardy
Bill Beaumont CBE	Karen Dixon	Robert Howely	Dewi Morris	Greg Searle MBE	Paul Zetter CBE
Jack Beaumont	Sandra Douglas	Norman Hunter	Lutalo Muhammad	Jon Searle MBE	
Franz Beckenbauer	Tony Dobbins	Paul Ince	Fiona Murtagh	Teddy Sheringham MBE	Dutch Soccer Squad
David Beckham OBE	Tony Doyle MBE	Stewart Innes	Tania Nadarajah	Ellie Simmonds OBE	England Rugby Squad
Paul Bennett MBE	Adam Duggleby MBE	Colin Jackson CBE	Prince Naseem Hamed	Judy Simpson OBE	England Soccer Squad
Louise Bloor	Paula Dunn MBE	Simon Jackson MBE	Gary Neville	Lynn Simpson	Ghanaian Under 17 Soccer Squad
Chris Boardman MBE	Richard Dunwoody MBE	David Johnson	Phil Neville	Jane Sixsmith MBE	South African Soccer Squad
Lorna Boothe	Scott Durant MBE	Michael Johnson	Martin Offiah MBE	Nick Skelton OBE	South African Rugby Squad
Toby Box	Tracy Edwards MBE	Jade Jones MBE	Wayne Otto OBE	Callum Skinner	Lancashire County Cricket Club
Julia Bracewell OBE	Farokh Engineer	Jasmine Joyce	John Parrot MBE	Phyllis Smith	Manchester United Football Club
Abbie Brown	Mike England MBE	Mary King MBE	Alan Pascoe MBE	Sarah Springman CBE	
Daniel Brown MBE	Chris Eubank	Jürgen Klinsman	Lenny Paul	FREng	
Nicky Butt	Nicola Fairbrother	Sir Robin Knox Johnston CBE RD and bar	Stuart Pearce MBE	Ian Stark OBE	
Kevin Cadle	Sir Nick Faldo MBE	Sir Eddie Kulukundis OBE	Dame Mary Peters CH, DBE	Ray Stevens	Ambassador's honours correct at date of publishing.
Darren Campbell MBE	John Fashnu	Sonia Lawrence	Terry Phelan	Athole Still	
Pat Cash	Sir Alex Ferguson CBE	Jason Lee	Asha Philip	Dame Sarah Storey DBE	Other international signatories available on request
Ben Challenger	Will Fletcher	Rob Lee	Liam Phillips	Mike Summerbee	
Sir Bobby Charlton CBE	Richard Fox MBE	Zoe Lee	Dave Phillips	Polly Swann	
Linford Christie OBE	Janice Francis	Denis Lewis OBE	Dave Phillipson	Iwan Thomas MBE	
Gill Clarke MBE*	Ryan Giggs OBE	Lennox Lewis CM, OBE	Karen Pickering MBE	Neil Thomas MBE	*Deceased
Joe Clarke MBE	Eugene Gilkes	Sir Clive Lloyd CBE	Sir Matthew Pinsent CBE	Baroness Tani	
David Coleman OBE*	Phil de Glanville	Lisa Lomas	Nicky Piper MBE	Grey-Thompson DBE	
Gary Connolly	Helen Glover MBE	Helen Lonsdale	Michel Platini	Victoria Thornley	
Kirstina Cook	Duncan Goodyear MBE	Devon Malcolm	Paul Reaney	Dennis Tueart	
Sir Henry Cooper MBE*	Dame Katherine Grainger DBE		Sir Steven Redgrave CBE	Terry Venables	