DEVELOPING YOUNG AMBASSADORS ACROSS WALES
The Young Ambassador Journey

Whilst we recognise that there will be differences in the Young Ambassador journey across Wales to meet local need, this is guidance on what a typical Young Ambassador journey could look like to help with your planning:

Bronze Young Ambassadors
At least two Primary aged pupils in school Years 5 and 6.

Bronze Plus Young Ambassadors
Secondary aged pupils in Years 7 to 9.

Silver Young Ambassadors
At least two per secondary school, ideally Year 9 or above.

Gold Young Ambassadors
Ideally pupils in Year 10 or above or college age who have a county/regional remit (numbers depend on local requirements).

Platinum Young Ambassadors
Ideally Year 11 or above with at least one year’s YA experience in school, college, university or volunteering in the community.

The Young Ambassador Programme

2005
- The Singapore Promise
- London wins the bid to host the London 2012 Olympics and Paralympics
- Lord Seb Coe promises to use the power of the Games to inspire millions of young people to choose sport.

2006
- The Young Ambassador programme is born
- Young Ambassador programme started in England by the Youth Sport Trust to bring the ‘Singapore promise’ to life
- The programme aimed to see young people driving opportunity, engagement and change for other young people

2009
- In Wales
- Young Ambassador programme introduced to Wales
- 10 pilot Young Ambassadors recruited to support the UK School Games held in south Wales cities that year

TODAY
- Today
- YA programme thriving in all Welsh local authorities
- YAs in Primary and Secondary schools, Colleges and Universities
- YAs involved with National Governing Bodies of sport and other national organisations such as the Youth Sport Trust, Sport Leaders UK, Street Games and Public Health Wales

TODAY
- Since 2009, over 11,000 young people have become Young Ambassadors in Wales who have all played an important role in helping get more people active in their schools and communities.

The expectation of every Young Ambassador is to:
- Be the young person’s voice for PE and school sport in their school and community
- Promote the positive values of sport
- Be a role model and champion for PE and school sport
- Increase participation opportunities and healthy lifestyles to help get every child hooked on sport for life

As a Young Ambassador it’s not just about being a volunteer - it’s about being a role model and inspiring a generation of young people to participate in sport.”

- Platinum Young Ambassador
Benefits of the Young Ambassador Programme

For young people:
- Opportunity to meet new people from across Wales and the UK
- Opportunity to learn and develop new skills e.g. leadership, communication, teamwork etc.
- Opens up doors to opportunities like volunteering at major events, speaking at conferences or work experience
- Improved wellbeing by developing confidence and self-esteem through helping others
- Opportunities to get recognised and rewarded for your commitment to volunteering
- Great work experience to add to your UCAS form, CV or future job applications

For schools/colleges/universities:
- A workforce of passionate young people to support PE and extra-curricular physical activity delivery
- Can impact on wider educational priorities e.g. Welsh Baccalaureate, health and wellbeing, Estyn inspections, pupil voice, Healthy School Scheme, Daily Mile
- Support the data collection for the School Sport Survey and implement actions based on results
- Young people given a voice and opportunity to have their say on sport, physical activity and healthy lifestyles e.g. through school councils
- Young people who are Ambassadors and role-models who represent your school, college or university

For organisations e.g. Local Authorities, National Governing Bodies of Sport, and other sport organisations:
- Access to a trained workforce of young volunteers to support community-based sport and physical activity delivery
- Opportunities to listen to the young person’s voice to help shape your offer and delivery
- Young people who are Ambassadors and role-models who represent your organisation

For Wales-wide strategies:
Young Ambassadors play a key role in achieving the ‘vision for sport’ by helping to get every child hooked on sport for life and creating a nation of champions.

Sport Wales’ mission for the sporting workforce is ‘to create a dynamic, skilled and diverse workforce leading and delivering sport in Wales’ where ‘every person plays their part’ in delivering sporting opportunities in every community across Wales. Young Ambassadors will play a vital role in delivering this mission.

The Wellbeing of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural wellbeing of Wales. We expect Young Ambassadors will have a big impact on the following goals:
- A healthier Wales
- A prosperous Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language

Inclusive Recruitment

Sport Wales and the Youth Sport Trust are committed to the promotion of equality of opportunity and recognises the need to ensure that Young Ambassadors represent the diverse communities of Wales. We need to make sure that there is equality of opportunity amongst protected groups, for example gender, ethnicity, those living in areas of socio-economic disadvantage, Welsh speakers and those communities whose first language is Welsh, those people with a disability, and the LGBT community.

The recruitment of Young Ambassadors tends to be done in partnership between local authority sport development teams and schools using an application process they feel is fair and appropriate. The guidance in this booklet can help you identify the qualities desired for each Young Ambassador level.

Sport Wales and the Youth Sport Trust are responsible for the recruitment of Young Ambassadors for the National Steering Group for Wales and National Leadership Academy.

Your Checklist

Here are some useful points to help you with your inclusive recruitment.

Have you followed these guidelines?
- All roles are advertised as widely as possible and are written to attract diversity.
- All job descriptions have a clear role for advancing equality of opportunity.
- Person specifications require the young person to understand the importance of equality and the challenges for sport and physical activity.
- Maybe it’s not the most sporty pupil or the A-grade students who would make the best Young Ambassadors, so consider the individuals who best represent the diversity in your school or community.

An example application form template can be found under resources on our website:
www.youngambassadorswales.org.uk

Example person specifications for Bronze, Bronze Plus, Silver, Gold and Platinum Young Ambassadors and some example YA profiles follow on pages 6-15 to help guide your recruitment.
Bronze Young Ambassadors

Bronze Young Ambassadors are primary aged school children who have been Playground Leaders who have excelled in their role.

Profile
- Primary aged pupils - Years 5 and 6.
- Able to inspire and influence young people.
- Ability to lead other young people.

Training
- Ideally have undertaken Sports Leaders UK Playmaker award or equivalent.
- Support from Silver & Gold Young Ambassadors from the catchment secondary school.
- Training content will focus on what a Young Ambassador is, what they do, and the skills they require to be effective.

Roles and Responsibilities
- To increase participation in PE, and promote healthy lifestyles in their school.
- To promote the positive values of sport.
- To be an ambassador and role model, advocating PE and school sport.
- To be the young people’s voice on PE and school sport in their school.

Tasks
- Set up a School Sport Organizing Crew.
- Create a PE and school sport notice board.
- Set up a new sports club at lunchtime.
- Make a presentation in assembly on sporting opportunities in school.

Bronze Plus Young Ambassadors

Bronze Plus Young Ambassadors are secondary aged pupils in Years 7 to 9. This is an opportunity for Bronze Young Ambassadors to continue their role in secondary school.

They can shadow Silver and Gold Young Ambassadors already in the school, and represent their school year on the School Sport Council.

Bronze/Bronze Plus Young Ambassador Profile

Oliver Edwards, 10
Goytre Fawr Primary School
Monmouthshire

What roles do you undertake as a YA?
I have always tried to be an inspiring role model. I look to those I admire for inspiration and with the help of the Monmouthshire Sport Development Team I have always looked for ways to get children hooked on sport for life. My fellow YA, Hannah and I launched a campaign to get pupils, staff and Governors to log 60 minutes of activity every day over Christmas. I am also very involved in the planning of our Healthy Living Week where all lessons stop for a week so we can focus on sport, activity and healthy eating. Hannah and I are always trying to make sport and health an important part of life at our school.

What has been your favourite moment as a YA so far?
Without a doubt, getting the opportunity to attend the Football Association of Wales press conference to ask Wales manager Chris Coleman a question and then sit down with him for a 1 to 1 interview. I had just become a YA and wanted to take advice from someone I admire on how to inspire and motivate fellow pupils to play sport. Mr. Coleman generously took time to answer my questions. One of the main things I took from it was when he said “Don’t be afraid to give it everything you have got. You need mental strength - if you really want something you have to keep going until you get it right but don’t forget to enjoy the journey!”

What skills have you learnt?
I have learnt some really valuable communication skills and I am learning more and more about what it takes to motivate others. By encouraging children to play more sport I am also learning how to coach others and this has also made me much more patient.

What would you like to do as a YA in the future?
I would love to continue to help everyone find the sport they love and get them hooked on it for life. I am really looking forward to interviewing other people from the world of sport. I would love to go on to have a career in sport. Becoming a YA has been one of the best things I have ever done!
Silver Young Ambassadors

Silver Young Ambassadors work within their schools with PE teachers, sport development teams and other Young Ambassadors to support the development of PE and school sport.

Profile

- In full-time education.
- Ideally Year 9 or above.
- To have demonstrated as a Sports Leader or Bronze YA:
  - The ability to communicate effectively with young people.
  - That they are a role model in their school and community.
  - The ability to influence and inspire other young people.

Training

- Trained locally by Gold and Platinum Young Ambassadors.
- Establish ideas with other Young Ambassadors to increase sport participation and opportunities in their schools.
- The training content will focus on what a Young Ambassador is, what they do, and the skills required to be effective.

Roles and Responsibilities

- To increase participation in PE, and promote healthy lifestyles in their school.
- To be an ambassador and role model, advocating PE and school sport.
- To promote the positive values of sport.
- To be the young people's voice on PE and school sport in their school.

Tasks

- Work with Bronze Ambassadors in cluster feeder schools.
- Promote opportunities to play sport and be active in their school.
- Sit on the School Sport Council in their school.
- Set up a new club to increase participation.

Further Opportunities

- Work towards becoming a Gold Young Ambassador.
- Engage with local community clubs to provide further opportunities.

develop golfing skills. I attend local primary schools to deliver after school activities, and I sit on the school sport council and Anglesey Youth Forum which has given me the confidence and skills to successfully apply for funding to support basketball and physical literacy sessions.

What has been your favourite moment as a YA so far?

My favourite moment has to be taking part in Sky Sports Living for Sport projects in my school. I was lucky enough to be selected to visit to the Sky Sports Studios and be on the Game Changers programme as a reward for my work as a Bronze YA and Bronze Plus YA.

What skills have you learnt?

I’ve learnt important skills such as leadership in sports, communication skills, confidence, time keeping, and planning and evaluating. I’ve also learnt new social media skills, ideas to help promote activities and events, and also skills to help me design posters and flyers for school and community use.

What would you like to do as a YA in the future?

I hope to continue on the YA pathway and become Gold and Platinum YA, as well as continuing to offer and develop opportunities in school, club and community environments. I am now working towards completing 500 hours of volunteering to add to my current Millennium Volunteers 50, 100 and 200 hours volunteering award. I would like to gain new qualifications and aim to chair a sports council either in school, community or both in the future.

Silver Young Ambassador Profiles

Eban Geal, 14
Ysgol David Hughes, Anglesey

What roles do you undertake as a YA?
Roles include supervising 5x60 activities during and after school, and volunteering for sporting activities and festivals in schools and communities across Anglesey and North Wales. I also lead on tots’ activities, half term camps, and on a community golf project where 15 pupils from the secondary school receive coaching and mentoring to

Sioned Edwards, 16
Ysgol Bro Pedr, Ceredigion

What roles do you undertake as a YA?
As a Young Ambassador, I run a Play Unified session every week with the children in the Life Skills department of my school. During these sessions I lead different parts such as the warm up and different games with the other Young Ambassadors from my school.

What has been your favourite moment as a YA so far?
One of my favourite moments has to be visiting one of the neighbouring schools, Penglais School in Aberystwyth, to take part in a Play Unified school tournament. This was a lot of fun and I got to meet other Young Ambassadors from Ceredigion.

What skills have you learnt?
I have learnt a lot of skills by being a Play Unified Young Ambassador such as team work, leadership skills and making decisions. This has helped to build my confidence and improve my social skills in and out of school.

What would you like to do as a YA in the future?
I would like to take part in more tournaments against other schools in Ceredigion that do Play Unified. I would also like to continue being a part of the project to continue to improve my social skills and build my confidence as this will help me in my future career.
Gold Young Ambassadors

A Gold Young Ambassador should build on the experience of being a Silver Young Ambassador. However, exceptional leaders who have not been Silver may still be considered.

Profile
- In full-time education (school or college).
- Ideally Year 10 or above.
- To have experience as a Silver Young Ambassador or have been an outstanding Sports Leader in school or their community.
- An inspirational role-model.

Training
- New Gold Young Ambassadors will be trained annually at the National Young Ambassador Conference with others from across Wales.
- The training will focus on developing their understanding of the Gold YA role, as well as skill development and goal setting.

Roles and Responsibilities
- To work with other Gold Young Ambassadors and the sport development teams across a Local Authority/region.
- To increase participation in PE, and promote healthy lifestyles in their school.
- To train Silver and Bronze Young Ambassadors.
- To be an ambassador and role model, advocating PE and school sport.
- To manage the Sports Leaders and other Young Ambassadors.

Tasks
- Train new Silver and Bronze Young Ambassadors in the local area.
- Chair the School Sport Council meetings in your school. Alternatively they can set one up if there isn’t one already in existence.
- Work with PE and sport development staff to develop new sport and physical activity opportunities in their school and local area.
- Support the data capture for the School Sport Survey and use the results of the report to introduce new opportunities to meet demand.

Further Opportunities
- Work towards joining the National YA Steering Group* and becoming a Platinum Ambassador.
- Engage with opportunities provided by Sport Wales, the Youth Sport Trust and other partners e.g. WCVA, Public Health Wales, StreetGames.
- Link up with local media outlets to promote the work they are doing in schools and the community.

*Applications open in the summer term.
Platinum Young Ambassadors

Being named Platinum Young Ambassador is the pinnacle of the programme and recognises those who have made an outstanding contribution to the Young Ambassador programme locally, regionally and nationally.

Profile

- Ideally Year 11 or above.
- To have demonstrated outstanding commitment as a Gold Young Ambassador.
- To have excellent communication and leadership skills, and the ability to influence and inspire others.

Training

- Platinum Young Ambassadors will get the opportunity to receive bespoke training through the National Leadership Academy for Wales.
- Steering Group members will also receive training at meetings.

Roles and Responsibilities

- To train and mentor Gold, Silver and Bronze Young Ambassadors.
- To lead and manage the Young Ambassadors across the local area.
- To undertake an advocacy role with key adults, about the role played by Young Ambassadors and school sport.
- To be an ambassador and role model in sport.
- Support Sport Wales, the Youth Sport Trust and other partner organisations as the voice for young people on a national level.

Tasks

- Lead the training of Silver and Bronze Young Ambassadors in the local area.
- Support the delivery at the Gold Young Ambassador conference.
- Build positive relationships with local stakeholders, such as businesses and the council that could support PE and school sport.
- Present the school results of the School Sport Survey to headteachers and propose methods to facilitate change.

Further Opportunities

- Undertake additional training through the National Leadership Academy for Wales.
- Opportunities to sit on national youth panel and boards.
- Join the National YA Steering group (applications open in the summer term).

Platinum Young Ambassador Profiles

Bronnie Griffiths, 19
University of South Wales

What roles do you undertake as a YA?

Making sure that the Gold and Silver Young Ambassadors are receiving the guidance and support they need to be the best they can be. I am also undertaking a project to help Young Ambassadors within higher education transfer so they can still feel supported and have more opportunities to continue in the role throughout their studies at the university.

What has been your favourite moment as a YA so far?

My favorite moment so far is when I was able to be a part of the planning and running of the annual Gold Ambassador conference with the other National Steering Group members. This was something I've always wanted to be a part of and it finally came true last year.

What skills have you learnt?

I have learnt a bagful of new skills but the one that has stood out for me the most is public speaking. Before I would never have thought that I would be capable of speaking in front of hundreds of people but now I love it!

What would you like to do as a YA in the future?

I want to make sure the Young Ambassador Programme is strong throughout Wales as I think it's a great opportunity for the people involved and a chance to create new links with the sports industry.
Joining information

To join the Alumni, search for the Young Ambassadors Wales group on LinkedIn and request to join the group.

Young Ambassador Alumni Member Profile

Bethan Nesham, 20
BSc Sport Management, Cardiff Metropolitan University

What did your YA journey look like?
I was a Silver Young Ambassador for R.C.T. for a year, and then I promptly moved up to become a Gold YA. Here I was offered the chance to sit on the Welsh Steering Group where I was officially the longest standing member on the group before the two-year rule was implemented! I have further gone on with a fellow YA to set up the first ever HEYA group and my journey is still continuing...

What was your favourite moment as a YA?
There are just too many! Being asked to be a judge on the Wales Sports Awards panel, speaking alongside Lord Sebastian Coe at the Sport Wales conference and an R.C.T. exchange trip to Germany have to be my top three.

How did the opportunities you had as a YA help prepare you for the role you’re in now?
Being a YA allowed me to professionally develop, as it opened up opportunities that were relevant to the workplace. I had the chance to network and gain valuable contacts that I still use and relate to in my current situation.

What would be your advice to a current YA?
Take any opportunity you are faced with and complete it enthusiastically and whole-heartedly. Enjoy every minute - you are unlikely to find yourself with these opportunities again.

Young Ambassadors Cymru Alumni

The Young Ambassadors Cymru Alumni is a new development that aims to bring together individuals who have been part of the programme at any level throughout school, college or university, and want to remain connected.

Why join the Young Ambassadors Cymru Alumni?

Reconnect
Reconnect with other individuals who have been part of the YA programme in Wales at any time, whether for advice, mentoring or to share your experiences.

Inspire
We’d love to hear about what you are doing now and how the skills you learnt as a Young Ambassador have helped you get there. Remember, you’re a role model and your story can help inspire others.

Network
Join a network of likeminded individuals and keep up to date with our latest opportunities including event volunteering. Be part of the dynamic, skilled and diverse workforce leading and delivering sport in Wales.

Zaid Dudhniwala, 16
Cardiff High School

What roles do you undertake as a YA?
I am a Platinum Young Ambassador and National Steering Group Member. I also volunteer in sports events in my community and school, such as the running of inter-form competitions.

What has been your favourite moment as a YA so far?
My favourite moment has to be volunteering at the Cardiff Half Marathon. It was an exhilarating experience, as I had the chance to see so many new people, and pick up some merchandise on the way! I also enjoyed the YA National Leadership Academy, as we had the opportunity to develop our skills in fun activities such as raft building.

What skills have you learnt?
The main skills which I have developed and learned new aspects of include teamwork and communication, especially in pressure situations. I used to feel that I was a good communicator before becoming a YA; however, I was terrible at public speaking, and my tone was not engaging. This has improved through my experience at the Gold YA Conference, in which I led a part of the workshop. My teamworking skills have been developed off the field. This was due to the intense atmosphere at the Cardiff Half Marathon, when I had to work as part of a team to ensure that all the runners received everything they required at the finish line. Also, the National Leadership Academy days have also helped me further develop these skills.

What would you like to do as a YA in the future?
In the near future, I would like to be able to set up and run my own sport sessions, which I will volunteer to do. Also, I would like to volunteer for bigger events than the Half Marathon, such as the Champions League Final which is happening in Cardiff. In general, I just want to get out there as often as possible!
Rewarding Young Ambassadors

Young Ambassadors commit a lot of time and effort to volunteering in sport and physical activity across Wales, and therefore it’s important to reward Young Ambassadors so they become sustained role models and advocates for sport, physical activity and volunteering as they get older.

Here are some ideas of ways to reward Young Ambassadors:

- A simple ‘thank you’.
- Sign up to Millennium Volunteers to gain recognition for 50, 100 and 200 hours of volunteering. These certificates are great proof of commitment to volunteering. More info on MV can be found at www.gwirvol.org.
- Opportunity to undertake further training to further develop their skills i.e. NGB and Sports Leaders UK awards.
- Recognise with the YST Youth Sport Award.
- Team-building away days.
- Provide additional kit, pin badges or resources.
- Local, Regional or National Awards to celebrate commitment to volunteering.
- Offer of work experience or paid opportunities.
- Potential to take up other young sport volunteer roles such as:

Young Sports Coaches and Young Sports Leaders

Young Sports Coaches are the young people that want to coach and assist others to participate in sport and physical activity within a school setting or out in the community.

Young Sports Leaders are the young people that want to lead and assist others to participate in sport and physical activity within a school setting or out in the community. By undertaking leadership awards and qualifications young people will gain valuable life and employability skills like communication, organisation, problem solving and working as a team.

Young Sports Officials

Young Sports Officials play a vital role in school and community sport by supporting the sport specific delivery of a sport or activity by ensuring the rules and laws are upheld.

Young Sports Event Volunteers

Young Sports Event Volunteers can undertake a variety of roles to support the delivery of local school and community events, regional events and national sporting events. Roles could include planning and organising events, officiating at events, promoting on social media or looking after the VIPs.

Young Sports Managers

Young Sports Managers is the term we’ve given to young people who may not want to coach or lead sport but want to support the organisation, delivery and promotion of sport in alternative and important ways.

Other Useful contacts

Sport Wales: sport.wales
Youth Sport Trust: www.youthsporttrust.org
Gwirvol (Millennium Volunteers): www.gwirvol.org
Sports Leaders UK: www.sportsleaders.org
Club Solutions (Young Sports Volunteers): www.clubsolutions.wales