

# YOUNG AMBASSADOR PROGRAMME IN WALES: 2018 SURVEY

Youth Sport Trust Research and Insight Team

April 2018 | Version 1



# INTRODUCTION

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In March 2018, Silver, Gold and Platinum Young Ambassadors were invited to respond to an online survey asking them how the Young Ambassador programme had impacted on them and whether there are any aspects of the programme that could be improved. The survey was available in English and Welsh and was disseminated via the Local Authority leads. This report was produced by the Youth Sport Trust's Research and Insight Team and summarises the findings from the survey.

## PROFILE OF RESPONDENTS

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**248 young people completed the survey** (either fully or partially). The profile of respondents was as follows.

### 1 AWARD LEVEL

**44% (n=96)** of respondents were working towards the Silver Young Ambassador level, **35% (n=76)** were working towards Gold and **21% (n=45)** were working towards Platinum.

### 2 AGE

Respondents were aged from 12 years old (**1%, n=1**) to over 18 years old (**6%, n=11**), but most commonly were aged 15 - 17 years old (**66%, n=131**).

### 3 GENDER

**61% (n=123)** of respondents were female and **39% (n=78)** were male, with **1% (n=1)** preferring to self-describe.

### 4 DISABILITY

**94% (n=186)** did not have a disability and **4% (n=6)** did have a disability. **3% (n=5)** preferred not to say.

### 5 ETHNICITY

**97% (n=193)** of respondents were White, which is broadly in line with the Welsh average of **96%**.

### 6 LOCATION

Respondents lived across all **22** local authority areas in Wales, and one individual lived outside of Wales.

### 7 TIME INVOLVED IN PROGRAMME

Time involved in programme: Nearly one quarter (**23%, n=49**) of Young Ambassadors had been involved in the programme for less than one year but **42% (n=89)** had been involved for one or two years.

# REASONS FOR GETTING INVOLVED IN THE YOUNG AMBASSADOR PROGRAMME

The most common reason respondents stated that they got involved in the Young Ambassador programme was to **gain new experiences (n=145)**, followed by to **develop their skills (n=108)**.



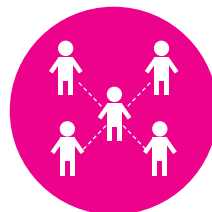
**145**

TO GAIN NEW EXPERIENCES



**108**

TO DEVELOP MY SKILLS



**95**

TO HELP OTHERS



**86**

TO STRENGTHEN MY CV



**51**

I WAS INSPIRED BY OTHER YOUNG AMBASSADORS IN MY SCHOOL OR COMMUNITY



**41**

TO DO MORE SPORT OR PHYSICAL ACTIVITY



**26**

TO CONTRIBUTE TO A QUALIFICATION OR AWARD



**36**

TO MEET NEW PEOPLE



**4**

MY FRIENDS WERE DOING IT



**9**

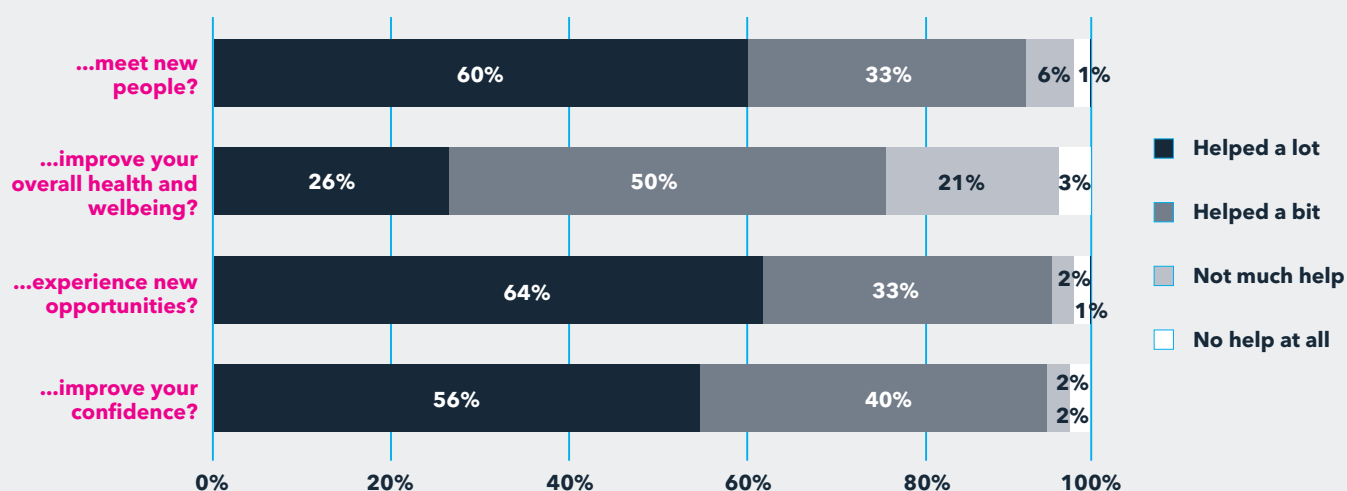
OTHER

Based on 200 respondents. Respondents selected up to three of their top answers.

# A HEALTHIER WALES: HEALTH AND WELLBEING

Young Ambassadors reported a range of health and wellbeing benefits. In terms of social wellbeing, **93%** (n=198) reported that the programme helped them to **meet new people** and in terms of mental wellbeing, **96%** (n=205) reported improved **confidence**. **76%** (n=162) reported improvements in their **overall health and wellbeing**.

## HOW MUCH HAS THE YOUNG AMBASSADOR PROGRAMME HELPED YOU TO...



Percentage of respondents

Based on 214 responses.



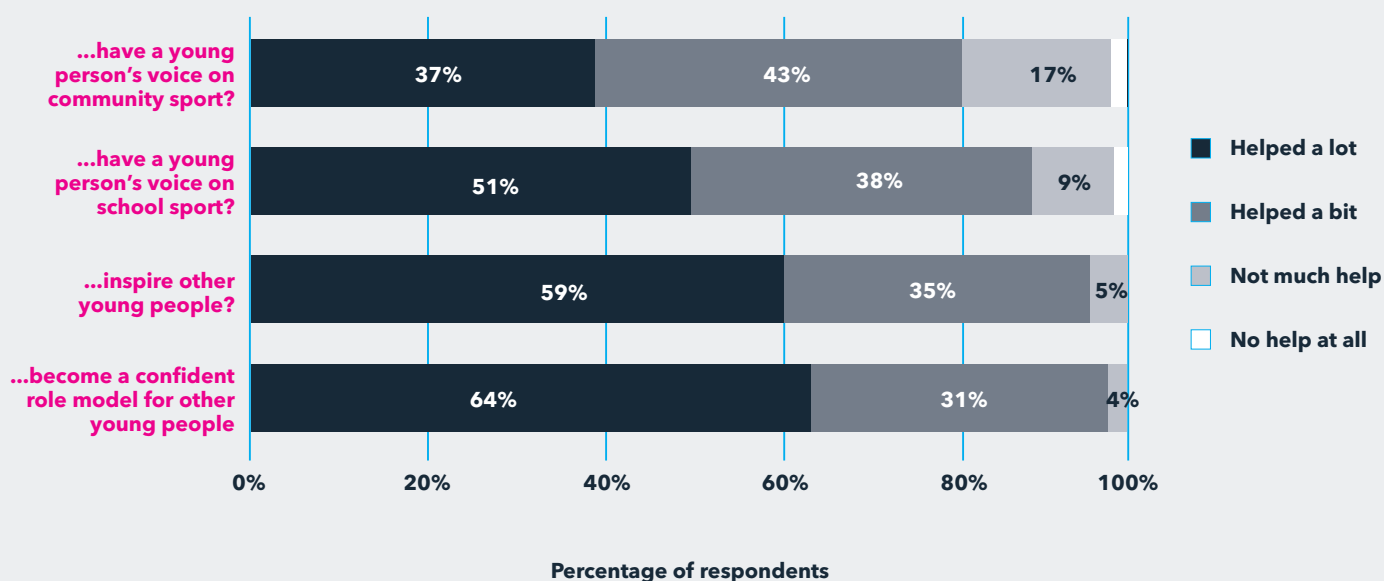
In addition, in their role as a Young Ambassador, **91%** (n=163) of respondents felt that they had helped to improve the health and wellbeing of other young people (**40%** felt they had helped a lot and **51%** felt they had helped a bit).

# A WALES OF COHESIVE COMMUNITIES: ROLE MODELS AND YOUNG PEOPLE'S VOICE

The vast majority of Young Ambassadors reported that the Programme helped to give them a **young person's voice on sport**; a slightly higher proportion of respondents reported this in relation to schools (**89%, n=190**), compared to communities (**80%, n=168**). In addition, **95% (n= 202)** of respondents also felt that the Young Ambassador Programme helped them to become a **confident role model** for other young people.



## HOW MUCH HAS THE YOUNG AMBASSADOR PROGRAMME HELPED YOU TO...



Based on 214 responses.

# A PROSPEROUS WALES: VOLUNTEERING, SKILLS AND ASPIRATIONS

**95% (n=204)** of respondents stated that the Young Ambassador Programme helped them to increase their participation in volunteering (**65%** stated it had helped them a lot and **30%** stated it had helped a bit).

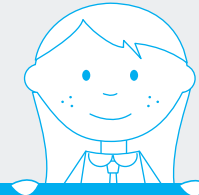
If they had not been involved in the Young Ambassador programme, **20% (n=41)** would not have volunteered at all and **8% (n=17)** would have still volunteered but not in sport.

If they had not been involved in the Young Ambassador programme, **71% (n=145)** of respondents would still have volunteered in sport. Of these, **59% (n=85)** would have spent less time volunteering in sport, **39% (n=55)** would have spent about the same amount of time volunteering in sport and **2% (n=3)** would have spent more time volunteering in sport.

Young Ambassador's also reported that the Programme had helped them to develop a range of skills, particularly their leadership skills (**98%, n=210**) and communication skills (**98%, n=208**).

## 8.56 HOURS

Average hours a Young Ambassador spends volunteering in their school, college or university in a typical month.



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IT ALLOWS YOU TO FEEL MORE RESPONSIBLE AND ACT THAT WAY IN EVERYDAY CIRCUMSTANCES. IT ALSO CREATES OPPORTUNITIES THAT I DIDN'T EXPECT TO HAVE WHEN STARTING.

**YOUNG AMBASSADOR**

## 8.08 HOURS

Average hours a Young Ambassador spends volunteering in their community in a typical month.

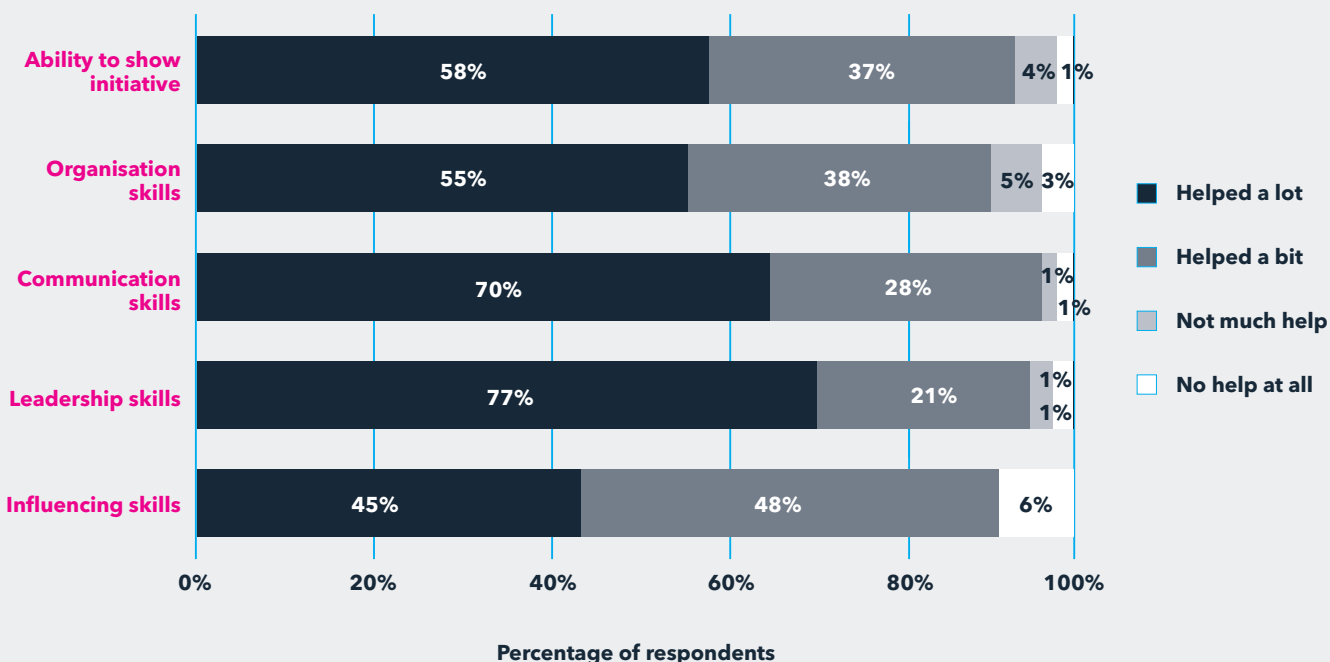


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THE YOUNG AMBASSADOR PROGRAMME IS NOW RESPECTED AS SUCH AN INFLUENTIAL SCHEME THAT IT CAN BE USED TO GET SO MANY PEOPLE INVOLVED AND INSPIRED IN SPORT.

**YOUNG AMBASSADOR**

## HOW MUCH HAS THE YOUNG AMBASSADOR PROGRAMME HELPED YOU TO DEVELOP THE FOLLOWING SKILLS?



Based on 214 responses.

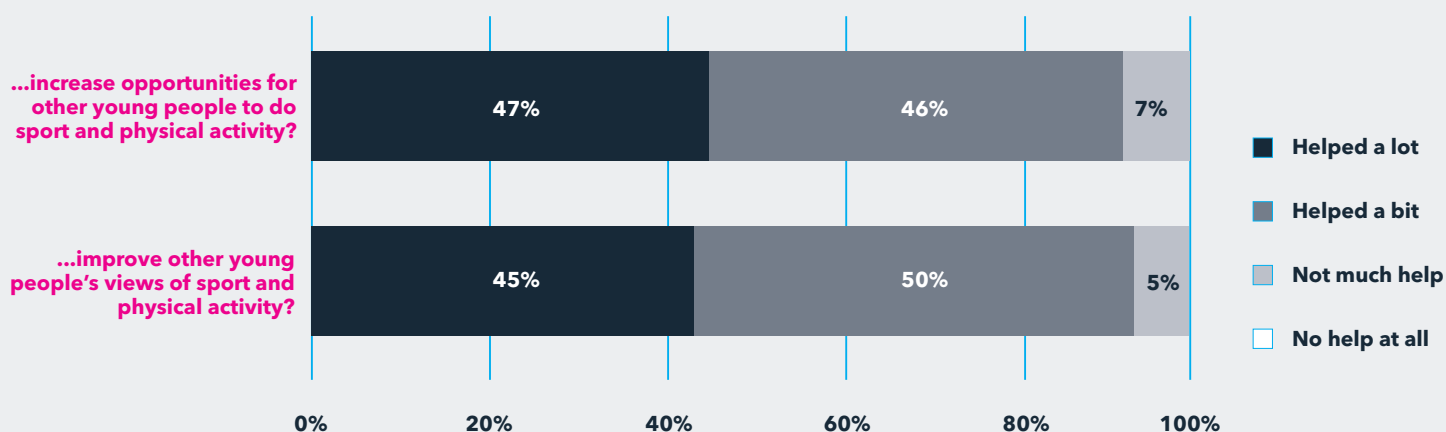
**93% (n=200)** of Young Ambassadors stated that the Programme helped to increase their **aspirations** (**48%** stated it helped a lot and **45%** stated it helped a bit). In addition, **96% (n=204)** of Young Ambassadors thought that the Programme will **help / has helped them when they leave school**, for example in further education, work or other volunteering opportunities (**67%** stated that it helped a lot and **29%** stated it helped a bit).



# A WALES OF VIBRANT CULTURE: PARTICIPATION IN PHYSICAL ACTIVITY

**79% (n= 169)** of respondents stated that the Programme helped to increase their **participation in sport and physical activity** (**36%** stated it had helped a lot and **43%** stated that it had helped a bit). What is more in their role as a Young Ambassador, **93% (n=197)** felt that they had increased opportunities for other young people to do sport and physical activity.

## As a Young Ambassador, how much do you think you have helped to...



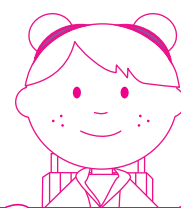
Percentage of respondents

Based on 213 responses.



IT HAS GIVEN ME A CHANCE TO ENCOURAGE OTHERS AND GET OTHERS INVOLVED IN THINGS THAT I LOVE DOING.

**YOUNG AMBASSADOR**



IT ALLOWS ME TO TAKE PART IN SPORTS THAT I WOULDN'T USUALLY TAKE PART IN AND WIDEN MY KNOWLEDGE IN OTHER SPORTS.

**YOUNG AMBASSADOR**

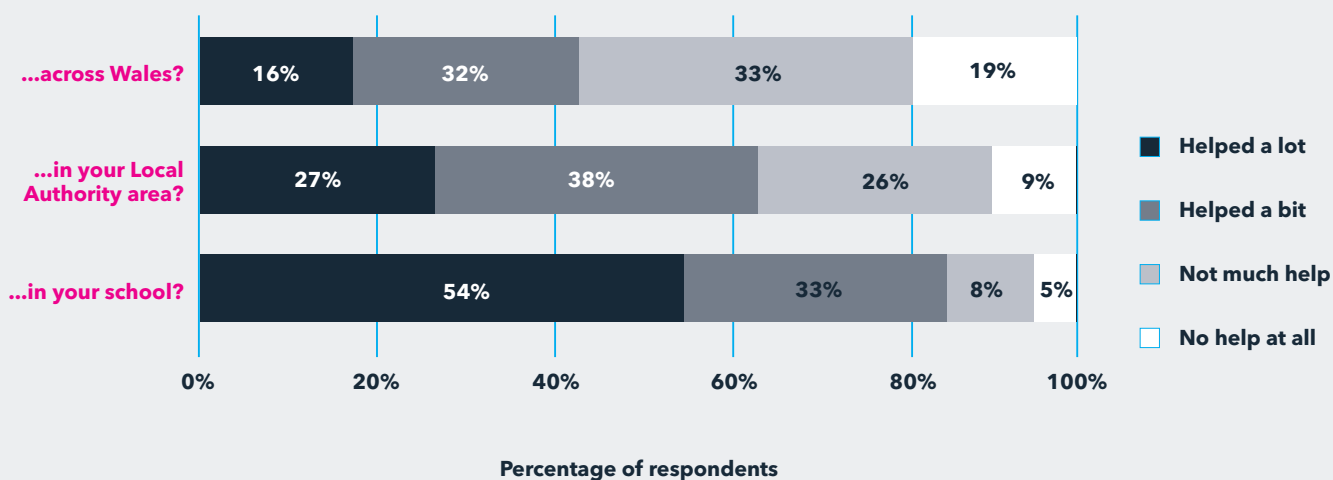




# VIEWS OF THE YOUNG AMBASSADOR PROGRAMME

The majority (**87%, n=176**) of respondents felt part of a Young Ambassador team in their school but less than half of the respondents felt part of a Young Ambassador team across Wales (**48%, n=98**).

## HOW MUCH DO YOU FEEL PART OF A YOUNG AMBASSADOR TEAM...



Based on 203 responses.

The vast majority (**91%, n=183**) of respondents rated the Young Ambassador Programme as 'very good' or 'good'.

## HOW WOULD YOU RATE THE YOUNG AMBASSADOR PROGRAMME?



Based on 201 responses.

# VIEWS OF THE YOUNG AMBASSADOR PROGRAMME

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Young Ambassadors were asked if there were any aspects of the programme that could be improved.

**Key themes to emerge are summarised below.**



## INCREASE TRAINING OPPORTUNITIES

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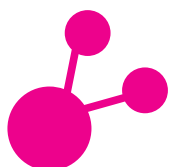
Young Ambassadors noted that more opportunities to attend training courses to support them in their role and to gain qualifications would be beneficial. In line with this, there is an interest in taking part in mentoring and apprenticeships to further develop in their roles. One Young Ambassador suggested that young people might also like the opportunity to try the next Young Ambassador level before applying for the role.



## INCREASE COMMUNICATION

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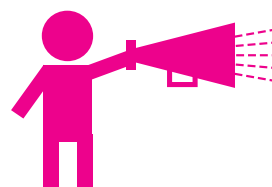
Young Ambassadors frequently suggested that greater communication would improve the programme. For example, greater national communication about the programme, plus increased opportunities for communication between Local Authority areas, between schools, and between national and local Young Ambassador teams to share ideas and meet other Young Ambassadors.



## GREATER SUPPORT

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Whilst some Young Ambassadors praised the support they received from key partners, others did highlight that greater encouragement and support from key partners would be helpful, for example from the 5x60 officers and schools (e.g. to allow attendance at YA meetings and events). There was also a suggestion that across some of the bigger geographical areas, more than one coordinator may be required to ensure sufficient support for the Young Ambassadors.



## INCREASE RECOGNITION AND PROGRESS TRACKING

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Young Ambassadors highlighted that there is scope to increase the profile of the programme. Particular references were made to raising awareness of the programme outside of school and in North Wales. Examples of how the programme could have increased recognition included having a nationally recognised certificate, having stronger links with the academic curricula, and encouraging more universities to invest in the programme. Young Ambassadors also mentioned that it would be helpful to have better tracking of progress, including activities completed and skills gained. One suggestion was to have monthly meet-ups across each area to better track the work being done.