

Youth Charter

Social Coach Leadership Programme

Prospectus



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



THE YOUTH CHARTER: A 27 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.

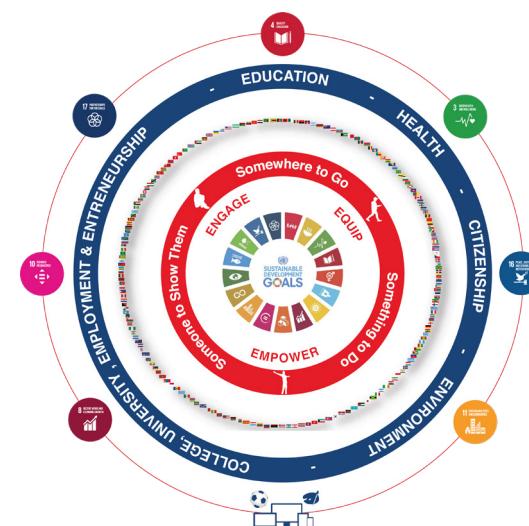
The Youth Charter is a 27 Year Games Legacy of Manchester's bid for the 2000 Olympic and Paralympic Games and the hosting of the Manchester 2002 Commonwealth Games that has inspired a global Sport for Development and Peace movement/sector.

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, arts, 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 SOCIAL COACH LEADERSHIP PROGRAMME - EXPLAINED...

Introduction

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 engage with young people in communities locally, nationally and internationally.

The 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 Social Coach Leadership Programme brings together the required skills and competencies to:

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



"The 3E's – Engage, Equip and Empower reinforce the link between the community and the need for capacity building using an industrial strategy to achieve quantifiable impact on each youth encountered."

- Elsa King, Student, University of Liverpool

The Social Coach Leadership Programme

Using our 27 years of experience, the Social Coach Leadership Programme (SCLP) has been designed within a multi-skilled behaviour and performance framework with a delivery programme of modules that can be customised and delivered to any sector or organisation.

The diverse and inclusive currency of the SCLP experience provides a sustainable, credible and deliverable new volunteer/social professional culture for engaging and re-engaging young people and communities.

The SCLP is structured within a flexible format to meet the needs of all prospective Social Coaches, using a unique multi-media range of specially designed SCLP tools with the ability to map, track and measure the social and cultural development of the social coach and more importantly young people.

"Just as Officer Joe Martin helped to change the course of young Cassius Clay's life, we have found that a strong Social Coach equipped with comprehensive resources and curricula materials based on Muhammad Ali's 6 Core Principles can interrupt cycles of disaffection and hopelessness that lead to violence within our communities. The Muhammad Ali Center and Youth Charter are fortified in our resolve to grow the Float Like a Butterfly Social Coach Leadership Program and to expand the reach of Muhammad Ali's legacy into communities globally."

**- Donald Lassere, President & CEO,
Muhammad Ali Center**

Past Delivery

The Social Coach Leadership Programme has been successfully delivered with the following organisations:

- Greater Manchester Police
- ILAM (now CIMSPA)
- Local Government Association
- Muhammad Ali Institute
- Lawn Tennis Association
- Muhammad Ali Centre
- Bridgend Council
- Salford Education Partnership
- Positive Futures (Home Office)
- Rugby Football Union
- University of East London
- Active Cheshire
- University of Roehampton
- Mandela Mile Leadership Programme



Social Coach Leadership Programme Levels

The Social Coach Leadership Programme provides progressive training workshops and courses through four levels from Social Coach Activators to Social Professionals.

The SCLP Levels are linked to a clear Development Pathway for working with Young People from Primary Schools through to University into the employment market.

The SCLP Levels include the different roles that are required for youth and community development, with Social Coaches working directly with young people, and Social Brokers and Social Professionals providing the support networks and structures to allow Social Coaches to do their work.



Social Coach Leadership Programme Levels

Social Professional
Level 6 to 8

Social Broker
Level 4 to 5

Social Coach
Level 3

Social Coach Activators
Level 1 to 2



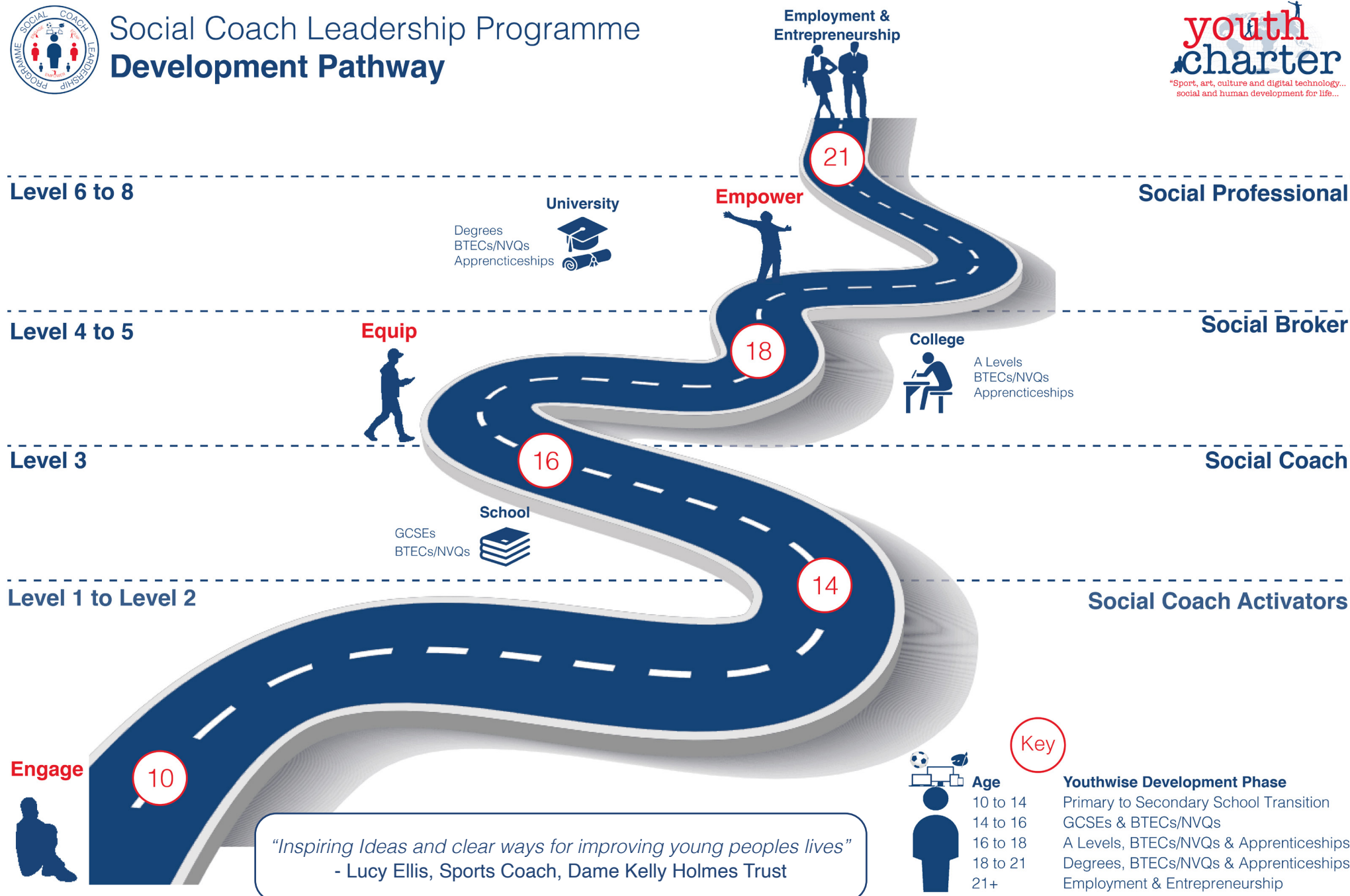
SCLP Levels

Role	Level	Description
Social Coach Activator	1 to 2	Social Coach Activators are young people, aged 16 to 24, who are trained to work with their younger peers, aged 10 to 14, to support their transition from primary to secondary school. Social Coach Activators are provided with a pathway to progress as Social Coaches, Social Brokers and Social Professionals, whilst being supported to develop their professional skills and experience.
Social Coach	3	Social Coaches have a minimum of 2-years' experience of working youth and communities, and will have demonstrated the ability to engage, equip and empower young people, applying their real-life experiences
Social Broker	4 to 5	Social Brokers have a minimum 3 years' experience of working with youth and communities, and will have demonstrated the ability to maintain and retain Stakeholder Partner relationships and advocacy in the implementation of the Community Campus Model
Social Professional	6 to 8	Social Professionals have a minimum 5-years' experience of working youth and communities, with sector experience in policy, strategic planning, project development, implementation, budgetary management, oversight and other related professional skill sets and competencies essential and desired in the holistic and integrated sustainable implementation of the Community Campus Model and its impact

NB: The Social Coach Leadership Accreditation Levels form part of the overall SCLP Development Pathway and are designed to align with existing accreditation programmes in the sport, arts, cultural, digital, leisure, recreation and physical activity sector and industry.



Social Coach Leadership Programme Development Pathway



SCLP Fast Track Process

The SCLP Fast Track process has been designed to enable Social Coaches and Social Professionals with the right skills, experience and qualifications to progress to the appropriate qualification level of the Social Coach Leadership Programme. This includes teachers, sport coaches, youth workers, volunteers, community members and others who have experience in engaging, equipping and empowering young people as they progress in life and overcome the challenges they face.

The aim is to provide a network of Social Coaches and Social Professionals who can efficiently and effectively re-engage young people in the Classroom, Playground and Beyond the School Gate post-Covid 19.

Please see our **SCLP Workshop Reports and Videos**.

Evidence for SCLP Fast Tracking will be included in the **Registration Process** as follows:

- **Expression of Interest**

- Summary of your Experience Working with Young People

- **Engagement Form**

- Q1 Your Current Organisation
- Q2 Why do you want to be a Social Coach working with young people?
- Q3 What skills and experience do you have for working with young people?
- Q4 What qualifications, training and/or personal qualities do you have for working with young people?
- Q5 What employment experience do you have working with young people, particularly those with challenging behaviour and from challenging communities?

- **References** (at least two)

- One reference from organisation you are currently working/volunteering for
- One reference from organisation you have previously worked/volunteered for

SCLP Fast Tracking Criteria

SCLP Level	Skills & Experience	Qualifications
Level 3: Social Coach	<ul style="list-style-type: none"> • Minimum 2-Years' Experience of working with youth and communities • Ability to Engage, Equip and Empower Young People 	<ul style="list-style-type: none"> • Level 3 Qualification or above
Level 4 to 5: Social Broker	<ul style="list-style-type: none"> • Minimum 3-Years' Experience of working with youth and communities • Ability to maintain and retain Stakeholder Partners relationships and advocacy that has engaged, equipped and empowered young people 	<ul style="list-style-type: none"> • Level 4 Qualification or above
Level 6 to 8: Social Professional	<ul style="list-style-type: none"> • Minimum 5-Years' Experience of working with youth and communities • Sector experience in policy, strategic planning, project development, budgetary management, oversight and other professional skill set essential and desired in the holistic and integrated sustainable implementation of the Community Campus Model 	<ul style="list-style-type: none"> • Level 6 Qualification or above

SCLP FREQUENTLY ASKED QUESTIONS...

1. What is SCLP?

The Social Coach Leadership Programme (SCLP) is a structured development programme, training existing and aspiring social professionals and role model volunteers with the language, tools, skills and strategies to deliver sports, arts, culture and digital technology activities with young people aged 10 to 21.

2. What are the benefits of SCLP?

SCLP prepares Social Coaches with 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 the aspiration to college, university, employment and entrepreneurship.

3. Why do we need Social Coaches?

Social Coaches fill a gap in the current lack of youth service provisions and aim to bring together sports coaches, teachers, public/private sector professionals, activity leaders, community volunteers, into a diverse currency of 21st century support for young people. Specifically, social coaches provide personal and social development life skills, mentoring and assistance to young people in a holistic, integrated and intergenerational approach.

4. What do Social Coaches do?

Social Coaches engage, equip and empower groups of young people, aged 10 to 21, as they progress in life and overcome the challenges they face.

5. What makes the SCLP so different?

Emotional intelligence is at the very heart of a Social Coach in behavioural characteristics and their ability to perform in any given setting from education establishments (school, college & university) to leisure centres to young people in their communities. The action learning methods delivered on the part of the Social Coach Leadership experience considers the three engagement themes: Culture, Behaviour and Language. This brings a unique empathetic experience and commitment to young people, while delivering a cultural activity and experience.

6. What are the qualities needed in a 'social coach'?

Confidence, Conviction, Dedication, Giving, Respect and Spirituality are the characteristics that we seek in a prospective Social Coach. The personality qualities we seek to attract through this programme are: Empathy; Desire for developing young people; Community focused; Strong moral compass; Provide leadership inspiration; Safeguarding young people; Sense of humour.

7. Where do Social Coaches work?

Social Coaches work within an identified and accredited group of hub facilities that make up a Community Campus. i.e. schools, colleges, universities, leisure centres, places of worship, community projects etc.

8. How will Social Coaches be recruited?

Word of Mouth is the predominant method of reaching the target audience supported by an extensive multimedia infrastructure. Prospective Social Coaches are community minded citizens who care about young people in communities who wish to make a difference. Candidates enter the selection process by submitting an engagement form and personal statement, which demonstrates: who they are? what they have to offer? and how they believe they can contribute?

9. What support will Social Coaches get?

Successful candidates are invited to join the programme, supported by an extensive range of interactive tools specifically developed by Youth Charter. These tools are methods of continued professional development (CPD) at all levels to ensure Social Coaches develop themselves and their communities. This is supported by a Social Coach peer network, webinars, and workshops.

10. What activities are used?

Social Coaches utilise a wide range of sport, art, cultural activity, digital and community themed programmes offered through the Youthwise© portfolio. Programmes are selected to complement existing activities as well as meeting local needs. In addition to covering mainstream sports (Soccerwise©, Rugbywise©, Tenniswise©, Cricketwise©) Youthwise© also covers: Artwise©, Conflictwise©, Carbonwise©, Cyclewise© with the list being updated regularly.

11. Once recruited, trained and deployed, how much time will I have to commit?

Delivery of activities will typically be between 2-10 hours per week for volunteers and part-time social coaches, and up to 20 hours for full-time social professionals.

12. What are the qualification levels for SCLP?

There are four SCLP Qualifications: Level 1 to 2 - Social Coach Activator; Level 3 - Social Coach; Level 4 to 5 – Social Brokers; and Level 6 to 8 – Social Professionals. The SCLP Qualification Levels are aligned with the National Qualification Levels for England, Wales and Northern Ireland.

13. How long does it take to become a Social Coach?

The Fast Track process allows those who already working with young people to become Social Coaches once they have completed the Engagement Process. This process can be as short as one day if all the Safeguarding Protocols are already in place.

14. How is it delivered?

The Social Coach Leadership Programme is delivered through several mechanisms (e.g. workshops, training courses, interactive peer learning, online modules, webinars, reflective diaries, case studies) exploiting technology to enable a flexible learning approach. Most of the learning will be a life and time engagement with young people within the existing community settings.

15. What personal commitment is required?

Social Coaches undertake formal training (aimed at a level appropriate to each candidate) alongside delivering Youthwise© activities. Social Coaches are required to upload evidence of their work with young people to the Social Coach Digital Portal.

16. What are the Safeguarding and Child Protection Policies and Procedures?

If you work for an organisation based in the United Kingdom, your organisation will be required to follow the [NSPCC Safeguarding Standards](#), you will be required to have a Disclosure Barring Service (DBS) check in order to work with Young People, and we will require at least two references. If you work for an organisation based outside the United Kingdom, your organisation will be required to follow your/its national Safeguarding Standards and the [International Safeguards for Children in Sport](#), and we will require at least two references.

17. How do I get started?

To register on the SCLP, you must already be involved with a local charity, community organisation, public body or private enterprise that is working with young people, who can recommend you. You can then email the Youth Charter at youthcharter@binternet.com, detailing your interest in becoming a Social Coach. If you are currently not with an organisation working with young people we can sign post to you to organisation in your area.

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, 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	<ul style="list-style-type: none"> • 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	<ol style="list-style-type: none"> 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 27 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 McMahon	Joanna Rowsell-Shand MBE	Max Whitlock MBE
Mike Atherton OBE	Rob Denmark	Philip Hinds 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 Dobbin	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	
Lorna Booth	Scott Durant MBE	Michael Johnson	Martin Offiah MBE	Nick Skelton OBE	South African Soccer Squad
Toby Box	Tracy Edwards MBE	Jade Jones MBE	Wayne Otto OBE	Callum Skinner	South African Rugby Squad
Julia Bracewell OBE	Farokh Engineer	Jasmine Joyce	John Parrot MBE	Phyllis Smith	Lancashire County Cricket Club
Abbie Brown	Mike England MBE	Mary King MBE	Alan Pascoe MBE	Sarah Springman CBE	Manchester United Football Club
Daniel Brown MBE	Chris Eubank	Jürgen Klinsman	Lenny Paul	FREng	
Nicky Butt	Nicola Fairbrother	Sir Robin Knox Johnstone CBE RD	Stuart Pearce MBE	Ian Stark OBE	
Kevin Cadle	Sir Nick Faldo MBE	and bar	Dame Mary Peters CH, DBE	Ray Stevens	Ambassador's honours correct at date of publishing.
Darren Campbell MBE	John Fashnu	Sir Eddie Kulukundis OBE	Terry Phelan	Athole Still	
Pat Cash	Sir Alex Ferguson CBE	Sonia Lawrence	Asha Philip	Dame Sarah Storey DBE	
Ben Challenger	Will Fletcher	Jason Lee	Liam Phillips	Mike Summerbee	Other international signatories available on request
Sir Bobby Charlton CBE	Richard Fox MBE	Rob Lee	Dave Phillips	Polly Swann	
Linford Christie OBE	Janice Francis	Zoe Lee	Dave Phillipson	Iwan Thomas MBE	
Gill Clarke MBE*	Ryan Giggs OBE	Denise Lewis OBE	Karen Pickering MBE	Neil Thomas MBE	*Deceased
Joe Clarke MBE	Eugene Gilkes	Lennox Lewis CM, OBE	Sir Matthew Pinsent CBE	Baroness Tani	
David Coleman OBE*	Phil de Glanville	Sir Clive Lloyd CBE	Nicky Piper MBE	Grey-Thompson DBE	
Gary Connolly	Helen Glover MBE	Lisa Lomas	Michel Platini	Victoria Thornley	
Kirstina Cook	Duncan Goodyear MBE	Helen Lonsdale	Paul Reaney	Dennis Tueart	
Sir Henry Cooper MBE*	Dame Katherine Grainger DBE	Devon Malcolm	Sir Steven Redgrave CBE	Terry Venables	