



UK Sport International  
Using sport to inspire change



## UK Sport International

## Using sport to inspire change

### Systems

Collaborating to develop inclusive and high quality sport systems.

### People

Enabling and developing opportunities for people through sport and sport for development programmes.

### Organisations

Supporting organisations to develop their programming and infrastructure.

### Relationships

Forming effective relationships with individuals, organisations and governments.

### Telling the Story

Telling the story about the work of UK Sport International and its partners; sharing knowledge and learning.



Netball match, SCORE, South Africa.

International Inspiration / © UNICEF Mozambique

# UK Sport and IDS



Since 2000, the Bola Pra Frente Institute uses the fascination for football and the image of renowned athletes to attract and transform the lives of the youths in the Guadalupe favela in Rio de Janeiro, Brazil. © UNOSDP / Antoine Tardy

UK Sport International Development Directorate (known as UK Sport International) supports the independent charity, International Development through Sport - IDS (Charity Number 1139074/ Companies House 6706693). UK Sport is the registered address of the charity. UK Sport staff provide secretarial, managerial, technical, financial and other functions in support of the IDS Trustees. Information about IDS programmes and activities is posted on the UK Sport website. The link is mutually beneficial. UK Sport's wider programme activities and networks enable IDS Trustees to identify and develop initiatives consistent with its charitable objective while UK Sport gains knowledge and expertise to design and implement programmes under the scrutiny of an expert board of Trustees.

UK Sport International and IDS have jointly agreed to share an overarching Vision and Mission.

## Our Vision

**“A single UK international strategy for high quality sport, physical education and personal development that leads to the enhancement of sports systems, educational agendas and the lives of young people worldwide.”**

## Our Mission

**“To work with partners to harness the power of sport to change lives, build trust and engagement and contribute to the growth of knowledge, skills and capacity.”**

# UK Sport International Success Stories



- ▶ **Leads** the Sport for Development and Peace International Working Group under the auspices of the United Nations, as well as its Thematic Working Group on 'Sport and Child & Youth Development'
- ▶ **Brings together** a global network of 20 international agencies dedicated to improving community coaching
- ▶ **Supports** governments, sports federations and community based programmes in 31 countries
- ▶ **Contributes** to MDG achievement in Education, Gender, HIV/AIDS and Global Partnership
- ▶ **Plans and delivers** International Inspiration to enrich the lives of 12 million children in 20 countries
- ▶ **Connects** 10 UK universities to sport for development organisations in Africa
- ▶ **Has empowered** 10,000 peer leaders, enabling at least 100,000 children to experience safe and enjoyable sport and play

International Inspiration / © UNICEF South Africa

# UK Sport International Chair's Foreword

As UK Sport Chair I am proud of our role as a world class high performance sports agency. We are also strongly committed to developing our role in international sport development. UK Sport's Royal Charter of 1996 commits us, "to encourage and assist individuals or bodies from Our United Kingdom providing sports education and development services overseas", and UK Sport (and its predecessor, the British Sports Council) has engaged in International Sport Development since 1990.



The story began when the UK Government agreed with Nelson Mandela that sport could be a powerful tool for engaging the youth of South Africa in the inclusive new rainbow nation. Twenty years on, we maintain a bilateral sport development agreement with the Government of South Africa, and our expertise has equipped us to design and deliver the ground breaking London 2012 Olympic and Paralympic Games International Inspiration initiative alongside the British Council and UNICEF.

Less than 1% of UK Sport's income goes to International Development - a small investment that generates big returns. Besides managing Government funded programmes, the UK Sport International Development team provides the executive for the charity, IDS (International Development through Sport). IDS is governed by an independent Board of Trustees, but has agreed with UK Sport International to work to a common set of outcomes and indicators so that the quantitative and qualitative impacts of their collective international development programme portfolios can be measured over time.



Over the past 3 years UK Sport International has supported sport development initiatives in 25 countries. We also work in partnership with other leading nations in this field – Canada and Norway in particular - to campaign for wider access to inclusive, high quality sport and physical education worldwide and to promote professional development opportunities for international and UK sport and PE professionals. Our lead role in this work enhances international perceptions of the UK and contributes to the development of the UK's own sports system.

Telling the story of UK Sport International's work and its impact is important to grow the body of evidence about the benefits of sport for development and ensure that the contribution of the UK to sports systems, organisations and people, especially young people, is known and understood.

This publication is part of that story. It gives a snapshot of the reach and impact of the work of UK Sport International and IDS in recent years.

I hope that you enjoy it.

*Sue Campbell*

Baroness Sue Campbell CBE  
Chair, UK Sport

# IDS UK: Message from the Trustees

As Chair of IDS UK I am immensely grateful to UK Sport for their support for these principles. IDS derives considerable benefit from working alongside an organisation that is as highly regarded and internationally recognised as UK Sport. The IDS Executive Team, with their wide experience of international sport development, provides my fellow Trustees and myself with invaluable advice. This review of our joint achievements is very much in the spirit of that partnership and I look forward to a continuing close collaboration between IDS and UK Sport International.



The guiding principles of IDS are:

- 1 We recognise the value of working with partners in the UK and overseas.**
- 2 We engage with policy-makers to ensure that lasting systemic change happens.**
- 3 We are committed to supporting teachers and coaches overseas by building capacity in physical education and grassroots sport.**
- 4 We want our programmes to empower and enhance the lives of young people.**
- 5 We use sport to contribute to the achievement of the Millennium Development goals.**
- 6 We understand sport and continue to invest in research to better evidence how it makes a difference.**
- 7 We are committed to learning – the more we know about how sport can best be used to change lives, the more young people we can benefit.**

The mission of IDS is to harness the power of sport to change lives. Sport for development is our priority and we have developed strong and mutually beneficial relationships with funding partner organisations such as the Department for International Development (DFID), Comic Relief, the Big Lottery Fund and the TOP Foundation and with world-leading international delivery organisations across three continents.

Lord Richard Newby,  
Chair, IDS UK

**IDS UK Trustees**  
Lord Richard Newby (Chair), Baroness Sue Campbell, Howard Culley, David Davies, Steve Grainger, Annette Montague, Jan Paterson, Dr Anita White.





# Systems



In Burundi, the NGO Right to Play uses sport and play to facilitate peace building and holistic child development, rural Bujumbura. © UNOSDP / Antoine Tardy

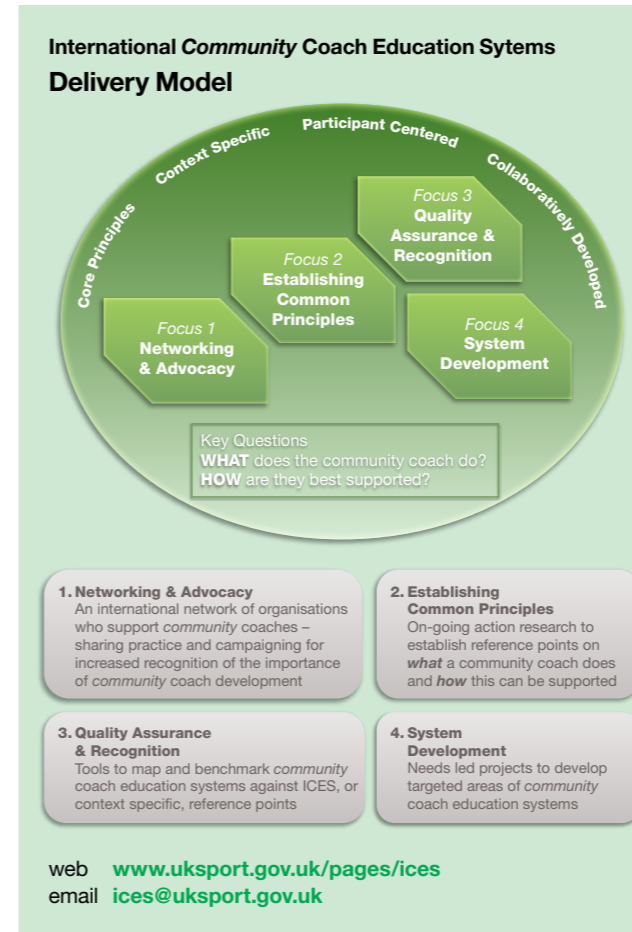
UK Sport and IDS aim to improve young people's experience of sport by widening access to high quality teaching and community coaching. With sound systems in place, more young people can enjoy safe, fun, high quality sport and PE, and more teachers and coaches can access the qualifications and the tools they need to do a good job.

## Improving young people's experience of sport - ICES (International community Coach Education Systems)

Community coaches are important to young peoples' experience of sport. But all too often they are undervalued, unqualified and unrecognised. The innovative ICES project provides a global platform for networking, recognition and community focused coach development.

Over 20 international and UK partners are being linked through ICES webinars and workshops. Members have the opportunity to share good practice, support new inter-agency links and add value to each others' development initiatives.

The ICES team and members have developed a framework of capabilities for community coaches. The ICES team also helps organisations to design their own frameworks.



**“The International Council for Coach Education (ICCE) supports the ICES project. UK Sport has played an important advocacy, leadership and recognition role in coach education, all of which ICCE is pleased to endorse.”**

▶ Pat Duffy, Vice-President (Europe), ICCE

## Development of strategies - Netball Regional Development Initiative

As a predominantly female sport competing with other sports for scarce funding, Netball in southern Africa is often at a disadvantage. The International Federation of Netball Associations (IFNA) approached the Commonwealth Games Federation (CGF) and UK Sport to help tackle the problem.

An IFNA Africa Development Manager was appointed and part-funded by UK Sport to oversee a regional strategy aimed at broad-basing the sport and supporting competitive opportunities across Africa's National Netball Associations.

The partnership between IFNA, UK Sport and the CGF has resulted in the introduction of the Netball Safari development programme in 6 countries (combining a netball festival with coach and official education). This means increased global membership, as IFNA and young girls across the continent are already benefiting from improved governance in 16 National Associations and an increased number of trained and accredited umpires, officials and coaches in Africa.



Sports Event, Botswana. © IFNA Netball

## Providing technical advice - SEAS (Sports Education and Accreditation System)

Initiated by the Supreme Council of Sport in Africa Zone VI, SEAS aims, **“To establish a standardised education and accreditation framework for sports practitioners across the ten member states of the Zone.”**

There is a great passion for sport in the Zone VI region as well as many talented young athletes and dedicated coaches whose potential is untapped. SEAS is helping to mobilise a newly motivated and competent workforce across the region and unlock the sporting potential of millions of young people.

UK Sport is providing technical support for the project activities, including programmes to train and retain coaches, technical officials and administrators, and to continuously improve and quality assure that training.

Africa Zone VI  
Population: 135 million

# People



Go Sisters peer leader, Susan Banda, with her U12 mixed football team, Ngaube community, Lusaka, Zambia.

UK Sport and IDS are committed to improving the opportunity for children and young people to participate in sport, to gain new skills and to lead and share their learning through sport.

UK Sport and IDS support grassroots and national organisations worldwide that focus on the development of young people through and in sport, meaning thousands of children and young people in South America, Africa and Asia, who previously had no access to sport, are now involved in high quality and innovative programmes.

## Learning - Go Sisters - Girls Empowerment Programme

IDS supports the organisational capacity building of EduSport and their Go Sisters - Girls Empowerment through sports programmes. Funded by DFID Civil Society Challenge Fund, Go Sisters uses sport to empower, educate girls about health issues.



Go Sisters U16 football team, Chipata Community, Lusaka, Zambia.

**“I feel like I am now able to take up any responsibilities that comes my way. I can now relate to a lot of people and different situations through learning new leadership skills and experiences of Go Sisters.”**

▶ **Mwape Lungu, Chilenje Go Sisters Co-ordinator, Chilenje Community**

The Go Sisters vision is to promote gender equity and female empowerment in Zambia encouraging young women aged 13-20 to adopt district and community leadership roles. The 5 year (2008-13) programme goals include:

- ▶ **1,750** peer leaders equipped with leadership & life skills.
- ▶ Over **25,000** youths have increased awareness of HIV/AIDS, sexual reproductive health and gender equality, with an emphasis on female rights.
- ▶ Increased access to sport for youth with disabilities.
- ▶ Improved employment and life opportunities for peer leaders who are helped to complete their education.
- ▶ The overarching aim is to develop a best practice model for using sport for gender empowerment & HIV prevention with integrated monitoring and evaluation.

UK Sport is contributing funding to Brunel University to conduct a four year study to explore the impact of the Girls Empowerment Programme GEP and share good practice.

## Leading - BILD (Beckwith International Leadership Development)

BILD training programme at the University of Ghana.



The IDS BILD programme is funded by the TOP Foundation and aims to provide young people with the opportunity to develop their sports leadership skills. Leadership development centres are based in Ghana and Tanzania and managed by the University of Ghana and by the National Sports Council of Tanzania respectively.

**“I have learnt how to facilitate sport activities and developed leadership skills such as managing and enabling all the children to participate in all kinds of sports and games, without mention of any of their differences.”**

▶ **Mohammed Ahmad, Tanzanian BILD Leader**

BILD delivers quality training and support from qualified practitioners and then explores with in-country partners how the rich resource of youth sports leadership can best be used to support existing national strategies. Ultimately, BILD aims to increase young people's employability and secure strong and sustainable links with government so that the investment in future BILD leaders continues.

## Sharing - Leading the Game

IDS and SCORE South Africa work in partnership utilising sport to promote healthy lifestyles and sustainable community development through the Leading the Game (LTG) project funded by The Big Lottery Fund (BIG).

SCORE Trainer, Eric Makondo explains how participating in sport has affected one of the participant's life, Sheila:

**“Playing sport has changed her life because now she is a leader and she is living a positive lifestyle.”**

Leading the Game activities to promote girls football, Limpopo, South Africa.



LTG is designed to develop and improve measures to prevent HIV/AIDS and mitigate its impacts by training young leaders using the medium of football. Specific goals include:

- ▶ Equipping **19,000** young leaders with the leadership and life skills to benefit their health.
- ▶ Improving knowledge and awareness of health, in particular HIV/AIDS, among young people, contributing to behaviour change and a reduction in stigma surrounding HIV/AIDS.
- ▶ Increasing opportunities for girls/young women to participate in HIV prevention and life skills education activities within community structures and as a result improve their self confidence.
- ▶ Increasing awareness of gender issues in men and women leading to changed perceptions of gender roles.

Leading the Game activities to promote girls football, Limpopo, South Africa.



# Organisations



Magic Bus participants, India.

UK Sport International is rooted in the sports sector but our mission transcends the boundaries between sport, international development, education and public affairs. A good organisation is fundamental to effective working. So we focus on organisations at two levels - supporting delivery partner **organisational development**, often via **organisational networks**, and influencing **strategic and political** organisations. By supporting small organisations and empowering them to implement high quality programmes that provide reference points for strategic partners we aim to create a context favourable to international sport development, both as an end in itself and as a tool for social change.

## Organisational Development - Magic Bus

Since 2005, UK Sport has partnered with Magic Bus, a Mumbai based not-for-profit organisation that works with some of the most marginalised children in the world, in its organisational capacity building. Magic Bus has developed a series of needs-based and age specific educational programmes that focus on making children aware of their own abilities.

UK Sport has collaborated with Magic Bus to develop integrated monitoring and evaluation (M&E) processes, tools and systems that ensure programme quality. Outputs include a Magic Bus specific M&E manual and toolkit and in-depth, longitudinal studies exploring the impact of their work. This has allowed Magic Bus to tailor the development of their organisation to fit findings from the research and evaluation.

Magic Bus was UK Sport International's first partner in South Asia and from them we have gained valuable understanding around the impact of Sport for Development in a new cultural context.

## Organisational Networks - KAO (Kicking Aids Out! Network)

International Women's Sports Day, Zambia. © KAO



KAO is an international network of **22** organisations that use sports and physical activity to raise awareness of and address issues around HIV and AIDS and other health challenges. Sports based programming is increasingly recognised as a cost effective and youth-friendly way of conveying messages around high risk attitudes and behaviours.

UK Sport contributes to the network by sharing sports based education resources, collaborating with KAO Network members in specific country programmes and participating in the network's working groups.

## Strategic and political organisations: Sport for Development and Peace International Working Group

Since 2008 and the publication of the report "Harnessing the Power of Sport for Development and Peace: Recommendations to Governments", the Sport for Development and Peace International Working Group (SDP IWG) has been hosted by the United Nations Office on Sport for Development and Peace (UNOSDP) based in Geneva.



Members of UK Sport chairing the first European UN SDP IWG meeting, Brussels.

This intergovernmental Group was established in 2004 with the aim to formulate and promote the adoption of policy and programme recommendations for the integration of Sport for Development and Peace into national and international development strategies of national governments. In addition, it encourages governments to share policies, programmes and best practices.

**"As present Chair of the SDP IWG and its Thematic Working Group on 'Sport and Child & Youth Development' as well as regional representative for Europe, UK Sport is an innovative leader in the use of sport for development initiatives."**

▶ **Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace**

UK Sport is assisting the UN, working closely with the UNOSDP and SPD IWG Secretariat staff and taking a leading role in the strategic plan to influence national governments to progress recommendations related to Child Protection in sport, Youth Employability, and improvements in Child and Youth education through sport.

## Strategic organisations & Organisational Development

Shot put participant, Tanzania. © IPC



UK Sport's successful partnership with the IPC (International Paralympic Committee) focuses on prioritised development of National Paralympic Committees (NPCs). NPCs are not established in many developing countries and where they do exist they are generally poorly funded. The IPC/UK Sport partnership has enabled NPCs to grow their organisational capacity to represent physically and mentally disabled young people and adults in sport.

**"UK Sport's support for the International Paralympic Committee's organisational development initiative has enabled us to make a real impact on the capability and capacity of NPCs in sub-Saharan Africa."**

▶ **Sir Philip Craven, IPC President**

Thanks to UK Sport, the Tanzanian NPC has been able to give young disabled people the opportunity to take part in sport for the first time. This has helped to break down stereotypes associated with disabled people, improve coaching and enable the first elite Tanzanian Paralympians to participate in the Commonwealth and Paralympic Games.



# Relationships



Since 2000, the Bola Pra Frente Institute uses the fascination for football and the image of renowned athletes to attract and transform the lives of the youths in the Guadalupe favela in Rio de Janeiro, Brazil. © UNOSDP / Antoine Tardy

UK Sport and IDS add value to over **50** partnerships around the world. They include funding partners, **strategic relationships** with government and supra-national bodies and programme delivery partnerships. Our programme delivery partners include national organisations, local government, NGOs, educational institutions, health agencies and sports bodies. Some partners are multi-member organisations, meaning our wider network runs into hundreds.

We work hard to build long-lasting, mutually beneficial, sustainable relationships based on the principle of **partnership working**.

All of our partners are listed on page 23.

**Strategic Relationship:** The South Africa/UK Memorandum of Understanding (MOU) builds on a sports initiative established after

the release of Nelson Mandela in 1991. It enacts the mutual desire to harness the power of sport to open doors to young people in communities excluded during the apartheid era and to forge a new and positive connection between our two countries.

In recent years the MOU has led to:

- ▶ A cricket-focused multi-sport project in Cape Town that aims to address social exclusion, crime and gang membership, and drug and substance misuse, based on the **UK Positive Futures** model.
- ▶ Collaboration between **British Swimming and Swimming South Africa** that has resulted in a self-sustaining coach/teacher development programme aligned to the **UK Coaching Framework**.
- ▶ Exchange of information and expertise between **UK Sport** and South Africa in the area of **Drug-Free Sport** assisting the South African Institute of Drug-Free Sport to establish the doping control infrastructure for the 2010 FIFA World Cup.
- ▶ Coaches from **Netball South Africa** and **England Netball** have undertaken a joint focused development programme.

- ▶ Technical advice from Pat Duffy (Vice President, Europe, ICCE) on the development of the **Coaching Framework** for South Africa led by the South African Olympic Committee (SASCOC) and the Department of Sport and Recreation.

## Mutual benefits - IDEALS (International Development through Excellence and Leadership in Sport)

Netball coaching level 1 course, Lusaka, Zambia.



IDEALS is UK Sport's sports leadership development exchange programme. IDEALS operates annually in 4 countries involving partnerships with 7 local organisations and 10 UK Universities.

**The IDEALS partners:** The Wallace Group of Universities (Durham, Northumbria, Loughborough, UWIC, Stirling, St Andrews and Bath), Sheffield Hallam University, Liverpool John Moores University and Edge Hill University select students to work on placements in Zambia, with Sport in Action and EduSport, Tanzania with the National Sports Council and the BILD programme, Namibia with SCORE Namibia, Physically Active Youth and Special Olympics Namibia and Ghana with the University of Ghana and the BILD programme.

A major benefit is the level of investment made by UK Universities. Every £1 invested by UK Sport generates another £5 in partner contributions and funds raised towards the placements by the IDEALS students themselves.

IDEALS students study physical education, sport development or a related discipline and by investing in them as the leaders of tomorrow, enhancing their skill levels in new and challenging contexts, IDEALS contributes to UK Sport's world class sport purpose. The programme is a resource that supports the UK's contribution to international development through sport in target regions and countries and also helps to generate intercultural awareness in young people and increase goodwill towards the UK in partner countries.

**“This is an unbelievable, life changing experience. I am having such a great time and learning so much about myself and Namibia.”**

▶ Ryan Stewart, Student, IDEALS Namibia

**“This is an absolutely superb experience for the students and me - it is a real mutual exchange. We get so much out of the placements and can put so much back into them too.”**

▶ Helen Mann, Lecturer, Sheffield Hallam University, IDEALS Tanzania

## Innovative collaboration - IDEALS Zambia Netball Development

In 2009, the placement of a talented young netball development professional with IDEALS Zambia led to a new collaboration between the NAZ, Durham, UKS, OYDC and IFNA designed to support the promotion of netball in Zambia. Specifically placing UK netball development officers to work with NAZ to up-skill coaches and develop netball systems.

**“Not only was the country and culture amazing but so was the abundance of naturally talented netball players. Being involved in the project to help develop netball was not only important but also challenging and very rewarding.”**

▶ Emily Flavell, Volunteer

The project has so far:

- ▶ Trained netball coaches and umpires at all levels.
- ▶ Contributed a wealth of resources to develop a netball coach education in Zambia.
- ▶ Developed a partnership model for building a network of knowledge and resources.



Kalingalinga netball team with IDEALS student and coach, Lusaka, Zambia.

# Telling the story



International Inspiration / India 2009 / © Rajiv Kumar

UK Sport and IDS are both committed learning organisations. Researching the effectiveness of the programmes we design and support, communicating our activities and evidence base and sharing best practice with others are essential to the achievement of our mission.

UK Sport seeks to use the platforms open to us as a Government agency, as International Inspiration lead partner and as an active member of the Sport for Development and Peace International Working Group hosted by the UN Office on Sport for Development and Peace, to demonstrate the contribution of sport to the development of young people.

## Researching - Sport for Development Research Initiative

In 2007, IDS collaborated on a four year Sport for Development Research Initiative with Comic Relief to test the hypothesis: 'Sport contributes to the personal development and wellbeing of disadvantaged children and young people'.



Kids playing football, Zambia.



Magic Bus participants, India.

The research included an in-depth analysis of six sport for development programmes to generate a body of evidence on the impact of these programmes. Two core measures for personal development were used: **self-efficacy and self-esteem** and the impact of the programmes on attitudes towards and knowledge of **Gender and HIV/AIDS**. The impact of peer leader training on young people was also examined.

A launch workshop in November 2010 disseminated the research report and over 50 practitioners, donors and network managers met to share responses to the findings and discuss how they may be used in future work.

**“It was very useful in terms of being able to meet other organisations also using Sport for Development, being able to exchange experiences and see how the study and the learning generated can be used to help improve programmes.”**

▶ Workshop Participant

## Sharing best practice - Sport and Development Platform

[www.sportanddev.org](http://www.sportanddev.org)

This International Platform is a web-based resource and networking tool dedicated to the field of Sport and Development (S&D). UK Sport provides strategic advice and funding as members of the Steering Board to maintain the resource and assist the platform in its mission of enabling organisations and individuals to:

- ▶ Understand the contribution of sport to different themes in S&D.
- ▶ Find practical tools, guidelines and resources that will help carry out S&D-related work (or inspire a start!).
- ▶ Stay informed about what's going on in S&D.

- ▶ Find out 'who's doing what' across the world in S&D.
- ▶ Make connections and share information with like-minded people and organisations interested and active in S&D.

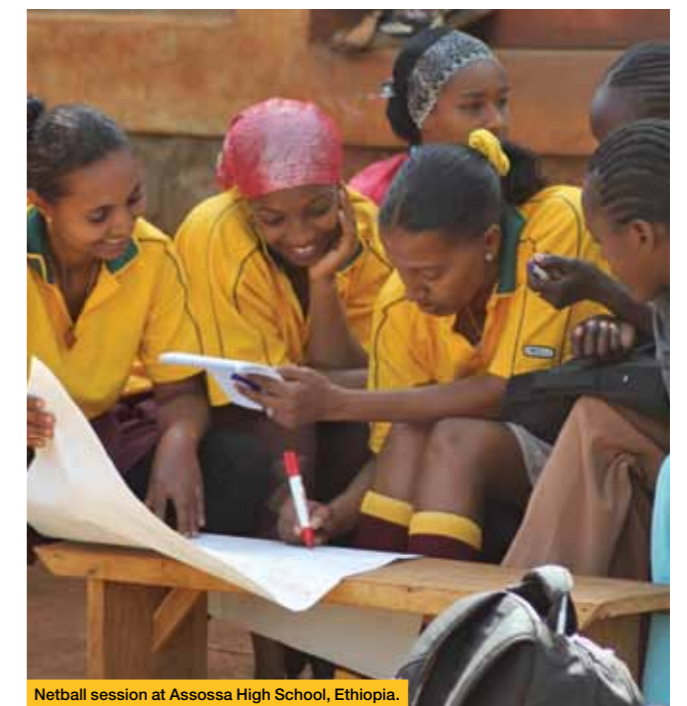
## A look forward - towards a single UK Strategy for international sport development

The collaboration of UK Sport and IDS under the joint banner of UK Sport International is valuable and productive. Each partner has a clear role. IDS is committed to maintaining and establishing new high quality local partnerships that make a difference to young lives. UK Sport supports and advises on global strategic initiatives including Sport for Development and Peace International Working Group hosted by the United Nations Office on Sport for Development and Peace and the Commonwealth Advisory Body on Sport action plan.

UK Sport's role in International Inspiration has brought us into closer partnership with other UK organisations with an interest in international sport development and there is a broad consensus for developing a single vision for UK-led international sport development within which UK Sport and IDS will be significant actors.

The Sport for Development movement is still relatively young, and the potential of sports-based interventions to help tackle human and social development goals is only beginning to be grasped by the development community. As rights-based approaches to human and social development gather momentum, the right to play, enshrined as Article 31 of the 1978 UN Charter of the Rights of the Child, is an important contextual hook for new collaborations. UK Sport International is alive to the potential of innovative partnerships with sport and non-sport partners worldwide.

Debbie Lye  
International Development Director, UK Sport  
Chief Executive Officer, IDS



Netball session at Assossa High School, Ethiopia.

# UK Sport International

## The Team



**Oliver Dudfield**  
International Sport Development Manager

Ollie leads on coaching, coach development and sport education projects and partnerships within the International team. Specialising in participant centred sport development, Ollie manages the International community Coach Education Systems (ICES) project and provides technical consultancy to a range of sport and sport-for-development partners.



**Viv Holt**  
International Inspiration Delivery Adviser

Viv supports international Development work by leading training in Ghana and Tanzania as part of national leadership programmes. Viv also coordinates the strategic plans and partner working for Turkey, Indonesia, Pakistan, Malaysia, Trinidad and Tobago, Egypt and Bangladesh in the International Inspiration programme.



**Joanna Knight**  
International Development Manager

Jo manages project partnerships for IDS and UK Sport International focusing mainly on sport for development programmes, organisational capacity building and grant management. Jo also leads on UK Sport's IDEALS programme.



**Martina Longueira**  
International Inspiration Programme Coordinator

Martina joined UK Sport's international development team in November 2009. She supports the Board and Committees of the II Foundation, which governs the International Inspiration programme, and is the central point of contact between Trustees and the partners (British Council, UK Sport and UNICEF) delivering the programme overseas and in the UK.



**Debbie Lye**  
Director of UKS International

Debbie combines her role of UK Sport International Development Director with that of Programme Director for International Inspiration. She works with the team and a number of diverse stakeholders to determine policy objectives and develop long term strategies and mutually beneficial partnerships. Debbie chairs the SDP IWG Thematic Working Group on 'Sport and Child & Youth Development'.



**Elias Musangeya**  
Senior International Inspiration Management Adviser

Elias manages the International Inspiration programme and leads on sport development projects like ICES and SEAS. Elias also manages UK Sport's strategic partnerships with International Federations e.g. International Paralympic Committee and the IAAF. He is a member of the wider UK Sport Senior Management Team.



**Nick Pink**  
International Development Adviser

Nick supports IDS and ID work and leads on national sports leadership programmes in Ghana and Tanzania. Nick also coordinates some of UK Sport's strategic partnerships with the Commonwealth and the United Nations, and has started to develop a marketing strategy to promote the international work of UK Sport.



**Catherine Sweet**  
International Development Adviser

Catherine has worked at UK Sport for the past five years and is responsible for International Inspiration South Africa, IDS UK and the UK/South African Memorandum of Understanding on sport as well as providing business support for the wider International team.



**Clare Barrell**  
International Development Officer

Clare joined the international team in 2011 and supports the IDEALS, ICES and BILD projects. Clare brings experience of working in South Africa to the team, and her excellent approach is well suited to UK Sport's work.

BILD training programme at the University of Ghana.

# Our Partners

We are proud of what we have achieved and wish to celebrate the partnerships that have helped us to grow, to learn and to deliver.

**Bangladesh Krira Shikka Protishtana (BKSP)** – Bangladesh  
**Big Lottery Fund** – UK  
**British Council** – International  
**Comic Relief** – UK  
**Commonwealth Games Canada** – Canada  
**Cricket For Change** – UK  
**Department Culture Media and Sport (DCMS)** – UK  
**Department for International Development (DfID)** – UK  
**East Africa Cup Network** – East Africa  
**Edge Hill University** – UK  
**EduSport Foundation** – Zambia  
**Fight For Peace** – Brazil, UK  
**The Homeless World Cup** – UK  
**International Federation of Netball Associations (IFNA)** – International  
**Kicking AIDS Out! Network** – International  
**Lakshmbai National University of Physical Education (LNUPE)** – India  
**International Paralympic Committee (IPC)** – International  
**Laureus Sport for Good Foundation** – UK  
**Leeds Metropolitan University** – UK  
**Lifeline/Childline** – South Africa  
**Liverpool John Moores University** – UK  
**London 2012** – UK  
**Loughborough University** – UK  
**Magic Bus** – India  
**Moving The Goalposts Kilifi** – Kenya  
**National Sports Council Tanzania** – Tanzania  
**Norwegian Olympic and Paralympic Association and Confederation of Sport (NIF)** – Norway  
**Oceania Sport Education Program** – Oceania  
**Physically Active Youth (PAY)** – Namibia  
**Panchayat Yuva Krida Aur Kheld Abhiyan (PYKKA)** – India  
**SCORE** – Namibia, South Africa  
**South East District Youth Empowerment League (SEDYEL)** – Botswana  
**Sheffield Hallam University** – UK  
**SkillsActive** – UK  
**South Africa Rugby Union** – South Africa  
**Special Olympics Bharat** – India  
**Special Olympics Namibia** – Namibia  
**Sport In Action** – Zambia  
**Sport and Recreation South Africa (SRSA)** – South Africa  
**Supreme Council for Sports in Africa** – Zone VI (Angola, Botswana, Democratic Republic of Congo, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Zambia, Zimbabwe)  
**TOP Foundation** – UK

**Trinidad & Tobago Alliance for Sport and Physical Education (TTASPE)** – Trinidad & Tobago  
**UNICEF** – International  
**University of Bath** – UK  
**University of Central Lancashire** – UK  
**University of Durham** – UK  
**University of Ghana** – Ghana  
**University of Northumbria** – UK  
**University of St. Andrews** – UK  
**University of Stirling** – UK  
**University of Wales Institute, Cardiff** – UK  
**Volleyball England (UWIC)** – International  
**West of England Sport Trust (WESPORT)** – UK  
**Western Province Cricket Club** – South Africa  
**Youth Sport Trust** – UK



Since 2000, the Bola Pra Frente Institute uses the fascination for football and the image of renowned athletes to attract and transform the lives of the youths in the Guadalupe favela in Rio de Janeiro, Brazil.  
 © UNOSDP / Antoine Tardy



Youngsters play football on a pitch renovated by the NGO Kilimanjaro Initiative in the Silanga community in Kibera, Nairobi's largest slum.  
 © UNOSDP / Antoine Tardy



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