Team London
Young Ambassadors
It gives me great pleasure to introduce the Team London Young Ambassadors programme. Since we launched the programme in September 2013, it has gone from strength to strength. Indeed, we are delighted to now be working with over 1,000 schools across London.

In those schools, we are helping our Young Ambassadors start projects about the issues that really matter to them. Team London was built on the legacy of the 2012 Games. It is about creating a movement of volunteers, of all ages and backgrounds, to help in their communities for the wider benefit of the city.

Creating the next generation of volunteers through Team London Young Ambassadors will enable our young people to connect with where they live. They can also learn how to lead projects and how to talk to different groups of people. Such skills will be invaluable to them in the future.

Through Team London Young Ambassadors, we want to inspire young Londoners to lead useful projects in their communities. We offer support, resources and recognition to all schools taking part.

We want every young person in London to join this movement. Taking part is good for your students and the local area. It is also good for your school. Teachers report that Team London Young Ambassadors are better behaved and more open to learning.

In this brochure you can read more about the programme. You can also hear first-hand the difference it has already made to our schools. As someone who is passionate about volunteering, I am incredibly proud of Team London. I am proud too of what this programme has achieved.

I look forward to welcoming even more young people to the Team London Young Ambassadors movement during the course of the next year.

Please do get involved.

If you have any questions, my team will be more than happy to help.

Veronica Wadley
Senior Advisor to the Mayor of London (Team London, Volunteering, Charities and Sponsorship)
The programme

Team London Young Ambassadors is the Mayor’s volunteering programme for schools. It is free to all state primary and secondary schools in London. In just two years, it’s enabled more than 235,000 young Londoners to take action and improve their local area. These young people have worked on everything from homelessness to bullying and gardening.

All schools in the programme are offered an assembly. It introduces young people to volunteering and helps get them keen on the idea. This is followed by practical workshops and youth summits.

Teachers are supported with volunteering campaign kits and handbooks. There is also in-school help and support from adult volunteers.

The programme is delivered by the charity WE Day and is part of the WE Schools programme. It is kindly supported by Spirit of 2012 and Unilever.

WE Are Silent march to City Hall
“The knowledge that you have the ability to make a difference as an individual is extremely powerful. Add to this the understanding of what can be achieved when you work together and there is no challenge that cannot be overcome. With this programme, Team London is not just inspiring young people, but empowering them to take action and change the world!”

Andy Barrow, Ambassador for Team London and Team GB Wheelchair Rugby Captain 2005-2010
Why join in?

89% of young people who’ve taken part care more about issues like recycling, energy and conservation.

96% of teachers strongly agree that the programme has given their students a better understanding of local and global issues.

90% of teachers said students who took part were better at expressing opinions and ideas at school, for example suggesting topics for lessons, or identifying areas for school improvement.

79% of young people now display a greater enthusiasm for learning.

93% of teachers feel that being part of the programme has increased their school’s connection to the community.

82% of teachers feel that the programme has encouraged previously disengaged students to become more involved.

“...inspired our pupils would be an understatement; the pupils have really “flown” in to action since [the] visit.”

Kerry O’Malley, Teacher, Abbotsfield School for Boys, Hillingdon

How it works

The assembly

One of our youth speakers will come to your school to run the assembly. It will focus on the importance of volunteering and social action. The aim is to inspire pupils to volunteer with examples of schools and young people making a difference locally.

Each speaker will deliver a bespoke assembly drawing on their personal experiences of volunteering and the impact it’s had on them. These visits can be differentiated according to the age range of the pupils involved and are applicable across primary and secondary schools.
The workshop

Schools can also take part in a workshop. This builds on the assembly’s themes of volunteering, youth empowerment and active citizenship.

Young people take part in activities which help them come together as a team. By so doing, they learn to communicate with respect and empathy. They’ll also develop their understanding of leadership and personal responsibility.

At the end, young people will develop a social action project to help solve a local problem. They then vote on the project they want to take forward and nominate a leader.

Follow-up support

All schools are given a personal contact to help make their volunteering projects happen. They will also put them in contact with like-minded local schools and voluntary organisations. Borough Ambassadors, our adult volunteers who work in schools, are also on hand to help.

Young people can be really creative with their ideas. The programme focuses on drawing out ways in which they can use their strengths to deal with local issues. Many schools also carry out WE Day’s flagship campaigns like fundraising through WE Bake For Change, taking a vow of silence through WE Are Silent, or raising awareness of homelessness with WE Won’t Rest.

“I’ve started to think more about others than just myself. It makes me feel good inside to help… It’s helped me grow. A good leader is someone who listens to others rather than just putting forth their idea… Everyone has different qualities, so when we come together it’s really nice.”

Tejal, aged 11, Brampton Primary Academy, Bexley

“I feel excited and proud to enable young people to become leaders of change in their communities and across London.”

Fureel, Borough Ambassador for Hammersmith and Fulham
Youth summit

The programme also helps Young Ambassadors engage with other local schools through youth summits. This encourages young people to work together and learn new skills. These summits take the students away from classroom work for a day so they can problem solve as a group and plan local campaigns. As well as school-based summits, we also host a yearly summit for schools at City Hall.

"The children had a lovely time [at the youth summit] and it was a very constructive day for them...The workshops were very inspirational to the children and they came up with some great ideas."

Luke Patterson, Teacher, St Mary’s Church of England Primary School, London Borough of Brent

The impact

Since its launch, the Team London Young Ambassadors programme has reached:

- 1,000 schools
- 235,000 young people
- 64,000 active volunteers
- 66 adult volunteers supporting schools to take action

The top five issues that young people are passionate about are:
- Homelessness
- Food waste and food poverty
- Community spirit
- Connecting generations
- Friendship and wellbeing
Case studies

Livingstone Primary School, London Borough of Brent
Students at Livingstone Primary School in Brent had a passion for baking. They used this enthusiasm to take part in a WE Bake for Change campaign and help elderly people in their local community.

The young chefs chose a recipe and baked pies for their local elderly centre. The students carried them down to the centre so they could deliver the treats in person. The local residents were delighted with the delicious pies. They were also very happy to meet young people from a local school.

"The children took the pies that they had baked to the local elderly centre. It was lovely to see the positive reaction from both sides."

Kirstie Kwan, Teacher, Livingstone Primary School

Yeading Junior School, London Borough of Hillingdon
Yeading Junior School aims to bring learning out of the classroom and into the community.

The school has run many social action projects. These include a WE Are Silent campaign, food collections for local food banks, starting a community choir and hosting their own ‘Mini WE Day’.

“It’s amazing—the ideas and philosophy from WE Schools and WE Day have really changed what’s going on in school. Children have realised they can be empowered and make a difference and they’re demonstrating that.”

Carole Jones, Headteacher, Yeading Junior School
Wimbledon College, London Borough of Merton
Students at Wimbledon College wanted to raise awareness of homelessness in their area. They took part in a WE Won’t Rest campaign to experience what it’s like for those who live on the streets. Eighty students spent the night in the school playground in makeshift cardboard beds. During the evening they heard the personal story from two people who’d become homeless. The students also raised £2,000 for local charities.

Fortismere School, London Borough of Haringey
Fortismere School is passionate about volunteering. School students set up a network for young volunteers in the area. They also hosted a school Leadership Day. This gave other local schools a chance to find out more about volunteering and how to run community projects.

“My perspective of people who live on the streets has changed, I no longer feel fearful of these people but instead I respect them and sympathise with them.”

Student, Wimbledon College

“It was great to see students from ten different schools and such different backgrounds coming together and being inspired by Team London that they, no matter what their home circumstances are, can make a difference to someone else’s life.”

Katherine Jackson, Head of College, Fortismere School
Borough Ambassadors

These adult volunteers directly support schools to plan and run projects. They can also put schools in touch with other local schools and voluntary organisations.

Annie Stredwick, Borough Ambassador, Sutton

I decided to become a Borough Ambassador because I really like the idea of working with young people and helping them to achieve a goal.

I believe it is important that students take action in their local community because it is the community they live in and by doing that they can learn more about the issues that are there.

My favourite memory of being a Borough Ambassador is seeing the enthusiasm in the children.

Borough Ambassadors at City Hall
Get involved

We offer a number of reward and recognition opportunities for schools taking part in the programme.

**WE Day UK**
WE Day UK is an annual celebration of young people in the UK and their volunteering achievements. It is led by our delivery partner, WE Day.

Every March, 12,000 young people come together and hear from inspirational leaders, celebrities and educational figures. Previous guests have included Prince Harry, Martin Sheen, Ellie Goulding and Malala Yousafzai.

All Team London Young Ambassador schools can apply for free tickets to WE Day UK.
London Knowledge Quiz
The London Knowledge Quiz is a fun competition which brings the history, geography and culture of London to life. Every year, primary and secondary students compete with other schools across the capital to win the Mayor’s Prize for London Knowledge.

The quiz complements the London Curriculum. Topics include London's history, popular culture, transport and architecture. After two online rounds in June, the six highest scoring teams go head-to-head in the July finals at the Museum of London, hosted by Michael Absalom.

The London Knowledge Quiz is run in partnership with Plotr and the Museum of London.

Team London Awards
Every autumn, volunteers across the capital come to City Hall to celebrate the best of volunteering. There are six volunteer awards for schools including the Spirit of 2012 and Unilever awards.

Schools are nominated by WE Day. All shortlisted schools receive a certificate from the Mayor of London and are eligible to apply for a Unilever brightFuture grant.

Finalists from Cleves Primary in Hackney receive their certificates from Munira Mirza, Deputy Mayor for Education and Culture.

Southfields Academy in Wandsworth receive a Team London Award for their ‘Mentoring & Coaching’ project.
Unilever brightFuture grants
This small grants programme is open to Young Ambassadors who have been nominated for a Team London School Award. Successful schools get up to £1,000 of funding to further develop a Team London project, or run a new local project. As well as financial support, Unilever mentors offer schools expert advice on pitching and project management.

Team London Young Leaders
This pilot project is another opportunity for our Young Ambassadors to help lead social change where they live. Supported by a team of Borough Ambassadors, Young Leaders come together with students from other local Team London schools to work on joint events and campaigns. Students gain invaluable experience in leadership and team work. They are also able to apply for work experience.
The Duke of Edinburgh Award
Young people can use their activity as a Young Ambassador for the Volunteering section of their Duke of Edinburgh’s Award. The Award gives young people aged 14-24 the chance to develop skills for life and work, fulfil their potential and have a brighter future through taking part in a Bronze, Silver or Gold Award DofE programme.
Our partners

The Team London Young Ambassadors programme is run in partnership with WE Day, as part of their WE Schools programme. It is supported by our sponsors Spirit of 2012 and Unilever.

Spirit of 2012 is an independent trust set up with £47m from the Big Lottery Fund. Team London Young Ambassadors is one of a number of projects it funds to help young people.

Unilever believes there has never been a better time to create a brighter future for our children; a world where everyone lives well and lives sustainably. Unilever is proud to partner the Team London Young Ambassadors Programme, inspiring thousands of young people to make positive social impact in their communities.

Get in touch

The Team London Young Ambassadors programme is free to all London state schools.

If you are an independent school looking to work with Team London, please get in touch.

To find out more and get involved email teamlondon@freethechildren.com or call 020 7978 5225.