

KCGA HONOURS & RECOGNITION | INAUGURAL 2027 APPOINTMENT

KCGA Junior Ambassador Programme 2027

Representation | Confidence | Communication | KCGA History

2027	JUNIOR AMBASSADOR	PARENT PROGRAMME GUIDE
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KENSINGTON & CHELSEA GYMNASTICS ACADEMY

WELCOME

A new KCGA honour begins in 2027

The KCGA Junior Ambassador Programme creates a distinctive recognition pathway for a young gymnast who can represent the academy with character, confidence and a genuine voice.

The 2027 appointment will be the first in a new KCGA tradition. It joins the academy's wider culture of recognition alongside honours such as Gymnast of the Year and Coach of the Year, while celebrating a different and complementary kind of contribution.

WHAT IS A KCGA JUNIOR AMBASSADOR?

A recognised young representative who helps share the experience, values and joy of gymnastics through selected academy activities and media.

A gymnast first

The Junior Ambassador remains first and foremost a gymnast and KCGA member. The role is not employment, coaching, supervision or a safeguarding position, and the child is never responsible for other gymnasts or academy operations.

Character over performance

Advanced skills and competition results are not the primary measure. The programme recognises qualities that help a child represent KCGA positively.

A real young voice

The ambassador speaks from genuine experience. KCGA may offer questions or light prompts, but the child is not asked to perform exaggerated promotional scripts.

RECOGNITION WITH LASTING MEANING

Why the appointment is special

The inaugural appointment brings together formal recognition, personal development, complimentary training and a lasting place in KCGA's story.

01**Annual appointment**

The selected gymnast holds the official KCGA Junior Ambassador title throughout the 2027 calendar year.

02**Representing KCGA**

Age-appropriate opportunities to share the values, experience and joy of gymnastics.

03**Confidence and communication**

Supportive chances to speak, reflect and communicate naturally.

04**Authentic child voice**

Real experiences and honest reflections, never influencer-style promotion.

05**Official recognition**

A ceremonial certificate and official KCGA T-shirt with an embroidered Junior Ambassador designation.

06**Part of KCGA history**

Recognition as the first holder of a new KCGA honour and the beginning of a tradition for future gymnasts.

07**Three terms of training**

One regular weekly KCGA group class across Spring, Summer and Autumn 2027.

08**A child-centred role**

Parent permission, continuing child choice, safe coaching and wellbeing remain central.

WHO CAN APPLY?

Current KCGA child members

There is no fixed age requirement for the inaugural programme. KCGA considers each child individually, including maturity, communication, enthusiasm and suitability for the role, with the support of a parent or legal guardian.

KCGA will consider:

- regular attendance and reliable participation;
- positive behaviour and respectful relationships;
- genuine enthusiasm for gymnastics and KCGA;
- comfort communicating briefly without undue pressure;
- interest in approved photography, video and audio, while retaining the right to decline an individual request; and
- expected continued KCGA membership during the 2027 appointment.

NOT AN AWARD FOR ABILITY ALONE

Gymnastics ability and competition results are not the primary selection criteria. KCGA is looking for a child who can represent the academy with warmth, character and a genuine voice.

What KCGA is looking for

Communication	Enthusiasm	Reliability	Character
Confidence	Commitment	Parent support	

AUTHENTIC PARTICIPATION

Sharing gymnastics in a child's own voice

Junior Ambassador activities should feel natural, positive and rooted in the ordinary gymnastics environment.

- short interviews or introductions;
- approved photography or short video during appropriate gymnastics activity;
- explaining what a class is learning;
- sharing a favourite skill, apparatus or recent achievement;
- reflecting on progress or a challenge;
- welcoming someone trying gymnastics for the first time; and
- contributing to selected KCGA website, newsletter, magazine, social-media or event features.

A REAL EXPERIENCE	"What have you enjoyed learning recently?"
A GENUINE REFLECTION	"What helped you keep trying?"
A WARM WELCOME	"What would you say to someone trying gymnastics?"

GYMNASTICS COMES FIRST

There is no fixed weekly content quota. Filming should be brief, planned where possible and secondary to safe gymnastics coaching.

The ambassador is not a content creator or influencer

The purpose is representation, confidence and communication through a child's real gymnastics experience. The programme does not ask a child to make unsupported claims, compare KCGA with other providers or perform to a posting schedule.

THE 2027 SELECTION JOURNEY

From family application to formal appointment

Applications are considered on a rolling basis, giving KCGA time to find the right young representative for this inaugural appointment.

1	Parent application A parent or legal guardian completes the fillable form with the child's knowledge and interest.
2	Review The CEO considers each application against the approved programme qualities.
3	Friendly speaking activity A shortlisted child may be invited to a brief, low-pressure speaking activity if helpful.
4	Selection The CEO chooses the gymnast who best reflects the qualities of the programme.
5	Selected-family permission The family receives the detailed Participation & Media Consent Agreement and completes the required permission process.
6	Formal appointment The appointment becomes active after parent permission, an age-appropriate explanation and the child's willingness are confirmed.

There is no published deadline or fixed announcement date. KCGA may close applications when it is ready to make an appropriate inaugural selection.

THE APPOINTMENT BENEFIT

Complimentary regular group training across three terms

The standard benefit is one regular weekly KCGA group gymnastics class across the Spring, Summer and Autumn Terms 2027.

SPRING 2027

SUMMER 2027

AUTUMN 2027

COMPLIMENTARY TRAINING VALUE

£1,440

Based on the current standard fee of £480 per term across Spring, Summer and Autumn 2027.

What the standard benefit does not automatically include

- private gymnastics lessons or a second/additional weekly group class;
- holiday camps or workshops;
- competition entry fees or external competition costs;
- additional kit or merchandise beyond the approved Junior Ambassador T-shirt; or
- any other separately charged KCGA service.

KCGA may provide additional complimentary experiences or items, but they are not guaranteed appointment benefits unless separately approved.

GYMNASTICS AND WELLBEING COME FIRST

Participation built around the child

Parent or legal-guardian permission and the child's continuing choice are both essential to the programme.

- The child receives an age-appropriate explanation and must want to take part.
- The child may decline an individual speaking, filming or photography request.
- An individual refusal does not bring punishment, embarrassment or automatic loss of the appointment benefit.
- Filming remains brief, supervised and secondary to safe gymnastics coaching.
- If the child no longer wishes to continue, KCGA discusses the appointment with the family rather than applying pressure.
- The default public identity is first name only, without surname, school, date of birth, contact information or public location designation.

SAFEGUARDING AND PRIVACY

KCGA will use approved permissions and appropriate safeguarding and privacy controls for programme participation and publication. The separate selected-family agreement provides the detailed permission process before an appointment becomes active.

What happens after selection?

Selected or conditionally selected families receive the separate KCGA Junior Ambassador Participation & Media Consent Agreement 2027. The appointment does not become active through the application form alone. Parent permission, the child's willingness and the selected-family process must first be completed.

The detailed agreement is not a primary public application download.

READY TO CONSIDER THE OPPORTUNITY?

Rolling applications for the inaugural appointment

There is no published deadline. Applications are considered on a rolling basis, and KCGA may close applications when it is ready to make an appropriate inaugural selection.

Does my child need to be an advanced or competitive gymnast?

No. Advanced skills and competition results are not required. Character, communication, enthusiasm and reliability matter more.

Will my child be filmed every week?

No. There is no fixed content quota. Any filming should be brief, age-appropriate and secondary to gymnastics training.

What if my child does not want to be filmed or continue?

The child may decline an individual request. If they no longer wish to continue, KCGA will discuss this with the family without pressuring the child.

How many Junior Ambassadors will be appointed?

The launch centres on one inaugural KCGA Junior Ambassador. KCGA may appoint additional ambassadors at its discretion.

Can the ambassador apply again for 2028?

Yes, if the programme continues. Reappointment is not automatic.

HOW TO APPLY

Complete the accompanying KCGA Junior Ambassador Parent Application Form 2027 with your child and email the saved PDF to dr.kolimechkov@icloud.com. Use the subject line **KCGA Junior Ambassador 2027 Application**.

Questions before applying? Visit kensington-gymnastics.uk/about/junior-ambassador/ or email KCGA using the address above.