

# Engaging disabled people in sport

*A resource to help the sports sector increase participation*





# Contents

## Section

1	Introduction	3
2	What is the disability sector?	4
3	What drives the disability sector?	6
4	Current barriers	8
5	The law and disabled people	9
6	Why work with the disability sector?	11
7	How you can work with the disability sector	12
8	What EFDS can do to help	17
9	Good sector partnership examples	19
10	Other sources of information	22
11	Jargon buster	27
12	Social and medical model diagrams	30



# 1. Introduction

The English Federation of Disability Sport (EFDS) was established in September 1998 as the umbrella body responsible for co-ordinating the development of sport for disabled people in England.

In 2010, we launched a new strategy to create a sustainable legacy of excellence and inclusion in sport. We wanted to get more disabled people active in sport, for life. But we knew we couldn't do it alone. So part of the strategy has involved a major rethink of the way we work, with the aim of becoming a more customer-focused organisation, brokering new relationships between sports organisations and the disability sector.

During consultation for the strategy, we asked what was stopping sports getting more disabled people involved and what they needed to help with this. The overriding answer was “knowing **how to**



**engage with disabled people and market to them effectively”.**

So this resource aims to do just that, giving you the motivation and information you need to reach out to the many groups of disabled people or people who represent them.

The resource includes advice on navigating what we know is a complex environment; it highlights some of the many barriers – real and perceived – that exist to participation, as well as showing how these can be overcome; and it makes the case for why this is so important, not just for disabled people, but for your sport too.



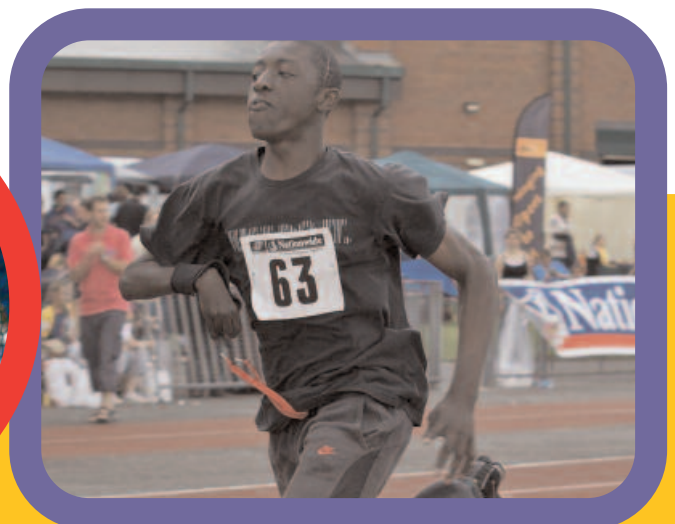


## 2. What is the disability sector?

### Key facts

#### *Did you know that:*

- There are around 9 million disabled people in England, not including those in residential or nursing homes.
- Disability is often represented by the wheelchair symbol, but the majority of disabled people have less visible impairments, including learning difficulties, sight or hearing conditions, mental health issues, and long-term progressive impairments such as multiple sclerosis, cancer and back pain.
- People are living longer, which means more people have age-related impairments, such as arthritis.
- The incidence of disability has risen fastest among children during the last 30 years.
- The Equality Act 2010 states that anyone who has a physical or mental condition which is substantial and long-term can define themselves as a 'Disabled Person'.
- Poverty, race and disability are linked: many Black and Minority Ethnic (BME) communities are among the poorest in England, with an above average section of the community being disabled. The highest incidence of impairment is reported among people of South Asian origins.
- In the year to October 2009, 115,000 more adults took up regular exercise. Among disabled people, numbers dropped by 42,800.
- Only 16% of disabled people belong to sports clubs, compared with 26% of non-disabled people



## A complex definition

**There are an estimated 9 million disabled people in England**, covering a diverse range of impairments and health issues. Blind and partially sighted people, deaf and hearing impaired people and wheelchair users form an important minority of the total. However, they are just that: a minority. The majority of disabled people have other, often less visible impairments, including: learning disabilities and mental health issues, and long-term progressive impairments such as multiple sclerosis, cancer and back pain. While many are born with their impairment, others become disabled later in life. In some cases, people can move in and out of being categorised as ‘disabled’.

The actual definition of what we mean by ‘disability’ is also complex, with two common definitions now in use. One, created by health professionals, sees the impairment itself as the problem, and the cure the treatment of the individual. This is what we call the ‘medical model’ (section 12).

The second definition, the ‘social model’ (section 12), created by disabled people themselves, sees the problem as the restrictions, prejudices, and barriers imposed by society on those with impairments. In other words, by failing to produce information in a Braille format, people with sight impairments are ‘disabled’.

The social model is the definition endorsed and adhered to by the EFDS in all aspects of its work and philosophy, because it means more active inclusion.

## A complex sector

Because disability itself is a complex concept, with many impairments included in the definition, the sector supporting disabled people is also, inevitably, diverse.

Groups may be managed and staffed entirely by disabled people, or may simply involve disabled people in their management structures. Some are single-issue groups, which work on only one aspect of disabled people’s lives, e.g. equipment, holidays. Others may work on behalf of people with a specific condition and aim to provide information on benefits, services, etc.

Some groups – the majority – are charitable organisations, which focus on fundraising to purchase one-off items for disabled people. Other groups, usually those run by disabled people themselves, may not seek charitable status in order that they can undertake campaign work, focusing on putting pressure on private and public bodies to improve services and facilities. Many groups provide services themselves, from daytime leisure activities to independent living services.

Geographically, the sector is diverse too, with groups operating at national, regional, countywide and at town/district levels.

It's clear that the landscape can be difficult to navigate. But not impossible. There are many sources of data about disability groups. The most comprehensive one has been compiled by EFDS. Through this service, we will help you identify and target information about your services to disability-related and Disabled People's Organisations (DPOs) in your area.

Libraries, umbrella voluntary sector bodies and local government offices may also maintain a list or database of disability groups in your area.

For more information on the disability sector data, please contact EFDS by emailing [federation@efds.co.uk](mailto:federation@efds.co.uk) or an EFDS Sports Development Advisor.

### 3. What drives the disability sector?

Understanding what motivates people to join DPOs can help you find ways to engage them, and get the most out of their expertise.

As you'd expect in such a complex sector, the reasons disabled people get involved are diverse, but they tend to fall into two distinct areas:

- **Networking opportunities:** finding a comfortable environment - to express views easily and meet others possibly in the same position
- **Improving life chances:** learning new skills, boosting confidence and independence, or campaigning for change.

While the majority of those involved with the disability sector are volunteer workers and activists, many people do professional paid work in the sector.



## Why Disabled People's Organisations (DPOs) are a great resource

Disabled people who are already active with a disability-related group are perhaps more likely to be outgoing, and potentially interested in joining in sport or sports that bring out their natural talents as well as developing their fitness.

They're likely to know how to gain access to some of the services, facilities and support they will need in order to participate more fully in society.

They'll probably know about accessible transport and have access to relevant information about what is available in the local area through their involvement with such groups.

DPOs often provide personal development, confidence building and assertiveness training, which may help people to deal with unfamiliar and diverse social situations.

All of these factors combined are likely to make it easier for disabled people involved with groups to participate in sports and physical activities. For many such disabled people, sport will also offer a means of sharing their own skills and expertise with other disabled people, enabling them to support their peers in ways that are empowering for both the supporter and the supported individual.

## Individual Budgets and Personal Budgets

Disabled people who qualify are starting to get what are called '**Individual Budgets**'. Local authorities assess what level of

support an individual may need and effectively convert this into a sum of money, which can be used not just for personal care needs, but also to access physical and leisure activities. Individual Budgets give a disabled person far more personal choice about what services they use, who provides them and when.

The health service is starting to look at converting meeting the cost of identified health needs into personal health budgets too. And, eventually, we should end up in a position where support provided to an individual by the health service, the local authority (Individual Budgets) and perhaps other agencies (such as the Access to Work Scheme run by the Department for Work and Pensions) will all be drawn together and put into one '**Personal Budget**'.

Instead of going to a day centre or separate facility, disabled people with Personal Budgets will be free, if they wish, to choose to spend this money on accessing a range of sports and physical activities that meet their identified needs. Provided these are accessible and relevant to disabled people, the sports sector should be able successfully to market such provision to disability groups and DPOs. Both the disability and sports sectors should benefit from this change over how disabled people can best have their needs met.

## 4. Current barriers

Sport England's most recent Active People Survey (APS3) shows that over 90% of disabled people don't regularly take part in any kind of sport whatsoever. And the number of those who do are falling: in the year to October 2009, they dropped by 42,800 from 429,500 (6.7% of the disabled population) to 386,700 (6.1%).

**So what's stopping disabled people taking up and staying in sport?** The answers, again, are diverse, ranging from attitudinal barriers amongst disabled people themselves to lack of adequate provision, to other practical barriers.

Our research shows that firstly, and importantly, many disabled people don't feel their needs will be met or that sport is for them. They feel nervous about their ability to do sport, with three out of four disabled adults citing "health reasons" as their reason for non-participation and 19% feeling discriminated against or inhibited in local sports facilities.

There are too few role models, particularly for young people: only 36% of disabled young people, compared to 70% of the general population, named a sporting figure that they particularly admired.

Lack of adequate provision is a real problem, with a majority of negative comments directed at the changing

facilities including lockers, suitable changing areas, and lack of privacy (52.4%), followed by physical barriers (28.6%) such as uneven surfaces, tactile markings, and poor signage. Other areas included the lack of accessible and appropriate equipment e.g. a pool hoist (20.7%), while 21% of disabled people consider the low quality of welcome from staff and sports clubs as a barrier. In some cases, health and safety regulations restrict participation.

Finally, there are major practical barriers, including affordability, lack of transport and lack of communication about what is available.

### Major obstacles to participation

- Lack of suitable equipment and accessible facilities
- Staff attitude and negative customer service
- Disabled people not being included in forums, organising events etc
- Lack of information signposting relevant sporting opportunities
- Minimal human support
- No single sex sessions
- Lack of transport
- Affordability



## 5. The law and disabled people

Disabled people have the right, by law, to be treated equally, at work, when volunteering, and when using services – including sports facilities. But treating people equally doesn't necessarily mean treating them all in the same way. For example, a disabled person may need extra support – from staff, or from specialised equipment – in order to access facilities, and, by law, no reasonable request for such adjustments can be refused.

**This section is designed to help you understand your duties to disabled users as set out in current UK and European law.**

### Current legislation

The Disability Discrimination Acts 1995 and 2005 have now been drawn with other equalities legislation into the Equality Act 2010. Most provisions of this Act come into force and replace the DDA(s) in **October 2010**, with the remaining duties following over the next few years.

The Equality Act makes it against the law to discriminate against a disabled person. Discrimination isn't always a deliberate act; it can result from ignorance. However, ignorance of the law is no defence. Failing to provide services in ways that treat disabled people equally, even if this failure



is unintentional, can still amount to discrimination and be against the law.

There are two main types of discrimination outlawed by the Equality Act: '**Direct Disability Discrimination**' and '**Indirect Disability Discrimination**'.

**Direct discrimination** is when someone is refused a service or a job simply because they are a disabled person.

**Indirect discrimination** is when provisions or practices result in disabled people being treated less favourably. For example, if a disabled person is treated in the same way as a non-disabled person, but that treatment results in them being unable to use a service. Or, if the way in which someone is expected to use a service makes it unreasonably difficult for them to do so.

Most disability discrimination is indirect.

**Discrimination arising from disability is also unlawful under the Equality Act 2010.** Discrimination occurs when a disabled person is treated less favourably because of an aspect or feature of their impairment/condition, unless such different treatment can be 'objectively justified'. For example, banning the use of

British Sign Language or being intolerant of someone's need to have things explained in a way which is accessible to them, or deliberately failing to provide such accessible information, are likely to amount to discrimination arising from disability.

There's no 'discrimination arising from disability' if the duty-holder (e.g. the employer or the service provider or the public authority) did not know, and couldn't reasonably have been expected to know, about the person's condition or impairment.

Harassment – picking on or bullying a disabled person – is also against the law. Any unwanted or unwelcome gestures, comments or personal treatment that humiliates or disrespects a disabled person is likely to be termed harassment. If harassment takes place at or in association with your activities/facilities, both the person doing the harassing and you may be liable to legal action. If someone is victimised for complaining about discrimination, or because they are a friend/relative of a disabled person or because they are supporting a disabled person to complain about discrimination, this is also unlawful.

There's also a duty to make 'reasonable adjustments', triggered when a disabled person is put at a substantial disadvantage by the design of a building or the way in which a service is delivered. The duty has three parts:

- Changing a provision, criterion or practice, i.e. ending indirect discrimination.
- Avoiding the disadvantage caused by a physical feature (which can include removing, altering or avoiding the physical feature).
- Providing an auxiliary aid or service to overcome indirect discrimination. It's not a defence to argue that your building or facilities prevents you from including some disabled people. You'll be expected to show what measures you took or attempts you made to overcome any barriers that exclude or hinder disabled people.

### Positive discrimination

The Equality Act also allows sports and other organisations to take what is called "positive action". This means that if a disabled person applies for a job and is as good as any other applicant, the employer can choose them over everybody else if the organisation doesn't already reflect the community by employing a proportionate number of disabled people.

### Meeting your duties

If a disabled person is discriminated against or someone is discriminated against for supporting a disabled person, s/he has a right to go to court to get the discrimination stopped. They can also ask the court to make those who have discriminated against them give them money to make up for the hurt they have experienced due to discrimination.

The adoption of good practice is the best way of including disabled people. It's also the best means of making sure you don't fall foul of the law.

If you're not sure about whether your services, facilities and activities comply with the Equality Act, you can take advice from a specialist solicitor, but a good start is to ask for a comprehensive access audit from a local Disabled People's Organisation to help you ensure you are genuinely inclusive. You can also invest in Disability Equality Training.

### EFDS Inclusive Training information

The EFDS develops and delivers courses that raise the awareness of the needs of disabled people for sport and leisure providers, to give them the skills to include disabled people in their sports and activities. If you would like to learn more about these courses or our training resources, please contact [federation@efds.co.uk](mailto:federation@efds.co.uk)



## 6. Why work with the disability sector?

For providers, equal access to sport and leisure facilities is not merely a legal and ethical requirement, it makes firm financial sense too, with more than nine million potential new clients.

And because the majority of these disabled people are linked into the disability sector in some way, the most cost-effective route, with potentially the best results, is by marketing directly to the sector.

The disability sector has direct resources in terms of membership, networks and meeting spaces, as well as the knowledge and power to encourage disabled people to take part in sport.

And the benefits aren't just in terms of new clients. You could end up with a stronger and more diverse workforce, as disabled people are encouraged to play their part – paid or voluntary – in running your organisation. Facilities could improve, along with public transport to and from them, helping more people get into sport, whatever their ability. There's also the

potential for a higher profile, with better relationships within your community, and with policymakers at a national level.

And once you've got through to a few people, we know that word spreads. Those contacted by sports organisations will have contact with other disabled people in their communities, neighbourhoods and friendship networks with whom they can share information about sport and the benefits of involvement with sport.

### **The benefits of working with the disability sector:**

- Information that's accessible and reaches disabled people.
- Improved facilities.
- Better representation of disabled people on your workforce (paid and voluntary).
- Access improvements to sports facilities and public transport routes on which sports facilities are located.
- A higher profile for your organisation.
- Increased funding for your organisation.
- Evidence of demand which can be used to obtain support for events such as the Paralympics
- Closer working relationships with government departments.
- The establishment of new networks
- Better links into and across your local community.

## **7. How you can work with the disability sector**

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The staff of Disabled Peoples' Organisations (DPOs) should be able to assist you in two ways. They may either spread the word about sports opportunities for disabled people themselves, or they may be able to support you to access their networks.

Start by contacting DPOs to find out about their membership (if they have one) and networks. Many of these national organisations will have a network of local groups and they will often work in partnership with other disability organisations on campaigns, developing government policy, etc.

There will also be large national events such as Naidex – a major equipment and services exhibition, which is attended by a large number of disabled people – at which you could make your information about disabled people and sport available.

### **Publicity material**

Remember that disabled people and their organisations are more likely to respond positively to requests to have a dialogue and get involved if you make the effort to use their preferred method of communication and produce information in formats they can access.

When producing publicity, make sure it:

- doesn't use complicated language
- doesn't inadvertently exclude people through what it says e.g. 'blind ignorance,' 'deaf to reason,' 'you will need to be fit and healthy' or 'you must be sharp and keep your wits about you'
- is targeted appropriately towards your audience
- uses a lay-out that is easy to follow
- has accurate access information about the facilities you are marketing (you can work with access groups run by disabled people to find out what this information should include).
- sends a positive message that disabled people are welcome

Information should be available in a range of formats, such as:

- standard print
- clear print
- easyread with pictures
- Plain English (without pictures)
- text only
- colour contrast
- braille
- audio
- audio via www
- other electronic format
- Sign Language video

For most disabled people, simply having information about opportunities on how to participate in sport should be enough to get them involved. However, some disabled people, like non-disabled people, may lack confidence or be uncertain about their ability to participate in sport. They may also need:

- advice about suitable equipment
- access details for venues
- information about participating in sport safely
- one-to-one encouragement and support
- an opportunity to try something out

You may also need to market to disabled people by visiting specific places, e.g. schools, colleges, day centres, hospitals, disabled people's groups, etc.

Many DPOs have very limited resources and will welcome recognition of that. For example: if you want to visit deaf people's organisations to discuss how their members can be supported to become involved in sport, find out where you can get funding to pay for Sign Language Interpreters that they may need in their meeting with you. It is also worth paying a professional organisation which specialises in this area to produce a short British Sign Language (BSL) DVD which explains the key messages you want to get across.

If you wish to visit an organisation working with people with learning difficulties, ensure that you find out about producing information using formats such as Easyread and if meeting with people with intellectual difficulties themselves - avoid jargon.

### The challenge

If you are to be successful at forging partnerships with DPOs, such partnerships need to be equal and sustainable. One-off

contact with DPOs is unlikely to help you achieve your aims. The relationship should involve more than simply getting to know the group. Formal arrangements to share premises, resources, information and contacts will prove much more fruitful.

Be prepared to meet a wide range of needs, potentially including:

- more resources
- enough staff to meet all the calls on their time
- recruitment and retention of volunteers
- equipment and information designed around their needs
- suitable premises
- accessible, available and affordable transport
- providing opportunities for disabled individuals to meet new people with whom they can participate in sport

You will face additional challenges in reaching seldom heard groups who often do not become involved in organised activities aimed at disabled people. However, many are actively involved in their local community or in organisations working on issues affecting people in their community. The 2010 Equality Act contains specific provisions to support service providers such as sports clubs and venues which want to target groups that face combined or multiple discrimination.

Within the disabled population there are groups which are under-represented in terms of consultation, involvement, employment, volunteering, etc. People

within these groups, e.g. disabled women, disabled people from Black and Minority Ethnic communities and Lesbian, Gay, Bisexual and Transgender disabled people, have established groups to work on issues specifically affecting them. Again, targeted work with such groups is supported by new provisions contained in the Equality Act 2010.

### Top tips

- Identify national publications aimed specifically at disabled people and/or carers. Negotiate with them about having a regular page or section on sport. Establish what advertising opportunities exist within these publications for publicising sports facilities/events aimed at disabled people.
- Find out which of the DPOs in your catchment area (source the EFDS database for this information) have newsletters, regular mail outs, email groups, websites that you can use to provide information about your facilities/events.
- Organise taster sessions for your activity at the group premises.
- Organise information days, exhibitions and displays about your activity at the premises.
- Host stalls to publicise your activity/facilities at events aimed at disabled people and/or carers, e.g. Naidex, shops selling equipment for disabled people, and specialist outpatients' clinics.
- Work with DPOs to improve access to exercise classes for disabled people.

- Work with medical professionals so they can advise their patients about the benefits of exercise.
- Advertise your events/facilities in local hospitals, GP surgeries, etc.
- Seek advice on how to make your publicity accessible to a range of disabled people, including those with visual impairments and people who do not access print.
- Produce information in other languages, use local newspapers and media to publicise facilities, advertise website addresses effectively.
- Include images of disabled people in your publicity.
- Contact carers' groups, parents groups and residential homes.
- Host a blog.
- Use "What's on" pages in local papers to advertise sessions and events.
- Use non-sporting areas to display directories such as supermarkets, cinemas, shopping centres, post offices.
- Recruit disabled people as paid staff and volunteers who can act as role models.
- Work with local strategic physical activity partnerships in developing their local disability action plans. Work with local disabled people's groups to monitor implementation of these plans.
- Local strategic physical activity partnerships should involve disabled people's organisations in undertaking equality impact assessments. These assessments should result in action plans with specific targets to increase the participation of disabled people in physical activity.



- Support the development of local directories for sports and physical activity provision. Ensure these directories include access details for disabled people.
- Work with DPOs towards ensuring that the purchase of physical activity services is included in Individual Budgets as a qualifying need where appropriate.
- Ensure your marketing plan for improving the involvement of disabled people in sport includes making sure that accurate, up-to-date information is held in key places, such as websites.
- Find out which staff in DPOs have responsibilities that may include working with you to spread the word about disabled people and sport. Request a meeting with them to discuss:
  - working together to reach disabled people
  - publicising your facilities and events
  - removing any barriers which may be preventing disabled people from becoming active in sport
- Ask disability groups whether they:
  - have publications you can use to advertise your facilities or events and spread the word about sport and disabled people
  - mail out regular information to their membership or contact list

- hold regular meetings at which you could ask for a slot on the agenda to provide information about disabled people’s participation in sport
- have events at which you could rent a stand to distribute information
- Identify community leaders, publications and places frequented by members of Black and Minority Ethnic Backgrounds (BME) communities, including community centres, churches, mosques, temples, music venues, shops, etc. where you can advertise sporting opportunities for disabled people.
- Make contact with outreach workers who are employed to work specifically with BME communities and work with them to provide information about your facilities.
- You may need to organise taster sessions and open days/evenings specifically for disabled people who experience discrimination on the basis of gender, ethnicity, religion, age or sexuality.
- Often people who acquire impairments after being active in sport do not continue the same involvement. However, places such as spinal injuries units, rehabilitation centres or specialist clinics may prove a useful source of recruitment.
- Ensure that DPOs are not expected to fund and/or subsidise your activities, but offer to work with them to secure funding if they wish to organise a specific event regarding disabled people and sport.
- Build a partnership with DPOs that are based on respect and mutual benefit. If they provide advice about reaching disabled people, treat such advice seriously.
- Be realistic about how much time and priority disability organisations can give to work with you.
- Discuss specific campaigns that organisations may be involved in, especially on a local level, which may have implications for your work. For example:
  - A group may be campaigning to improve access to public transport – one benefit of which may be to enable disabled people to travel more easily to venues where sports activities take place.
  - Disabled people’s access groups may be involved in trying to improve access for disabled people to a number of buildings and may like to work with you on a joint campaign around sports/leisure venues.
- Work should be carried out with groups of disabled people who face multiple discrimination (on the grounds of gender, race, etc.) to ensure that the sports sector can market their facilities and make members of these groups welcome.
- Specialist provision e.g. women only classes, for people should ensure that their facilities are inclusive for all.
- Find out whether the DPOs you choose to work with provide equality or personal development training delivered by disabled people themselves, which can assist you to market your facilities to disabled

people, make your activities more accessible and remove barriers to participation.

- Workforce development training for providers of sports opportunities and facilities is key to ensuring that disabled people wishing to make use of these facilities are welcomed, given accurate information and supported in the way they choose.
- The sports sector needs to offer events and activities that, whilst exciting and challenging, are welcoming and not too daunting. Fundamentally, events need to be inexpensive, fun, safe and accessible.
- Work closely with a contact with whom you can establish a rapport in each target organisation you identify. It will pay dividends for you to get to know what makes the group tick. The best way of doing this is to spend quality time with a key contact within the group and possibly get yourself invited to a group meeting, not just to tell them about your organisation, but to learn about theirs. This will help to give you an insight into what things the group members might be interested in doing and how you can ensure that sports activities are designed in such a way as to attract, retain and sustain the involvement of disabled people.



## 8. What EFDS can do to help you

The EFDS believe sport and physical activity should be accessible to all- whatever level disabled people decide to participate in. We can work with you to improve your services and increase participation in your sport.

Key areas of expertise include:

- Providing advice, guidance and information on sport for disabled people
- Actively campaigning and lobbying to raise the profile of disabled sportswomen and sportsmen
- Influencing and supporting partners across the delivery system of sport to be more inclusive and to provide a greater range and quality of sporting opportunities for disabled people
- Attracting additional funds to sport for disabled people
- Working with partners to empower disabled people to take a more active role in all aspects of sport and physical activity



- Developing and rolling-out national programmes to improve access to sport and physical activity by disabled people, such as the Inclusive Fitness Initiative
- Providing a range of inclusive, high quality training and coaching opportunities to increase the number of disabled people involved in sport and physical activity
- Providing a comprehensive competition calendar through our events division to increase the number of disabled people participating at all levels of the player pathway, and support the identification and development of talented performers

We have produced a range of resources for the sports sector that:

- Highlight good practice through case studies and toolkits
- Give you advice on communication requirements for disabled people with specific impairments
- Support a club in becoming more inclusive, including the inclusive club health check that can be utilised to help identify areas of development for your club.



**Want to learn more about disabled people's participation and satisfaction in your sport?**

EFDS have produced fact sheets on participation and satisfaction in individual sports. The statistics are based on the Active People Survey 1,2 and 3 and show key statistics on disabled people and their interaction with different sports. We have also compiled insight across the County Sports Partnerships and the participation trends compared to their region and across England.

You can download these from our website [www.efds.co.uk](http://www.efds.co.uk) or email: [federation@efds.co.uk](mailto:federation@efds.co.uk)



## 9. Good sector partnership examples



Below are some prime examples of how partnerships within sport and disability sectors can work. These partnerships help increase participation and opportunities for disabled people in sport.

### **Tripletts Tennis Centre**

Tripletts Tennis Centre is under the umbrella of the Hillingdon Academy of Tennis- who support their involvement in mainstream participation and competition. The club provides tennis for members with a spinal injury and is supported by Stuart Wilkinson, a Paralympic wheelchair tennis athlete who trains people with physical impairments. The club are supportive of inclusivity through the enthusiasm and expertise of Stuart Wilkinson and other staff who have attended disability awareness workshops.

The club has not actively marketed their inclusivity, however, through word of mouth and a few promotional events, they have been able to build up a diverse membership core. The club now runs regular disability specific training and feeds disabled people into the mainstream adult and junior provisions to allow their skills to further develop.

### **Active Minds**

Active Minds is a four year project, delivered by Mind in Croydon. It supports people with mental health problems to take part in physical activity. The project

offers individuals the opportunity to buddy up with people who can accompany them to activities and encourages people who have used the service and found it to be beneficial to volunteer as buddies, therefore building their confidence and offering training opportunities.

Active Minds also set up group activities, such as boxercise, badminton and football to enable people to meet one another, in a friendly environment, and reduce social isolation. Working in partnership with service providers, the project has been successful and hopes to expand by recruiting more volunteer buddies to support more people.

Overall, Active Minds enables individuals to achieve and maintain positive lifestyle changes that will improve their mental wellbeing, reduce social isolation, and reduce their risk of developing long term health conditions.

### **Natural England: 'Walking for Health' Initiative**

This scheme was initiated by a GP and aims to get people fit by going for walks. Since 2000, the Initiative has created almost 600 local Health Walk Schemes and trained over 40,000 volunteer walk leaders. It is extremely popular, with almost 1 million people participating.

Recently, a local Health Walk Scheme in Birmingham put together a volunteer walk leader training pack aimed specifically at people with learning difficulties. This is now available nationally and has led to 20 walkers with learning difficulties in Hull and Grimsby being trained as walk leaders who regularly co-lead what they describe as 'Walks for People with Special Needs'.  
[www.whi.org.uk](http://www.whi.org.uk)

### **Cyclists' Touring Club (CTC): 'Cycle Champions' project**

Described as 'an exciting initiative which is changing the nation's health and fitness', CTC run projects throughout England which bring cycling to groups of all abilities – especially those that have historically not experienced the health and psychological benefits of cycling.

Bikes are provided along with qualified cycle trainers. The project introduces cycling to people who have had health issues or want to get healthier, fitter and more confident on a bike. Participants start with an introduction into the benefits of cycling. The trained instructors then introduce some gentle and pleasant cycling through the parks. Disabled people were invited to come and try out some accessible bikes from the Wheels for All project.

Link: [www.ctc.org.uk](http://www.ctc.org.uk)

### **Disability in Golf Group**

The Disability Golf Forum is a partnership of representative bodies within disability sport and the England Golf Partnership, which contributes towards the development of the EGP's strategy to address the issues of equity, equality and inclusion within golf for disabled people. It helps make sure that the implementation of the Whole Sport Plan takes account of issues that affect disabled people, with the ultimate aim that more disabled people are encouraged to play golf and are better represented within the game.

### **Special Olympics Richmond**

Special Olympics Richmond was formed as a joint venture between St. Mary's University College, Richmond upon Thames College and The London Borough of Richmond upon Thames and is looking to involve all interested groups in the statutory and voluntary sector. Special Olympics Richmond runs weekly athletics, football, indoor sports and swimming sessions and is seeking to develop rowing, kayaking and basketball opportunities.

The project creates community cohesion and volunteering opportunities. It links both the statutory and voluntary sector and is establishing links with other SOGB branches and regions. The project will seek to retain a flexible approach and constantly evolve and refine systems learning from best practice and experience of other groups.

## DS Tiger Cubs

Based in Hammersmith and Fulham and delivered by Queens Park Rangers Football Club, DS Tiger Cubs provide children and young people with Down Syndrome (DS) the same benefits of being on a team as their non-disabled peers. Through football, this project aims to create a multi-tier learning environment that will improve the participants overall physical, social and emotional health. Weekly Monday night sessions provide children and young people with DS aged 5 to 25, the opportunity to learn the core fundamentals of football and develop physical skills and increase their own social and emotional abilities.

Partnership working has helped the club to grow and build up participants; they now plan to develop more Downs Syndrome specific teams in other areas in West London.



## Reach 2 Teach

A 3 year programme started in 2008 by Tottenham Hotspur Foundation aimed at getting the local community to take responsibility for the disability activities that Tottenham Hotspur Foundation has developed. Tottenham Hotspur Foundation works with local football and sports club providers to train and develop staff. This workforce then supports disability groups in order to provide increased participation by disabled people through further opportunity and greater exposure.



## 10. Sources of more information, support and guidance

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### For information and queries about this resource

#### Contact:

English Federation of Disability Sport

Email: [federation@efds.co.uk](mailto:federation@efds.co.uk)

Telephone: 01509 227750

[www.efds.co.uk](http://www.efds.co.uk)

### Department of Health: 'Our Health, Our Care, Our Say'

White paper that sets out how health and social care services will change in the future. This aims to give people more say in their care and health packages.

[http://webarchive.nationalarchives.gov.uk/+www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_4127453](http://webarchive.nationalarchives.gov.uk/+www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4127453)

### Disability Discrimination Acts 1995 and 2005

[www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DisabilityRights/DG\\_4001068](http://www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DisabilityRights/DG_4001068)

### Equality Act 2010

[www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DisabilityRights/DG\\_4001068](http://www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DisabilityRights/DG_4001068)

### Greater London Authority: 'Inclusive and Active' strategy

The Inclusive and Active Strategy 2007-12 is part of the strategic framework for sport in London, connecting national and regional sports strategies with sub-regional and local delivery plans.

<http://legacy.london.gov.uk/mayor/equalities/inclusive-active/docs/inclusive-active-summ.pdf>

### IFI: 'The benefits of physical activity'

[www.inclusivefitness.org/gettingpeopleactive/healthandfitness/12/100/](http://www.inclusivefitness.org/gettingpeopleactive/healthandfitness/12/100/)

### The Mental Health Foundation report: 'Moving on up'

This 2009 report states that "Our own experience as a developer and deliverer of exercise referral programmes is that activity, be it physical or creative, is an important tool which should be employed to help individuals suffering from mild to moderate depression."

[www.mentalhealth.org.uk/campaigns/exercise-and-depression/](http://www.mentalhealth.org.uk/campaigns/exercise-and-depression/)

### Mind: 'The Mind guide to physical activity'

This booklet provides practical advice about ways of building more activity into the lives of people with mental health conditions and identifies ways to help them stick to a more active lifestyle.

This booklet is available in hard copy and on-line.

[www.mind.org.uk/help/medical\\_and\\_alternative\\_care/mind\\_guide\\_to\\_physical\\_activity](http://www.mind.org.uk/help/medical_and_alternative_care/mind_guide_to_physical_activity)

## **National Health Service: ‘Why is exercise good for me?’**

[www.nhs.uk/chq/pages/1142.aspx](http://www.nhs.uk/chq/pages/1142.aspx)

## **Running Sports: Involving Disabled People as Sports volunteers**

Information for sports clubs on the benefits of disabled volunteers

[www.runningsports.org/club\\_support/all\\_resources/top\\_tips/involving\\_disabled\\_people.htm](http://www.runningsports.org/club_support/all_resources/top_tips/involving_disabled_people.htm)

## **Producing accessible materials**

The World Wide Consortium on Web Accessibility is probably the best place to start to learn about making websites accessible to Disabled People and find some useful resources for checking website accessibility.

<http://www.w3.org/>.

## **The latest Web Content Accessibility Guidelines (WC2.0) can be found here**

<http://www.w3.org/WAI/intro/wcag.php>

## **EFDS Playground to Podium Programme**

Playground to Podium (P2P) is a series of targeted interventions aimed at helping young disabled people progress from PE and community sport to high-level performance and competition. The ultimate goal is to produce our next Paralympians and elite disabled athletes, by focusing on the identification, development and support of young disabled people. However, it’s essential that all young disabled people get the chance to take part in high-quality sports provision, so the framework also supports the Governments strategy of getting more

young disabled people taking part in at least five hours a week of PE and sport through contributing to the development of a world-class community delivery system of sport for disabled people.

Those that have been identified as having sporting potential will be referred to County Athlete Assessment Days (CAADs), which will be held in each County Sport Partnership (CSP) area. The aim of the CAAD programme is to give the participating National Governing Bodies (NGBs) a chance to assess whether the young people have the potential to further progress within that sport and along its Paralympic or impairment appropriate pathway, and to signpost appropriate opportunities.

[www.efds.co.uk/page.asp?section=1378&sectionTitle=Playground+to+Podium](http://www.efds.co.uk/page.asp?section=1378&sectionTitle=Playground+to+Podium)

## **EFDS Advocacy and Activity Buddy Scheme**

The previous project aimed to increase participation of disabled people within sport or physical activity. This was achieved through the creation of formal, in-house volunteer schemes by physical activity providers. The volunteers' role was to motivate and encourage the participation of those members needing extra support. The project worked in two ways:

- Supporting sports clubs and activity groups to become more inclusive by providing resources to help them set up a successful volunteer programme. These resources include various administration-related documentation, guides, helpful tips and signposting.

- Supporting volunteers through training, workshops, information and confidence building.

<http://www.efds.co.uk/page.asp?section=605&sectionTitle=AABS+%2D+Advocacy+and+Activity+Buddy+Scheme>

### **Inclusive Fitness Initiative (IFI)**

The Inclusive Fitness Initiative (IFI) is an EFDS programme supporting the fitness industry to become more inclusive, catering for the needs of disabled and non-disabled people, raising physical activity participation levels. The model is built around developments in four key areas:

- Accessible Facilities (including changing facilities)
- Inclusive Fitness Equipment
- Staff Training
- Inclusive Marketing Strategies

A facility which has achieved IFI status can boast benefits to all its customers including:

- The knowledge that a facility has considered their needs
- The facility will be accessible
- The facility has well trained staff that understand different users' needs
- The attitude of staff will be inclusive
- They will be made to feel welcome at the facility
- The fitness equipment will be appropriate and inclusive

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

### **Parasport**

Parasport is a joint initiative between the British Paralympic Association (BPA) and the services firm Deloitte. The aim is to increase participation levels through sporting opportunities. Parasport improves how talented sports people are identified and supported at community level.

[www.parasport.org.uk](http://www.parasport.org.uk)

### **British Amputee and Les Autres Sports Association (BALASA)**

BALASA was formed in 1996. Its role is to help and encourage amputees and those disabled people with physical impairments who have no national disability sport organisation catering for their needs. Linked and affiliated to IWAS (the International Wheelchair Amputee Sports Federation) BALASA works closely in partnership with Wheelpower the national disability sport organisation for wheelchair sport.

### **British Blind Sport (BBS)**

Since its beginning in 1976, BBS has become the leading voice for visually impaired people in the world of sport and leisure, both at home and internationally. The work of the charity enables visually impaired people to have the same opportunities as sighted people to access and enjoy sport and recreational activities in the UK.

[www.britishblindsport.org.uk](http://www.britishblindsport.org.uk)

## **Cerebral Palsy Sport (CP Sport)**

CP Sport is the sports organisation for people with cerebral palsy, providing sporting opportunities to individuals of all ages and at all levels from the recreational through to Paralympic competitors.

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

## **Dwarf Sports Association UK**

Launched in 1993, the Dwarf Sports Association UK aims to make regular sporting opportunities accessible and enjoyable to anyone and everyone of restricted growth in the UK.

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

## **Mencap Sport**

Mencap Sport is the national organisation that promotes and develops sport for people with a learning disability across England, Scotland and Wales.

[www.mencap.org.uk](http://www.mencap.org.uk)

## **Special Olympics Great Britain (SOGB)**

SOGB is the major provider of year-round training and competition opportunities for people with a learning disability across England, Scotland and Wales.

[www.sogb.org.uk](http://www.sogb.org.uk)

## **UK Deaf Sport (UKDS)**

UKDS has successfully developed and sent teams to the Deaflympics. UKDS is linked and affiliated to ICSD (the International Committee of Sports for the Deaf) and Deaflympics.

[www.ukdeafsport.org.uk](http://www.ukdeafsport.org.uk)

## **Wheelpower**

Wheelpower is the national charity for wheelchair sport and helps people with physical impairments who use wheelchairs and many others with disabilities to get involved in sport. Wheelpower is linked and affiliated to IWAS (the International Wheelchair Amputee Sports Federation.)

[www.wheelpower.org.uk](http://www.wheelpower.org.uk)



## Federation of Disability Sports Organisations (FDSO)

Federation of Disability Sports Organisations in Yorkshire is committed to improving opportunities for all disabled people to participate in sport and physical activity to the level of their choice. We work with the National Disability Sports Organisations, National Governing Bodies of Sport and the four Regional County Sports Partnerships to drive forward the development of Disability Sport.

[www.fdsso.co.uk](http://www.fdsso.co.uk)

## Interactive

Interactive is a registered charity working for disability equality in sport. Their vision is to achieve an active and inclusive capital. Their core remit is to work strategically across London – in partnership with sport and physical activity providers as well as the health and disability sectors.

They use their expertise and influence across London to advocate inclusive sport and inform and advise disabled people on how they can get involved, at all levels, in sport and physical activity in London.

Their website lists various areas in which good practice is being carried out for disabled people in sport and physical activity.

[www.interactive.uk.net](http://www.interactive.uk.net)

## RADAR

RADAR, founded in 1977, is the UK's largest disability campaigning network with over 1000 individual and organisational members. As of 2009 RADAR, formerly the Royal Association for Disability and Rehabilitation now stands for the Royal Association for Disability Rights. They are a charity run by disabled people that depends on the financial and voluntary support of others including public donations.

[www.radar.org.uk](http://www.radar.org.uk)

## 'Can do volunteering'

'Can do volunteering' is a guide for volunteer managers on how to involve young disabled people as volunteers. This guide is produced by the UK's two largest disability charities, **Leonard Cheshire** and **Scope**, in co-production with young disabled people and with funding from the **Russell Commission**.

'Can do volunteering' is aimed at organisations that involve volunteers and is useful for:

- Volunteer managers
- Fundraisers
- Funding organisations

This guide focuses on how to involve young disabled people (aged 16-25) in volunteering programmes. It is recognised that involving young disabled people as volunteers is part of a wider issue of inclusive volunteering and where possible, links have been highlighted.

# 11. Jargon buster

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## **Access details**

Information for disabled people about how they can use a particular building or service.

## **Access groups**

Groups of disabled people working to improve how easy it is to use buildings and services.

## **Accessible facilities**

Buildings and services that are easy for all to use.

## **Accessible public transport**

Buses, trains, taxis and other vehicles that are easy for everyone to use.

## **BME communities**

People from Black and Minority Ethnic backgrounds.

## **British Sign Language**

The language used by most totally deaf people in Britain to communicate.

## **Clear print**

Text which is printed largely and clearly, in a way that makes it easy for partially sighted people to read.

## **Colour contrast**

Text and objects in certain colours which makes them easier to see.

## **Condition**

Impairment.

## **Constitution**

A set of rules.

## **CSPs (County Sports Partnerships)**

There are 49 county sports partnerships covering England. They are local networks of;

- Local authorities
- National governing bodies
- Clubs
- Schools and School Sport Partnerships
- Primary care trusts

And other local agencies committed to working together to increase participation in sport and physical activity. They are led by a central team of people whose job it is to provide leadership and co-ordination of the network.

## **Day centres**

Places where some disabled and older people go during the day to take part in various activities.

## **Day services**

Various support provided by local councils to assist disabled and older people with daily living.

## **Disability community**

Those who are interested in issues affecting disabled people.

## **Disability Discrimination Act**

A law to stop disabled people being treated unfairly.

## **Disability-related organisations**

Groups working on issues affecting disabled people.

## **DPOs**

Disabled People's Organisations

## **Easyread**

A way of writing information so that people with learning difficulties can understand it.

## **EFDS (English Federation of Disability Sport)**

The umbrella body set up to develop and promote sport for disabled people in England.

### **Forums**

Community groups where people meet to talk about particular issues.

### **Funding streams**

The places where a community group gets its money from.

### **Funding strategies**

Different ways in which a group is given money such as through a grant, a loan or by selling services etc.

### **Inclusive**

Meets the needs of all.

### **Independent Living**

Making choices about, and being in control of, how you live your life.

### **Individual Budgets**

Money from local councils to pay for the services needed by some disabled and older people so that they can live independently.

### **Individual model of disability**

See Social model

Institutional and psychological barriers  
The routine way of doing things which stop people from joining in and ways of thinking such as a lack of confidence or a fear of doing something.

### **Legislative changes**

Changes to the law.

## **LGBT groups (Lesbian, Gay, Bisexual and Transgender)**

Groups of Lesbian, gay, bisexual and transgendered individuals.

### **Mainstream**

A typical part of society, used by the majority.

### **Management committee**

An elected or appointed group of people who run an organisation.

### **Medical model of disability**

The way of understanding disability as being something wrong with somebody that needs to be fixed or helped with a special service.

### **Mental health**

Condition of the mind.

### **Minority groups**

Groups of people with something in common made up of less than half of society.

### **Mixed gender sessions**

Activities for both men and women together.

### **Naidex**

A national exhibition of equipment for disabled and older people.

### **Networks**

A group of groups that work together in different ways.

### **NGBs (National Governing Bodies)**

A National Governing Body of Sport (NGB) oversees the existing vision for that sport as well as the future direction and focus of that particular sport.

### **Personal assistant (PA)**

People who are employed by a disabled person to provide her or him with the support that she/ he needs to live independently.

### **Personal health budgets**

Money from the health service to pay for the services needed by some disabled and older people so that they can live independently.

### **Single issue campaigns**

Activity which tries to change just one thing.

### **Social model of disability**

The way of defining disability as discrimination or unfair treatment because of impairment.

### **Specialist provision**

Particular services that exist to meet the needs of a small group of people.

### **Sports England Active People Survey**

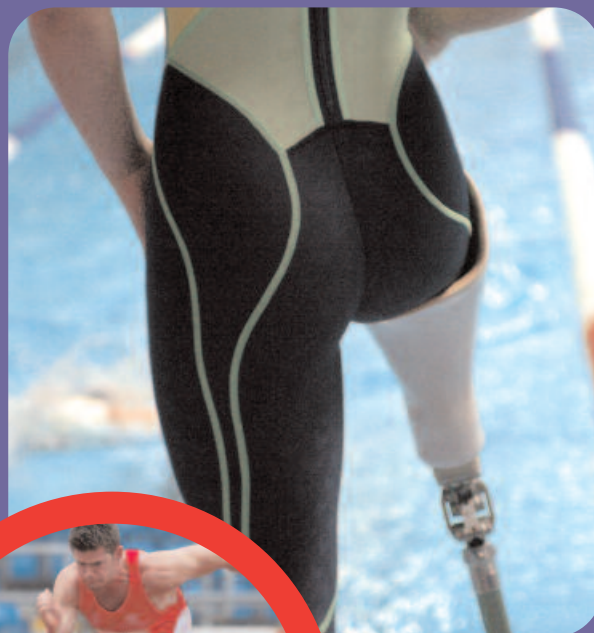
The survey provides the biggest sample ever established for a sport and recreation survey. It identifies how participation varies from place to place and between different groups in the population.

### **Standard print**

Text produced in a typical way for the majority of people to read.

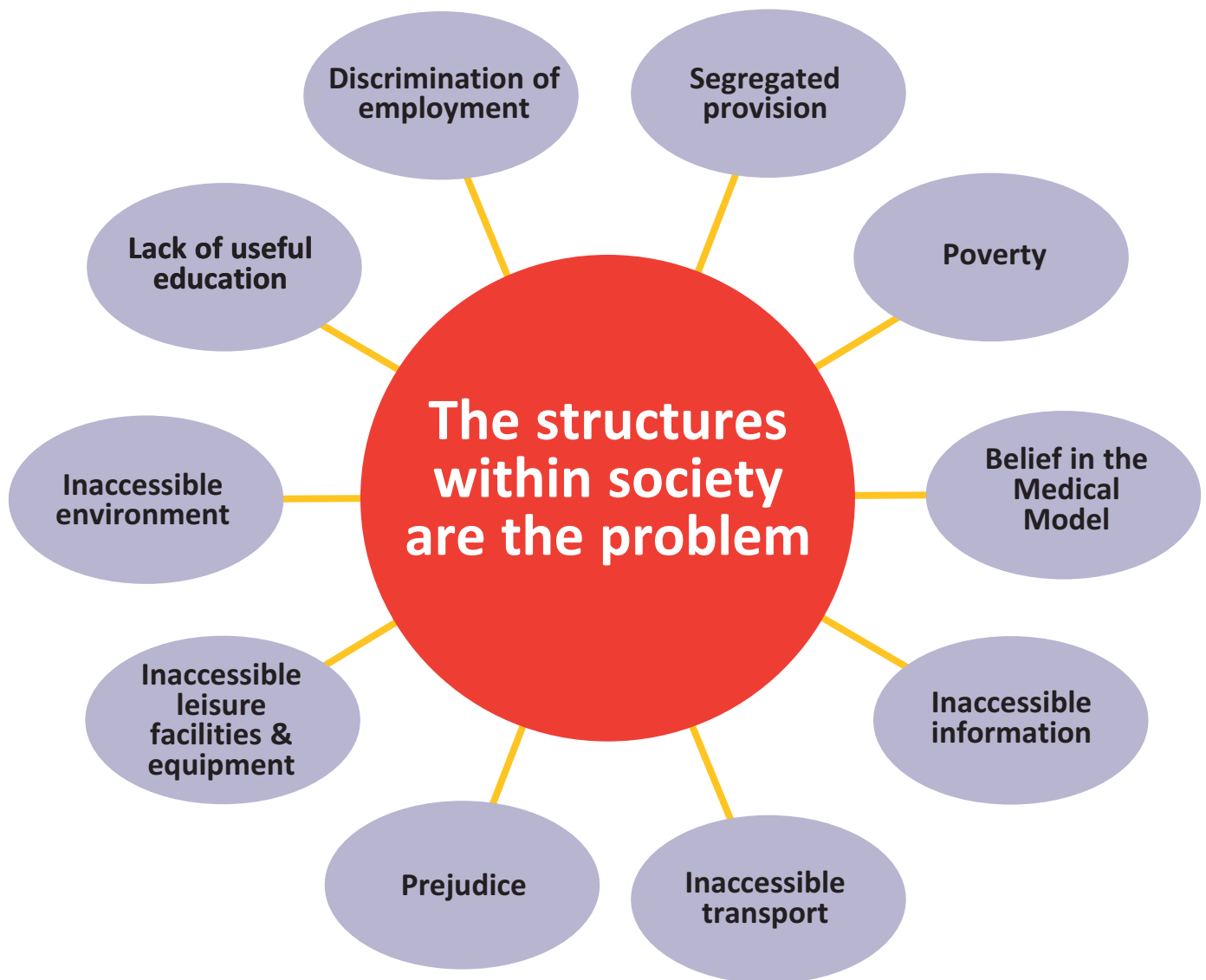
### **Umbrella voluntary sector bodies**

Organisations which do not make money and work on behalf of lots of smaller community organisations.



# Social model diagram

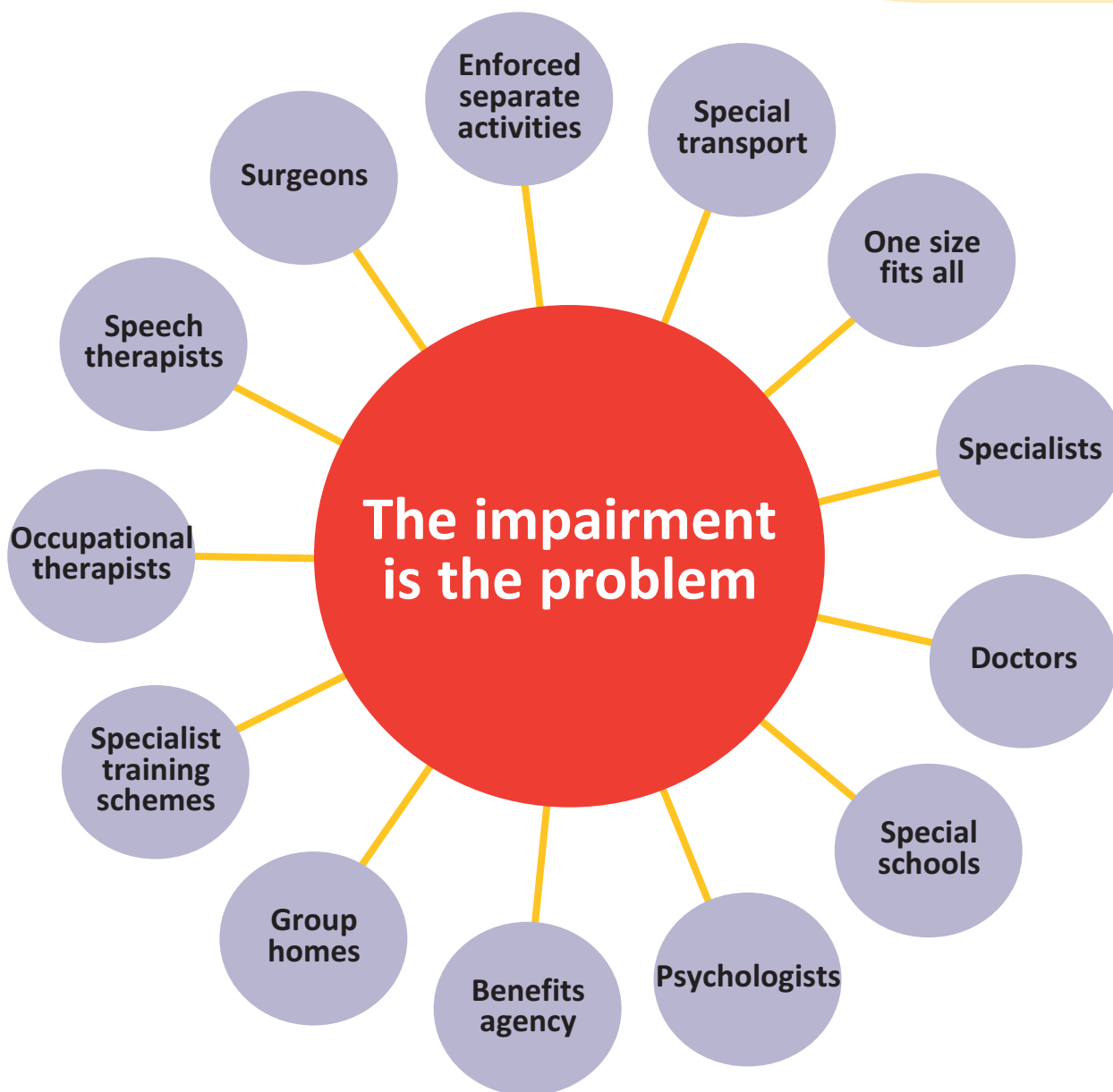
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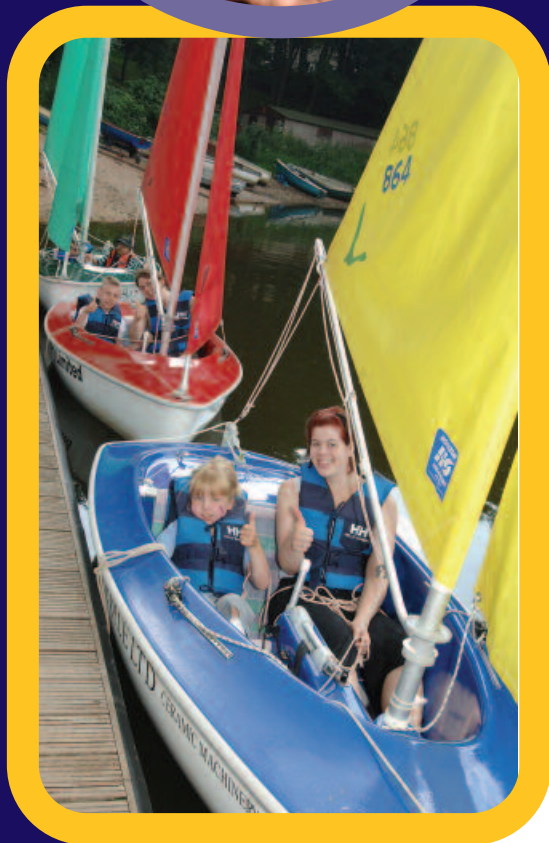
Disabled people as active citizens, campaigning for equality, working in partnership with allies

# Medical model diagram

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Disabled people as passive receivers of services aimed at cure or management



Available in other formats on request

**EFDS**

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Email: [federation@efds.co.uk](mailto:federation@efds.co.uk)

[www.efds.co.uk](http://www.efds.co.uk)



**English Federation  
of Disability Sport**