

Active for Life

Suffolk Disability
Sport and Physical
Activity Strategy
2014-2019

Annual Delivery Plan
2014 - 2015



“Providing choice and opportunities so that everyone in Suffolk can be active for life”

Helping Suffolk to become England's Most Active County

Developing the Suffolk Disability Sport and Physical Activity Delivery Structure

(Note: Actions in bold have been identified as year 1 priority actions)

Strategic Objective	Actions required	Lead partners	Resources required	How success will be measured	Deadlines (for year 1 priority actions)
A more cohesive and coordinated delivery structure in place, providing clear strategic leadership, effective operational implementation at a local level, and be user led throughout	Appoint a lead agency to drive forward the work required to implement the adjacent strategic objective.	MAC Advisory Group	Officer time	Lead agency appointed	Dec 14
	Once appointed undertake consultation on the preferred delivery structure.	Lead agency appointed	Officer time	Consultation undertaken	Dec 14
	Once a preferred option is agreed, begin implementation.	Lead agency appointed	Officer time	Delivery structure (both strategic and operational) developed across Suffolk	Dec 14
An Advocacy Plan in place that will focus on affecting/ influencing issues such as: - Advocacy for transport brokerage schemes locally - Encouragement of joint working between disability organisations and sporting organisations at a strategic and operational level - Influencing of National Governing Bodies of Sport (NGBs) to develop disability sport in Suffolk - Influence local key decision makers to ensure the views and needs of disabled people inform facility developments, budget allocations on physical activity and sport, programming, future strategic priorities etc.	Suffolk Sport to identify a Disability Sport Champion to sit on their Board	Suffolk Sport (SS)	-	Champion appointed	Jan 15
	Integrate sport and physical activity into existing Disability Forums as a standard agenda item	SS & MAC Advisory Group	-	Number of Disability Forums with sport and physical activity as a regular agenda item	Spring 15
	Facilitate discussion about Disability Sport and Physical Activity at the Health and Wellbeing Board	SS & MAC Advisory Group	-	Discussion held	Spring 15
	Improve the way in which Disability Sport Forums are promoted	Chair of each Disability Sport Forum, with the support of SS	Officer and volunteer time	Media coverage gained	
	Host an annual county disability event, to highlight good practice, find out about funding streams available, share issues and challenges and network with partners.	SS & MAC Advisory Group	TBC	Event held each year, number of attendees and positive outcomes achieved	Autumn 15
	Engage non-sporting disability organisations and groups in supporting the development of disability sport and physical activity	Disability strategy lead agency	Officer time	Number of non-sporting disability organisations engaged in implementation of the Suffolk disability sport and physical activity strategy	Ongoing
Explore with social care teams and facility operators the development of bespoke personal budgets memberships, enabling individuals who receive personal budgets to utilise them to increase their levels of physical activity	Identify key personnel (that have strategic influence and authority to initiate change) to include in a stakeholder management plan.	Strategic lead for Disability Sport / or County Disability Sports Forum if formed	Officer time	Stakeholder Management plan completed and implemented within the timescales set Key individuals influenced	Autumn 15
	Find examples of existing personal budget memberships to use to influence providers.	SCC	Officer time	Number of case studies generated	
	Review Local Authority contract arrangements and future contract tendering opportunities.	Local Authorities	Officer time	Number of contracts influenced	
	Conduct research to identify current levels of usage of facilities by disabled people.	Leisure Operator	TBC	Data gathered and used to inform future provision and priority areas of work.	
	Educate providers about what personal budgets are.	SCC ACS	Officer time	Training held	

Staying Physically Active for Life

Strategic Objective	Actions required	Lead partners	Resources required	How success will be measured	Deadlines (for year 1 priority actions)
Better support for disabled people to access physical activity and sport	Conduct a 'buddy' feasibility study If deemed appropriate (following the outcomes of the study) develop a buddy system to support disabled people access physical activity or sporting opportunities in a more effective way.	Suffolk Sport (via I-CAN project), MAC, CAS Suffolk Sport (via I-CAN project) and MAC	Officer time Officer time and operational budget	Feasibility study completed by the deadline set Buddy system developed Number of disabled people accessing support through the buddy system	Summer 2015
Greater investment in sport and physical activity in general, and disability sport and physical activity specifically	Influence commissioning intentions for both Public Health and Adult and Community Services Directorates at Suffolk County Council about the value and importance of investing in disability sport and physical activity	MAC	Officer time	Amount of investment attracted e.g. - Officer time - Spend Identified presence on MAC, partners, priorities and work programmes.	Spring 2015
Enhanced and/or extended sporting and physical activity offer across disability organisations	Undertake an audit to identify the existing landscape of disability and sport organisations and clubs, with the aim of improving links between the two sectors Host a networking event to link smaller disability organisations with more 'well known/established' disability organisations to access wider membership and expertise and existing infrastructure Create a networking opportunity with disability organisations and mainstream leisure providers to break-down barriers and create opportunities for a more inclusive approach	Suffolk Sport (via I-CAN project) and use past knowledge of Avenues East Disability Organisations and Suffolk Sport Suffolk Sport and local leisure operators	Officer time Officer time Officer time	Audit completed and improved links noted between the two sectors. Small and newly formed disability organisations supported more effectively by established disability organisations, leading to a reduction in duplicating services. Network event hosted by the deadline set, with SMART outcomes derived.	Spring 2015

Developing Disability Sport and Talent

Strategic Objective	Actions required	Lead partners	Resources required	How success will be measured	Deadlines (for year 1 priority actions)
Increased numbers of mainstream sports clubs and leisure operators that provide opportunities for disabled people, whilst also sustaining and supporting existing clubs to stabilise the current infrastructure	Promotion of the 'Inclusion Hub Club' initiative and 'Club Mark' Develop a Coach Buddy scheme to provide existing coaches with the confidence and skills to work with disabled people, ensuring disabled people living in rural communities are considered Make mainstream clubs and leisure facility providers more aware of the support and guidance that can be accessed from disability organisations	EFDS, Sport England, Suffolk Sport and local NGBs Suffolk Sport, NGBs, Disability organisations and existing coaches Disability organisations, clubs, SPORTA and Suffolk Sport acting as the broker	Officer time and promotional activities Officer time and operational budget Officer time and promotional activities	An increase in the number of clubs accessing the support tool and the number of new clubs gaining Club Mark in Suffolk Coach Buddy scheme established and number of coaches involved increases year on year Number of mainstream clubs accessing guidance from disability organisations increases year on year.	Ongoing Spring 2015
Enhanced engagement with a select number of National Governing Bodies of sport (which will be locally defined) to ensure they provide a greater focus on disability sport in Suffolk	Lobby NGBs during the next round of Whole Sport Plans to try and ensure Suffolk becomes a priority area. Include local priority sports (Boccia, Sailing, Wheelchair Rugby, and Basketball). Lobby Sport England to change the position of CSPs having no current requirement to report against disability sport. Improve the way in which case studies and examples of good practice are shared amongst practitioners Improve the promotion of the FANs Leisure Centre Access schemes Improve the promotion of Sport Aid and use disabled athletes as role models locally	Suffolk Sport and LAs MAC Suffolk Sport and MAC Local Authorities Suffolk Sport and MAC	Officer time Officer time Officer time and promotional activities Operational budget for promotional needs Operational budget for promotional needs	Planned approach to lobbying NGBs in place and implemented within the relevant timescales A change in focus by Sport England to ensure CSP's take a greater responsibility for disability sport provision within their locality Improved delivery as a result of sharing good practice An increase in the number of people accessing the FANs scheme An increase in the number of disabled people accessing Sport Aid funding.	Spring 2014 Ongoing
More disabled young people engaged through school sport and more disabled adults through a wide choice of sport and physical activity opportunities in the community	Continue to provide a range of programmes and mainstream activities where appropriate, including I-CAN, Discovery clubs, Ipswich Inclusive Doorstep Sport Club and an integrated School Games Provide support to teachers working in Special Schools, in the following areas to assist them with the development of sporting opportunities for their pupils (in order of priority): 1 Building the skills and confidence of teachers and volunteers through training and mentoring 2 Funding advice 3 Facility improvements and expansion. Identify and engage young disabled people in mainstream schools and connect them to sporting opportunities in their locality Establish Special Olympics in Suffolk	Suffolk Sport and School Games Organisers School Game Organisers and Suffolk Sport Suffolk Sport and SGO's Special Olympics Suffolk Working Group	Officer time and project operational budgets Officer time and project operational budgets Officer time and operational budget Officer time and operational budget	Conduct annual perception surveys to ascertain if mainstream events have adopted an inclusive approach Conduct annual perception surveys to ascertain if teachers working in Special Schools have accessed the support offered and developed disability sport as a result. Increase in overall participation levels by disabled people (Note: current measures for disability participation do not segment by age at sub-regional level) Special Olympics events established in the county.	Ongoing Launch Nov 14

Marketing and Communications

Strategic Objective	Actions required	Lead partners	Resources required	How success will be measured	Dead- lines (for year 1 priority actions)
All marketing materials and tools used to promote sporting/physical activity opportunities for disabled people include: a. Appropriate terminology b. The depth of information that parents/ carers require to make an informed decision as to whether a session would be appropriate c. Formats that are accessible across a wide range of impairments d. Facilitate communication between providers & disabled people e. A better understanding about how to reach disabled people	Provide workshops related to using appropriate marketing techniques to specially attract disabled end users Provide advice to clubs on how to access support from Suffolk Sport and Activities Unlimited Ensure learning outcomes from the Bury Bombers pilot volunteer infrastructure project are effectively shared with other clubs. (The project will identify workforce needs of the club, identify gaps in skill, how to overcome them and recruitment support). Influence the annual Public Health campaign (that focuses on physical activity) to promote physical activity amongst disabled people.	Suffolk Sport working with disability specific organisations LAs and Suffolk Sport Suffolk Sport and CAS MAC Advisory Group and/ or a County Disability Forum if established	Officer time, venue hire and tutor fees Officer time and promotions Officer time and promotions Officer time and the Public Health promotional budget	Workshop designed and hosted across the county Increased engagement from clubs and groups Methods shared to assist clubs with developing a better prepared/ appropriate workforce that meets the needs of the club Increased promotion and awareness of physical activity opportunities available for disabled people across the county.	Autumn 2015 End of 2015
Existing websites (such as Activities Unlimited, Leading Lives, Avenues East, Disabled Go etc.) are promoted and accessed in a coherent and easy to locate manner for the end user	Encourage better links between provider websites, so that access to information for end users is straight forward Explore the role of Suffolk InfoLink in providing a comprehensive source of information about disability sport and physical activity opportunities Ascertain if a central point of information is viable and required Design and host a workshop for clubs/providers related to how to design a disability 'friendly' website Try and encourage a greater percentage of organisations to place their contact details on the Activities Unlimited website as well as their own site Ensure effective links to the 'Disabled Go' website are in place from other key websites.	Activities Unlimited and partners Suffolk County Council Activities Unlimited/MAC Advisory Group EFDS Activities Unlimited and partners Activities Unlimited and partners	Officer time Officer time Officer time Officer time, venue hire and tutor fees Officer time Officer time	Feedback from end users indicating that access to information is effective – gathered via an annual perception survey Up-to-date information available Review conducted and the outcomes acted upon User friendly websites available A 10% increase in the number of organisations with their contact details placed on the Activities Unlimited site Feedback from end users indicating that access to information is effective – gathered via an annual perception survey	Spring 2014 Ongoing Spring 2015
A cohesive marketing strategy in place for disability sport and physical activity that: a. Promotes a positive image of disability sport and physical activity across Suffolk b. Develops promotional campaigns targeting parents and carers of disabled people (who are recognised in a significant number of cases as the primary decision maker) to promote the benefits of being physically active and/or involved in organised sport c. Develops and promotes case studies and examples of good practice in a proactive manner to enthuse providers and create a culture of sharing and learning across sectors d. Recognises and celebrates the achievements of disabled athletes in a proactive manner.	Involve parents and end users in the production of a county-wide Marketing Strategy Improve the promotion of disabled sporting role models To support the transition from school to community activity consideration is given to aligning the time and day of sessions, to provide a level of continuity for participants.	Suffolk County Council Suffolk County Council and Suffolk Sport I-CAN project	Officer time Officer time and promotional activities Resources allocated within the I-CAN project	Marketing strategy produced and being implemented Disabled athletes achieving a higher profile within the local media across Suffolk An increase in the number of participants continuing to be active beyond their education setting	Summer 2015

Education, Training and Public Perceptions

Strategic Objective	Actions required	Lead partners	Resources required	How success will be measured	Deadlines (for year 1 priority actions)
An increased number of disabled people taking on volunteer roles and gaining coaching/ leadership qualifications	Collate stories/ experiences from end users i.e. video diaries, etc.	Clubs, Project leads, Suffolk Sport and Local Authority partners	Officer and volunteer time	Number of stories/ articles generated	Ongoing
	Generate case studies from various disability and sport organisations	As above, plus end users	As above, plus end users	Number of website hits	Ongoing
	Improve public recognition of end users and volunteer involvement/ achievements.	As above	Officer and volunteer time	Number of nominations	
	Ensure the same level of focus is given to disability sport as mainstream sport within the School Games	School Games Organiser Suffolk Sport Media partners CAS, Suffolk Sport, SGO Leadership Academies	-	Media coverage gained Schedule of activities within the format of the School Games	
A change in attitudes through education/ training opportunities, where required, to ensure all experiences are positive and welcoming for disabled people	Work with clubs to utilise and encourage current members to take on volunteer roles and gain coaching/leadership qualifications	CAS, Suffolk Sport, SGO Leadership Academies	Officer time	Number of disabled people attending coaching courses and involved in voluntary positions	
	Promote new volunteer and coaching/leadership roles in a more effective and targeted manner	NGBs and clubs	Marketing resources	Number of disabled people in coaching or voluntary positions	
	Host 'Disability Awareness' training sessions for leisure facility staff members	Disability organisations with the support of Suffolk Sport	Officer time, venue hire and tutor fees	All experiences are positive and welcoming for disabled people within leisure centre environments, and such perceptions are regularly checked via customer consultation.	
Raised awareness of the need for a change in attitudes across providers, with an emphasis on what disabled people can achieve.	Identify existing resources and training courses available (both locally and nationally) that could be used within a leisure context.	Suffolk Sport	Officer time	Appropriate training and resources identified	
	Audit existing levels of interest and provide training and resources across the county, based on local need.	Suffolk Sport	Officer time, plus venue hire (if required) and tutor fees	Training and resources devolved locally, leading to an improved customer experience, which could be measured by a customer perception survey.	

Physical Infrastructure

Strategic Objective	Actions required	Lead partners	Resources required	How success will be measured	Deadlines (for year 1 priority actions)
A comprehensive understanding of existing leisure facility membership schemes and discounts available to disabled people to identify current provision, and any issues related to accessing such schemes and usage levels identified	Via the existing Leisure Centre/Operators Group undertake an audit (to review the points referenced in the strategic objective) and provide evidence of 'spending power' of the potential users	Abbeycroft Leisure and Suffolk Sport	Officer time	All Leisure providers across the county involved in the audit. Audit completed by the deadline set.	
	Leisure Operators to use the information generated from end users using membership cards in a more proactive manner to shape services provided	Abbeycroft Leisure and Suffolk Sport	Officer time	Information shared in a proactive manner and used to inform future provision and services.	
Leisure facility operators have access to support and guidance on the following areas of work, to support them to develop the services they provide for disabled people: • Programming advice/development • Funding advice • Facility improvements/expansion • Marketing advice • Access to disability awareness and inclusion training for leisure facility staff.	Work with operators regarding re-accreditation to promote the Inclusive Fitness Initiative (IFI)	Leisure Operators, EFDS and Suffolk Sport	Officer time	Number of IFI sites across Suffolk Number of re-accreditations	
	Ensure operators are aware of and can implement the EFDS Access Guide	Leisure Operators and EFDS	Officer time	Number of sites who use the guide	Summer 2015
	As new contracts are awarded ensure IFI and use of the Access Guide are incorporated	Local Authorities	Officer time	Number of contracts with IFI and/or the Access Guide referenced and incorporated within locally set targets	Ongoing
	Provide the Access Guide when advice is given related to future facility funding bids	Suffolk Sport and Local Authorities	Officer time	Number of facility funding bids that make reference to the Access Guide	Ongoing
Understand the key issues affecting participation trends amongst the 92% of disabled people with non-visible impairments	Undertake initial insight research across the county	Suffolk County Council graduate	Officer time	Research completed	Autumn 2015
	Outcomes of the research to be used to demonstrate commercial potential for local leisure operators	Suffolk County Council graduate	Officer time and promotional resources	Number of organisations signing up and adopting the recommendations from the research	End of 2015
	Support the development of an online disability self-reflection checklist aimed at operators and voluntary clubs. The results of which, would be sent to Suffolk Sport so that support can be provided where appropriate.	Suffolk Sport	Officer time and production costs for the online survey (unless using existing software)	Online checklist completed Number of organisations completing the online survey and feedback generated to Suffolk Sport	
Better opportunities for disabled people to access public open space and the outdoors for sport and physical activity.	Ensure access to open space and the outdoors for disabled people is integrated and given due consideration in all relevant strategies e.g. Suffolk Walking Strategy	MAC Advisory Group	Officer time	Number of strategies that give due consideration to disabled people.	
	Ensure all 18 accessible walks are uploaded to ViewRanger app	Public Health	Officer time	No. of accessible walks uploaded	Spring 2015