

Active for Life

Suffolk Disability
Sport and Physical
Activity Strategy
2014-2019

A woman with dark hair, wearing a black and white striped t-shirt, is smiling and holding a yellow table tennis ball in her right hand and a blue paddle in her left. She is standing outdoors on a grassy area with trees in the background. A wooden picnic table is visible to the left. In the foreground, a white table tennis table with a blue net is partially visible.

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

Helping Suffolk to become England's Most Active County

Contents

	page
1 Forward	4
2 Introduction	5
3 Local context and key barriers to participation	6
4 Strategic alignment – Suffolk in context	7
5 Vision and key themes	8
6 Local consultation	9
7 Strategic Themes	10
• Suffolk Disability Sport and Physical Activity Delivery Structure	10 - 11
• Staying Physically Active for Life	11 - 12
• Developing Disability Sport and Talent	12 - 13
• Marketing and Communications	13 - 14
• Education, Training and Public Perceptions	14 - 15
• Physical Infrastructure	16
8 The delivery system and advocated ways of working	17
9 Good practice and sources of information/advice	18 - 20
10 Documents and research referenced	21
11 Acronyms explained	21

A Message from Cllr Murray

Cabinet Member for Health and Adult Care at Suffolk County Council



As the Chair of the Suffolk Health and Wellbeing Board I am pleased to lend my support to the Suffolk Disability Sport and Physical Activity Strategy.

The aim of the Suffolk Health and Wellbeing Board is to

improve health and wellbeing and decrease inequalities across Suffolk. We recognise that physical activity and exercise has a fundamental role to play in helping us to do this and sport is a really important way of people being active.

Sport is part of the social fabric of our county. Thousands and thousands of people across Suffolk enjoy the many benefits associated with playing sport and being active, as participants, spectators or volunteers. There is no doubt that sport really does make a difference in enhancing people's lives.

Everybody has the right to enjoy sport, whether they want to play informally or achieve on the

international stage. However not everybody has the same opportunity. We know that disabled people currently do not have the same opportunities to play sport as those who do not have a disability.

It is for this reason that Suffolk County Council commissioned the production of this strategy. We hope it will lead to more positive opportunities in sport and physical activity for disabled people across the county.

Suffolk County Council is committed to working with new and existing partners to make this happen. This strategy is the first step on a journey to change perceptions, increase participation and empower disabled people to play sport and be physically active.

I hope you will join me in helping turn this strategy in to action.

Foreword

“The purpose of this strategy is to capture and bring together the aspirations of partners, providers and disabled people to provide a clear strategic direction, and focus, for the development of disability sport and physical activity across Suffolk. The plan builds upon existing excellent work already taking place and sets out priority actions for the future.

On a personal level, winning a Paralympics Gold medal was always my goal. Although the glory is temporary, as there will always be someone faster, stronger to take my place, participation in sport has meant experiencing significant triumphs and sometimes struggles which are reflective of lessons in everyday life. Being active and participating in sport can not only improve your confidence and self-esteem, but also provides the

opportunity for disabled people alongside their able bodied peers to lead healthy active lives, reaching their sporting potential and helping others.

By joining forces we can inspire the on-going development of a robust, powerful network that will provide improved opportunities and experiences for people with impairments. The strategy is centred on individuals and their needs, so that disabled people are not stereotyped or marginalised.

It is anticipated that this strategy will act as a catalyst to provide more choice and control, personalised services and increased opportunities, enabling disabled people to lead active healthy lives and reach their sporting potential.”



Kevin Curtis, Paralympic Sailing Gold Medalist.

Introduction

The London 2012 Olympic and Paralympic Games proved a milestone in our sporting history and sparked a lot of interest from disabled people looking for opportunities to take part in sport and physical activity. London 2012 has had a significant impact on British society. Research ahead of the closing ceremony found:

- 1 in 3 adults changed their attitudes towards people with an impairment
- Eight out of ten (81%) British adults thought the Paralympics had a positive impact on the way people with an impairment are viewed by the public
- The Paralympic Games is about ability not disability and are about what people can do, not what they can't do
- IPC President Sir Philip Craven described London 2012 as "the greatest Paralympic Games ever"¹

But the harsh reality is that four out of five disabled people in England are still not active. Notably, participation rates in Suffolk indicate that improvements are still required:

- 67.7% of people in Suffolk with a limiting illness or disability do not undertake any sport or active recreation²
- 26% of people in Suffolk with a limiting illness or disability who are currently inactive, would like to do more sport²

This strategy aims to harness and build upon the incredible success and inspiration generated as a result of the London 2012 Olympic and Paralympic Games to:

- Address the low participation levels amongst disabled people across Suffolk
- Develop a stronger strategic approach and provide greater leadership in this area of work
- Establish a more robust delivery structure that complements existing networks and addresses identified gaps
- Improve channels of communication and coordination of delivery amongst the wide range of existing disability and sporting organisations across the county of Suffolk
- Raise awareness amongst the sports delivery network of opportunities to improve participation amongst disabled people.

Language and terminology can often be a barrier rather than an aid to understanding. Therefore the following definitions will be used as a guide throughout this strategy.

"We apply a broad and inclusive definition of the word 'sport' as follows...all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include play, recreation, organised, casual or competitive sport and indigenous sports and games." (UN Inter-Agency Task Force on Sport for Development and Peace 2003)

"We will use the Social Model of Disability. This will be applied to the way we work and the language used in this strategy. The Social Model was developed by disabled people to show the structures within society as the problem. We too believe disability is caused by the barriers in society and the way it is organised. This discriminates against people with impairments and excludes them from positive involvement or participation. By applying the Social Model to our work, we identify disabled people as active citizens in sport and exercise."³

Local context and key barriers to participation

This strategy and the accompanying delivery plan have been developed in response to an identified need for a unified vision and set of clearly defined aims for disability sport and physical activity in Suffolk.

Suffolk is predominantly rural, with a population of 728,163 (2011 census) living across seven district and borough councils. The county has an aging population with almost 1 in 5 people (19.9%) aged over 65 years, which is higher than the England average (16.3%). The Suffolk population is expected to increase by 15% over the next twenty years, with the proportion of over 65s increasing by 56%.⁴

Only 21.9% of people within Suffolk with a limiting illness or disability participate in organised sport, compared to 31.9% of the whole population of Suffolk. Participation in organised sport by people with a limiting illnesses or disability has decreased by 3.5% since 2005/6.²

Recent local research indicates that the main barriers to participation are: ⁵

- Prejudice and discrimination
- Being unable to access information about what is available
- Lack of accessible premises and/or suitable equipment
- Lack of accessible transport options
- Lack of confidence
- Insufficient one-to-one support available
- Skills and experience of staff
- Cost

Research conducted by the English Federation of Disability Sport (EFDS) at a national level further enhances our understanding of the barriers to participation.⁶ The diagram below categorises such barriers into three groups:

PHYSICAL	LOGISTICAL	PSYCHOLOGICAL
Adaptations and changes needed to support participation are not available/ have not been implemented FACILITY EQUIPMENT HEALTH AND SAFETY	Adaptations have been made but have not been implemented effectively GEOGRAPHY EXPENSE SUPPORT OF OTHERS COMMUNICATION SUITABILITY	Attitudes, opinions and perceptions preventing participation in sport PERSONAL PERCEPTIONS ATTITUDES OF OTHERS

It was within this context and understanding that the content of this document was developed and shaped, with the aim of overcoming and reducing such barriers where possible.

Strategic alignment – Suffolk in context

Alignment with leading local, regional and national strategies and policies was viewed as a critical element of the process when developing the vision and strategic objectives. A significant amount of desk research was conducted to inform and shape the consultation process. Examples of the documents reviewed are listed below.

NATIONAL	REGIONAL AND LOCAL
DCMS Creating a Sporting Habit for Life (2012-17)	Sport Cheshire – Count Me In Strategy (2013-17)
EFDS Active for Life Strategy (2012-17)	Derbyshire Plan for Disability Sport (2012-2015)
UK Active - Turning the Tide of Inactivity (Jan 2014)	A strategy for Disability Sport in Nottinghamshire (2013-17)
Disability in the UK 2013: Facts & Figures	A Joint Health & Well Being Strategy for Suffolk (2012-2022)
Making it Happen: DWP Central Govt (July 2013)	Suffolk Sport Business Plan (2013-17)
Public Health England – Suffolk Health profile (2014)	Ipswich Disability Sport Forum Outcomes (March 2013)
ONS Lifestyle Survey (2011)	Inclusive Sport in Suffolk Research Report (July 2012)
EFDS Understanding the barriers to participation in sport (April 2012)	Transforming Suffolk – Suffolk's Community Strategy (2008-2028)
EFDS – Engaging disabled people in sport and physical activity (November 2013)	Suffolk's Legacy inspired by 2012
Sport England, Active People Survey 7, Oct 2013	I-CAN Project – Evidence Based Needs Assessment (2013)
Start Active, Stay Active (July 2011)	Young Disabled People survey (Ipswich area)
Healthy Lives, Healthy People (November 2010)	Market Position statement for Adult and Community Services (Suffolk County Council) April 2014

The priorities and work of the partners that make up the Most Active County (MAC) Advisory Group have also fundamentally shaped the content of this document and will play a vital support role in its implementation. The Most Active County programme was launched to provide a framework for partners to work together to create, promote and commission sport and physical activity opportunities that support healthy lifestyles to flourish in Suffolk. It aims to promote healthy, active lifestyles, shift inactive behaviours and address the barriers that communities or individuals face in accessing sport, leisure and physical activity opportunities.

The philosophy and objectives of the MAC programme have subsequently been reflected throughout this document to enhance and strengthen a coordinated multi-agency approach to the delivery of disability sport and physical activity.

It is equally important that the outcomes of this strategy complement and enhance the work of the Suffolk Health and Wellbeing Board. The points below further reiterate how the sporting and physical activity outcomes of this strategy could help to address a number of compelling issues facing Suffolk, including:

- 1000 lives are lost every year in Suffolk due to physical inactivity ⁷
- The health cost of physical inactivity in Suffolk is over £17.7 million per year ⁸
- An older person remaining active in Suffolk and independent at home saves £11,500 per year from social care costs.⁷

Visions and key themes

This strategy is aimed at all organisations and agencies with an interest in disability sport and physical activity in Suffolk. It seeks to inspire the full engagement of key stakeholders and set the direction of travel for all partners and end users in Suffolk. The strategy aims to:

- Provide coherence and guidance to organisations (general and disability specific) across Suffolk on the development of sport and physical activity opportunities and facilities for disabled people
- Be a tool to engage sporting and non-sporting organisations alike in the development of disability sport in Suffolk
- Provide organisations at both county and sub-county level with an over-arching framework for the development of disability sport and physical activity in Suffolk
- Identify current and future opportunities and strategic options that provide the opportunity for real and transformative change in sport and physical activity participation by disabled people within Suffolk
- Achieve more effective delivery and support successful advocacy
- Set out a clear plan for measuring progress in increasing participation in sport and physical activity by disabled people.

To achieve the above outcomes, our vision is:

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

The key themes that will provide a focused approach to the development of disability sport and physical activity, include:

- Developing the Suffolk Disability Sport and Physical Activity Delivery Structure
- Staying Physically Active for Life
- Developing Disability Sport and Talent
- Marketing and Communications
- Education, Training and Public Perceptions
- Physical Infrastructure



Local consultation

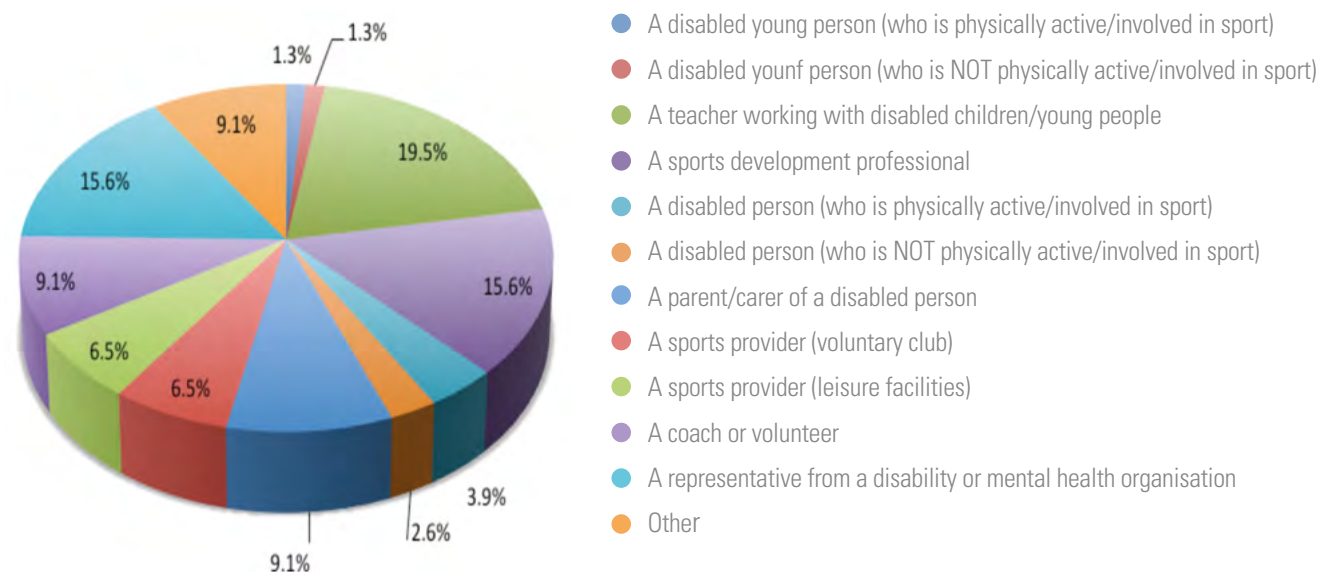
Commissioned by Suffolk County Council in partnership with the MAC Advisory Group, this strategy has been produced by The Sport, Leisure and Culture Consultancy (SLC) who provided the strategic lead on an extensive range of consultation. The methods used during the four month consultation period are outlined below:

Methodology	Timescales
A comprehensive range of desk research was completed	February 2014
An initial small working group meeting was hosted	March 10th 2014
An online survey aimed at multiple end users went live for 4 weeks	April – May 2014
Group consultation sessions took place over two days at three venues (Ipswich, Bury St Edmunds and Lowestoft)	End of April 2014

Feedback from the online surveys and the group consultation sessions was used to inform the contents and structure of the following workshops.

Methodology	Timescales
Strategy workshop	3rd June 2014
Delivery Plan workshop	18th June 2014

The cross-section of respondents to the online survey is detailed in the chart below:



This strategy is the result of many months of collective effort and commitment from all parties, to tackle inequalities that exist amongst those with impairments. In addition to the initial meeting, the small working group also 'checked and challenged' the process throughout all stages of the strategy's development.

Strategic Themes

The six strategic themes and their associated outcomes are reflected operationally within the delivery plan, so that clear links between each document are evident. The strategy provides an overview of all areas of work, whilst the delivery plan focuses on operational delivery and the detailed actions required to address the theme objectives within the strategy. The delivery plan adopts an annual format. It is suggested that progress against key targets is reviewed on a quarterly basis.

Suffolk Disability Sport and Physical Activity Delivery Structure

Where are we now? (context and critical issues)

- The current delivery structures for disability sport and physical activity across Suffolk are sporadic and lack strategic leadership. Although pockets of good work have been noted, there are also gaps across the county and a lack of consistency related to sectors represented and the purpose of disability sport forums.
- It has been locally identified³ via the group consultation sessions and results of the online survey that there is a need to:
 - Develop a stronger strategic approach to provide greater leadership in this area of work
 - Establish more robust delivery structures that complement one another
 - Improve the coordination of delivery amongst the wide range of organisations across the county of Suffolk.
- Local research³ has identified that 83% of disability organisations feel the confidence and competence of their staff/ volunteers when providing physical activity or sporting opportunities would improve by being part of a local network or forum.



Where do we want to be? (strategic objectives)

1. A more cohesive and coordinated delivery structure in place, providing clear strategic leadership, effective operational implementation at a local level that is user led throughout.
2. 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 (e.g. sport/physical activity to be a regular agenda item at Disability Forums)
 - 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 local priorities, commissioning strategies, facility and planning developments, investment in physical activity and sport, and local facility programming.
3. Explore with social care teams, carers and facility operators the development of bespoke personal budget memberships, enabling individuals who receive personal budgets to utilise them to increase their levels of physical activity.

Outputs

67% of people in Suffolk with a limiting illness or disability participate in no sporting activities.² As a result of implementing the above strategic objectives we will aim to decrease this year-on-year.

Improves joint working, on-going communication and consultation between disability organisations, sports clubs/organisations, facility operators, sports development professionals, end users and parents of end users.

Staying Physically Active for life

Where are we now? (context and critical issues)

- There is a disproportionately low spend on programmes to tackle physical inactivity by public health compared to other top tier public health concerns⁸
- According to the National Institute for Health and Care Excellence (NICE), inactivity is costing the national economy in England £8.2 billion per year⁸
- The estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion, whilst in Suffolk it is over £17.7 million per annum⁸
- 26% of people in Suffolk with a limiting illness or disability who are currently inactive, would like to do more sport²
- Local research³ has identified that the most significant barriers preventing participation in sport or physical activity were (in order of priority)
 - Lack of confidence to take part
 - Insufficient one-to-one support available
 - The distance to travel to local opportunities.
- Examples of existing provision in Suffolk:
 - Via the Cycle Suffolk Project, disability cycling projects have been established called 'Bike Active', based at Alton Water and in Lowestoft
 - Sensing Change provides support to visually impaired people to access activities, by allocating a volunteer to an individual that may for example wish to attend a club for the first time
 - Leading Lives have hubs established across the county, where sport and physical activity could be promoted/take place
 - Avenues East is a national charity, with a local section in Ipswich that provides specialist social care supporting people facing significant disadvantage through illness and disability so they can live full lives in their local communities. Sport and physical activity opportunities are a significant element of the services provided for adults across Suffolk.

Where do we want to be? (strategic objectives)

1. Better support for disabled people to access physical activity and sport
2. Greater investment and joint commissioning of sport and physical activity in general, and specifically for disabled people across local authority and health sectors.
3. Enhanced and/or extended sporting and physical activity offer across disability organisations

Output

Suffolk to be in the top quartile nationally, in terms of disabled people who are active by the end of the strategy period.

Developing Disability Sport and Talent

Where are we now? (context and critical issues)

- London 2012 had a significant impact on British society. Research ahead of the closing ceremony found that 1 in 3 adults changed their attitudes towards people with an impairment. Eight out of ten (81%) British adults thought the Paralympics had a positive impact on the way people with an impairment are viewed by the public
- Less than two in ten of the estimated 11 million disabled people in England take part in sport and 12.5 million people in people in England fail to achieve 30 minutes of moderate intensity physical activity per week in a 28 day period despite being able to do it in three ten-minute periods⁸
- 67.7% of people in Suffolk with a limiting illness or disability do not participate in any sporting activities²
- It has been identified locally that there is a need to develop a more co-ordinated approach across the county between sports clubs and organisations involved in supporting disabled people⁹
- Examples of existing provision in Suffolk:
 - A wide range of sporting opportunities are provided for adults in Suffolk by Avenues East, a charity responsible for pioneering specialist social care that supports people facing significant disadvantage through disability and illness so they can live full lives in their local communities
 - Inclusive Doorstep Sport Club – a multi-sport club based in Ipswich aimed at young disabled people
 - Project Ability is delivered as part of the School Games and is supported by the Youth Sport Trust, who provide bespoke training, to encourage local providers to develop competitive opportunities for young disabled people and develop school, club activities
 - Provision advertised by Activities Unlimited, a hub of support situated at Hill View Business Park in Claydon which includes social work and family practitioners, a project management team, experts in data collection and communication, and business support staff
 - Special Olympics Suffolk is currently being established, with a view to hosting events in the future
 - A wide range of sporting activities are provided in curricular and extra-curricular educational settings, e.g. include inclusive tennis, tri-golf, Kwik cricket, Panathlon Challenge and Inclusive Sailing Competitions
 - Discovery clubs provide a range of different sporting activities aimed at young disabled people not currently participating in sport or activity. Eighteen clubs run on a weekly basis throughout Suffolk during lunchtimes or after school during term time.
- A significant number of disability sports clubs are already in existence across the county (examples include the Bury Bombers Wheelchair Basketball Club, Orwell Panthers Athletics Club, East Anglian Sailing Trust, Ipswich Jax Boccia Club etc.) who provide discrete opportunities
- A countywide bid for Sport England's Inclusive Sport Fund focusing on the Inclusive transition pathway for 14+ called the 'Inclusive Community Activation Network' (I-CAN) has been awarded funding. The successful bid will result in an investment of £250,000 over three years focusing on keeping young disabled people active beyond full time education.

Where do we want to be? (strategic objectives)

1. 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
2. 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
3. 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

Output

21% of people within Suffolk with a limiting illness or disability participate in organised sport.² As a result of implementing the above strategic objectives we will aim to increase this percentage year-on-year.

Marketing and Communications

Where are we now? (context and critical issues)

- The number of disabled people (based on the 2011 census) that live within Suffolk equates to 23,524 (18% of the total population), this is subsequently a significant target market
- Local research⁵ (conducted in 2012) has indicated the following common barriers:
 - Communication needs are quite often not being met and there is general difficulty in promoting projects for disabled people i.e. language, visual context.
 - Being unable to access information about what is available
 - Difficulty identifying and targeting individuals with a disability and as a consequence difficulty in getting the number of participants to make the activity viable
- Local research¹⁰ has identified that the most significant barriers preventing participation in sport or physical activity are (in order of priority)
 - Unaware of what opportunities are available
 - Perceptions and attitudes towards disabled people
- Local research¹⁰ has identified that end users (adults and young people), and parents of end users prefer to access information related to sporting and recreational opportunities via a variety of methods including websites, posters, local newspapers, and word of mouth. This feedback illustrates that reliance on one methodology will not necessarily be successful when attempting to attract people to new provision.
- A number of websites providing information related to sporting and physical activity opportunities across the county are already in place (e.g. Activities Unlimited, Leading Lives and Avenues East).



Where do we want to be? (strategic objectives)

1. 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. Facilitating communication between providers and disabled people
 - e. A better understanding about how to reach disabled people
2. 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
3. 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 achievement of disabled athletes in a proactive manner.

Outputs

Measure levels of awareness amongst end users regarding the availability of local opportunities via an annual perception survey.

67% of people in Suffolk with a limiting illness or disability participate in no sporting activities.² Decrease this percentage year on year, so that the gap between able-bodied and disabled people reduces.

Education, Training and Public Perceptions

Where are we now? (context and critical issues)

- Disabled adults are twice as likely as non-disabled adults to have no formal qualifications, 26% and 12% respectively. At the age of 18, disabled young people are more likely than their non-disabled peers to not be in any form of education, employment or training (NEET) (22% compared to 15%).¹¹ These statistics reinforce the importance of encouraging and providing the necessary support for disabled people to take on volunteering, coaching and officiating roles
- Local research³ has identified that teachers working in special schools, would welcome support in the following areas to assist them with the development of sporting opportunities for their pupils (in order of priority):
 - Building the skills/confidence of teachers and volunteers through training and mentoring
 - Funding advice
 - Facility improvements/expansion.
- Examples of existing provision in Suffolk:

- Following the success of the "Compass East Leadership project: An integration of mainstream, special school and FE students training programme from last year, there are plans to continue to deliver and further develop the Youth Sport Trust Project Ability Leadership & Mentoring initiative. This will be targeted at 20 young disabled people who will be trained and then each given 5 young disabled people to lead and mentor into accessing school or community sports and activities
- Young leaders continue to be trained at EAST Young Sailing Academy where five young leaders achieved their Level 1 and 2 Keelboat qualifications last season
- Inclusive Training at Primary Link Training days will continue, which also includes the Sainsbury's Active Kids resource and the Topsport ability resource
- Suffolk Sport, working with Suffolk ASA, recently delivered an inclusive training event attended by 30 people from swimming clubs across Suffolk, with financial support of £1,000 from Activities Unlimited

Where do we want to be? (strategic objectives)

1. An increased number of disabled people taking on volunteer roles and gaining coaching/leadership qualifications
2. A change in attitudes through education/training opportunities, where required, to ensure all experiences are positive and welcoming for disabled people
3. Raised awareness of the need for a change in attitudes across providers, with an emphasis on what disabled people can achieve.

Outputs

Increase the number of disabled people taking on volunteer roles and gaining coaching/leadership qualifications year on year (insufficient data from APS 6/7, as a result a baseline position will need to be added, once informed by local insight).

- Number of hours invested in the community by young leaders
- Tracking the deployment of newly qualified coaches and volunteers
- Disability awareness training provided for leisure facility staff (50% of facilities and 50% of staff)
- Annual online survey to inform on-going perceptions.



Physical Infrastructure

Where are we now? (context and critical issues)

- The majority of impairments are not visible and less than 8% of disabled people use wheelchairs. This fact impacts on how people are treated by clubs, leisure facilities etc. reinforcing the importance of education and addressing cultural barriers
- A number of the local Disability Sport Forums have been involved with improving access to local facilities (e.g. Waveney Disability Forum are progressing the purchase/installation of a pool hoist and Suffolk Coastal Forum have improved access to swimming in their district)
- Local research¹⁰ has identified that facility providers feel that the following factors would help them to enhance and further develop opportunities for disabled people (in priority order):
 - Programming advice/development
 - Funding advice
 - Facility improvements/expansion
 - Marketing advice
 - Building the skills/confidence of facility staff.
- The Disabled Go website provides support and advice with regard to accessing public facilities and transport
- Local research¹⁰ has identified that facility staff feel that their competence and confidence would improve if they had access to the following:
 - Shadowing of practical sessions tailored to people with additional needs
 - Disability awareness training
 - Sports specific coaching courses.

Where do we want to be? (strategic objectives)

1. 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
2. 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
 - Access to disability awareness and inclusion training for leisure facility staff.
3. Understand the key issues affecting participation trends amongst the 92% of disabled people with non-visible impairments.
4. Better opportunities for disabled people to access public open space and the outdoors for sport and physical activity.

Output

13.1% of the Suffolk population with a limiting illness or disability participates 3 times or more a week.² As a result of implementing the above strategic objectives we will aim to increase this percentage year on year.

The Delivery System and advocated ways of working

Developing and sustaining a robust and inclusive delivery system for the implementation of this strategy and the accompanying delivery plan is critical to its success. It is important to build upon existing delivery networks, which include a number of Disability Forums (adopting a generic agenda) and Disability Sport Forums, both of which reside in specific local authority areas.

It is apparent that this structure is not consistently replicated across the county, and there is currently no lead agency providing a countywide strategic steer. As a result both of these critical issues will need to be reviewed and acted upon to ensure the effective implementation of this strategy.

It is anticipated that the Disability Forums (sport and generic) that currently exist and are established in the future, would adopt the following principles and ways of working:

- Bring together key partners involved in sport, physical activity, health, education and skills and volunteering to work in a more coordinated manner across geographic areas
- Identify local needs and develop an action plan for delivery which aligns to the 'Active for Life' – Suffolk Disability Sport and Physical Activity Strategy
- Share information, expertise and increase communication to reduce duplication of provision, learn from one another and improve delivery at an operational level
- Produce and monitor progress against individual action plans, which should be reflective of local needs and the priorities set out within the delivery plan
- Raise the profile of disability sport and physical activity and its role in helping to achieve the aims of other partner organisations
- Improve links between sporting groups/clubs and disability organisations, to share expertise and learn from and support one another
- To work in partnership to avoid duplication
- To share resources and capacity and access funding where relevant to support opportunities.

As referenced above there is a fundamental need for a strategic lead in this area of work. The structure and format has yet to be defined, however, there was collective agreement amongst partners of the need for such leadership and direction. Such a strategic network (if formed) should adopt the following functions:

- Monitor the implementation of the strategy and delivery plan against the targets set
- Act as advocate to secure funding, influence key stakeholders etc. to support the strategic objectives detailed in this strategy
- Support the operational delivery structure via succession planning and encouraging appropriate appointments
- Make connections between public, private and third sector partners including funders, commissioners and investors
- Evidence outcomes and achievements to demonstrate the positive contribution of disability sport and physical activity to a range of priorities and agendas
- Champion innovation in delivery, skills development and partnership working.



Good practice and sources of information/advice

Throughout the development of this strategy a wealth of good practice and useful information for both practitioners and end users was gathered, and has been detailed below to assist partners with the development of disability sport and physical activity across Suffolk.

National context

EFDS has produced a guide to inclusive communications. Written in partnership with Big Voice Communications, it supports providers to reach a wider audience, including more disabled people. To download a copy please click on the link below:

www.efds.co.uk/assets/0000/9149/EFDS_Inclusive_comms_guide_accessible_PDF_APRIL_2014_FINAL.pdf

“Access for all: Opening Doors” aims to break down one of the main barriers for people with a range of impairments - venue accessibility. EFDS and access experts Jean Hewitt Consulting Ltd have worked together to produce a user-friendly guide to ensure more disabled people can enjoy being active in more places.

www.efds.co.uk/assets/0000/8214/Access_for_all_FINAL3_Dec_2013.pdf

On Thursday 18 July 2013, EFDS was involved in the Disability Employment Conference - Working Together. To coincide with the focus on disabled people's employment, EFDS produced two useful introduction resources for the sport and physical activity sector, which can be accessed via the two links below:

www.efds.co.uk/assets/0000/6982/Benefits_of_widening_your_reach.pdf

www.efds.co.uk/assets/0000/6983/Encouraging_disabled_people_to_work_for_your_sport_organisation_guide.pdf

In order to increase participation among disabled people in sport, EFDS have collated and shared a range of better practice studies. A lot of good work has been delivered in terms of sport for disabled people. They also recognise that some sports and organisations have been more successful than others at engaging disabled people.

www.efds.co.uk/resources/case_studies/571_better_practice_case_studies

EFDS works hard in club development and ensuring inclusive practice within the club setting. They have produced some useful resources for the EFDS Inclusive Club Health Check or Clubmark.

www.efds.co.uk/resources/case_studies/575_club_development_resources

Coaching disabled people with specific impairments - Compiled by Sports Coach UK and the National Disability Sport Organisations (NDSOs). These fact sheets give an overview and top tips when working with people with specific impairments.

www.efds.co.uk/resources/case_studies/883_coaching_disabled_people_with_specific_impairments

To provide a positive experience of sport it is advised you keep up to date on the best practice of terminology for disabled people. EFDS can advise you on this and they often check or proof read sport organisations' work. There is also training available from reliable companies on this exact subject, which they can signpost you to.

www.efds.co.uk/resources/case_studies/578_disability_models_and_language

Reaching disabled people as one market group is too vast for any organisation. In the same way we market to specific audiences within society, grouping disabled people into market segments helps to target communications and messages more effectively. EFDS alongside WSFF, Sporting Equals and Street Games developed 'Diversity Challenge' - an online tool to drive the inclusion of under-represented groups in sport.

www.efds.co.uk/resources/case_studies/576_diversity_and_disabled_people

Hampshire County Council works with activity providers to increase opportunities for disabled children and young people with impairments and/or additional needs to participate in a wide range of leisure and recreation activities. As part of the Short Breaks Activity Programme, they produced the Inclusion Resource Pack and the Inclusion in Action DVD for tips and suggestions to support every setting to become even more inclusive.

www.efds.co.uk/resources/case_studies/428_hampshire_inclusion_resources

Impairment specific contacts - there are a number of organisations who work with people with specific impairments, such as wheelchair users, blind and visually impaired people or those with an intellectual impairment. These organisations can be approached for more direct information on clubs and resources - including their disability sports- eg. goalball, wheelchair basketball, boccia.

www.efds.co.uk/resources/case_studies/577_impairment_specific_contacts_and_information

Inclusive Fitness facility case studies - EFDS has managed the Inclusive Fitness Initiative for over ten years. It provides accessible physical activity and there are now over 400 IFI Mark facilities spread throughout the country. These are equipped with a range of IFI accredited fitness equipment and highly trained gym staff, who are experts in providing advice on adapted physical activity.

www.efds.co.uk/resources/case_studies/2109_inclusive_fitness_facility_case_studies

The Inclusion Club Hub has been created by EFDS to help clubs to include more disabled people in their activities. It can be used in a variety of ways within your club. You can use it to audit your club to see how inclusive you are or as a resource to support your club's development. Perhaps use it to develop a club action plan, support your Clubmark process, or your general planning. This toolkit will give you ideas, methods and resources to ensure everyone has a positive club experience.

www.inclusion-club-hub.co.uk

Useful links to a wide range of organisations:

www.efds.co.uk/resources/useful_links



Regional and Local

Disabled Go

www.disabledgo.com/organisations/suffolk-county-council/main.

Avenues East

www.avenuesgroup.org.uk/news-events/regular-activities/disability-sport-events-suffolk/

Activities Unlimited

www.access-unlimited.co.uk/activitiesunlimited/

Community Action Suffolk

www.communityactionsuffolk.org.uk/

Suffolk Coalition of Disabled People

www.scodp.org.uk/

Leading Lives

www.leadinglives.org.uk/

Suffolk Info Link

<http://infolink.suffolk.gov.uk/kb5/suffolk/infolink/home.page>

Sport England – funding opportunities

www.sportengland.org/funding.aspx



Documents and research referenced

1. Count Me In (More People, More Active, More Often by 2017)
2. Sport England, Active People Survey 7, October 2013
3. Active for Life: The EFDS Strategy (2012-2017)
4. A Joint Health and Wellbeing Strategy for Suffolk (2012-2022)
5. Inclusive Sport in Suffolk, Culture First, July 2012
6. EFDS: Understanding the barriers to participation in sport, April 2012
7. Suffolk's Legacy, Suffolk County Council, 2012
8. Turning the Tide of Inactivity, UK Active, January 2014
9. Disability Sport Forum (hosted in Ipswich, March 2013)
10. SLC on-line survey (commissioned to inform this strategy), April 2014
11. Disability in the United Kingdom, Papworth Trust, December 2013

Acronyms explained...

• ASA	Amateur Swimming Association
• DCMS	Department for Culture, Media and Sport
• EFDS	English Federation of Disability Sport
• FE	Further Education
• IFI	Inclusive Fitness Initiative
• IPC	International Paralympic Committee
• NEET	Not in Education, Employment or Training
• NGB	National Governing Body
• NDSOs	National Disability Sport Organisations
• MAC	Most Active County
• SLC	The Sport, Leisure and Culture Consultancy
• SCC	Suffolk County Council
• SS	Suffolk Sport
• WSFF	Women's Sport and Fitness Foundation

ALTERNATIVE FORMATS

The information contained in this document can be translated, and/or made available in alternative formats, on request.