



**English Federation  
of Disability Sport**

Making **active lives** possible

# Delivering Change and Growing the Market

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English Federation of Disability Sport

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

**Why should we look to engage  
with Disabled people?**

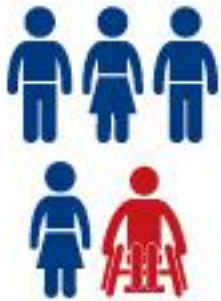
# Disability Quiz

- How many people in England have a long standing disability / illness?  
A: 8.3 million                      B: 18.4 million                      C: 23.7 million  
– 9.4 million (11.9m UK) the illness or disability limits everyday life activities.
- What percentage of people with no limiting impairments are inactive?  
A: 21%                                  B: 51%                                  C: 39%
- What percentage people with 3 or more impairments are inactive?  
A: 21%                                  B: 51%                                  C: 39%
- What percentage of disabled people want to be active?  
A: 30%                                  B: 50%                                  C: 70%
- What percentage of disabled people use a wheelchair?  
A: Less than 8%                      B: 15-19%                              C: More than 25%
- What is the annual spending power in the UK of disabled people?  
A: £843 million                      B: £212 billion                      C: £120 billion

Swimming has the highest proportion of disabled people taking part once a week for 30 mins, more than double the proportion who take part in cycling. Going to the gym and fitness/exercise and classes are very important (Active People 7 2014)



# The facts



## One in five

people in England have an impairment - around 9.4 million disabled people.  
(Census 2011)



## One in twenty

people choose 'confident' as a top three term that described how they feel when they meet a disabled person.  
(Disability Matters 2015)



## Seven in ten

disabled people have not taken part in any physical activity in the last month compared to five in ten (48%) non-disabled people.  
(Sport England APS8)



## Seven in ten

disabled people want to do more sport.  
(EFDS Lifestyle Report)



## Psychological barriers

play the biggest role in preventing disabled people from taking part in sport. Their perception of their own abilities matters as well as others' opinions on whether the activity suits them.  
(EFDS Barriers to Participation Report)



## Six in ten

disabled people claim that either not knowing about opportunities or a lack of available activities is what prevents them from taking part.  
(EFDS Lifestyle Report)

**How good we are?**

**How can we improve?**

**LEAD**

**Leading Equitable & Accessible Delivery**

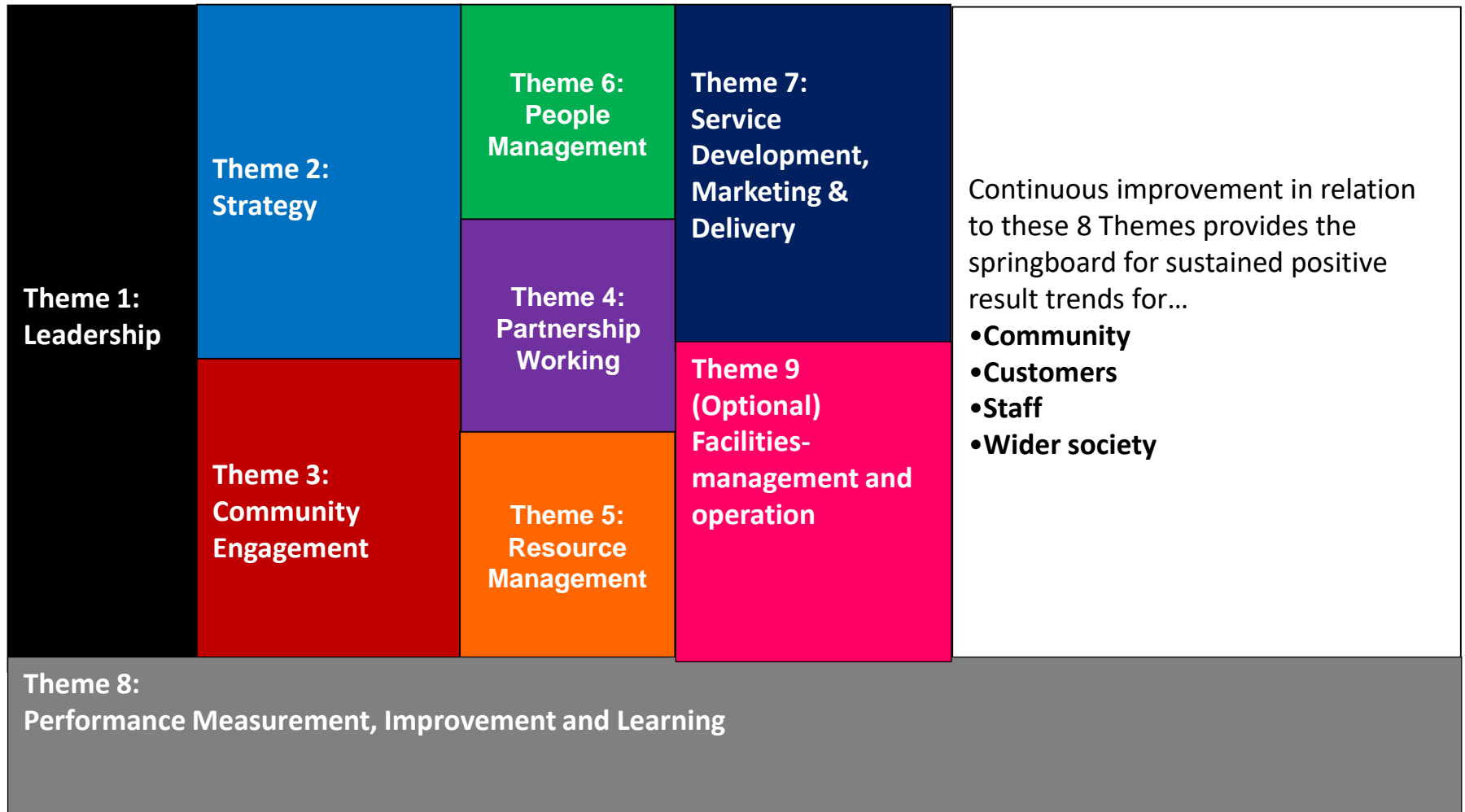
**GPlus37 (Gplus10)**

**Engaging with Disabled People and People with Long  
Term Health Conditions**

# Quest GPlus37 module and EFDS' LEAD tool Partnership?

LEAD	QUEST Modules
LEAD and QUEST modules are designed as part of a suite of EFDS tools and are inter-related and complementary	QUEST is the industry owned quality standard, and it is vital that inclusion is built in to these modules and ultimately to QUEST as a whole.
An initial “LEAD” self-assessment identifies the strategic, and corporate priorities for improvement, and makes delivery more effective, especially if the QUEST modules are then used at unit or centre level	An initial QUEST assessment will identify operational improvements and the changes needed to corporate business areas e.g. strategy and policy, this can be supported by a corporate self-assessment using LEAD.
Facilitated self-assessment underpins the approach for LEAD to supported self-improvement on the areas identified as key to the business and its vision/strategy	Modules can be used internally for self-assessment, unscored, or can be part of a formal QUEST accreditation to identify Improvement areas identified against the standard
<b>EFDS has the insight, tools and advice services to support improvement through both</b>	

# LEAD Themes



# GPlus37 Themes



# Key Points

- Don't panic!!!
- Already working in these areas...
  - ✓ People 1: Customer Experience
  - ✓ GPlus1: Outcomes and Impact Measurement
  - ✓ GPlus11: Marketing, Research and Communication
  - ✓ etc.



How does this apply to disabled people and those with long term health conditions?

The barriers to participation can be categorised in three groups logistical, physical and psychological; with the psychological barriers strongest

## Physical

Adaptions and changes needed to support participation are not available/have not been implemented

Facility

Equipment

Health and Safety

## Logistical

Adaptations have been made but have not been implemented effectively

Geography

Expense

Support of others

Communication

Suitability

## Psychological

Attitudes, opinions and perceptions preventing participation in sport

Personal perceptions

Attitudes of others

# 10 key principles to help drive participation

Drive  
awareness



1. Use the right communication channels
2. Put the activity in the right place

Engage the  
audience



3. Do not focus solely on disability
4. Link to individual values
5. Appeal to different values over time

Offer  
support and  
Reassurance



6. Make people confident your activity is for them
7. Be flexible and adaptable
8. Allow people to share their needs / experience
9. Be welcoming
10. Give examples people can relate to

# Insight and Marketing



## Six in ten

disabled people claim that either not knowing about opportunities or a lack of available activities is what prevents them from taking part. (EFDS Lifestyle Report)

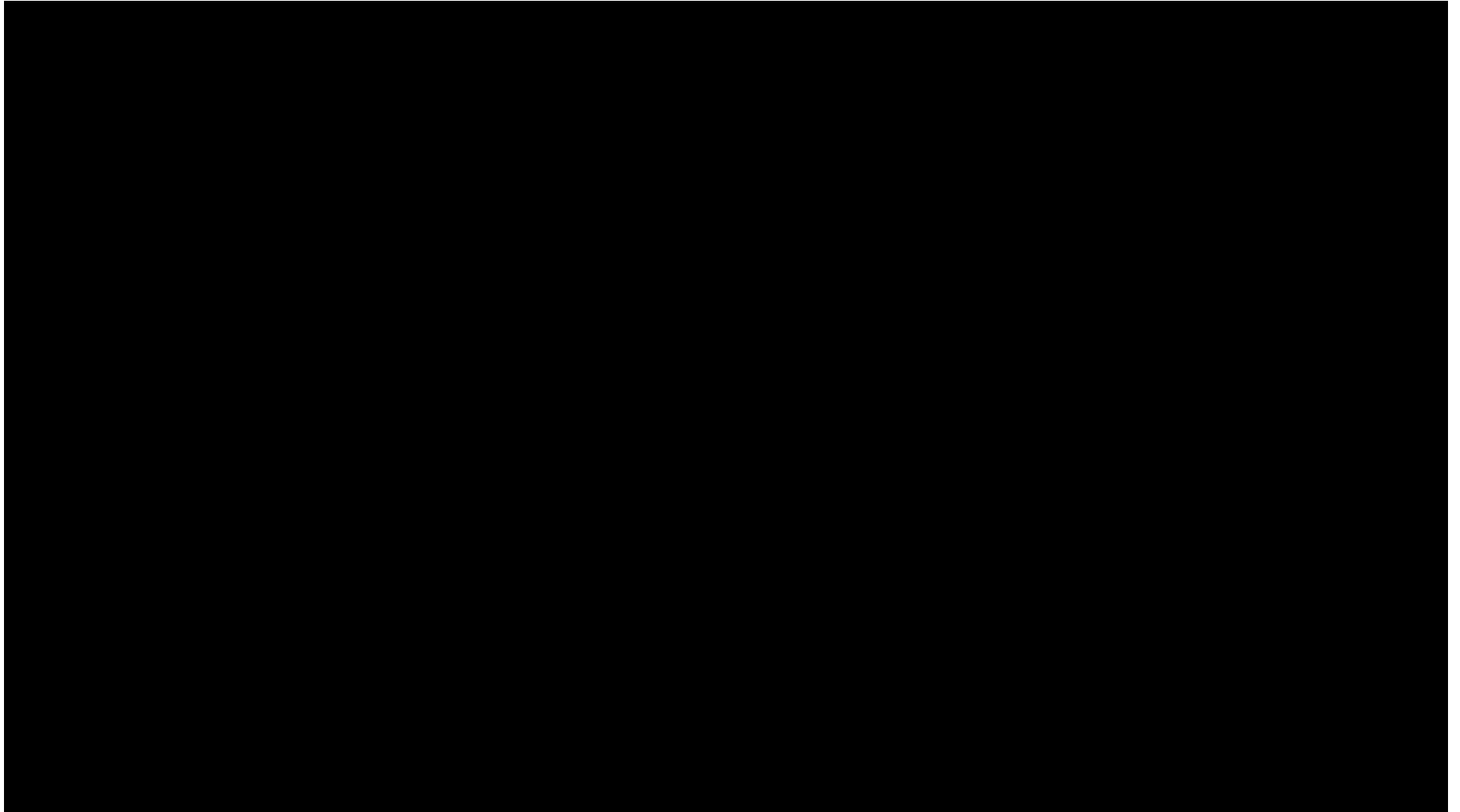


Does the organisation use effective approaches to generate insight to inform the development of programming and activities for disabled people? Are insight gathering/feedback approaches accessible to disabled people? Are information and services subsequently reaching the most effective audiences through successful inclusive and accessible communications?

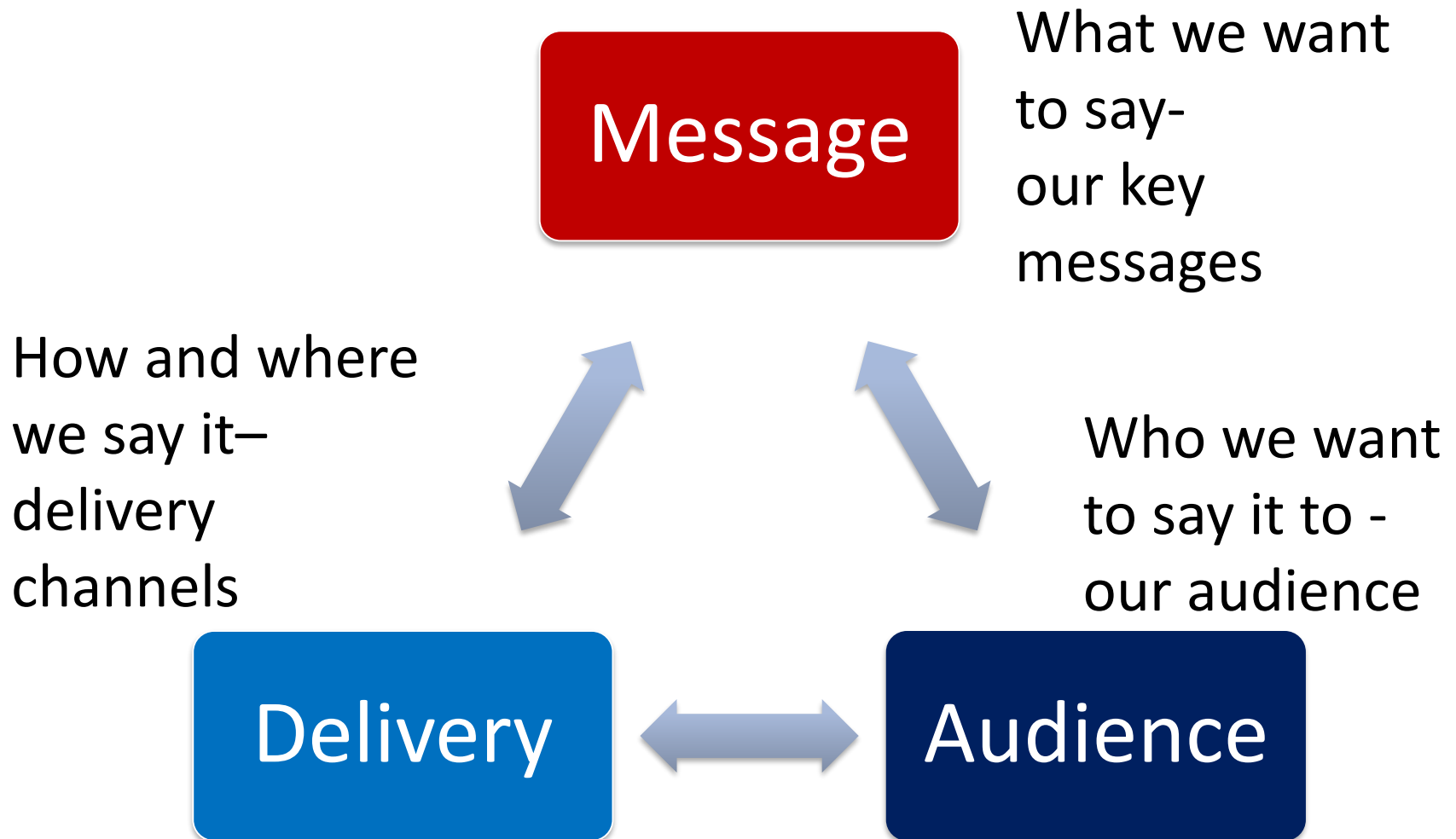
**Do programmes deliver ‘what disabled people want’, how do disabled people know about and influence opportunities?**

- How is **robust disability insight** and **local intelligence used** within service delivery?
- How is **customer insight** sought? Are these **mechanisms accessible**?
  - online forms, telephone surveys, user forums, virtual forums
- **Internal and out-sourced marketing teams** can demonstrate the ability to deliver an **inclusive marketing plan** and **accessible communications good practice**
- **Innovative marketing techniques** and tools are being used to reach disabled people and their networks

# Inclusive communications Video



# Communications channels



# Communications barriers: language

- Language needs to be inclusive – negative terms such as ‘sufferer’, ‘wheelchair-bound’ or ‘able-bodied’ are not acceptable.
- Disability etiquette can be tricky – some people are ok with being a ‘deaf person’ others might prefer ‘person with deafness or hearing loss’. As long as the terms are positive, try varying their use.
- What about people whose second language is English?
- What about people with an average or below average reading age?

# Language and tone

Can you see the difference in the terminology and tone used?

Good example:

- In our sports club, disabled and non-disabled people are actively encouraged to join in.

Bad example:

- In our sports club, able-bodied people love seeing the disabled join in around their club.

# Communication barriers: language

What level do you write your communications at?

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

Range of services such as:

- Training Courses
- Free Guides
- Drivel Defence

# Communications barriers: language



## Wheelchair-bound student from Stanstead Abbots qualifies as gym instructor

By Hertfordshire Mercury | Posted: September 24, 2013

By SARA GREEK



## Golden girl Kelly Gallagher crashes out in bid for second Sochi medal

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Kelly Gallagher crashes out in the Women's SC Slalom

BY REBECCA BLACK - 12 MARCH 2014

Northern Ireland golden girl suffered a heartbreaking setback yesterday when she fell on her quest for a second medal in Sochi.

### ALSO IN THIS SECTION

Just 24 hours after seeing her sister's new

Kelly Gallagher (28) from Bangor was the toast of the UK on Monday when she became the first member



Bradford Telegraph and Argus - News

### NEWS

## 'Inspiring' cerebral palsy sufferer awarded Bradford Council B-Active honour



506d3 Inspiring cerebral palsy sufferer awarded Bradford Council B-Active honour/#

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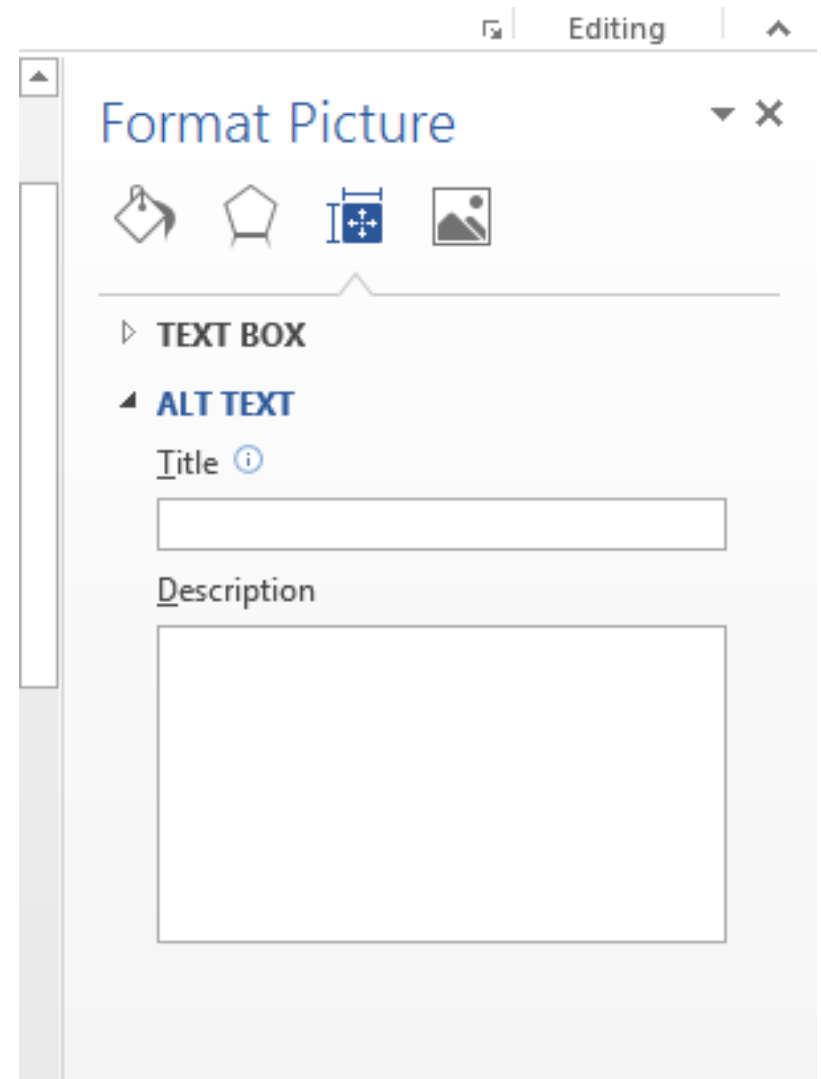
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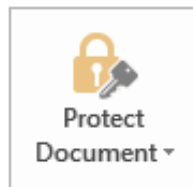
# Alternative Text or alt text

- Describe the information, not the picture
- Active images require descriptive alt text
- Images that contain information require descriptive alt text
- Decorative images should have empty alt text



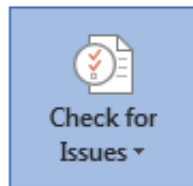
# Alternative formats: accessible Word documents

## Info



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Before publishing this file, be aware that it contains:

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Check for features not supported by earlier versions of Word.

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# Inclusive communications guide

- Addresses main communication barriers that many people experience in sport and physical activity, which also stop disabled people from accessing some opportunities.
- Provides essential better practice guidance on planning, terminology and language.
- Explains purpose of accessible formats and shows how providers can get the best from their communications.



[Available in our resources section on www.efds.co.uk](http://www.efds.co.uk)

# Questions:

- We know we have a lot to develop. Will this effect our overall Quest score?
  - You can complete Gplus37 as a scored or unscored module
- Will we get an accreditation?
  - As well as your Quest result you will receive IFI accreditation.

# Questions:

- How do I sign up?
  - Select GPlus37 as a module when undertaking Quest.
  - Speak to Quest Advisor about doing GPlus37 as a stand alone module (£495+vat).
  - Speak to EFDS about completing LEAD.

# For further support contact Your local Engagement Advisor:



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