

Active Essex LEAD Impact Case Study

As part of Active Essex commitment to equality and continuous improvement they undertook the initial self-assessment aspect of EFDS' LEAD (Leadership, Equitable, Accessible, Deliverable) self-improvement toolkit in June 2015. The LEAD toolkit was designed to support organisations in their delivery of best practice in disability equality in 9 different themed areas. The self-assessment session is conducted by an external facilitator and involved all staff from Active Essex as it was important to gather views from across the team to contribute to assessments in the themed areas.

From the self-assessment session an improvement plan was developed to address the identified areas of improvement. One of these areas was the need to develop an inclusive workforce strand within their coaching strategy. As a result a disability coaching month was held in February 2016 with 7 workshops being held with 66 people attending. Another area of improvement was the need for greater knowledge and insight on the provision of across Essex. As a result of gathering this insight a targeted bursary scheme was created for areas where there was little activity taking place and where Active Peoples Survey participation levels favoured poorly against county levels. In total 8 projects in these areas were funded, engaging 202 participants in sport and physical activity.

Listed below is further impact from Active Essex undertaking the LEAD toolkit:

- Provided greater direction and focus on equality.
- Supported greater cross staff team working on projects
- Inclusive communications embedded with communications and marketing strategy.
- Further development of the Essex Disability Sports Forum with increased engagement with key stakeholders in the sport and non-sport sectors. Has supported greater partnership working taking place.
- Inclusion embedded within coaching and workforce plan
- Essex sport for all campaign was included in the communications plan. This campaign in June 2016 aimed to raise awareness of the opportunities available for disabled people to take part in sport and physical activity in Essex. As a result the Active Essex disability webpage views were increased by 40% from May and 50% from April. On twitter there were 37,867 Impressions and 439 Engagements from the #EssexSport4All hashtag.