

English Federation of Disability Sport

Impact Report **2016-17**



**English Federation
of Disability Sport**

Making **active lives** possible

Contents

Message from the Chair	4	Get Out Get Active	30
Overview of the year 2016-17	6	Events	32
Our year	8	Research and insight	34
Engagement and partnerships	12	New research finds demand for more disability sport news	38
West Midlands Engagement Day	16	Promoting and sharing better practice in marketing and communications	40
Newcastle United Foundation 'LEAD' the way for professional clubs	17	Together We Will supports disabled people to become healthier, stronger and have fun being active	42
Inclusive Fitness: Enabling more disabled people to enjoy being active	18	Fundraising	44
Disability Swim Pilot	20	Finance	46
Sainsbury's Active Kids for All Inclusive Training	22		
Sainsbury's IPE Training: A pupil's journey from classroom to staffroom	26		
Shiv Krishan: Benefitting from Sainsbury's Inclusive Community Training	28		



Message from the Chair

Dear Members and friends

Welcome to the English Federation of Disability Sport's 2016-2017 Annual Review, which this year we are rebadging as our Impact Report. I am very pleased to introduce this new format, which is packed full of highlights, memories and stories about the organisation's success.

As I go through these reports it reminds me of the significant progress the English Federation of Disability Sport (EFDS) is making towards achieving our vision – that disabled people are active for life. This year even more so as we have formed new partnerships and expanded our networks with other organisations and funders.

EFDS continues to enable more and more organisations and individuals to create engagement opportunities for disabled people to be active.

Last September, as successful as the Games were, the Rio Paralympics were a reminder of the importance of that work. Although we are proud to support outstanding elite sports men and women, many of whom have come through our regional and national event programmes, there remains a huge disparity between a disabled person just wanting to be active in their local community and a medal winning para athlete.

We need to work together across various sectors to ensure all disabled people can be active wherever and however they want to be. Our expanding membership and growing network of partners will certainly help us to achieve this in the coming years. I want to thank all of you for joining forces to remove barriers and change mindsets. Together we really do make a difference.

Despite the tangible progress and a positive outlook, we work in the knowledge that disabled people remain the least active group in our population.

During this last year Sport England released their first Active Lives Survey, which replaced the former Active People Survey.

The survey runs 365 days a year and asks people aged 16 and over across England about the sport and physical activities they take part in. January's results showed that people in the highest socio economic groups tend to be more active than those in the lower groups and you are significantly more likely to be inactive if you are over 55 years old. Over half (51 per cent) of disabled people with three or more impairments are inactive, compared to 21 per cent of non-disabled people. This highlights the scale of the challenge we are dealing with so there is no room for self-congratulation and complacency. There is much more to do!

After securing funding from Spirit of 2012, we were delighted to launch the Get Out Get Active programme with partners across the UK. Our learning from this coupled with the continuing success of other EFDS programmes, all backed by the wealth of research we are undertaking will be a game-changer in getting more people active.

We continue to attract Associate Member applications adding significant strength to the organisation and broadening our advocacy base. The profile and awareness of EFDS and its position as a respected influencing body continues to grow. This work must continue and in the months ahead we shall review and relaunch our Charter for Change.

Sport England remains our largest funder and during 2017 we came to the end of the two-year programme with them. This was specifically for engagement, research, and marketing communications work and our success has ensured that we continue to be their expert partner in disability related programmes for the new funding period. Sport England's new strategy **"Towards an Active Nation"** also contains significant partnership working and engagement opportunities for EFDS beyond the three core areas.

This strong relationship with Sport England has allowed EFDS to operate across different platforms and with additional resources that you will read about in this Report.

I believe in my Board and Committee roles including Chairing the Investment Committee and the English Sports Development Trust Ltd. that controls funding for the amazingly successful This Girl Can campaigns, I have added value and helped to maintain a focus on the needs of disabled people in every aspect of sport and physical activity. These roles have also developed my knowledge and understanding of the wider sporting landscape.

My roles as a Trustee of the London Marathon Charitable Trust and a member of both their Strategy and Grants Committees also ensure that the needs of this most important group of people are taken into account when we are considering funding applications for an awards programme that now comfortably exceeds £6m per annum.

It is also great to see funds being raised for EFDS through the efforts of runners and riders – and hopefully swimmers too – at the London Marathon events.

As I start my final year as Chair of EFDS, I extend my thanks to my Board colleagues.

We are a team fully committed to the vision and the range of skills and experience of Trustees has undoubtedly contributed to EFDS's strategic development and success. This year we say goodbye to two excellent Trustees. Steve Town and Janet Williams have given tremendous support in many, many ways. I shall miss their wise counsel at Board and Committee meetings but I know they will continue to follow our work and there will be fresh opportunities for them to contribute.

My final thank you goes to the EFDS team. During the year Chris Ratcliffe, our Development Director, took on a new role as Chief Executive at Boccia England. That left a significant gap to fill but I am delighted that Andy Dalby-Welsh has been appointed as our new Deputy Chief Executive. Year on year Barry Horne and all his team show tremendous commitment, dedication and passion for improving opportunities for disabled people. This Impact Report brings their work to life – please enjoy it!

Yours sincerely,

Charles Reed



Overview of the year 2016-17

Here Barry Horne, Chief Executive, gives his overview of a successful year at EFDS. I'm delighted to overview this positive summary of EFDS' impact in the year to March 2017.

This year saw EFDS increase its capacity and impact which really brings alive our stated purpose:

“Making active lives possible by enabling organisations to support individual disabled people to be active and stay active for life.”

Everything we do links back to this purpose and you will find real evidence within these pages of the way we made our contribution in four of six of our strategic priority areas:

- Research and insight
- Engagement
- Marketing and communications
- Programme management.

Whilst also making inroads into two other priority areas, we know that there is so much more to be done to take these forward in the future years:

- Advocacy and influence with and for disabled people
- Improvement, development and leadership.

You will see a number of significant elements of our work which support individuals and organisations to improve leadership and organisational development across their whole organisation. In particular our LEAD Programme featured on page 17 and our work on Inclusive Training for school staff and community groups featured on pages 22-29. However, strengthening our capacity and impact in these areas will be a clear priority for our work from April 2017 onwards.

I'm immensely proud of the direct impact made by the EFDS staff team day in, day out. Significantly, this year saw us further magnify our contribution through strengthened collaboration with our members, partner organisations and wider stakeholders.



Collaboration for greater impact

You will find evidence of collaboration running through the Report but examples include:

- Working with County Sports Partnerships to identify and connect to a much wider range of organisations with direct reach to disabled people
- Supporting Newcastle United Foundation through our LEAD Self-Improvement Programme to enable them to improve opportunities for disabled people across all of their work
- Partnering with Youth Sport Trust to train teachers and other school based staff to include young disabled people in mainstream primary and secondary schools' PE provision
- Partnering with Sport England and Sports Coach UK (now UK Coaching) to train over 3,000 community leaders to enable them to introduce inclusive activity into their groups
- Leading one of the country's biggest partnership based delivery programmes, Get Out Get Active, funded by Spirit of 2012, to show how inclusive programmes across a broad range of UK settings can maximise the chance of disabled people and non-disabled people taking part in fun and inclusive activities together
- Partnering Typhoo and the Lions Club to reinvigorate our regional and national junior athletics programme

- Working with Sport England and the National Disability Sports Organisations (NDSOs) to deliver vital new research evidence to inform better practice, including 'Small changes, big difference' with British Blind Sport focusing on how sport and physical activity can impact on lives of women with visual impairment
- Teaming up with the Sports Journalists Association to produce and launch a valuable new guide to reporting on disabled people in sport
- Gaining some real traction together with NDSOs and Sport England for the Together We Will campaign to support and motivate more disabled people to be active in summer 2016
- Securing the active support of Betway staff to raise an additional £28,000 to add to the £13,000 raised to support our work in the previous year.



Our year

We are proud of our success this year.
Here are some of our achievements.

Engagement

23 

Inclusive communications workshops to more than **200** sports development professionals.

17 

Research and insight workshops at a county, regional and national level.

99 

Clubs accessing and completing the Inclusion Club Hub with **1,318** visitors overall.



2,825 people attended **202** Sainsbury's Inclusive Community Training workshops organised through CSPs.



EFDS helped more than **100** partners to become members of the Disability Action Alliance.

 **+45**

Published more than **45** local 'Service and Reach' resources.



Two research and insight briefing sessions to **45** NGBs.

+8 

Eight new engagement resources.



- Delivered **153** workshops and trained **2,415** participants - exceeding the project target of 1,800 participants over the same period
- Eight** short videos on inclusive delivery.



Sainsbury's Inclusive Community Training

- Delivered **229** workshops
- Trained **3,219** participants
- Had an estimated reach to more than **25,000** disabled people.

Events

1,200 

athletes took part in regional **Typhoo** events.



300

people volunteered at events.



Volunteers at the national event also served **600** cups of tea!



250

athletes took part in the Typhoo National Championships.

 **200**

officials gave up their time to help at the Typhoo events.



Two successful conferences - **Active Communications** conference in April and **Get Out Get Active** conference in September.



Our year

Get Out Get Active

70

Get Out
Get Active



2,000

participants engaged in GOGA activities.

Get Out Get Active (GOGA) launched more than 70 events and activities, including:

Inclusive and women's only sessions
Nordic walking, walking football, family fitness sessions, chair-based exercise, tai chi, cycling and more.

Engaged more than 80 volunteers with support from **Volunteering Matters**.

Inclusive Fitness



3 leisure centres awarded with IFI Mark accreditations.



E-learning package 'Delivering an Excellent Service for Disabled Customers'.

296 individuals registered for this online training course to improve customer care levels.

Marketing and communications

4

national workshops on inclusive communications delivered.

400

published news stories and a blog every week on our website.

2

campaigns: **Together We Will** and **ICT awareness**.



New mobile responsive website in June 2016. Up to year-end, it recorded over **124,800** sessions and **350,000** page views.



Increased Twitter followers by **2,500**.



Weekly news alerts to exclusive list of members.

Fundraising

great manchester run

50 runners in the Manchester 10k.



25 runners in the London Marathon 2016.

great north run

10 places in the Great North Run.



Research

Released or worked on **6** research reports.

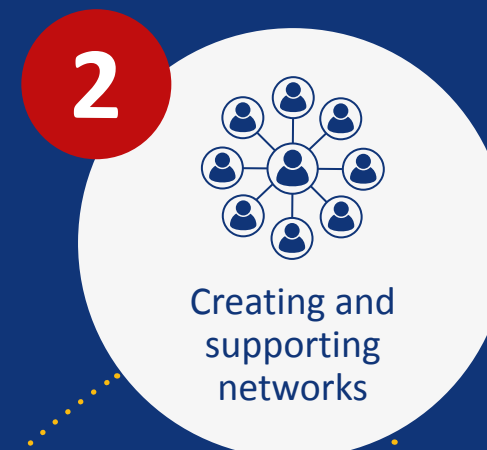




Engagement and partnerships

Our team of Engagement Advisors help local and national organisations across various sectors, covering nine English regions. They support key partners, including County Sports Partnerships (CSPs) and National Governing Bodies of Sport (NGBs).

The **five** main work areas in EFDS engagement are...



Here is a selection of engagement successes:

- 23 inclusive communications workshops delivered to more than **200 sports development professionals**
- 17 research and insight workshops held at a **county, regional and national level**
- 99 clubs accessing and completing the Inclusion Club Hub with **1,318 visitors** overall. To find out more, visit the Hub at www.inclusion-club-hub.co.uk
- **EFDS marked International Day for Disabled People** on 3 December 2016 by revealing brand new engagement resources. Building on the success of the inclusive communications animation, EFDS released its next film on

engaging disabled people. Complementing the animation is a collection of free fact sheets that enable organisations to plan target and deliver activities more effectively

- **2,825 people attended 202 Sainsbury's Inclusive Community Training workshops** organised through CSPs, an increase of 462 attendees from the previous year. This training has supported CSPs to engage new partners and reach more disabled people, participants and volunteers. We have already planned workshops for the first six months of the 2017-2018
- More than **45 local Services and Reach resources** that map organisations within every county from the voluntary, statutory or private sectors, who support and connect with disabled people.

"Working with EFDS Engagement Advisors is always helpful and useful, they are supportive and the service they provide is professional."

Rebecca Gilbertson
Relationship Manager, Living Sport

"I've used the Services and Reach document to gather insight from organisations and invite people to join our network, as well as provide me with links to engage with the Sainsbury's Inclusive Community Training course."

Gemma Finlay
Strategic Lead Physical Activity, Active Sussex

"I've used the Services and Reach document as a starting point to begin engagement with local disability organisations. I have also used it to develop a mailing list of approximately 350 disability organisations, individuals and others with a local interest to which I send a monthly e-newsletter."

Lawrie Baker
Sports Operations Manager, Active Surrey

Engagement and partnerships

- As a key national member ourselves, we have ensured that more than **100 partners** have become members of the Disability Action Alliance. This helps them to build new connections with the non-sport and disability sectors, including CSPs and NGBs

- Two research and insight briefing sessions delivered to 45 NGBs. The team complements this by being in regular contact with these organisations to enable their work to be inclusive to disabled people



- After a successful pilot Engagement Day in Yorkshire in 2015, we organised four other Engagement Days at a regional and county level. These days bring people together from sport and non-sport organisations to upskill workforce and explore challenges
- Over the year, we coordinated 24 regional forums for CSP disability leads. This allows us to update attendees on current insight, national information as well as provide new opportunities to create partnerships and share good practice. Nearly all CSPs (98%) attended the forums with over 90% directly engaging with new partners as a result

- Our LEAD (Leading Equitable and Accessible Delivery) self-assessment improvement toolkit continues to be a useful resource across the English regions. It helps partners to become more effective in delivering sport with disabled people and other organisations. As a result, EFDS' partnership with the County Sports Partnership Network (CSPN) is thriving by helping to improve CSPs' disability equality
- Over the year, we have introduced eight more organisations to LEAD. This includes Active Surrey, Derbyshire Sport, Energise, Birmingham City Council, British Angling, London Sport, Herts Sports Partnership and Sport Birmingham.

"LimbPower were invited to the Regional West Midlands Forum to present to the group about who we were and how we planned to engage with partners in the future. Sport Birmingham showed a real interest in our work and the forum led to a strong relationship being developed between the two organisations. Sport Birmingham has invited LimbPower to support their disability sport week and they have also secured us a facility free of charge, where we are holding both our Junior Multi Sport Day in June and Adult Day in September. The relationship has also flourished with LimbPower introducing the partners into the limb centre via the physiotherapists."

Andy Brittles
National Sports Development Officer,
LimbPower

"The forum provided a superb opportunity to bring together public health with the sport and physical activity sector, to share knowledge, information and best practice. As a result of the meeting, Active Gloucestershire will be strengthening specific cross-sector relationships, including those with local planning departments, to help facilitate intelligent design that will enable physical activity to become a part of everyday life."

Rowland Clarke
Head of Health & Inclusion, Active Gloucestershire

"EFDS supported the Bowls Development Alliance in delivering a comprehensive training opportunity to new tutors of their bespoke 'Working with Disabled People in Bowls' module. The training provided was thorough and tailored closely to the needs of the new tutors. It added another layer of knowledge and credibility to the process, for which the organisation is grateful."

Amanda Scriven-Purcell
Coaching Manager,
Bowls Development Alliance

West Midlands Engagement Day

Following an Engagement Day in the West Midlands, Sport Birmingham was linked to more local professional leads from non-sporting organisations. This includes Contact a Family, Scope, Cerebra, National Deaf Children's Society, Shine, Open Door Youth Counselling and Blind Children UK.

Sport Birmingham was able to increase the profile of their annual Birmingham Inclusive Sports Festival, establish new contacts in research and invite new members to the Birmingham Disability Sport Forum.

"Being able to identify new contacts within Birmingham is a priority for us. Opportunities like this enable us to reach more people. We are keen to develop a wider Engagement Day to have even more impact in engaging disabled people into sport and physical activity."

Amy Bird

Investment and Development Manager, Sport Birmingham



Newcastle United Foundation 'LEAD' the way for professional clubs

In March 2017, Newcastle United Foundation, part of Newcastle United Football Club, became the first professional club in the country to complete the national LEAD self-improvement programme with support from EFDS.

Newcastle United Foundation prides itself on harnessing the local passion for football to make a difference. The independent charity has been working closely with EFDS to complete LEAD, to improve their delivery of football opportunities for disabled people in the local community.

LEAD aims to increase participation and tackle inequality by improving the way sport is planned, managed and delivered for disabled people. Feedback from the session will be used to implement an improvement plan across their football delivery programme for disabled children and adults.

The Foundation has already engaged more than 2,200 children, young people and adults through its disability programme which offers free learning disability, cerebral palsy, blind, visually impaired, deaf, powerchair and amputee football sessions on a weekly basis.

The charity also works with 36 schools, offering disability football provision and raising awareness of local football opportunities for disabled children and young people.

Reggie Dornan, Senior Football Development Officer, commented:

"It was terrific to have full-time staff, management, trustees and Newcastle United's Head of Safeguarding, Equality and Welfare, Steve Swinyard, attend the full-day assessment. This enabled us to give a full and comprehensive range of feedback to EFDS from all Foundation projects with regard to our disability participants. We are committed to being the best in the country in our delivery of the disability football programme."



Inclusive Fitness: Enabling more disabled people to enjoy being active

Our Inclusive Fitness Initiative (IFI) supports leisure centre operators to make their venues and services more welcoming and accessible to disabled people. The programme is an important part of EFDS' work to make active lives possible. It increases physical activity opportunities within local communities for disabled people and those with long-term health conditions.

IFI Mark accredited facilities

EFDS continues to deliver the 'IFI Mark' – the health and fitness sector's national accreditation scheme for inclusive and accessible service provision. This year, we awarded three leisure centres with IFI Mark accreditations, with a further 10 currently going through the process. It recognises achievements in:



This year, EFDS secured an exciting partnership opportunity with Quest, the UK Quality Scheme for Sport and Leisure (www.questnbs.org). This is a continuous improvement tool, designed primarily for the management of leisure facilities. Right Directions operates it on behalf of Sport England and engages with more than 700 facilities.

The newly-created IFI Mark module within the Quest accreditation framework means EFDS can continue to influence leisure operators. We want to encourage inclusive good practice while embedding requirements. It will allow us to update the existing IFI Mark standards and provide a single, streamlined and cost-effective accreditation route for leisure operators.

We are confident the Quest process will maximise our reach and impact. We know it will deliver sustainable growth in the number of disabled people being active too. EFDS is working with sector partners to create the new module over the coming year.



Inclusive Fitness equipment developments

Accreditation of fitness equipment remains a core element of the IFI's activity. In the UK there are 16 manufacturers and over 150 products currently accredited under the scheme. This enables leisure operators to easily identify and purchase inclusive and accessible gym products.

Worldwide, we provide ongoing technical advice to ASTM International, the American national standards body for the fitness sector and presented at the RERC RecTech 2016 State of the Science Conference in Washington DC. This process of harmonising international standards and good practice will ultimately enable disabled people to access the widest possible range of inclusive fitness equipment in the UK and beyond.

Delivering excellent customer service

EFDS' e-learning package 'Delivering an Excellent Service for Disabled Customers' raises awareness and provides practical advice to front of house staff to create more welcoming and accessible leisure environments. In 2016-2017, 296 individuals registered for this online training course to improve customer care levels.

Building partnerships

EFDS supports delivery of the IFI Mark through strategic and partnership working with a range of organisations and industry suppliers. These partners include equipment manufacturers, training providers, leisure operator senior management teams, CSPs, NGBs and bodies such as Sporta. These have been fruitful collaborations, producing better practices which EFDS has shared through our strong national and regional networks.

EFDS looks forward to building and maintaining strong and effective relationships with the leisure and disability sectors in 2017-18. Find out more about the Inclusive Fitness Initiative at www.efds.co.uk/how-we-help/programmes

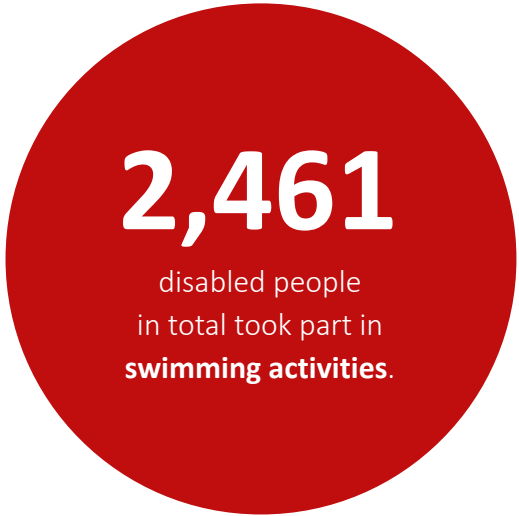
Disability Swim Pilot



A significant highlight of the year has been our involvement with the Disability Swim Pilot. Everyone Active, one of the UK’s largest national leisure operators, successfully led the project. Sport England funded this one-year project, supported by EFDS and the Amateur Swimming Association.

It aimed to reach inactive disabled people and develop good practice for swimming participation in community-based pools. Everyone Active invested in developing their leadership teams’ disability knowledge and confidence. They then used their national reach to support targeted engagement and programme delivery at five local leisure centres.

EFDS provided bespoke support and expertise around community engagement, inclusive marketing and communications, access auditing and inclusive customer service training. We also helped with monitoring and evaluating good practice. Thanks to the project, **2,461 disabled people** in total took part in swimming activities.



Sainsbury's Active Kids for All Inclusive Training

In schools

Since 2012 Sainsbury's has invested **£1.2 million** into **Active Kids for All Inclusive PE Training**.

The training is designed to support trainee teachers, existing teachers and school staff in the provision of inclusive PE to young disabled people in mainstream primary and secondary schools across the UK.

To date, the project has provided 10,000 trainee teachers, teachers and school staff with free face-to-face training and resources. This has benefited an estimated 236,000 young people who have special educational needs and disabilities (SEND). In England, we deliver this training in partnership with Youth Sport Trust.

Between April 2016 and March 2017, across the UK, the programme:



Delivered **153** workshops and trained **2,415** participants; far exceeding the project target of **1,800** participants over the same period



Hosted a celebration event at the House of Lords in Westminster which was supported by Ellie Simmonds OBE



Received a further three years of funding from Sainsbury's for delivery until March 2020



Produced a series of eight short videos highlighting the key principles of inclusive delivery.

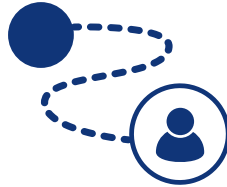


Impact

- After attending the training there was a significant and sustained impact on participants' confidence, competence and self-efficacy to deliver a high-quality inclusive PE.
- Eight in ten** of those trained said:



Their knowledge of inclusive PE strategies had been enhanced through the training.



They had applied the strategies learnt to their lessons.



Their pupils had benefited as a result.

"I didn't used to like PE very much as everyone else was really good. Now Miss C lets me choose different sized balls and I really like it. This has made me want to join the school netball club."

Pupil

Howes Primary School, Coventry
after their staff attended the training

"At Howes we want children to look forward to PE and not dread it because their disability holds them back. We want pupils to develop an enjoyment of sport that will stay with them throughout their life. We feel really proud that all pupils at our school now get this opportunity due to our involvement with the Sainsbury's Active Kids for All Inclusive PE Training programme."

Mrs Bollands

Deputy Head Teacher,
Howes Primary School, Coventry

"This training showed me how to differentiate effectively in PE lessons to meet the needs of all pupils. I am now more confident in being able to include all children in my PE lessons and will strive to find engaging activities to do so."

Trainee Teacher

St Mary's University



Sainsbury's Active Kids for All Inclusive Training

In the community

In September 2013, we launched the Sainsbury's Inclusive Community Training following a £1 million National Lottery investment from Sport England. This project is designed for those who support disabled people of all ages in the community.

It aims to increase their confidence, knowledge and competence to introduce physical activity to the disabled people they support.

The project is delivered in partnership by EFDS and UK Coaching (previously sports coach UK) and to date has provided low-cost training to more than 7,500 support workers, healthcare professionals, volunteers and community groups.



Between April 2016 and March 2017, the programme:



Delivered
299
workshops



Trained
3,219
participants



Reached
more than
25,000
disabled
people

"The workshop was fantastic, and the hands-on content of the training kept everyone engaged throughout the workshop. The practical parts were really relevant, great fun and very adaptive. All in all, the Sainsbury's Inclusive Community Training is great for anyone who supports disabled people in their local community."

Sanjay Shah

Disability Club

"The Sainsbury's Inclusive Community Training gave me more confidence to encourage my riders to have a say in what they would like to achieve and taught me different methods to adapt my sessions to meet their needs. I got great enjoyment out of attending the workshop and would highly recommend the training to others."

Riding for the Disabled Association volunteer



"I believe this training has enabled me to be a good role model to the disabled children I was supporting at the inclusive festival."

Young Volunteer

SportInspired Inclusive Festival London

"The young leaders were fantastic, you could clearly see how they benefited from the Sainsbury's Inclusive Community Training. They were really confident, pro-active, inclusive and positive. I would absolutely recommend this training; we are already arranging workshops in the other areas we work in."

Felix Sullivan

SportInspired Games Manager

More information

The Sainsbury's Inclusive Community Training Programme, part of the Active Kids for All scheme, is a creative, informal and informative workshop designed to improve the skills and confidence of those who support disabled people to be more active.

It consists of a three-hour practical workshop complimented by online resources and costs just £10 per participant (further subsidies may apply).

To find out about workshops in your area, to arrange one or for further information, please email

AK4A@efds.co.uk or call **01509 227751**.

Sainsbury's IPE Training

A pupil's journey from classroom to staffroom

On 29 November, EFDS organised a celebration event at the House of Lords, hosted by Sue Campbell, Chair of the Youth Sport Trust. This event highlighted the success of the Sainsbury's Active Kids for All Inclusive PE training, with various ministers, MPs and senior sporting figures joining in celebration.

One of the speakers at the event was **Gary Oliver**, who spoke passionately about his journey through PE and physical activity, and the impact and influence training had on him.

On meeting Gary, an Apprentice Teaching Assistant at Redwood School, it is hard to believe that by his own admission he was once a reserved, inactive young person who lacked confidence and hated PE. However, this sadly was once the case.

During his time studying at Redwood, Gary also had the opportunity to become involved in sports leadership, volunteering at a range of large events and sharing his experiences with other young people. Not only did Gary start to excel in PE and sport, his communication and confidence vastly improved. He became only the second student at Redwood to achieve a GCSE. He said:

"After I moved to college I wanted to give something back to Redwood School as it had given me so much. I therefore started volunteering with the PE department one day a week.



Sainsbury's

Active Kids

For All

Inclusive PE
Training Programme



"At first, the transition was difficult, as many of the pupils still knew me; however through my passion for sport and by using my experience of being a pupil at Redwood I enjoyed making the change from being a student to helping other students.

"I have now been employed full time by Redwood, working as an Apprentice Teaching Assistant. This involves helping the PE teachers, and also assisting Maths and English lessons. I am able to work with small groups of pupils and support them to progress and develop.

"I have made the successful transition to a respected member of Redwood School staff and thoroughly enjoy my new role. If it wasn't for the inclusive opportunities I experienced in PE and the support I had from my teachers at Redwood, I would still be the shy individual who hated physical activity. My PE experience has completely changed me for the better!"

"At primary school I would flinch when a ball was thrown towards me. I did not enjoy PE at all and my teachers did not support me to overcome my challenges."

Gary

"When Gary joined Redwood he had no confidence, he couldn't make eye contact with anyone and he would barely speak to any of the teachers or other students."

David Butterworth

Gary's PE teacher

"I went through a tough time outside of school when I first started at Redwood, but I had a strong support network through my friends and the PE staff. Sport helped me to get my feelings together. It perked me up and enabled me to get back to where I was before everything happened at home.

"PE gave me the opportunity to try new sports, learn to swim and build a passion for keeping fit and healthy – my fear of physical activity soon disappeared!"

Gary

Shiv Krishan: Benefitting from Sainsbury's Inclusive Community Training

Shiv Krishan is an online shopper at Sainsbury's Bradford store. Shiv has worked for Sainsbury's for 33 years, holding a number of different roles in this time. Outside of his paid employment, Shiv dedicates a large amount of his time to volunteering in cricket – something he was recognised for by being named Yorkshire's BBC Unsung Hero for 2016. He attended a Sainsbury's Inclusive Community Training workshop to develop his ability to deliver inclusive activities to a range of individuals.



Sainsbury's

Active Kids

For All

Inclusive Community Training Programme

For all ages



“Having enjoyed my time playing cricket, I firmly believe in putting something back into the sport. I started volunteering in cricket 40 years ago while I was still a player. My coach, who was ‘like a dad to me’, asked for help with the junior teams and I’ve been involved ever since!

I believe it’s all about reaching individuals whilst they are young. Giving people the skills to enjoy being active but also to support and give back to their own communities. I want them to develop into the next generation of volunteers, coaches and managers.

I have lived experience of disability myself and despite having been involved in cricket for many years, I was really keen to attend the Sainsbury's Inclusive Community Training.

Over the years I have found that coaches and volunteers traditionally wanted to support mainstream activities rather than encourage disabled people to participate in cricket. So I became involved in delivering a range of different inclusive cricket sessions myself.

The Sainsbury's Inclusive Community Training workshop highlighted the importance of adapting activities to meet everyone's needs. You don't need specialised equipment! In fact, I remember the tutor having a rubber chicken and we created lots of different games using it!

I have been on other disability awareness courses, but I found the practical nature of the Sainsbury's Inclusive Community Training really refreshing. I think this makes a huge difference to the training's impact. I left the session with lots of new

ideas which I could apply straight away. It was also great to attend the workshop with individuals from a range of different community organisations as this enabled us to share ideas and experiences.

For me as a volunteer at inclusive cricket sessions, it's all about letting individuals experience the joy of hitting the ball. It doesn't matter whether it is a big or small ball. It's just about giving everyone the opportunity to succeed and the Sainsbury's Inclusive Community Training has given me new ideas to achieve this. I'd highly recommend this course!”

Get Out Get Active



We continued to work on the exciting new programme - Get Out Get Active (GOGA) - supporting disabled and non-disabled people to take part in fun and inclusive activities together. Funded by Spirit of 2012, all partners are focused on getting some of the UK's least active people moving more.

The programme runs for over three years (2016-2019) in **18 localities** and is supported by 15 national partners across the UK. This unique programme aims to increase demand for, and the accessibility of, existing provision in local authorities, sports clubs and the voluntary sector by responding to key motivators and drivers for becoming physically active.

Across the 18 GOGA locations, partners will engage inactive groups in 'active recreation' underpinned by EFDS's Talk to Me Principles. Local need drives these activities with support from an upskilled workforce and national partner expertise.

Here are some highlights from the first nine months' project delivery:

- Recruited the GOGA team and evaluation partners
- Established the GOGA brand
- Developed the monitoring and evaluation framework
- Launched the GOGA website and partner learning portal
- Engaged more than 2,000 participants in GOGA activities
- Launched over 70 events and activities, including family fitness sessions, inclusive and women's only sessions, chair-based exercise, Nordic walking, walking football, tai chi and cycling

- Engaged more than 80 volunteers with support from Volunteering Matters
- Explored different ways to reach inactive people as well as support disabled and non-disabled people to be active together.



Engaged more than 2,000 participants in GOGA activities



GOGA will help everyone to understand what works best to get those who are least active into activity. Also, then how best to keep people active and engaged. Over the three years of programme delivery, we will:

- Reach 16,500 individual participants, at least 40% of whom will remain active
- Deliver more than 30,000 sessions through 550 different activities
- Recruit, train and deploy more than 2,000 volunteers
- Improve confidence and competence through 500 training sessions.

"GOGA is a great way to support people with their first step into an active and social lifestyle. We want our delivery to reflect the wants and needs of each area by supporting existing groups to become more inclusive, offering inclusive training, resources and support and putting sessions on in places where there are fewer opportunities."

Kylie Parr
GOGA Coordinator



Beyond the immediate impact of GOGA delivery, we have committed to support participants engaged in the programme to remain active for life. We want to enable partners to provide sustainable opportunities that are inclusive for everyone to take part. Then, we will share our findings with others to inform future practice and investment.

For further information, please visit **www.getoutgetactive.co.uk**

Contact one of the team by emailing **GOGA@efds.co.uk** or call **01509 227750**.

Events

Over the years, our team has supported as well as delivered opportunities for and involving disabled people. These include local and international events in many sports.

Typhoo Athletics Programme

In 2016 Typhoo committed their support for EFDS athletics programme for the third year, enabling more than 1,200 athletes to compete at a regional and national level.

The North East region took home the regional trophy along with the North East’s Rebecca Morton collecting the Lions Club’s Endeavour Award. Track athletes Liam Simons (Pool Academy, South West) and Olivia Gallagher (Weir Archer Academy, South East) won Outstanding Male and Female Performances.

In numbers:

250

athletes took part in Typhoo National Championships.

1,200

athletes took part in Typhoo regional events.

600

cups of tea served at the national event by volunteers.

200

officials gave up their time.

300

people volunteered.

Safeguarding

EFDS has been working in partnership with the Child Protection in Sport Unit to go through and achieve safeguarding standards one and nine. This has helped EFDS refresh and identify areas of improvement and resource throughout the organisation making safeguarding a priority for EFDS.

Youth Sport Trust – Sainsbury’s School Games Inclusive Health Check

We worked in partnership with Youth Sport Trust and with informed support from Inclusion Schools, NDSOs and School Games Organisers to refresh the Inclusive Health Check and all supporting resources.

This has helped to identify the need to create signposting resources for the partnership with NDSOs in 2017-18.

British Para Swimming

In the first national competition since the Rio Games, the National Para Swimming Championships saw two World, two European and five British records. With 16 swimming Rio Paralympic medallists taking part, it was a full house for the Championships in Manchester.

This event is renowned for highlighting swimmers to watch in the future, especially now leading up to Tokyo 2020.

New partnerships

EFDS secured a partnership with Swim England to deliver a new event, the National Junior Para Swimming Championships, from 2017 until 2021. This event will move around the country and is aimed at developing talented young swimmers and give them more opportunities to participate.

Internal event management

Drawing on internal expertise, our events team worked with the marketing and GOGA teams to deliver two successful conferences. Firstly, the Active Communications conference in April and then the Get Out Get Active conference in September.



Research and insight

To ensure we understand and respond to disabled people's needs, our work is driven by strong insight. We aim to lead the way in knowledge and evidence-led insight on disabled people in sport and active recreation. This year we helped many organisations to expand their own knowledge and better understand their audiences.

Sport England: Mapping Disability (August 2016)



EFDS was instrumental in helping Sport England develop the latest two resources for their disability mapping. These were Engaging disabled people: The Research, and Engaging disabled people: The Guide. The Research report identified the vital ingredients that make up successful and accessible communications – such as the

channels, marketing materials and how to give people a great first experience in sport. Engaging disabled people: The Guide is a practical guide listing recommendations, things to think about and ideas of good practice when reaching, engaging and communicating with disabled people.

NDSO Research: Dwarf Sports Association UK (May 2016)



Giving You Clear Results is a survey on participation in sport and physical activity by people with dwarfism and restricted growth. Research showed:

- Top five current activities for people with dwarfism are swimming, boccia, athletics, badminton and walking
- Top three reasons for participating in sport and physical activity were given as enjoyment, keeping fit and socialising
- Eight in ten (84 per cent) people stated that they would like to do more sport and/or physical activity in the future.

- Travel was an issue for participants:
 - Travel issues were one of the top three barriers to participation
 - Almost half of respondents (48 per cent) travel more than 30 minutes to take part in some form of sport or physical activity
 - And only one in ten (12 per cent) being 'very happy' with the amount of time they spend travelling to participate
- The research revealed a high level of latent demand from people with dwarfism and restricted growth for other sports including archery, canoeing/kayaking and table tennis.



"The sessions have been really useful for us, not only giving us an opportunity for networking but providing a forum to share best practices and connect with NDSOs. At the last NGB session, having Disability Rights UK present, alongside Mind, made us reassess our CPD training available for our coaches. We wanted to ensure it was fully inclusive and equips coaches to train anyone of any ability. By sharing our ideas and plans with other NGBs we can get vital feedback and advice, in addition to the great support we get from EFDS."

Helen Dunnett
Project Manager, Table Tennis England

To find out more, visit
www.efds.co.uk/how-we-help/research

"The NGB briefing sessions have allowed us to understand where the sector is in understanding the market, our customers and what disabled people want from sport. Being able to talk to other governing bodies and sharing ideas has allowed golf to make small adjustments to our data collection process as well as reaffirm our inclusive approach, to what we already believe is an inclusive game.

"Learning from others' research has allowed me to tweak our plans and improve our insight. It is great to have the opportunity to share this back to the group so that they can benefit from our efforts too."

Jamie Blair
Disability Manager, England Golf



British Blind Sport (October 2016)

Small Changes, Big Difference explores how sport and physical activity affects the lives of women with visual impairments. It looks in depth at their motivations and barriers to becoming more active, and the specific challenges they can face when accessing sporting opportunities.

The report sets out five clear recommendations for providers about how they can better engage with this audience and encourage them to be more active:

- Signpost in innovative ways. Use a range of communications methods and platforms already being accessed by people with visual impairments and ensure sources of information are kept up to date
- Small changes make a big difference. Make small amendments to existing processes and offers. This will enable more visually impaired women to enjoy the benefits of being active. Be prepared to accommodate additional needs
- Don't hide behind the rules. Engage in conversation with visually impaired women about their capabilities and potential risks involved. Provide training and resources for frontline staff so they can make accurate assessments of an individual's abilities
- Empower women to come back. Provide a positive first experience. A good induction programme or tour of the facilities can help visually impaired women overcome confidence issues and safety concerns, and encourage them to return
- Take a personalised approach. Get to know your customers as individuals with different circumstances and lifestyles, rather than someone who is simply blind or partially sighted. Position activities to appeal to the core values of women.



WheelPower (October 2016)

Talk About Taking Part is a national survey into wheelchair users' participation in sport and physical activity. The report highlights:

- A lack of suitable opportunities (44 per cent of respondents) and lack of accessible venues (39 per cent) were the two barriers that can prevent wheelchair users from taking part in sport and physical activity
- The cost of specialist equipment often needed by wheelchair users to take part in sport also continues to be a significant barrier
- More than seven in ten (74 per cent) of wheelchair users surveyed said they would like to be more active in the future
- Just over half of survey respondents (54 per cent) travel for more than 30 minutes to take part in some form of sport or physical activity
- Survey respondents (29 per cent) also highlighted that travelling distance can be a barrier to being more active – indicating a clear need for more local provision of suitable sporting opportunities for wheelchair users.

WheelPower is keen to use this insight to work with and support providers and sports bodies in planning and delivering their activities, to better meet the needs of wheelchair users.



LimbPower (February 2017)

Survey into amputees and people with limb impairments participation in sport and physical activity which showed:

- Nearly eight in ten people surveyed (78 per cent) have taken part in some form of exercise, physical activity or sport in the last 12 months
- Over eight in ten people surveyed (83 per cent) would like to take part in more sport and physical activity in the future
- The most popular current sports and activities are swimming, walking, cycling, going to the gym and fitness classes
- The report also provides key insights into people's attitudes on being active and their motivations for and barriers to taking part in physical activity and sport
- Enjoyment, to keep fit and be healthy were the most common motivations for taking part
- Prosthetic limitations and poor socket fit and comfort were the two most common barriers to taking part in sport and physical activity.

This insight indicates that wearing a prosthesis can have a significant impact on a person's engagement and participation in activity.



“EFDS NGB briefing sessions give Basketball England the opportunity to learn from current disability research, helping to shape our programmes. It also provides a great platform for NGBs to share knowledge and discuss future developments.”

Jon Stonebridge
England Basketball



New research finds demand for more disability sport news

In August 2016, EFDS showed the public’s desire to see more disability sport in the media with a new research report.

Released before the Rio Paralympics took place in September, we knew many media channels were set to cover elite disability sport at the Games. The report flags the importance of coverage beyond the Games and on a par with non-disabled people in sport. To support journalists and those who provide news content on disabled people in sport, EFDS also released a better practice guide to accompany the research.

To produce the Media Research Report, EFDS commissioned ComRes, who spoke to disabled people, non-disabled people and sports journalists from local, national and specialist outlets. As well as benchmarking the media’s current portrayal of disabled people in sport, it assesses opinions on disability sport news.

The key findings show:

- The way the media reports on disabled people in sport has a societal impact and has wider effects on people’s perceptions of disability
- Despite the notable improvement in reporting since London 2012, disabled and non-disabled people want to see more disability sport coverage and parity with non-disabled people in sport
- There need to be long-term efforts to improve the media coverage in-between Paralympic years to have a lasting impact for all disabled people in sport. While this is a high-profile year for disability sport, there is an opportunity to shape coverage beyond the Paralympics
- Journalists and sports providers need more support and guidance on appropriate reporting.

For journalists and news providers, there were some key messages:

- A number of groups can contribute to improving media coverage of disability sport and play an active role. They include journalists, news providers, National Governing Bodies of sport, sports clubs and ambassadors.
- Priorities should be to:

- 1 **Focus on achievement** rather than disability
- 2 **Avoid overusing** terms such as **“inspirational”**
- 3 **Clearly explain classification systems**, recognising disability, but not dwelling on it
- 4 **Use higher-quality images**, especially for local events.

The accompanying guide supports journalists and sports providers to produce news content on disabled people in sport. It explores six areas- tailoring content, story type, style and placement, language, media formats and ambassadors.

Before the Rio Paralympics on 25 August, EFDS and ComRes hosted an exclusive event for journalists and key stakeholders in sport. Those present included the BBC, Sky Sports News and Sport England. The hosts presented the findings, followed by a panel discussion including David Walker, Sports Editor at the Daily Mirror and Tim Hollingsworth, the British Paralympic Association’s Chief Executive.



Andy Elliott, Chair at the Sports Journalists’ Association, said:

“It’s gratifying to know that as an industry we have improved since 2012 and that the majority of articles that report on sport for disabled people use positive language. But the research makes it clear that more can be done.

“The Sports Journalists’ Association is delighted to play its part in supporting EFDS and this important Guide will help sports journalists maintain momentum to increase coverage of disability sports at all levels.”



Promoting and sharing better practice in marketing and communications

EFDS continued to lead the way with our expertise in inclusive communications. As well as producing our own resources, we assisted many organisations to promote news and opportunities to take part. We also helped other providers to develop their thinking on inclusive and accessible marketing.

Supporting National Disability Sports Organisations in marketing communications

Over the past year, EFDS has provided dedicated marketing communications support to the National Disability Sports Organisations (NDSOs). Each NDSO works with different impairment groups, who have unique needs when accessing communications. EFDS has supported NDSOs on individual and collaborative projects to provide inclusive and accessible communications about sport and physical activity to their audiences.

From April 2016 to March 2017 NDSOs with limited internal marketing resource accessed regular support for news dissemination, promotion of NDSO events, content writing and effective communications planning. A number of NDSOs have accessed our support for guidance on inclusive and accessible content design.

EFDS has also worked with NDSOs to commission photography at events to gather new stock imagery for their image libraries.

Earlier this year, the NDSOs came together at Naidex 2017, the UK's largest independent living exhibition, held at NEC in Birmingham. EFDS worked with NDSOs to coordinate a collaborative presence at the exhibition to promote sport and physical activity for people with specific impairments. Over three days, the NDSOs delivered a number of activity sessions for Naidex visitors to take part in, and provided expert advice to those interested in being more active.

From July to end of September 2016, NDSOs and EFDS, with support from Sport England, launched Together We Will – their first collaborative marketing campaign.

Some of this year's highlights

- In April 2016, we delivered a conference on accessible communications and **80 representatives** attended from a wide variety of organisations
- Our Inclusive Communications Guide, revealed in 2014, continues to be the most downloaded resource on our website
- In June 2016, we **launched our new mobile responsive website** after working with Tictoc and Abilitynet to create a more user-friendly information portal. As well as ensuring we could host our growing resource bank, we wanted to improve its accessibility. Up to year-end, it recorded **over 124,800 sessions and 350,000 page views**
- Published **400 news stories** and a weekly blog on our website
- Distributed weekly news alerts to our exclusive list of members
- Increased our Twitter followers by **2,500**
- Supported Everyone Active on inclusive and accessible communications for their swim pilot
- Delivered workshops for the marketing communications team at London Sport and Greenwich Leisure Ltd (GLL)
- Assisted the Get Out Get Active (GOGA) team with marketing communications, including developing the GOGA brand and a new programme website. Presented on inclusive communications at the first Get Out Get Active conference
- Organised and promoted an awareness campaign for Sainsbury's Inclusive Community Training
- Increased awareness of events and news for providers through our popular channels
- Our Marketing and Communications Manager sat on the Pride of Sport 2016 judging panel
- Supported all teams across EFDS to maximise their marketing communications outputs
- Developed research project on disability sport news and released a new Media Guide based on the findings.



Together We Will supports disabled people to become healthier, stronger and have fun being active

In summer 2016, the National Disability Sports Organisations (NDSOs) and EFDS launched their first collaborative multi-channel marketing campaign to encourage more disabled people to be active. Together We Will aimed to support and motivate disabled people to be more active with their friends and family.

Backed by Sport England, the campaign was a great opportunity for the NDSOs to use their collective voice to reach and connect with disabled people across the country. EFDS and NDSOs worked with marketing communications agency Tangerine to deliver three months of campaign activity from July to end of September 2016.

The campaign was supported by celebrity ambassador and actor Will Mellor who attended three regional activation days in Manchester, Birmingham and London. EFDS and NDSOs also showcased a series of ambassador stories from disabled people with a range of impairments, about how and where they enjoy being active with friends and family. We also used our online presence to provide easier access to useful information about people and organisations that support disabled people to be more active.

To ensure Together We Will was accessible to as many disabled people as possible, we produced key campaign content in audio, EasyRead and BSL interpreted video formats.

Together We Will used a range of marketing tactics across both online and offline channels.

EFDS website hosted a dedicated campaign page, which generated over 100 enquiries for further information about the NDSOs via an online form. On social media, many individuals and key influencers from the sport and disability sectors used #TogetherWeWill to show their support for the campaign. The hashtag trended on Twitter across the UK on campaign launch day (14 July 2016).

The campaign generated over 100 pieces of media coverage including national features in the Sunday Mirror, BBC Radio 5Live and BBC Get Inspired website. Regular ambassador stories, campaign themes, infographics, video content and a social media competition engaged disabled people and helped to raise public awareness of the NDSOs.

EFDS and NDSOs hope that the information and stories from this campaign will continue to encourage more disabled people to be active and support them to find an activity they enjoy.



mencap
The voice of
learning disability

CP Sport
Cerebral Palsy Sport

Special Olympics
Great Britain

WheelPower
British Wheelchair Sport

Limb POWER
Living life without limbs

BRITISH BLIND SPORT
A VISIBLE DIFFERENCE THROUGH SPORT

**Together
We
Will**

DSA UK
DWARF SPORTS ASSOCIATION UK

UK Deaf Sport

Fundraising

It was a very successful year for EFDS fundraising, with new partnerships established and existing relationships nurtured. Funds raised amounted to £117,805, an increase of over £20,000 from the previous year.



Some of this year's fundraising highlights

- Continuing our charity partnership with **Betway employees**
- Manchester-based **Gazprom** entered **50 runners** into the Manchester 10k and dedicated funds to EFDS
- **Plymouth University** netball and rugby teams adopted us as their **Charity of the Year**
- **ThyssenKrupp Elevator UK** sponsored the kits for our volunteers at the National Para Swimming Championships in December 2016
- **Lions International** continued to donate to the **National Junior Athletics Championships** held in July
- Individual fundraisers included **Everest climber Thomas Cleeve** who raised just under £4,000
- London Marathon 2016 saw **25 runners raise over £30,000**
- Betway employees filled **Ride London** places
- **Newcastle Universities** predominantly filled the 10 places in the **Great North Run**.



Thank you to all partners and supporters who have made this year so successful.

Next year we hope to build on these relationships and encourage fundraising growth.

We also aim to build new fundraising partnerships and introduce a new fundraising event to provide even more variety.

Find out more here:
www.efds.co.uk/get-involved

Finance

Sport England was EFDS’ largest funding and programme sponsor this year. In 2016-17 they invested £1,214,495 (46.7 per cent of total income) and they have agreed a similar award for 2017-18. EFDS secured significant additional resource from Spirit of 2012 to lead delivery of the UK wide Get Out Get Active Programme.

This initiative is pioneering new inclusive approaches that see disabled and non-disabled people being active together right across the UK and will bring in funding of approximately £4million over four years.

EFDS received a further £200,000 investment from Sainsbury’s for their Active Kids for All Programme in 2016-17. This successful four-year scheme trained over 10,000 teachers and provided the foundation for securing a new three-year programme beginning in 2017-18.

This will enable us to train a further 5,000 teachers across the United Kingdom and improve the quality of PE provision for young disabled people in mainstream schools.



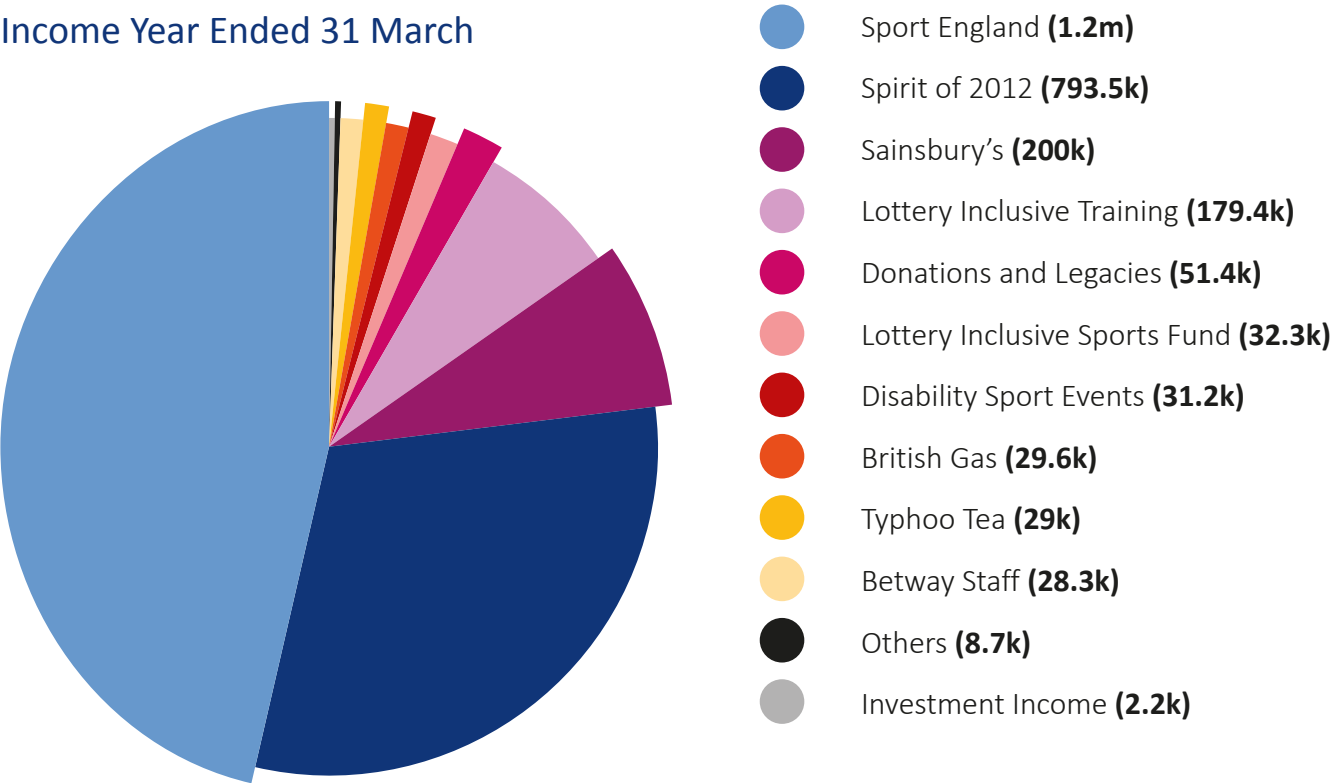
As an extension to this programme, Sport England has invested £1million of National Lottery funds over four years in to the Inclusive Community Training Programme. The project began in October 2013 and we received £179,357 in the Financial Year 2016-17. As of March 2017, almost 7,500 participants had been trained through the programme.

EFDS’ dedicated group of volunteers raised £51,442 for the charity through a variety of different means including running the London Marathon and the Great North Run.

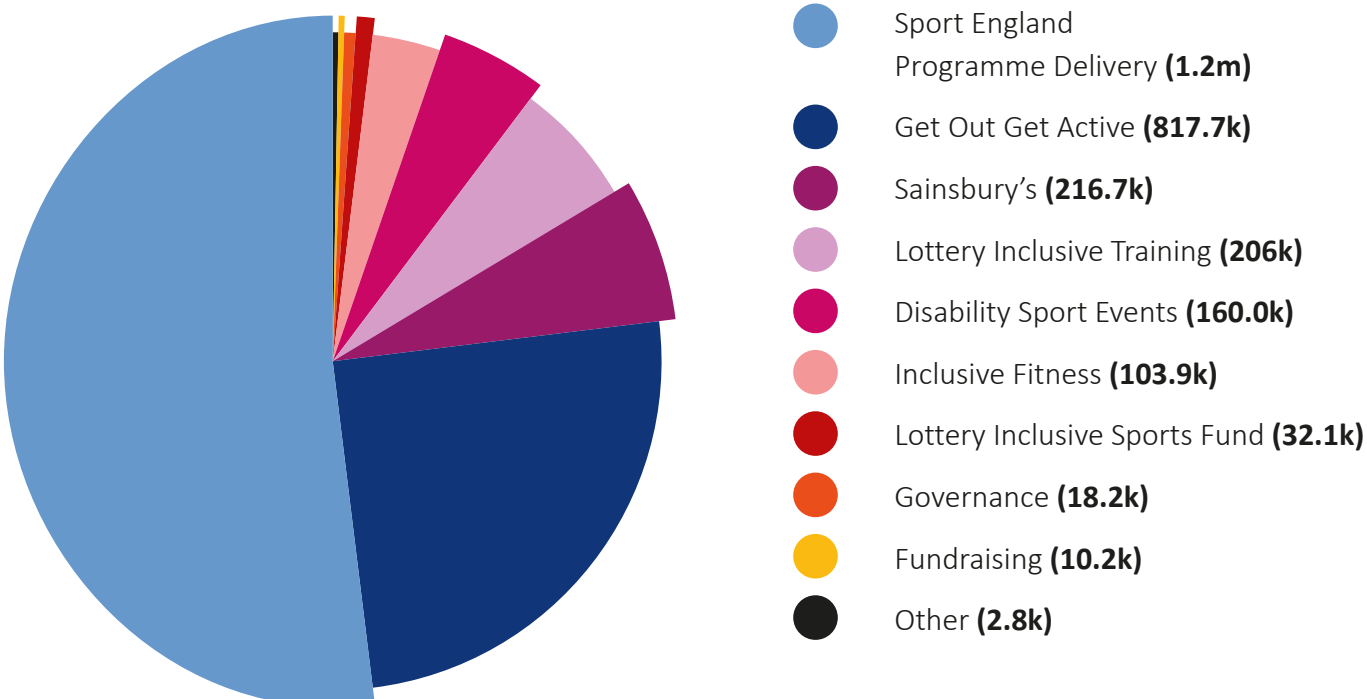
The Events team secured funding of £29,000 in 2016-17 from Typhoo for the Junior Athletics programme. Betway staff continued to support EFDS raising an additional £28,000 to add to the £13,000 raised to support our work in the previous year.



Income Year Ended 31 March



Expenditure Year Ended 31 March





This is available in Word format. Please contact us, if you need more support.

English Federation of Disability Sport

SportPark, Loughborough University

3 Oakwood Drive, Loughborough
Leicestershire, LE11 3QF



01509 227750



01509 227777



federation@efds.co.uk



@Eng_Dis_Sport



EnglishDisabilitySport

www.efds.co.uk

Photography credits

Active Lincolnshire, British Blind Sport, Cerebral Palsy Sport, Disability Sport Northern Ireland, Dwarf Sports Association UK, Leaderboard for England Golf, LimbPower, Special Olympics GB.