

**activity
alliance**

disability
inclusion
sport



Impact Report

activityalliance.org.uk

2017-18

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A new name and brand

Activity Alliance is the new name for the English Federation of Disability Sport. We are the same team working towards the same goals, but with a new image.

September 2018 marks 20 years since we became a national charity and we are proud of our success so far.

We work with so many amazing people and are at the centre of influential world-renowned programmes for disabled people. We believe the time is right for us to embrace change, engage new audiences and ensure our brand promise matches our ambition.

Activity Alliance brings our members, partners and disabled people together to make active lives possible.

Collectively, we continue to challenge perceptions and change the reality of **disability, inclusion and sport**.



Message from the Chair

Dear Members and friends,

Welcome to this Impact Report. The following pages showcase the increasing range of initiatives the English Federation of Disability Sport (now Activity Alliance) team has been engaged with during the financial year 2017-18.

As well as handling an expanding business agenda, the organisation finished the year by gearing up for the change to its operating name and brand in April 2018. Making the change from the English Federation of Disability Sport (EFDS) to Activity Alliance was a major decision and a major logistical exercise. Enormous credit goes to our people for overseeing the process, managing the communications and ensuring a smooth transition. We have been very pleased with the response and our fresh identity is already facilitating new conversations to challenge the perceptions and change the reality of disability, inclusion and sport.

In September 2018, we will celebrate our 20th birthday. When EFDS was formed in 1998, the landscape was very different. The Labour Party was in power, the Disability Discrimination Act 1995 was yet to be merged into the Equality Act 2010 and London 2012 was not even a twinkle in Lord Sebastian Coe's eye. The Games, although helping to change mindsets during that wonderful year of sport, amplified EFDS's importance in continuing its work for disabled people across England. The significance of that work is just as great today.

Over these twenty years we have made partnerships that withstand the test of time.

Our founding Members continue to work at breaking down barriers to increase opportunities for disabled people. With the added value of our Associate Members and a wider network of partners, Activity Alliance is expanding its sphere of influence so more organisations can support **disabled people to be active for life.**

The organisation has earned our reputation as a leading authority in its field but there is much more to be done. The harsh fact remains that there is still a huge inequality in sport and active recreation between disabled and non-disabled people. Disabled people remain our most inactive group by some way and Activity Alliance must use all its skill, expertise and influence to bring about transformational change.

Throughout this document you find evidence of our efforts in this regard and our successes. These include our work with County Sports Partnerships, National Governing Bodies of sport and leisure providers. We are delighted with the growth in our programmes too; Get Out Get Active is gaining results across the country, and Sainsbury's Inclusive PE training and Inclusive Community Training are entering new development phases. Our events programme provides accessible and inclusive opportunities for disabled people and I thank the many volunteers, coaches, carers, parents and athletes who work alongside our own staff to make these events so special.

Insight is crucial and this year our research team has strengthened its reputation by carrying out more in-depth work to share with partners across the sector. Activity Alliance is an acknowledged national leader but is now gaining interest from an international audience too. It has helped us to think differently and market our services in a more targeted way by understanding disabled people's needs better. Sport England has helped with funding for our research work and remains a key supporter for engagement, marketing and communications work. Activity Alliance is recognised as an expert partner by Sport England and is making a significant contribution to the delivery of their **'Towards an Active Nation'** strategy.

This is my last contribution to an Impact Report before I retire as your Chair. I have enjoyed wonderful support from my fellow Trustees past and present, all of whom have been committed to shaping our strategic direction to achieve the vision.

Barry Horne and all the employees at Activity Alliance have been great to work with. Without their dedication, hard work and commitment we could not possibly be in the strong and respected position we are now. They are a very special team.

My final acknowledgement goes to our Members and everyone else who has supported me in my time with EFDS and now Activity Alliance. It's been a real privilege to be with you on a part of your journey. I shall miss you and I wish you continued success.

Enjoy this Impact Report!

Yours sincerely,

Charles Reed



Overview of the year 2017-18

Here, Chief Executive, Barry Horne gives his overview of a successful year at Activity Alliance.

It brings me great pleasure to review the powerful impact our work has made in the year to March 2018. Each year, as I write this overview I am taken back by the scale and importance of the work Activity Alliance undertakes. Collaboration with our partners and stakeholders continues to be central to everything we do and drives our stated purpose:

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

2018 marks a key milestone for Activity Alliance, as we celebrate 20 years as a national charity. We are proud of our success so far, but we are very aware that there is much more to do to achieve equality for disabled people in sport and active recreation. Throughout this report, you will find real evidence of how organisations have utilised our resources and expert guidance to make a difference to disabled people's lives.

The publication of our new three-year Strategy, **Achieving Inclusion Together**, in September 2018 will build on this success and set out our goals for the future. Our ambition through this new strategic period is to see a significant and sustained increase in disabled people's activity levels and quality of opportunities available. We look forward to working with a broader mix of stakeholders to strengthen their work in reaching and engaging more disabled people and people with long-term health conditions.

2018 is also a poignant time for myself, staff and Trustees at Activity Alliance as we say goodbye to our Chair, **Charles Reed**, who will be stepping down later this year. Charles has played a central role in repositioning disabled people as a priority group for inclusion in sport and physical activity. I would like to thank Charles for his leadership and commitment to the organisation.

Activity Alliance will appoint a new Chair at our Annual General Meeting in October 2018.

Finally, I am extremely proud of the dedication shown and impact made by Activity Alliance staff on a daily basis. Together, we are determined to change the reality of disability, inclusion and sport.

Helping organisations to make a difference

Here, I have highlighted a few examples of our work this year to support organisations in making a difference.

- Boccia England and England Golf are two organisations who recognise the value of our research and insight contribution. Both bodies explain how our input has enabled them to strengthen their understanding and approaches to encouraging disabled people to be active.
- Our research into making volunteering in sport more appealing to disabled people is influencing organisations' volunteering offers. Sport England actively built on the research, engaged key stakeholders and have framed a genuinely inclusive approach to volunteering in sport.



- The quality of our work on inclusive marketing and communications is now well recognised. Increasingly, we can see examples of organisations who have embraced and applied inclusive communication principles. Manchester United Foundation made several changes to their communication processes and outputs since attending one of our workshops.
- Our constant focus on the nature and quality of how we communicate our messages led us to produce a number of powerful and influential films during 2017-18. Sharing disabled people's experiences of activity in their own words, our Me, Being Active films are being used by partner organisations to inform their thinking and actions.
- Central to our engagement work is the application of our LEAD (Leading Equitable and Accessible Delivery) self-improvement programme. This year, Aston Villa Football Foundation became the third organisation in Birmingham to undertake the programme and praised its value in strengthening their work.
- Mainstreaming our Inclusive Fitness Initiative (IFI) Mark programme into the industry's leading quality scheme, Quest, has led to 25 facilities across 11 leisure operators completing their IFI Mark accreditation this year.
- Our successful programme to train community organisations to include disabled people in activity met its ambitious target to train 10,000 people by September 2017. We know that the training has a substantial impact on participants' confidence, knowledge and skills to deliver inclusive physical activity. Nine in ten participants have been able to tell us how they have applied their learning successfully. The report contains similar powerful evidence on the impact we have had in schools through our Inclusive PE Training programme.
- The Get Out Get Active programme is breaking new ground in providing fun inclusive activities for disabled and non-disabled people to enjoy together. Operating across the whole of the UK, individuals as well as organisations tell us in the report how much difference GOGA is making. Wider outcomes flow from becoming active and nine in ten participants tell us how they feel they are now a strong part of their local community.
- We are rightly proud of our reputation for delivering exceptional events, with athletes and organisations feeding back on the benefits they directly gain. British Para-Swimming recognise the value of partnering with us, our expertise in event delivery has led to the number of entries to their events grow year-on-year.

Our year

Research

Worked on **seven** research studies with a range of partners and stakeholders.



7
research
studies



Learn more about
Research on **Page 14**

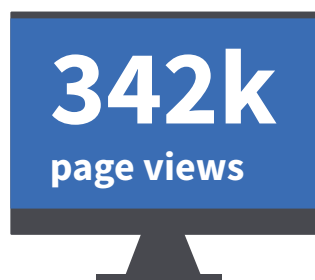
Marketing and communications

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



435
news stories
and blogs

- Our website recorded over **130,200** sessions and **342,000** page views.



- **2,000** more **Twitter** followers.



- **Ten** inclusive communications factsheets.



- **Seven** new Me, Being Active films.



Learn more about **Marketing and communications** on **Page 18**



Engagement

- **40** workshops delivered at county, regional and national level. Topics included research and insight, inclusive communications and Talk to Me principles.
- **27** regional disability forums for County Sports Partnerships and local partners.
- **Nine** LEAD self-improvement facilitation days.
- **Three** new engagement resources.
- **Two** national briefing sessions attended by **36** National Governing Bodies of sport.

 **40**
workshops



 **3**
new engagement
resources



 **2**
national briefing
sessions

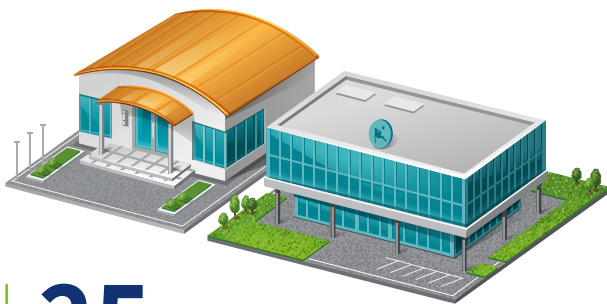


Learn more about
Engagement on Page 22





Supporting the leisure sector



25

**facilities across
11 leisure operators**

- **25** facilities across **11** leisure operators have participated in the IFI Mark accreditation via Quest Plus assessment.



230

**users completed
our e-learning course**

- **230** users completed our 'Delivering an Excellent Service for Disabled Customers' e-learning course.
- **11** product assessments for ASTM (American Society for Testing and Materials) International fitness equipment standards development.



Learn more about our work with the **leisure sector** on **Page 28**



Sainsbury's Inclusive Community Training

- Delivered **234** workshops.
- Trained **3,522** participants.
- Reached more than **27,500** disabled people.



Sainsbury's

Active Kids

For All

Inclusive Community
Training Programme

For all ages



LOTTERY FUNDED



SPORT ENGLAND



Learn more about **Sainsbury's Inclusive Training** on **Pages 30-37**

Sainsbury's Inclusive PE Training

- Delivered **109** workshops to **1,833** participants; surpassing the training target of **1,695** individuals.
- Over **2,500** registered users on our new Inclusive PE online portal.

Sainsbury's

Active Kids

For All

Inclusive PE
Training Programme



2,500
registered to
new Inclusive
PE online portal



Get Out Get Active

- Engaged **7,500** participants in Get Out Get Active activities.
- Delivered over **500** different activities via **3,000** sessions nationally, including: Nordic walking, family fitness classes, cycling, swimming, chair-based exercises, walking netball and more.



500
different
activities via
3,000 sessions

Get Out
Get Active



- Recruited over **300** volunteers to a variety of roles to support local delivery.



300+
volunteers
recruited



Learn more about
Get Out Get Active on Page 38



Events

- **200** athletes took part in the Typhoo National Junior Athletics Championships 2017.
- **1,350** athletes took part in **nine** regional Typhoo events.
- **450** people volunteered at events.
- **200** dedicated officials gave up their time to support at the Typhoo events.



200
dedicated
officials gave
up their time



Learn more about
Events on Page 42

Fundraising

- **26** runners completed the **Virgin Money London Marathon 2017**.
- **27** runners in the **Vitality Big Half Marathon 2018**.



Learn more about
Fundraising on Page 44



Research and insight

We work hard to ensure all our work is underpinned by strong insight on the needs of disabled people and those who have an influence on their activity. Over the past six years, Activity Alliance has become the go-to source of research and insight on disabled people's inclusion in sport and active recreation.

In 2017-18, we undertook a number of innovative research studies into key areas that determine whether or not disabled people are able to be physically active.

Delivering inclusive activity research

As part of core Sport England funding, Activity Alliance invested in a project to examine the perceptions of inclusive activity (disabled and non-disabled people taking part together) among sport deliverers. It showed that we need to do more to engage deliverers outside traditional markets, to support them to understand what inclusive activity is. We will release the findings and a set of actionable recommendations for deliverers in 2018-19.

Encouraging more disabled people to volunteer in sport

This collaborative project with the National Disability Sports Organisations (NDSOs) looked to understand the barriers preventing disabled people from volunteering and how providers can remove these to make opportunities more appealing. Volunteering is essential to the delivery of sport and physical activity opportunities among all providers, including NDSOs. Sport England's volunteering team contributed funding to the quantitative stage of the project, highlighting the national importance of this work.

Our marketing and communications team supported the release of the report's key findings for International Volunteer Day on 5 December 2017.

Working collaboratively - NDSO research

We worked with British Blind Sport, Cerebral Palsy Sport, Dwarf Sports Association UK, LimbPower, UK Deaf Sport and WheelPower to understand which activities, and in what circumstances, lead to inactive people moving more. From this, we developed and tested a programme to reduce people's levels of inactivity, especially time spent sitting, and then measured the medium-term outcomes.

Activity Alliance also worked with Dwarf Sports Association UK to look into reported fears among disabled people of losing disability benefits as a result of being seen to be active.

Findings from both studies will be released in 2018-19.





Expanding our client base

A new focus for our research and insight team this year was to develop our ability to provide paid-for-services. We were commissioned to conduct two major standalone projects, as well as undertake the evaluation for a national training programme.

- In August, we carried out a retrospective evaluation of the Lord's Taverners Schools' programme for **Boccia England**.
- **England Golf** commissioned us to support them to create a better understanding of the available market for golf among disabled people.

Chris Ratcliffe, Chief Executive at Boccia England said:

“Boccia England commissioned Activity Alliance to help undertake an evaluation of the Lord's Taverners National Schools Programme 2013-2017. The team were able to produce a high quality and useful piece of insight within a very tight time frame. The evaluation will enable Boccia England to identify how further improvements to the delivery of boccia within schools can be achieved, as well as identify key measures going forward. Without Activity Alliance's support we would not have been able to achieve the level of understanding on the impact of our work to date.”

Jamie Blair, Disability Manager at England Golf said:

“Activity Alliance's research and insight team were able to look at all of the sources by which we measure ourselves, present some key recommendations to implement across our business and ask questions for me to challenge teams internally. Enlisting Activity Alliance's expertise and knowledge enabled us to maximise their time in helping us move our understanding of disabled people in our sport forward.”

- Finally, the research and insight team provided evaluation services for the **Sainsbury's Active Kids for All Inclusive PE programme**. Tracking impact at all levels and creating a series of recommendations to refine delivery over the next two years.

To find out more about our research and insight work, please visit www.activityalliance.org.uk/research or contact the research team at research@activityalliance.org.uk or call **01509 227750**.

Making volunteering in sport more appealing for disabled people

In December 2017, Activity Alliance confirmed more needs to be done to improve volunteering opportunities for disabled people. A new report, 'Encouraging disabled people to volunteer in sport', released on International Volunteer Day, explores the barriers to volunteering and drivers that could improve its appeal.

Activity Alliance alongside the eight National Disability Sports Organisations and Sport England commissioned research agency Revealing Reality to the project. Researchers involved almost **1,500** disabled and non-disabled people and compared the differences in perception and experience of volunteering between the two audiences.

The findings uncovered that a mismatch between provider and disabled people's expectations of volunteering play a significant role in creating a negative experience. They highlight the different ways in which disabled people commonly volunteer and the reasons why they may not volunteer in sport.

The key findings show:

- Disabled people want to volunteer. Almost half (**47 per cent**) currently volunteer generally, compared to just over a third (**34 per cent**) of non-disabled people.
- Despite the higher levels of interest the same proportion of disabled people have had a negative experience when volunteering (**48 per cent**) compared to a third of non-disabled people (**33 per cent**).



47%
of disabled people
want to volunteer



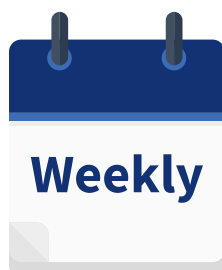
48%
negative
volunteering
experiences

- Disabled people do not have the same higher level of interest to volunteer specifically in sport. It is the same for disabled and non-disabled people (**21 per cent**).



- Disabled people are twice as likely as non-disabled people to currently volunteer in sport because they were previous participants. This suggests that the sport sector is not something that appeals to disabled people who have not been part of it before.

- Sports volunteering is much more likely to be frequent **(at least once a week)** which could be a barrier to disabled people who are fearful of commitment due to fluctuating health problems.



- Providers do not routinely ask or capture whether volunteers have impairments or long-term health conditions. This means that their level of awareness of disabled volunteers and their needs is low, and they are less confident in how to support disabled people.
- Disabled people are often anxious about the impact their impairment will have on their ability to volunteer. They often feel that they are not given enough information prior to volunteering. This limits their ability to properly prepare or ask for help and support.



Activity Alliance developed a set of actionable recommendations for providers on how they can encourage and support more disabled people to volunteer in sport.

They include:

- Provide clarity on volunteer roles available, the skills needed for those roles and the recruitment process.
- Be open and honest to encourage questions and discussions with volunteers:
 - This should be encouraged before someone volunteers and ongoing throughout their volunteering experience to capture any changes in circumstance.
- Be flexible when volunteers need you to be, to maximise the benefit you can gain from them.
- Make the sporting environment more open and appealing to encourage more disabled people to think about volunteering.
- Promote opportunities to wider networks, in an accessible and inclusive way, to reach out to people previously not connected to sport.

The full research report can be found at www.activityalliance.org.uk/research

If you have any more specific questions please email the team at research@activityalliance.org.uk or call **01509 227750**.



Inclusive marketing and communications

Activity Alliance continued to lead the way in advocating inclusive communications. As well as building on our own resource bank, we have promoted disabled people's authentic voices and supported other providers to be more effective in their own marketing work.

With a new name and brand as Activity Alliance to end the financial year, our team has been at the heart of this change. Over the year we have built a new inclusive brand, redesigned the website to complement it and ensured audiences are engaged in the change.

This year, we have worked to three key marketing and communications aims:

- 1 To build** on our online and offline resource bank to enable national and local organisations to communicate more effectively with disabled people.
- 2 To position** and promote disabled people's authentic voice on sport and active recreation and drive more user-centric marketing.
- 3 To collaborate** with a wider range of partners to deliver better practices in marketing and communications.



Some of this year's highlights:

- Our website continues to host our growing resource bank. Up until 2018 year-end it recorded over **130,200** sessions and **342,000** page views.
- Published **374** news stories, **221** events and **61** blogs from active disabled people on our website.



374
published news stories

- Increased our social media presence, including **2,000** more followers on Twitter.



2,000
more followers on Twitter

- Distributed weekly media alerts to an exclusive list of partners to boost their market insight.
- Produced and released **seven** new personal Me, Being Active films in December 2017 for International Day for Disabled People. Two years since the first collection, the films aim to provide disabled people with useful information about being active.
- Updated our most popular online resource, the Inclusive Communications Guide with the latest insight. The Guide now falls into **ten individual factsheets** that assist providers to embed better inclusive communication principles into their own work. These resources are to be revealed in summer 2018 following the charity's rebrand.

- Promoted the National Disability Sports Organisations' role in the School Games through film in partnership with Youth Sport Trust.
- Delivered inclusive communications workshops for **Manchester United Foundation** and GOGA delivery team at **Stoke-on-Trent City Council**.
- Supported the **FA** with communications for the **FA Disability Cup**, including the production and release of their first ever British Sign Language (BSL) film to promote the event to a wider audience.
- Communications consultancy work with UK Deaf Sport and Get Out Get Active. For UK Deaf Sport, we have provided content management support across their digital channels and assisted with effective communications planning. Our work with Get Out Get Active, includes managing the programme's social media account, supporting partners to reach more people effectively and writing a variety of impact stories.



For more information about our inclusive communications work and to access useful resources, please visit

www.activityalliance.org.uk/communications

or contact the team on

news@activityalliance.org.uk

or call **01509 227750**.





Foundation

Manchester United Foundation embraces inclusive communications

Over the past year, we've been working hard to share the benefits of inclusive and accessible marketing communications with organisations at all levels, through the delivery of a three-hour workshop. Underpinned with insight from our successful Inclusive Communications Guide, the workshop encourages organisations to reflect on their current practices and learn about how they can embed inclusion principles into the planning process to reach a wider audience.

In September 2017, we delivered an inclusive communications workshop to staff at the Manchester United Foundation. Attendees included colleagues from their digital communications, media and design teams.

Here, Tom Jones, the Foundation's Senior Digital Communications Coordinator, tells us about the key learnings they took away from the workshop and how they plan to embed these into their work.

“The workshop was a very comprehensive introduction to inclusive communications and gave everyone across design, public relations, and digital a better understanding of how we could improve and widen our content to engage more fans. The delivery of the workshop was relaxed and informal while bringing about a number of beneficial discussion points that captivated the imaginations of the whole team.

The key learnings we took away were that we needed to change our thought process around how audiences consume our communications and that inclusivity and accessibility should be at the top of our processes and priorities.

We also realised that elements of inclusivity and accessibility cannot be fixed overnight. It is a culture change that requires management, accountability and the need for continued learning.

Since the workshop, we have made the following improvements to our communication processes:

- Rewritten our style guide to incorporate more inclusive terminology.
- Carried out a review of our website accessibility.
- Updated our brand guidelines with clear guidance on use of text over images, subtitling on video content and safe colour ratios and combinations. This has given us all more confidence across the design process.
- Created a template for accessible PDF documents, meaning we can respond to requests for information in alternative formats more readily.
- Three members of the team have attended an introduction to British Sign Language workshop. The team now feels more confident in making initial contact with deaf participants.
- Finally, we now ensure that our email marketing content is fully proofed and available in both HTML and plain text formats.”

Activity Alliance releases new Me, Being Active films

On International Day for Disabled People (3 December 2017) Activity Alliance released a new collection of Me, Being Active films. Two years since our first series, viewers meet seven disabled people and learn more about the benefits they gain from being active. Each film provides disabled people with useful information to lead an active lifestyle.

Meet **Anoushé, Evie, Richard, Sam, Shona, Tesfai** and **Zack**. They are seven disabled people with a range of impairments and long-term health conditions, who all lead active lives. In their own words, each individual shares their personal story. They talk about how they first became active and explain the way it makes them feel.

The Me, Being Active films are supported by Disability Rights UK and funded by Sport England. We worked with production company Fuzzy Duck to capture the stories that highlight climbing, horse riding, karate, fitness, dancing, yoga and rugby.

Evie - “When you find something that you really do love so much, nothing else really matters.

It’s a great way to make friends, and having close friends has really helped me. All of a sudden you’re not a patient, or an illness. You’re just on the horse and that’s one thing you have control over.”



Sam - “For any disabled person, it’s important to stay active. It does help with everyday living. When I work out, I get really happy. If I get really stressed, I go to a Zumba class. Everyone loves that party atmosphere in Zumba. Simple dance moves, where you can let your hair down.”



The films follow our successful Being Active Guide released in 2014, which talks directly to disabled people. The Guide gives those, who are inactive, **access to relevant information**, so they can have control over where, what and how they start being active. The new collection of films add to the Guide’s success, allowing viewers to hear other **disabled people’s advice**.

The new collection was unveiled on our website and is available to watch on the Activity Alliance YouTube channel. Here are four quotes from the films:

Zack - “I like exercise because you’re part of a team, and you’re running around getting fit. Sometimes I get injuries, and sometimes when I want to kick the ball I miss it, but I’m fine with that. I just like to have fun and play. If we win or lose, it’s all good. We work together as a big team. We are a family.”



Shona - “Like everybody else, I want to be with people. I want to have fun. It’s not natural for me, with my hearing loss to go and do a group activity. So every time I do and I get a good experience, then it buoys me back up again. Doing it with other people is the real motivation for me. You feel a sense of belonging. I just love it!”



Engagement and partnerships

Our team of Engagement Advisors support local and national work across nine English regions. Working alongside our National Advisors, they work with key strategic partners including County Sports Partnerships (CSPs), National Governing Bodies of sport (NGBs) and the leisure sector.

The four main areas of

Activity Alliance engagement are:

- 1 Improving routes to market.
- 2 Creating and supporting networks.
- 3 Providing strategic support.
- 4 Self-assessment and improvement.

Here are a selection of engagement successes:

- **40 workshops** delivered to sport and active recreation organisations at county, regional and national level. These included:
 - **22** regional workshops on topics of research and insight, inclusive communications and Talk to Me principles.
 - **Nine** bespoke workshops to non-sport sector organisations on the importance of being active.
 - **Nine** workshops for NGBs, sharing our latest insight, resources and better practice.



40
workshops
delivered

- **21 local service and reach resources reviewed**, identifying voluntary, statutory and private sector organisations in each county that provide services for and connect with disabled people.
- Engagement Advisors chaired **27 regional forums** for CSP disability leads and local partners. The forums provide a platform for our team to share the latest insight, provide opportunities for new partnerships and promote better practice.
- In September, we held the **first joint forum** across the East and South East region. The day focused on providing advice and guidance on engaging the Third Sector. Attendees reported an increase in both their knowledge and confidence as a result.
- Organised **nine engagement days**, including co-delivery of eight regional events with Disability Rights UK and one North East regional engagement day.
- **Two national briefing sessions** in May and November 2017 attended by **36** NGBs. We also presented on the key principles of inclusive delivery to coaches and clubs at events for British Gymnastics and Rugby Football Union.





- Our LEAD (Leading Equitable and Accessible Delivery) Toolkit continues to be a valuable resource in supporting partners to become more effective in delivering sport and physical activity for disabled people.

This year, we delivered nine LEAD facilitation days to:

Active Derbyshire, Active Herts (Herts Sports Partnership), Active Humber, Aston Villa Football Foundation, Derby County Community Foundation, Greenbank Sports Academy, Leap (Buckinghamshire CSP), Places for People and Wheelchair Dance Association.

**Nicola Corrigan,
Yorkshire Public Health England said:**

“Attendance at the forum has provided me with access to stakeholders who are invested in improving access to sport and activity opportunities for disabled people, and enabled me to cascade information from national bodies to the group. It has raised my awareness of specific programmes such as Get Yourself Active, which I then share across my stakeholder networks in Yorkshire and Humber.”

**Jane Shewring, Strategic Lead for Sport,
Herts Sports Partnership said:**

“Undertaking the LEAD process made the Herts Sports Partnership team reflect on the Partnership’s mission, principles and objectives and consider their relevance to disabled people. This resulted in the formulation of a Hertfordshire Framework for disability sport, which is being rolled out across the partnership with a range of key stakeholders. The process helped to embed disability as a golden thread running through all of the Partnership’s various work programmes.”

To find out more about our engagement work please visit
www.activityalliance.org.uk
or email the team at
info@activityalliance.org.uk
or call **01509 227750**.

Engagement resources reach new audiences

Over the year, we have created three new resources to support our work and engage new audiences across the non-sport, health and social care sectors.

Roadmap to an active lifestyle

In August, Activity Alliance worked closely with **Disability Rights UK, County Sports Partnership Network** and **Sport England** to develop two new roadmap resources.

Created with the non-sport sector in mind, the resources are a guideline on where to start, where to find out more and who to contact on the road to being active.

Despite an increase in activities across the country, a lack of awareness of opportunities and information sources continue to be a barrier for many disabled people. These new resources are designed to help direct people, who may have little knowledge about sport and active recreation, in a quick and easy way. We created two versions of the roadmap. The first targets Disabled People's Organisations, local charities and healthcare groups. The second is similar but for those taking part in the Sainsbury's Inclusive Community Training (now Inclusive Activity Programme).

The roadmap has become a valuable engagement tool and led to the development of a bespoke workshop for the non-sport sector on the importance of physical activity for disabled people.

This year, we have delivered nine workshops to strategic partners at a national and regional level, including: **Yorkshire Public Health England, Royal College of Occupational Therapists** and the **Richmond Group's physical activity group**.

In January 2018, after delivering this new workshop to children's charity, Fairplay, they became the first community organisation in Derbyshire to be trained to deliver **Special Olympics GB's Motor Activity Training Programme (MATP)**. Activity Alliance educated charity staff on resources and local activity opportunities available for the children and young people they support. In particular, how they could improve the current lack of sport and physical activity provision for children with profound learning disabilities and complex needs.





We supported Fairplay to find a solution and introduced them to Derbyshire’s Special Olympics network. **12** Fairplay staff went on to take part in the network’s MATP training day and are now trained to deliver motor skill activities for their members in four development areas: **mobility, dexterity, striking and kicking.**

**Heather Fawbert,
Chief Executive at Fairplay said:**

“Working with Activity Alliance and taking part in the MATP training has been fantastic for Fairplay. It has given our staff the opportunity to learn about what resources are available to them and to discuss the importance of health and wellbeing for young disabled people.

“The next step for Fairplay is to roll out the MATP training programme to our children and young people, and set up a Challenge Day in the spring, where members can showcase their new skills to their families. After this event, we hope to take a few of our MATP athletes to the Special Olympics Anniversary Games in Stirling in August 2018.”

Personalisation factsheet

In September, we teamed up with **Disability Rights UK** again to create and release a new factsheet on supporting disabled people to be active using their personal budgets. The resource aims to upskill the sport development sector on the personalisation agenda and how some disabled people use their budget to access care, support and physical activity. It also provides top tips on how organisations can engage budget holders and other disabled people in activities.

This factsheet is the latest addition to our collection of engagement resources that advise organisations on how they can plan, target and deliver more appealing and accessible activities for disabled people.

Activity Alliance has a wide range of resources to help you and your work with disabled people. These are available on our website

www.activityalliance.org.uk/resources

Birmingham takes the LEAD on accessible delivery

Birmingham is the first city to have three key organisations undertake the national LEAD self-improvement programme with support from Activity Alliance. This year, Aston Villa Football Foundation joined Sport Birmingham and Birmingham City Council in completing the programme to address the high levels of inactivity among the city's residents.

Aston Villa Football Foundation has a strong community presence for the delivery of sport and shown real commitment to developing their offer for disabled people. They provide opportunities from Ability Counts to Powerchair football. After a period of organisational change, the Foundation felt it was the ideal time to embed an inclusive approach across their organisation.

Activity Alliance worked closely with staff at all levels to complete the LEAD self-improvement Toolkit. As a result, the Foundation developed a clear plan to improve the way they plan, manage and deliver sport for disabled people across Birmingham.

LEAD aims to increase disabled people's participation in sport and active recreation by tackling inequality. It helps organisations look at all areas of their work and embed better practice of inclusive planning and delivery.

Debbi Rawson at Aston Villa Football Foundation said:

“Going through the LEAD toolkit has been a great process for our Foundation. We are in the initial growing stages of our disability provision so this has really helped us to shape a clear action plan to work from. Support from Activity Alliance has been key to helping us move forward and we are excited to continue working with them in developing disability provision across Birmingham.”





One of the Foundation's key focuses is to become a hub to help both sporting and non-sporting disability organisations share better practice, support each other and provide collaborative working.

On 21 December 2017, Birmingham was named as host city for the **2022 Commonwealth Games**. As the city builds towards this major sporting event, we are delighted to support three of Birmingham's key sports providers to improve local opportunities for disabled people to be active.



Supporting the leisure sector

This year, Activity Alliance joined forces with Quest, the UK's leading quality scheme for sport and leisure, to mainstream our Inclusive Fitness Initiative (IFI) Mark programme and ensure more leisure operators can access helpful information to include disabled people.



IFI Mark accredited facilities

The IFI has been established for many years, supporting leisure centres to become more welcoming and accessible environments for disabled people. The programme continues to be an important part of our work to make active lives possible.

From 1 July 2017, leisure operators could opt to achieve their IFI Mark accreditation as part of their Quest Plus assessment. This new approach provides a single, streamlined and cost-effective route for operators to demonstrate their commitment to inclusive fitness. Right Directions operates Quest on behalf of Sport England.

Caroline Constantine, Operations Director at Quest said:

“This partnership is a win-win for everyone involved. Operators taking part in Quest no longer have to pay for a separate award to demonstrate their inclusive fitness credentials, while Activity Alliance can reach and support a wider range of facilities and organisations that want to include disabled people more effectively.”



Over the year, **25** facilities across **11** leisure operators have participated in the IFI Mark accreditation (GPlus37 module) via **Quest**.

The accreditation recognises achievements and changes within facilities in the following areas: strategy, leadership, workforce development, accessible venue, policies and procedures, equipment, insight and marketing, partnerships and collaboration, programming and participation, impact and outcomes.

Engaging with leisure operators

In partnership with Quest, we delivered a series of briefing sessions for local, regional and national leisure operators. The sessions included information about IFI Mark accreditation GPlus37 module content, Q&A discussion and a chance to find out more about Activity Alliance's products and services for the leisure sector. We also hosted inclusion workshops at the Quest Active Communities Conference 2017 and Quest NBS Annual Conference 2018. In total these sessions engaged **73** representatives from **48** leisure organisations.



Customer service training

In 2017-18, **230** users completed our 'Delivering an Excellent Service for Disabled Customers' e-learning course. The training focuses on improving skills, knowledge and confidence of front of house staff to create a welcoming and accessible leisure environment for disabled people. The course explores inclusive customer service, perceptions of disability, effective communication, legislation and much more.



IFI fitness equipment

IFI continues to play an important role in the accreditation of fitness equipment in the UK. The scheme assists leisure providers and fitness equipment purchasers to easily identify and purchase accessible gym products. There are currently over **100** pieces of equipment from **15** different manufacturers accredited under the scheme.

We also provide technical support to ASTM International, the American national standards body for the fitness sector. This year, we conducted **11** product assessments that contribute to ASTM International fitness equipment standards development and provided input into their committee meetings.

For more information about our work with the leisure sector please contact the Engagement team, email info@activityalliance.org.uk or call **01509 227750**.



Sainsbury's Active Kids for All Inclusive Training

In the community

After four years of programme delivery and £1 million Sport England National Lottery investment, our successful Sainsbury's Inclusive Community Training programme came to a close in September 2017. Designed for those who support disabled people of all ages in the community, the training aimed to increase their confidence, knowledge and competence to introduce physical activity to the disabled people they support.

From April-September 2017, the programme:

- Delivered **234** workshops.
- Trained **3,522** participants.



Had an estimated
reach to more than
27,500
disabled people.

Impact

- **Nine in ten** of those trained said:
 - Their knowledge of inclusive activity strategies and how to apply them in their role had increased.
 - They now felt ready to support disabled people to access sport and physical activity opportunities.
 - They are more aware of local opportunities for the disabled people they work with.

Sainsbury's

Active Kids

For All

Inclusive Community
Training Programme

For all ages



LOTTERY
FUNDED



SPORT
ENGLAND

- Three to six months after the training, participants reported they have been able to put their learning into practice.
- **Seven in ten** workshop participants said:
 - They encouraged the disabled people they support to access activity sessions in the local community.
 - They have used the STEP framework and Inclusion Spectrum to support their delivery of physical activity opportunities.
 - All individuals were now included in their sessions and the disabled participants enjoyed the activities more.





From 2013-2017, Activity Alliance in partnership with UK Coaching delivered a total **754** workshops to **10,653** support workers, healthcare professionals, volunteers and community groups across England. Through these individuals trained, the project has indirectly benefitted over **106,000** disabled people with new and improved activity opportunities and reached a further **95,000** individuals working in community settings through cascaded learning.

Occupational Therapist - “Fantastic session and thought provoking. I really enjoyed learning different ways to adapt activities. Thank you!”

Mind Volunteer - “The training provided me with good models to follow which were really useful and something I’ll be able to use practically to deliver sport and physical activities to the people with mental health problems that I support.”

Care Worker - “Every single young person that attends our service now does some form of sport or physical activity every time they come to us. If they do no other physical activity in their week they at least do some with us!”

Programme legacy

The success of Sainsbury’s Inclusive Community Training enabled us to secure further funding for a programme successor, and in June 2018 we launched the **Inclusive Activity Programme**.

Funded by Sport England National Lottery investment, Activity Alliance will continue its partnership with **UK Coaching** to deliver the Inclusive Activity Programme from 2018-2021. Over three years, the programme will deliver over **600** practical tailored face-to-face workshops and provide access to ongoing learning and development opportunities for **8,500** individuals.



To find out more about the Inclusive Activity Programme and how you can get involved please contact programmes@activityalliance.org.uk or call **01509 227753**.

Sainsbury's Active Kids for All Inclusive Training

In schools

Since 2012, Sainsbury's has funded the Active Kids for All Inclusive PE Training Programme. The free face-to-face training supports existing and trainee teachers, and school staff to deliver high quality inclusive PE to young disabled people in mainstream primary and secondary schools.

To date, we have delivered over **770** workshops across the UK to **11,930** teachers, trainee teachers and school staff. This has benefitted an estimated **285,000** young people who have special educational needs and disabilities (SEND). Activity Alliance works in partnership with Youth Sport Trust to deliver this training in England.

As a result of the reach and impact of the programme, Sainsbury's has provided a further three years of funding for the initiative. From April 2017 until March 2020 we will deliver a further **339** workshops to **5,085** teachers, trainee teachers and school staff across the UK.

Between April 2017 and March 2018, across the UK, the programme:

- Delivered **109** workshops to **1,833** participants; surpassing the training target of **1,695** individuals in the same period.
- Created a new online platform to provide ongoing learning support and resources for participants. To date over **2,500** users have registered on the portal - www.inclusivepe.org.uk.
- Received global recognition, as the project was shortlisted in the Sport for Equality category at the Beyond Sport Global Awards 2017.

Sainsbury's

Active Kids

For All

Inclusive PE
Training Programme



Impact

- After attending a face-to-face inclusive PE training workshop, **nine in ten** participants said:
 - They learnt new ideas and strategies on how to deliver inclusive PE and intend to implement these into their lessons.
 - Their confidence level to deliver high quality inclusive PE experiences for all young people had increased.
- Three months after a workshop, **eight in ten** participants said they have recommended the training to their colleagues.





Comments from workshop participants:

“I will implement these skills through day to day PE as now I have more knowledge to ensure that my PE lessons are inclusive to everyone.”

“I know now the importance of understanding someone’s impairment by asking them how they feel about doing something rather than assuming.”

“I will allow the children to be more creative with what they do with the task, i.e. ask them to throw and catch a ball, but give them a choice of balls and allow them to decide how they will throw and catch.”

“I will give pupils differentiated activities/tasks to get the best progress out of all of them through understanding and knowing them to ensure they reach their potential.”

For more information about Sainsbury’s Active Kids for All Inclusive PE Training Programme please visit www.inclusivepe.org.uk or contact one of the team by emailing programmes@activityalliance.org.uk or call **01509 227753**.

Supporting staff to 'think outside the box to deliver activity'

Staff from Surrey Choices explain how attending a Sainsbury's Inclusive Community Training workshop has supported them and their colleagues to adapt physical activities to make them inclusive for all.

Sainsbury's

Active Kids

For All

Inclusive Community
Training Programme

For all ages



LOTTERY
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Surrey Choices is a social care provider that supports disabled people of all ages across Surrey. They offer day and community support services, supported employment, enhanced home and living support, training and skills for independence, and a professional social work practice team.

Paul Dawson, an Activity Facilitator at Surrey Choices along with Dexter James, Chairman of the organisation's Customer Involvement Board, attended a Sainsbury's Inclusive Community Training workshop in Guildford, arranged by Active Surrey.

Having worked with customers with profound physical impairments, they attended the workshop to learn how to deliver physical activities which are inclusive for all their customers, regardless of ability.

During the three-hour workshop, they were introduced to practical tools to deliver inclusive activities including the STEP framework and Inclusion Spectrum.

Paul told Activity Alliance that he has since used the STEP framework in their centre:

"By changing the position of the person (e.g. if movement is an issue then the activity can be played on mats on the ground), the size and height of the equipment or the way we take on different challenges for different people individually, we can make sure that we deliver an inclusive service for all our customers."



The training has allowed staff at Surrey Choices to think outside the box when it comes to delivering physical activity. This has enabled them to support all their customers to be more active by encouraging them to succeed and to see beyond their physical restrictions so that they realise what is possible.

Having attended the Sainsbury's Inclusive Community Training workshop, Dexter explains how getting their staff and customers involved in physical activity has been a very rewarding experience:

“It's great seeing the enjoyment on our customers' faces and the sense of achievement when they try sport for the first time.”

Reflecting on his experiences of the training, Dexter added:

“I really enjoyed taking part in the Sainsbury's Inclusive Community Training workshop. From a personal perspective, it was very interesting finding out how different sporting activities can be adapted and modified to suit the sports needs as well as accommodate the physical restrictions of the many different customers we have.”



Head of PE praises Sainsbury's Inclusive PE Training

Sainsbury's

Active Kids

For All

Inclusive PE
Training Programme



Since January 2013, more than **11,000** teachers, school staff and trainee teachers have benefitted from attending a Sainsbury's Active Kids for All Inclusive PE Training workshop. Head of PE at Westcroft School and workshop tutor, Paul Lord tells us about his experiences and what he enjoys most about delivering Inclusive PE Training.



Paul Lord, Director of Sport and Head of PE at Westcroft School in Wolverhampton, has delivered over **30** Inclusive PE Training workshops across the Black Country, Staffordshire, Shropshire and Birmingham. Alongside teaching for over **30 years**, Paul has been a tutor for the programme for **three years** and thoroughly enjoys his role delivering these workshops.

Paul told Activity Alliance:

“I really enjoy delivering the Sainsbury’s Inclusive PE workshops. The most pleasing aspect is when delegates realise it isn’t that difficult to ensure access and progress for all children and students.

The practical sessions involving the STEP tool and the Inclusion Spectrum enhances the participant’s confidence and also makes them aware that it’s ok not to know the ‘next step’ and to ask the children what they think it might be! I try to stress the importance of questioning and of teaching the children the STEP principle, so they too can lead on delivering inclusive activities.

Feedback from all the courses is very positive and staff comment on how it has improved their confidence and how they will use it the next day they are back in school. They enjoy the practical aspects the most but also comment on how it is useful to talk

to the staff from other schools and share experiences, ideas and thoughts.

I truly believe staff go back to schools and use the simple ideas and tools from the course to give children a high quality inclusive PE experience. When I talk to staff at different courses and sporting events, they tell me of the positive effect it has had on their PE delivery.

I believe all staff involved in delivering and supporting PE and school sport should attend the Sainsbury’s Inclusive PE Training to get this basic knowledge. I also work with Wolverhampton University students and have seen them apply the principles in lessons they deliver. I believe all PE and sport students who are going to teach or coach should attend this course or have it provided as part of their training. This would have a massive impact on teaching and learning within their schools and coaching environments.”



Get Out Get Active



Our Get Out Get Active (GOGA) programme is now 18 months into delivery and continues to provide fun, inclusive activities for disabled and non-disabled people to enjoy together. Funded by Spirit of 2012, all programme partners are committed to getting some of the UK's least active people moving more.

The programme runs for three years (2016-2019) in **18** localities and is supported by a network of **15** national partners. Through GOGA we aim to increase the demand for, and provision of, genuinely inclusive activities across local authorities, sports clubs and voluntary groups. We want to motivate more people to lead healthier lifestyles by tapping into their values and the things that matter most to them. By doing this, we can actively challenge peoples' perceptions of disability and build stronger, more unified communities.

Across the **18** GOGA locations, partners are engaging inactive groups in 'active recreation' underpinned by Activity Alliance's Talk to Me principles. Using in-depth local knowledge and national partner expertise we are reaching more people, who have the greatest need to get out and get active.

From April 2017 to March 2018, the GOGA programme has:

- Engaged **5,500** unique participants in GOGA activities. Taking the overall total to **7,500** individuals to date.
- Delivered over **500** different activities via **3,000** sessions nationally, including: Nordic walking, family fitness classes, cycling, swimming, chair-based exercises, walking netball and more.
- Recruited over **300** volunteers to a variety of roles to support local delivery.
- Trained more than **600** individuals in inclusive communications, engagement, nutrition, volunteering and peer mentoring.
- Held our second GOGA conference for partners and key stakeholders. Next year's conference will be hosted as an International Society for Physical Activity and Health (ISPAH) satellite event.



Volunteer, Bradford:

"Volunteering for the project has made me feel very positive and enthusiastic, and I have fun! Being involved has increased my confidence, and meeting the people has had a positive impact on my life. It's been a rough past six months, so doing sport and being part of GOGA has really made me happy."



Six to 12 months after their initial involvement in their local GOGA programme:

- **Nine in ten** people feel they are now a strong part of their local community.
- **Seven in ten** people said they are doing more physical activity than when they started attending GOGA sessions.
- **Six in ten** people have improved their perceptions of disabled people.



Over two thirds of people are still involved with GOGA and all say they plan to continue for **12 months** or more.

GOGA's impact extends beyond engaging people in active recreation and volunteering opportunities. We will use key learnings to improve how organisations work in partnership effectively to get people into activity, and then how best to keep people engaged. By sharing our findings with others we hope to inform future practice and influence investment.

For further information, please visit

www.getoutgetactive.co.uk

or contact one of the team by emailing goga@activityalliance.org.uk or call **01509 227750**.

Couch to 5km participant, Lincolnshire:

“I’ve gone from no activity to completing the ten weeks, losing 10lbs in weight, stopped smoking and cut down on the booze. I’m now more determined to keep going and build on my fitness.”



Super Seniors in Stoke-on-Trent

On 27 September 2017, Get Out Get Active (GOGA) celebrated National Fitness Day with a series of news stories highlighting some of the fantastic fitness sessions taking part in GOGA locations all year-round.

We know the benefits of regular exercise include a healthier heart, increased wellbeing, and a better quality of life. Research also shows that if you exercise in company, you are more likely to stick it. The social atmosphere creates a positive environment that is important in helping us to have fun.

Stoke-on-Trent is one of **18** GOGA locations supporting disabled and non-disabled people to take part in fun and inclusive activities together.



Stoke



Here, Kate Beer, Theme Lead - Communities at Stoke-on-Trent City Council, tells us about the benefits of regular fitness opportunities that are accessible at a local level:

“The project started as a six week taster programme called ‘Get fit for Christmas’ at Dresden Scout Hut. By the time it finished it had become so popular, everyone asked if it could carry on. So, from January 2018 we called it ‘**Super Seniors**’ fitness class and it has been going strong ever since.

Janet Henson, the instructor, leads each session in the same scout hut, every Friday morning from 10-11am. She also helps to promote the sessions with flyers and participants spreading the word.

Our regular participants are a mixed bunch - retired locals, over 50s, disabled and non-disabled people, and individuals from the BAME community. They all have different fitness levels

so it’s important that we offer lots of adapted exercises so everyone can take part together.

We’ve seen class numbers grow over the last few months. Participants say they are seeing and feeling the benefits of regular exercise and have all made new friends. It has helped decrease their social isolation and some of them now enjoy going out for coffee after the class. The group also reported that they have more energy and have improved their mobility, strength, posture and balance.

Since attending the classes some participants have gone on to volunteer at local community events, including Armed Forces Day, teddy bear picnics and fun dog shows.

Stoke-on-Trent’s Super Seniors are a fantastic example of how local, inclusive fitness activities can lead to improved individual physical and mental wellbeing, and a stronger sense of community.”



Events

Our events programme is funded through fundraising and sponsorship, and backed by a dedicated team of volunteers. Over the years, our team has delivered and supported opportunities for disabled people of all ages and abilities, including local and international events in many sports.

Typhoo Athletics Programme

Our 2017 national junior athletics programme was once again supported by Typhoo Tea, enabling over **1,550** athletes to compete at a regional and national level.

The North West region took home the team trophy after two days of competition at the National Junior Athletics Championships. Michael Buchan from North East region picked up the Lions Club UK Endeavour Award. Esme O'Connell from East region and Ross Paterson, from Scotland were awarded best Female and Male Performances.

We also had a record number of volunteers from the Lions Club International UK help out with everything from parking and lunch distribution, to supporting the athletes and officials. They also provided an incredible £6,000 donation towards the national event.

In numbers:

- **200** athletes took part in the Typhoo National Junior Athletics Championships 2017.
- **1,350** athletes took part in nine regional Typhoo events.
- **200** officials gave up their time.
- **450** people volunteered.

Junior athlete

Ross Paterson, said:

“Thank you to Typhoo Tea for their continued support and to Activity Alliance for a great event over the course of the weekend. I’m delighted to have won three golds over 100, 200 and 400m as well as this trophy.”



British Para-Swimming

Record breakers made a big splash at the National Para-Swimming Championships in December 2017.

14 World and 22 European records were broken over the two day event. This year's Championships also marked the return of swimming legend Ellie Simmonds, following a year out of the sport. Renowned for highlighting future talent, the event is an important marker for **British para-swimmers** in the lead up to **Tokyo 2020**.

Craig Nicolson, Performance Pathway Manager, British Para-Swimming said:

“The National Para-Swimming Championships is a key event within the British Para-Swimming calendar and acts as an end of year benchmark competition for swimmers. The partnership we have with Activity Alliance on this event is now into the third year. This demonstrates that both partners value each other's role and that the event is meeting our needs. The organisation and delivery of the event was excellent this year and the number of entries continues to grow year-on-year. We look forward to working with the team again on next year's event.”

This year, also saw the return of the National Junior Para-Swimming Championships. Funded by Swim England, the event was held in Sunderland in June 2017, with over **100 swimmers** aged 10-16 years old from all over the UK taking part. The event will move around the country as part of our four year partnership (2017-2021) with Swim England.

Partnerships

Activity Alliance worked in partnership with Youth Sport Trust and National Disability Sports Organisations to produce a video to help improve the delivery of inclusive sports opportunities in schools. The video highlights how schools can work together with expert partners to ensure their School Games offer is inclusive for all pupils.

Promoted through Youth Sport Trust's School Games network, the video along with the Inclusive Health Check provide advice, guidance and on-going support to teachers and School Games Organisers on how best to deliver school sport for young people with specific impairments.

Safeguarding

Activity Alliance has achieved the preliminary level for safeguarding standards for sport. This has resulted in a very informative implementation plan for the whole organisation to ensure we support and promote the wellbeing of children and young people. We have also played an active role on both the safeguarding children and young people and safeguarding adults in sport partnership groups.

Internal event management

This year, we worked with the GOGA team to deliver the second Get Out Get Active Conference in Birmingham in September. The event brought together partners and key stakeholders to showcase better practice and provide a valuable networking opportunity.



Fundraising

Fundraising has enjoyed another successful year, with continued support from the Lions Club International UK, Typhoo Tea and Betway. We also reignited our corporate relationship with Nationwide Building Society for the Vitality Big Half Marathon. Total funds raised over the year amounted to **£104,997**.



Total funds raised over the year amounted to
£104,997

Here are some of our fundraising highlights:

- Lions Clubs International UK part funded the National Junior Athletics Championships with a generous donation of **£6,000**.
- Typhoo Tea supported our athletics programme with a donation of **£29,000**, enabling us to continue providing regional and national participation opportunities for young aspiring athletes.



- Betway employees raised **£15,429** this year, drawing their two year partnership with us to a close with a fantastic overall total of **£55,429**.
- Virgin Money London Marathon 2017 saw **26** runners complete the course raising in excess of **£33,000**.
- The Vitality Big Half Marathon was introduced to our fundraising calendar. A thriving relationship with Nationwide Building Society saw **27** employees run the event in March 2018, with a target of raising **£10,000** over two years. The event aims to become a principal fundraising event alongside the London Marathon as we move into the next financial year.



**Thank
you!**

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

Next year, we hope to build on these relationships and develop more long-term partnerships. We also aim to diversify our fundraising events calendar to offer individuals new opportunities and increase fundraising income.



Finance

Activity Alliance's total income for the financial year 2017-18 amounted to £3,101,093, an increase of £510,000 on the previous year. Sport England continues to be one of the charity's largest funders, investing £1,214,495 this year. Spirit of 2012 provided £1,278,675 for funding the second year of our Get Out Get Active programme. This investment accounted for the main increase in income during the year.

This year, we received **£180,000** of National Lottery funding to support the final months of Sainsbury's Inclusive Community Training delivery, the programme came to close in September 2017. The four-year scheme delivered over **750** workshops and trained over **10,500** support workers, healthcare professionals, volunteers and community groups. This success has enabled us to secure Sport England Lottery funding for a new three-year programme beginning in 2018-19.

Launched in June 2018, the Inclusive Activity Programme will train a further **8,500** individuals

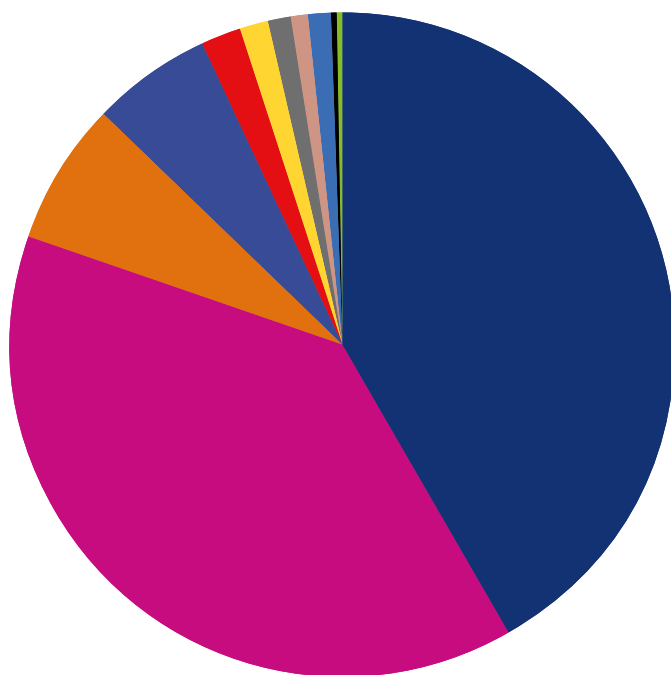
in England, equipping them with the skills and confidence to engage disabled people and people with long-term health conditions more effectively in activities.

Activity Alliance's dedicated volunteers raised **£60,568** for the charity through a variety of means including running the Virgin Money London Marathon and Vitality Big Half Marathon. Betway staff raised a further **£15,429** this year, bringing their two-year partnership with us to a close. Our event teams secured **£29,000** of funding from Typhoo Tea to support the delivery of the 2017-18 junior athletics programme.



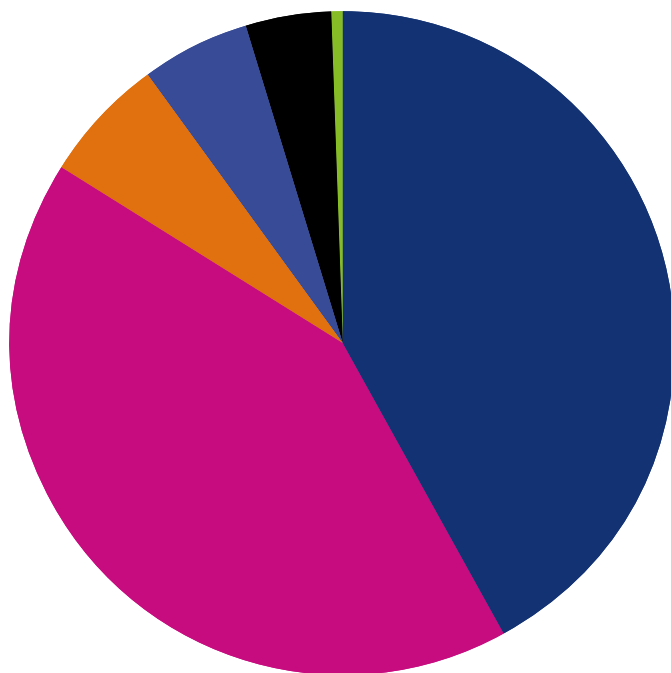
Income Year Ended 31 March 2018

Spirit of 2012	1.3m	■
Sport England	1.2m	■
Sainsbury's IPE	213k	■
Lottery Inclusive Training	180k	■
Donations and legacies	60.5k	■
British Gas	49.5k	■
Others	31.9k	■
Typhoo Tea	29k	■
Disability Sport Events	27k	■
Betway staff	15.4k	■
Investment income	1.4k	■
Total	3.1m	



Expenditure Year Ended 31 March 2018

Sport England	1.2m	■
Get Out Get Active	1.2m	■
Lottery Inclusive Training	167.9k	■
Sainsbury's IPE	157.4k	■
Disability Sport Events	117.8k	■
Others	9.8k	■
Total	2.9m	





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alliance**
disability
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sport

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

Activity Alliance

SportPark, Loughborough University
3 Oakwood Drive, Loughborough
Leicestershire, LE11 3QF

☎ 01509 227750

✉ info@activityalliance.org.uk

🏠 activityalliance.org.uk

📘 ActivityAlliance

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Activity Alliance is the operating name for
the English Federation of Disability Sport.
Charity Registration Number 1075180.

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Special Olympics GB, Tennis Foundation.