

# Sainsbury's

Active Kids

For All

Inclusive Community  
Training Programme

For all ages



LOTTERY  
FUNDED



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ENGLAND

## Sainsbury's Inclusive Community Training (AK4A ICT) Programme Engaging with the targeted audience

AK4A ICT has been designed for those who directly support disabled people within the community. Due to the introductory nature of the training these people are likely to be from the community and disability sectors as opposed to sports based organisations or backgrounds. The training will help this network to develop the skills and confidence to include disabled people in sporting activity.

**Why is this our focus audience?** Through the Active People's Survey we are aware that there is a large latent demand for sport by disabled people, yet practically it is a challenge to identify where disabled people are, in order to engage them in various initiatives. By educating and working directly with support workers, parents, carers, healthcare professionals, volunteers and community organisations and groups, we have the opportunity to further establish a pathway for disabled people in physical activity and sport.

### Target Audience:

Typical workshop attendees are likely to be;

- Support workers including those in day, community and faith centres
- Parents
- Carers
- Healthcare professionals
- Volunteers
- Community based groups and organisations.

Those people working within sport specific environments will be signposted to access inclusion training identified or provided by their National Governing Body of sport (NGB). **Please note this training is not suitable for qualified coaches.**

To help you identify appropriate audiences consider the following checklist;

- Representing a community based organisation or group
- The primary focus of this organisation / group isn't currently as a sport or physical activity provider
- Has direct access or contact with disabled people
- Has the opportunity to introduce physical activity and sport to disabled people.

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## Methods of engagement:

Some CSPs may have existing routes to this target audience through county based forums or existing relationships, for those that don't here are a few options that will be available to you to identify potential workshop participants;

- EFDS engagement toolkit
- Use of EFDS service and reach mapping documents
- Local authority data sets and connections
- National data sets such as <http://www.dotcommunity.co.uk/>
- Utilising expertise of EFDS Engagement Advisors and the sports coach UK CNM team.

The AK4A team will be working at a national level to engage with a number of disability sector organisations, charities and community organisations to promote this training, where delivery through these organisations can happen at a local level we will make contact with the relevant registered CSP.

To make it easier for this audience to access the training you may also want to consider:

- Varying the location of workshop delivery; during the pilot phase people were prepared to travel approximately 25 miles to access this training
- Hosting the workshops at appropriate times; during the pilot phase attendees suggested that workshops should be held during the working day or during the weekends, if held in the evening, workshops should look to start at 6pm. Attendees also suggested that we should avoid hosting workshops within school holidays and during weekend evenings as these are less likely to be attended.

## Alignment with Sport England strategy:

The Sainsbury's Inclusive Community Training (ICT) aligns very well with some of the key areas of the new Sport England strategy. For example:

- Reach to inactive groups - ICT supports the development of new physical activity opportunities and acts as an engagement tool to increase CSPs reach to disabled people
- Supporting volunteers – ICT gives volunteers the skills, knowledge and confidence to work with all individuals in sports based activity
- Relationships with non-traditional sports organisations – ICT supports CSPs to establish relationships with the non-sport sector, for example; community organisations, local charities and user-led groups.

Given the focus on the new Sport England strategy, don't forget to use the Sainsbury's Inclusive Community Training to your advantage to support you to deliver on elements of the strategy.

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