



**English Federation  
of Disability Sport**

Making **active lives** possible



# Making active lives possible

English Federation  
of Disability Sport

Annual review 2015-16



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# Dear Members and friends,

Welcome to this sixteenth Annual Report of the English Federation of Disability Sport (EFDS). I am pleased to introduce this review and I hope you will enjoy it and feel part of a successful year for your organisation.

This year has been a very significant one with the Government producing its new strategy for sport. In December, we welcomed Sporting Future, the Government's 'New Strategy for an Active Nation', with its focus on inactive people, children and young people and under-represented groups. We are encouraged by the genuine opportunity it creates for disabled people to be active and EFDS member organisations took a full part in the subsequent development of Sport England's response, which is embodied in their new strategy 'Towards an Active Nation'. This new environment gives us all a stronger platform to challenge for and deliver better results.

The advent of these new strategies comes at a time when we have to acknowledge that Sport England's latest Active People Survey (APS) results, whilst showing positive returns particularly for women, reveal a slight drop in disabled people being active. This reinforces the importance of our work and the need to create far-reaching and positive influence throughout the sector. The tremendous result in securing funding from Spirit of 2012 for the Get Out and Get Active programme will really help EFDS and our partners to put into practice what we have learned from disabled people about getting active so that we can deliver real change on the ground across the UK.

EFDS is a Member organisation and working with you helps us to be a stronger enabler for others. We cannot do our work alone, so thank you again for your time and energy

in making active lives possible. Please continue this vital work and let us know how we can work better together. We continue to attract Associate Member applications adding significant strength to the organisation and broadening our advocacy base. Member and other non-member organisations alike are promoting our Charter for Change, whilst the Minister for Disabled People, Justin Tomlinson, has publicly supported this and our wider work at our Making Active Lives Possible conference and in the House of Commons. Sport England remains our largest funder and we are in the middle of the two-year award to support our commissioned programme of engagement, research, and marketing and communications work. Our relationship with the Sport England team is effective and my role with them as a Main Board and Committee member gives me valuable opportunities to promote the importance of sport and physical activity for disabled people with fellow Board members and the executive. I have similar responsibilities and opportunities as a Trustee of the London Marathon Charitable Trust.

My thanks go to my Board colleagues who have supported me over the year. We have a strong, committed Board with a great range of skills, knowledge and experience. I respect all their valued contributions, their dedication and the time they devote to EFDS. This year we say goodbye to two excellent Trustees who have given huge support to the organisation. Lee Mason and Rashmi Becker have both helped us to move our strategies forward and we know they will remain connected to the cause.

I always save some of my last words to pay tribute to the dedication and the spirit of the team at EFDS. Barry Horne continues to lead a team that embraces challenge, seeks out opportunity and shows enormous commitment in everything they do. My thanks go to them all and this review highlights examples of their excellent work.

Yours sincerely,

**Charles Reed**

# Overview of the year 2015-16

Our Chief Executive, Barry Horne, outlines some of the highlights.



Looking back at the Annual Reports over the last few years, I remain incredibly proud of what we are achieving. There is some hugely impressive content in this report outlining what EFDS, our Members and partners are achieving through collaboration. In this overview I will pull out some key highlights to give a flavour of the work we do.

However, I think it is essential for us all to understand why we must embrace the opportunities currently articulated by the Government and Sport England to facilitate a major shift in the level of activity amongst disabled people. EFDS's purpose is to **make active lives possible** by enabling organisations to support individual disabled people to be active and stay active for life. We know that seven in ten disabled people want to be more active and yet Sport England's Active People's Survey, despite short-term surges and declines, shows that the fundamental position has been largely flat over the long term.

I believe that the Government has issued a call to arms to deliver a step change in that position. More than ever before, EFDS will work tirelessly and in collaboration with others to deliver significant and sustainable change in disabled people's participation over the next four years.

Despite our determination to further increase our impact going forward, I am still delighted to share some of the highlights of the past year. I invite you to dip into some of the detail set out throughout this report and on our newly revamped website.





My highlights include:

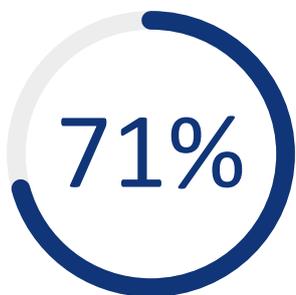
- We have engaged much more actively with Disabled People's Organisations and many of them joined us, Disability Rights UK and the Minister for Disabled People, Justin Tomlinson at our Making Active Lives Possible conference which focused on the EFDS Charter for Change
- Almost all National Governing Bodies of Sport (NGBs) attended our briefing sessions to learn more about our research and insight findings and discuss how to strengthen their inclusive provision
- We worked closely with National Disability Sports Organisations (NDSOs) to bring new research and insight to bear on all our work and strengthen our collective and individual communications
- School Games Officers, schools and local organising committees are now using the inclusive school health check developed by us to facilitate greater inclusion in the School Games at all levels
- Most County Sports Partnerships (CSPs) have been able to use our support to engage new partners through our Regional Forums and our Engagement Team has helped to reinvigorate regional activity and membership
- Attendance at Sainsbury's Inclusive Community Training Workshops were more than double the previous year
- We found new and sustainable ways to communicate. More and more people follow us on Twitter, access our website and read our blogs. Our Me, Being Active films give a voice to disabled advocates who outline the power of active recreation and inclusion. Our popular Inclusive Communications Guide was turned into an animated film which continues to enable hundreds of organisations to apply better practice principles
- In January 2016 Spirit of 2012 awarded £4.5m to a UK-wide consortium led by EFDS to deliver an exciting new Get Out and Get Active programme aimed at disabled people and some of the country's least active people.

I hope you enjoy our Annual Report but more importantly, I look forward to working with you to see just how much more we can do together in 2016-17.

**Barry Horne**

# Our year

Some of the 2015-16 highlights:



of County Sports Partnerships directly engaged with new partners through the regional forums

2,339

people attended **176 Sainsbury's Inclusive Community Training workshops** organised through County Sports Partnerships. This is an increase of **1,432 attendees** from the previous year

45

National Governing Bodies (NGBs) of sport attended briefing sessions

22

inclusive communication workshops to a total of 279 sports development professionals

254

clubs have accessed and completed the Inclusion Club Hub ([www.inclusion-club-hub.co.uk](http://www.inclusion-club-hub.co.uk)) with **1,240 in total**



213,000

sessions and **501,000** page views on [www.efds.co.uk](http://www.efds.co.uk)

**Three top resources for County Sports Partnerships:** Inclusive Communications Guide and video followed by research reports and inclusive communications workshops

Over

500



news stories published

21

insight and research workshops at a county, regional and national level



17,000

Twitter followers  
[@Eng\\_Dis\\_Sport](https://twitter.com/Eng_Dis_Sport)



2,000

Facebook likes  
[EnglishDisabilitySport](https://www.facebook.com/EnglishDisabilitySport)



48

blogs published  
over the year



national research and insight briefings with 45 National Governing Bodies of sport

Representatives from

**70**  
organisations

attended the Making Active Lives Possible Conference

Since its launch in 2014, **375 School Games Organisers, 1,140 schools** and **26 Local Organising Committees** have completed the Youth Sport Trust Sainsbury's School Games Inclusive Health Check



Monthly newsletter to over **1,000 contacts**

January 2016, Spirit of 2012 awarded **£4.5 million** to a UK-wide consortium led by the English Federation of Disability Sport



Inclusive Fitness Initiative Mark accreditations awarded to 13 leisure centres across the country

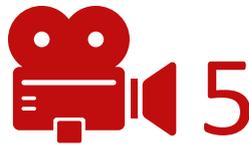
**582**

individuals registered for our e-learning package- Delivering an Excellent Service for Disabled Customers

Inclusive Communications Guide turned into an animation film with

**1,600**

views so far



**Me, Being Active** films that advocate the power of active recreation and inclusion with over **2,000 views** so far



Two new research reports released in partnership

Delivered the LEAD (Leading Equitable and Accessible Delivery) improvement toolkit to **six County Sports Partnerships**



**Sainsbury's Active Kids for All Inclusive Community Training** delivered **197** workshops, trained **2,651** and had participants, had an estimated potential reach to over **25,000** disabled people

Since the start of the project in 2013, Sainsbury's Active Kids for All Inclusive PE training recorded **7,600 teachers, school staff and trainee teachers** with free face-to-face training and resources



IFI accredited equipment list expanded to **135 items**

Exclusive **weekly alerts** containing articles that relate to disabled people, sport and physical activity



Over **1,500** young disabled athletes took part in seven Typhoo regional and the national championships.

# Engagement and partnerships

EFDS has a team of Engagement Advisors to support local and national work. The Engagement Advisors cover nine regions across England. Along with our National Advisors they support key strategic partners, including County Sports Partnerships (CSPs) and National Governing Bodies (NGBs) of sport. Their work helps these partners to be more effective in enabling more disabled people to be more active.



The team has five main areas of work:

## 1. Improving routes to market

We support disability, sport and active recreation organisations to increase their connections with disabled people, charities, local groups and support agencies. Our resources help to identify useful contacts and provide the expertise to reach more disabled people.

As a key Disability Action Alliance member, EFDS has supported the Alliance in recruiting over 80 sport and active recreation organisations. Then, these organisations can take advantage of the opportunity to develop partnerships with the members, whose work supports disabled people. EFDS chairs the sport and physical activity action group with the main aim of connecting non-sport and sports organisations through more contact and networks. Our team has also produced 45 county mapping documents for CSPs, which identify useful organisations, including those in third, statutory, private and voluntary sectors. These help CSPs to build relationships in order to offer and promote their activities. Using this mapping resource, 69% of CSPs have built new partnerships with disability organisations.

“I’ve been extremely happy with the support offered by various members of EFDS staff that I/we’ve engaged with. They are always prepared to go out of their way to help with enquiries, issues, share good practice and anything else asked of them. The resources and research have proved to be extremely useful for both our use and sharing with partners to help.”

### A CSP lead

“Age UK’s relationship with EFDS has been an incredibly productive one over the past 12 months. Through this relationship they have supported us to engage with a number of National Governing Bodies of Sport and National Disability Sports Organisations.

“We have connected with various different sports bodies and there has been a good range of work. This has involved signposting to existing provision, partnerships on toolkits, and adapting sports to engage with more older disabled people.”

### Age UK



Through the regional forums,  
**71%**  
of CSPs have directly engaged with new partners

## 2. Create and support networks

We organise and chair national briefing sessions as well as regional disability sport and physical activity forums. This year, we arranged two NGB briefing sessions and all 45 NGBs attended. This enables us to present the latest research and support them to apply the insight in their own work.

Over the year, the team has coordinated 30 regional forums for CSP strategic disability leads. These opportunities allow us to learn from others, present national research and information, create new partnerships and share good practice.

“The volume of information shared is very useful as well as the opportunity to hear from other agencies and organisations regarding disability sport.”

**A CSP lead**

Through the regional forums, 71% of CSPs have directly engaged with new partners. The most common outcomes of this engagement include collaborating on specific projects, gaining advice and support on programme delivery and developing links to other organisational networks.

“As part of the Disability Steering Group, EFDS has made a valuable contribution in increasing the number of disabled people taking part in bowls over the last 12 months. The specialist advice, insight and examples of best practice taken from other sports have proved extremely valuable when implementing the National Disability Strategic Action Plan and promotional events such as Disability Bowls August. EFDS was also central in the redevelopment of the Working with Disabled People in Bowls module. They provided key insight, knowledge and experience in the rewrite of the additional course materials and tutor presentation. Also, upskilling the current tutors for the module and assisting in the training of new tutors.”

**Paul Humphreys, Development Manager, Bowls Alliance**

## 3. Facilitate joint approaches

We develop regional and national engagement days for sport, active recreation, disability and support organisations to network.

In November 2015, EFDS and Disability Action Alliance worked together to present a half-day conference “Making Active Lives Possible” at the Central Hall Westminster in London. Representatives from 70 organisations heard from leaders in disability rights, sport and Government. Speakers included the Minister for Disabled People, Justin Tomlinson who urged organisations to back EFDS’s Charter for Change.

The team has also organised engagement days at a regional level and piloted regional days in Yorkshire and the North West (Preston).

# Engaging disabled people across Yorkshire

EFDS worked closely with North Yorkshire Sport, South Yorkshire Sport, West Yorkshire Sport and Humber Sport through the EFDS regional forum. The CSPs identified that little progress had been made in terms of time to engage with organisations at this level. Therefore, they decided to facilitate and host an Engagement Day in Yorkshire.

The main aims were to:

- Help further understanding of how disability organisations and networks operate and have input into regional work
- Increase knowledge on disability and support organisations, including their structure, resources, projects and associated personnel involved in sport and active recreation
- Improve the connection to and partnerships with some of the key disability and support organisations
- Provide discussion opportunities on how different organisations can work together better to support each other's outcomes

The EFDS Engagement Advisor coordinated the event with support from CSP colleagues, who facilitated discussions on group tables and presented on specific projects. The organisers hoped the event would be a useful opportunity for regional disability and sports organisations.

They targeted over 30 organisations to attend, hoping to build relations. Speak Up Rotherham promoted it to their regional forums and overall the invitation went to a mixture of health services, social housing and impairment services. There were 17 places available and all were filled with 13 organisations attending on the day.

## **Michelle Hayden at South Yorkshire Sport, said:**

“South Yorkshire Sport (SYS) subsequently contacted the Hesley Group in Doncaster, who attended on the day. Since then, SYS has met with them and taken a colleague who works in the Doncaster area. Together we toured their facility and discussed what else they have on other sites. A colleague will now work with them taking forward a potential Sportivate application linked into their schools and college. Furthermore, three of their 72 residents attended the Doncaster Athletic Club disability session on Tuesday nights after SYS put them in touch. This is the first time they have attended an athletics session and they love running!”



#### 4. Providing strategic support

We work with sport, active recreation, disability and support organisations, offering resources, workshops and increasing awareness of opportunities. The support enables these organisations to achieve better outputs and increase disabled people's participation. Over the past year the team has:

- Delivered 22 inclusive communication workshops to a total of 279 sports development professionals
- Facilitated 21 insight and research workshops at a county, regional and national level
- Recorded 254 clubs accessing and completing the Inclusion Club Hub ([www.inclusion-club-hub.co.uk](http://www.inclusion-club-hub.co.uk)) with 1,240 in total.
- Produced five Me, Being Active films that advocate the power of active recreation and inclusion with over 2,000 views so far
- Enabled 2,339 people to attend 176 Sainsbury's Inclusive Community Training workshops that are organised through CSPs. This is an increase of 1,432 attendees from the previous year. This training has supported CSPs to engage new partners and reach more disabled people, participants and volunteers. Many workshops are already planned for 2016 and 2017.

"EFDS has been a fantastic support to us over the last year – as a small NGB, their wealth of knowledge and network of contacts has been invaluable. A couple of key projects that we have been working on together have been re-shaping the BWSW Disability Programme and the Team Watersports Family Offer. In both projects, EFDS have provided an impartial view and ensured that the work carried out had clear reasoning behind it. They also played a key role in gaining and interpreting insight that was used to shape the Team Watersports Family Offer which is an exciting collaborative project between BWSW, British Canoeing, British Rowing and the RYA"

**Natalie Masters,**  
**British Water Ski & Wakeboard.**



## EFDS resources and support

As part of our monitoring, we asked CSPs how useful they found a range of EFDS resources and workshops. They identified the inclusive communications guide and video as the most useful resource, followed by research reports and inclusive communications workshops.

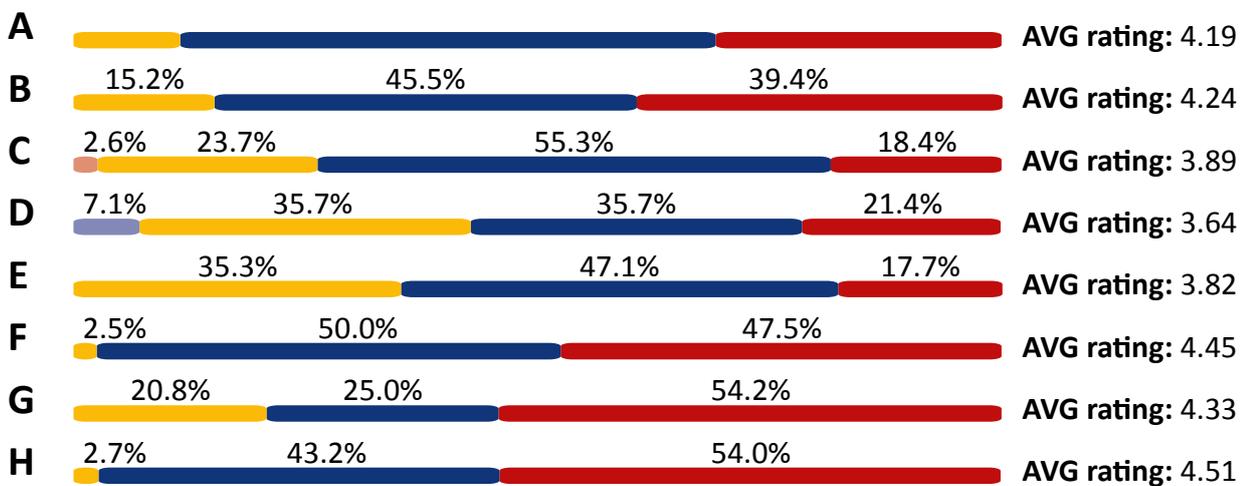


**Table 1:**  
Key for EFDS resources and workshops

| Resource |  |
|----------|--|
| A        | Engagement resource                    |
| B        | Access for all guide                   |
| C        | Inclusion club hub                     |
| D        | Online inclusive customer training     |
| E        | LEAD assessment                        |
| F        | Research reports                       |
| G        | Inclusive communications workshop      |
| H        | Inclusive communications guide / video |



**Figure 1:**  
Usefulness of EFDS resources and workshops





## 5. Self-assessment and improvement:

EFDS develops and delivers the LEAD (Leading Equitable and Accessible Delivery) self-assessment improvement toolkit.

This helps partners to become more effective within their organisation to deliver sport and active recreation with disabled people.

This year, our partnership with the County Sports Partnership Network (CSPN) continues to thrive. LEAD is helping to drive change across England so organisations can improve and achieve disability equality. The toolkit has been successfully delivered to six more CSPs: Active Essex, Sport Across Staffordshire, Sport Nottinghamshire, South Yorkshire Sport, Tyne & Wear Sport and West Yorkshire Sport.

Through our independent review of LEAD all CSPs reported that the process had enhanced their engagement with EFDS. They praised our Advisors for keeping LEAD on the agenda during a period of significant change. CSPs are also encouraging partners to sign up to EFDS's Charter for Change.

The LEAD process has been a contributory factor in the continuous improvement journey from Good to Great for CSPs. It has led to improved communications, increased awareness and profile of disability and inclusion issues for staff, board and partners. For one CSP, Active Essex, it was the inspiration for a month-long disability course for their coaching workforce.

# Active Essex LEADs the way

EFDS's LEAD improvement toolkit was the inspiration for Active Essex's 'Disability Course Month'. In total, they upskilled 66 coaches in February 2016.

This benefited over 500 disabled people in the short term. This is a figure that will continue to increase as the momentum generated by LEAD is carried forward as part of Active Essex's Coaching Plan.

## Hayley Chapman, Sport and Physical Activity Assistant and Disability Lead:

"Our insight work is leading to tangible results for disabled people, building on a county disability forum that is already quite strong. Our EFDS Advisor has been great and LEAD gets the whole team working together. It identifies areas for improvement, and with the right support in place something tangible comes out of it."



# Minister for Disabled People champions EFDS Charter for Change

In November 2015, the Minister for Disabled People, Justin Tomlinson, championed the English Federation of Disability Sport's Charter for Change and urged organisations to back the campaign. Representatives from 70 organisations heard from leaders in disability rights, sport and Government at the Making Active Lives Possible conference.

The event, held at Central Hall Westminster, united key influencers with the aim to tackle low disability participation in sport and physical activity.

Held during the **UK Disability History Month**, EFDS and Disability Action Alliance worked together to present a half-day conference. Attendees included Disabled People User-led Organisations, EFDS Members and EFDS Associate Members.

Since its launch in February 2015, EFDS is asking organisations, and those who support disabled people, to back the **Charter for Change**. EFDS believes that everyone has the power to change opinions and increase the number of active disabled people. This includes those within Government, sport, fitness, health, charities, the media and in wider communications.

The Charter outlines three Asks. This conference focused in particular on the second Ask, which says disabled people will have the same opportunity as non-disabled people to be active throughout their lives. Many disabled people have connections, in some way, to a disability organisation. Given the right support and funding, disability networks can play a crucial role in supporting more people to be active.

## **Minister for Disabled People, Justin Tomlinson, said ahead of the event:**

“In my role I have seen first-hand how taking part in sport and active recreation can benefit and transform lives. However, disabled people's participation is much lower than that of non-disabled people and this has to change. That's why I'm urging organisations to back the English Federation of Disability Sport's Charter for Change.

“Together we can make sure that in the future disabled people have the same opportunities to be as active and involved in sport as anyone else.”

The organisers hope the event helped people to talk more openly about supporting more disabled people to be active for life. Following the presentations, attendees were able to network as well as share their experience and expertise. Among the discussion subjects were engagement, research, marketing and training within sport and physical activity.



**Find out more about EFDS's Charter  
for Change on [www.efds.co.uk](http://www.efds.co.uk)**

# Research and insight

Over the past three years, EFDS has added significantly to our rich bank of research evidence. Our focus is to improve the understanding of disabled people's wants and needs in sport and physical activity. This year, whilst we continue to conduct research to build on our own knowledge, we have increased discussions on how best to use our research findings in a more practical way.

In 2015-16, we continued to promote our successful **Talk to Me** research, explaining to providers the ways in which they can adapt and change their practice to make it more appealing to disabled people.

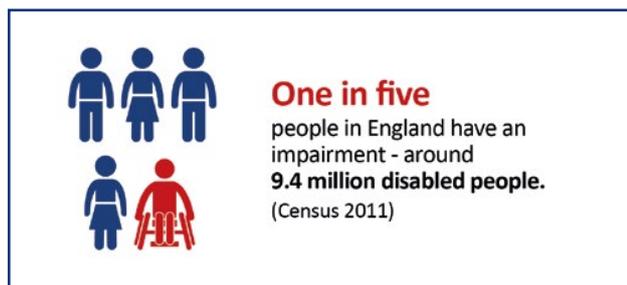
As our research reaches more people, we are building good evidence on the ways in which others have interpreted and implemented the findings in their own programmes.



# Supporters influence disabled people to be more active

A report released in January 2016 shows that eight in ten supporters state they have some level of influence in encouraging disabled people to be active. **Supporting me to be active**, created by EFDS, highlights the important role people who support disabled people play, whether in a professional or personal capacity. The findings aim to give providers guidance on how to engage with these supporters and help increase activity levels of disabled people.

EFDS research has shown that many disabled people often have smaller social networks, which they rely on for day-to-day support. **Supporting me to be active** collates discussions with those who regularly support disabled people to understand their views in more depth. These are their friends, family, and professionally paid support. The people in these networks can play a significant role in encouraging more disabled people to be active.



The report illustrates the impact supporters can have on disabled people's participation. Key to their influence is the relationship the supporter has with the disabled person and the extent to which they are active themselves. In addition, how willing they are to recommend sport and physical activity to the disabled person. Findings include:

- Eight in ten supporters state they have some level of influence in encouraging disabled people to be active
- Supporters offer a variety of emotional and physical support to help disabled people to be active depending on the needs of the disabled person
- The most common type of support given, by six in ten supporters, is acting as a motivator and inspirer. This provides disabled people with new ideas to be active or offering logistical support to enable them to take part

EFDS worked with Future Thinking research agency, in partnership with the English Learning Disability Sports Alliance (ELDSA) and Sport England. ELDSA is a unique partnership between Special Olympics Great Britain (SOGB) and Mencap to promote the inclusion of people with a learning disability in sport and physical activity. This means the sample also ensures a greater representation of people with a learning disability.



EFDS, ELDSA and Sport England hope providers can use the report to maximise supporters' influence in sport and physical activity. The report findings pinpoint particular areas for provider planning, such as marketing, which can influence more supporters to choose their opportunities. They include:

- Helping supporters be confident about an activity and ensure relevant information is available. To be willing to encourage and support a disabled person to be active a supporter must be confident the activity is relevant and suitable.
- Helping supporters' concerns and ensure supporters can access information. It should answer the key questions about safety, facilities, environment, who the activity is for and whether it is competitive or not.
- Targeting supporters better and making them aware of activities, using communications, which appeal to them directly. Thinking more about the imagery, language and contact information can help.

**Adam Blaze, Strategic Lead of Disability for Sport England said:**

“We already know that the people around us can have a big impact on our lives, which means those that are supporting disabled people can do a great deal to support a change in lifestyle.

“This research just goes to show how important it is for the friends and family of, and professionals working with, disabled people to encourage them to get more active. Their decision to help that person to take part in sport or other activities will have a direct impact on their health and emotional well-being.”

**Speaking on behalf of ELDSA, Andy Heffer, Director of Sports & Development at Special Olympics Great Britain, said:**

“This report has confirmed and developed our insight on what we have known anecdotally about the crucial role supporters can play in enabling people with a learning disability to be active. We plan to use this research to continue to work with supporters and disabled people to increase participation in sport.”

**You can download the full report on [www.efds.co.uk](http://www.efds.co.uk)**

## Supporting me to be active report: **Emotional support**

**9 in 10 supporters say that they provide a range of emotional and physical support.**

**Motivator  
and inspirer**



**Cheerleader  
and encourager**



**Consoler and  
confidence builder**



# Supporting National Governing Bodies of sport in research

Our team continues to support NGBs in research and insight. Twice a year, NGBs attend the popular research briefings, which have switched focus towards NGBs sharing the research they are leading on to do with disabled people in their sport. Providers also present on the differences it will make in their work.

As well as these briefing opportunities we also offered bespoke support to various NGBs, who are seeking to improve their understanding of disabled people in sport.

## Bowls

We helped bowls develop a questionnaire to survey their current membership. The findings provide more detail on the number of disabled players, as well as the views of non-disabled players on bowls as a sport for disabled people.



## Exercise Movement and Dance Partnership (EMDP)

We supported EMDP to capture useful information through relevant questions in their survey. This helped them to understand how many disabled people currently take part in their activities and how they can improve opportunities.

## Canoeing

We continue to give ongoing support to help the sport improve what it offers to disabled people. This includes attending coaching conferences to present on the Talk to Me principles. Also, encouraging them to think about ways in which they apply the principles in their day-to-day practice.

## Team Watersports

We worked with British Canoeing, British Rowing, Sailability and British Waterski and Wakeboard Association as a partnership group. The work involved developing and promoting a survey to understand the appeal of a joint watersports activity for disabled people alongside friends and family. We delivered the findings to the group, who are now working with watersports centres to trial open days based on research results.

We also have had a pivotal role in research steering groups for athletics and football. Our team is helping them to develop their forthcoming strategy and ensure disabled people are a central focus.

# Working with National Disability Sports Organisations in research and insight

We now have a dedicated Sport England-funded resource at EFDS. This role works with the National Disability Sports Organisations (NDSOs) with their research needs.

Many NDSOs share similar goals in their work and EFDS is helping with collaborative research where their interests align. As each NDSO works with different impairment groups, these audiences can face unique needs and challenges in sport and physical activity. Therefore, one of our primary aims is to provide them with useful impairment-specific data and insight. We offer NDSOs a range of support in research from developing plans and conducting research to writing reports and presenting findings.

During the year, individual NDSO research projects included UK Deaf Sport's 2015 participation survey. This explored deaf and hard of hearing people's experiences of sport and physical activity. It provided information, which enabled partners to access data around deaf and hard of hearing people at more specific level.



In early 2016, Dwarf Sports Association UK also conducted a membership and wider participation survey with people with dwarfism. The brief report outlines the key results. This will help Dwarf Sports Association UK and partners to develop better sporting opportunities for people with dwarfism.

In December 2015, six of the NDSOs released a collaborative research report. **Active Beyond Education?** explores young disabled people's experiences of sport and physical activity during the transition from education to adulthood.



# New research calls for better opportunities for young disabled people

New research released in December 2015 highlights a clear need to engage disabled people in sport and physical activity at a young age. *Active Beyond Education?* was produced in partnership and illustrates some of the ways to prevent a decline in participation as people move into adulthood. The findings will support educators, healthcare professionals and sport providers to deliver more accessible activities for young disabled people.

**Active Beyond Education?** was commissioned by six of the UK's National Disability Sports Organisations - **British Blind Sport, Cerebral Palsy Sport, Dwarf Sports Association UK, LimbPower, UK Deaf Sport** and **WheelPower**, in partnership with EFDS and supported by Sport England's Inclusive Sport Fund.

NDSOs will use the findings to shape future provision of sport and physical activity for young disabled people and support more people with specific impairments to be active.

The research explores young disabled people's experiences of sport and physical activity, during their transition from education to adulthood. Key findings include why disabled people do and do not engage in sport and physical activity as they move on from education. Internal factors (such as individual physical and psychological capability) and external factors (like access to opportunities) play a key role in influencing future participation.



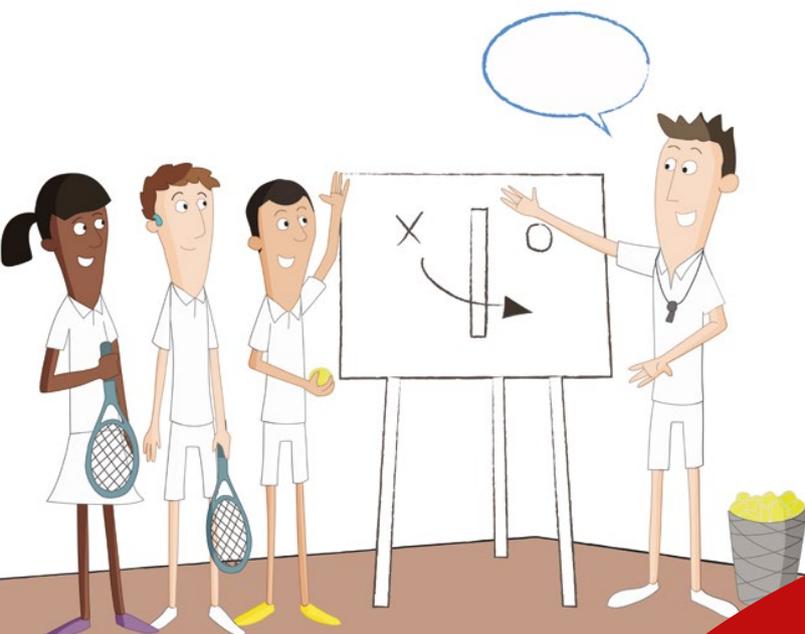
The report highlights:

- Young disabled people can struggle to take part in sport and physical activity due to a deterioration or change in their physical condition.
- Young disabled people often lack 'life skills' such as confidence, independence and resilience. These skills can be crucial in enabling them to seek physical activity opportunities outside of the school environment.
- Participation in sport and physical activity is dependent the available opportunities meeting a young disabled person's motivations to take part. These motivations can often change during the transition from education to adulthood.
- A number of key external factors impact a young disabled person's opportunity to engage in sport during the transition period. These include access to sport inside and outside of school, support received from family and friends, availability of adaptive support, equipment and other resources.
- One of the biggest declines in sports participation of disabled people occurs around the time they leave education, between the ages of 16 and 25 (Sport England Active People Survey 8, 2014).

As well as understanding the reasons why disabled people do and do not participate in sport during this period, the report also outlines some specific recommendations for educators, healthcare professionals and sport providers. These note some of the ways in which they can provide better opportunities, to maintain activity levels of young disabled people after they leave education:

- Healthcare professionals (e.g. physiotherapists) should be encouraged and guided to recommend suitable sport and leisure activities to young disabled people.
- Training and guidance for educators should include advice on how to enable young disabled people to better engage in PE lessons. Such guidance should include strategies for developing young disabled people's 'life skills'.
- Providers should reach out and engage young disabled people in sport and physical activity earlier. Either while they are still in education or in settings where they feel comfortable.
- Greater access for individuals and providers to bid for funds to support sport and physical activity participation of young disabled people during the transition from education to adulthood.

Moving forward, NDSOs will use this research to work with educators, healthcare professionals and sport providers. This will further develop more comprehensive, long-term strategies to address the current decline in young disabled people's participation in sport during the transition from education to adulthood.



**The Active Beyond Education?**  
report is available on [www.efds.co.uk](http://www.efds.co.uk)



# Supporting England Golf

Jamie Blair, Disability Manager, England Golf

Every two years England Golf asks its affiliated clubs to complete a survey to help us understand the landscape. It also informs us of where we can improve our support to create stronger clubs. Since 2010, we have seen an 18% increase in the number of clubs reporting disabled members, with a total of 14,590 recorded in club membership in 2014.

Having this knowledge, we can support those golf clubs reporting disabled members to engage and retain these people in golf. For those that are not currently aware of their disabled participants, the evidence helps us to show them that their existing offers are already inclusive of disabled people.

With input from EFDS's insight team, we were able to compile our findings into a short report: **Game for All**. The report presents a comparison of the activities, initiatives and partnerships that clubs who report disabled members have, compared to those who do not currently record them.

EFDS also provided us with examples of how other sports had collected their data and created practical outputs. This included having the opportunity to speak to leads at other sports and present at insight briefings. We wanted to show other governing bodies what we were able to do, using the resources available to us.

Using the EFDS 'Talk to Me' Principles we have been able to combine the findings in Game for All with the values. The aim is to help clubs understand what they can change at their facility to make their offers more inclusive and promote golf to engage local disabled people.

Through the training of our County Development Officers, webinars and engagement with partners, including club managers, we hope to continue to grow our level of knowledge and tailor our insight within golf.



# Applying the insight in canoeing

Clarisse Smith, Paddle-Ability Officer and Equality Lead at British Canoeing

EFDS helps our sport by offering a range of bespoke support and advice. The charity's ability to communicate with sports and disability organisations across the country means they can share relevant and up-to-date information. They reinforce this by knowing other providers' better practice and experiences.

Canoeing has benefited from expert advice when developing marketing communications resources and projects or plans. We have found the unique range of insight support particularly useful. This includes understanding EFDS's own research or supporting our own insight development. Throughout the year we met EFDS to discuss the relevance of new research on our sport and look at the findings to influence change. We always enjoy working with their team to analyse our own insight and map out possible outcomes.

When EFDS revealed the 10 principles as part of the Talk to Me report, we used the findings in a number of ways, including:

## **Developing resources for clubs and centres:**

We developed a resource for clubs and centres to help them understand how they can better communicate their opportunities to disabled people. It ensures that the messages they use are more appealing and that they include the relevant information that disabled people are asking for.

## **Review our coach and volunteer education programme:**

We have started to review our current Paddle-Ability modules to include elements of the ten principles. This helps support coaches to understand disabled people's motivations and improve the coaching style to reflect the needs of the individual.

## **Coach Conference:**

EFDS's Research and Insight Manager delivered a workshop on the 10 principles at the annual coach conference.

## **Centres Forum and Regional Coaching Representatives meeting:**

We used elements from the 10 principles to educate attendees at these events. We presented on how to make their projects and programmes more accessible and appealing to disabled people.

## **Influence our own work programme:**

We have used the principles to influence our future programmes and projects. We want to make sure that the support we provide to clubs and centres is meeting market demands and the communication opportunities are maximised through NDSOs and EFDS.



“Working with the support of EFDS has been key to the success of our Paddle-ability programme. Without their help, guidance and support we would have never been able to achieve what we have so far.”



# Reaching more people through inclusive and accessible marketing and communications

EFDS continues to build on our successful marketing and communications work. As well as supporting providers with more insight, practical support and resources, many organisations regularly approach us to assist with their promotions.

Our team supports many organisations to assess and improve the accessibility of their own communications. This year has included running workshops for Parkrun, British Cycling and watersports.

Inclusive communications remains a key focus for EFDS and, through the engagement team, we are able to deliver the principles at a local level. As a result, CSPs identified the Inclusive Communications Guide and supporting video as well as the inclusive communications workshops in the top three of most useful resources.

In April 2016, we ran a national conference on accessible communications, bringing together top speakers. They presented on various key communication strands and were available in the afternoon table sessions.

We have spent the last year developing a brand new website, which will be launched in summer 2016. As a mobile responsive website, it will enable more people to access the information on our most important communications channel.

The marketing communications team's growth in number means we are able to plan and respond quicker to news requests. In addition, we have more people to assist with the providers' increasing demand for help in their communications work. We have expanded our offer to key stakeholders, in our weekly news alerts. In this, we list national and local articles on disabled people, sport and physical activity. This exclusive service is popular with Members and Associate Members as all get access to recent news and current affairs.

In November 2015, we were delighted when our Marketing and Communications Manager, Sarah Marl, was one of 12 professionals to win an **Inspiring Communicator award** at the CharityComms Awards. CharityComms, the membership network for communications professionals working in UK charities, chose Sarah for her continued work to encourage better practice in inclusive marketing communications within sport and physical activity.





# 17,000

Twitter followers

@Eng\_Dis\_Sport



- **2,000** likes on Facebook
- **213,000** sessions and **501,000** page views on [www.efds.co.uk](http://www.efds.co.uk)
- **48 blogs** published over 2015-2016
- **Over 500** news stories published over 2015-2016
- Five **Me, Being Active** films that advocate the power of active recreation and inclusion with over **2,000 views** so far
- Turned the successful Inclusive Communications Guide into an animation film with **1,600 views** so far
- Exclusive weekly alerts of articles relating to disabled people, sport and physical activity
- Monthly newsletter to **over 1,000** contacts

# New film to accompany successful inclusive communications guide

In November 2015, the English Federation of Disability Sport (EFDS) unveiled a new film, designed to complement the charity's successful Inclusive Communications Guide. Through a series of animations, viewers can take a whistle-stop tour of useful communication practices and principles. When embedded, the changes will help providers to reach a wider audience in sport and physical activity, including more disabled people.



Created in partnership with **Tinmouse Animation Studio**, the film explores issues like language, accessibility and alternative formats. Over six minutes it outlines a range of essential principles, which providers can use to improve their own work. EFDS hopes the information enables more people to access opportunities through inclusive and accessible communications.

Since its launch in 2014, **EFDS's Guide** has proved to be an essential resource in sport and physical activity. Written in partnership with Big Voice Communications and Sport England, it has recorded over 2,000 downloads over the last two years.

**Sarah Marl, Marketing and Communications Manager for EFDS, said of the new animation:**

“Many people, including disabled people, continually miss out in sporting communications, sometimes for reasons that would require small changes to the campaigns. EFDS aims to address the main communication barriers that many people experience in sport and physical activity, which also stop disabled people from accessing some opportunities.

“The new film explains some of the key principles in a creative way that can significantly help providers to reach more people. It does not replace the in-depth Guide, but it allows more people to access information in a convenient way. We are looking forward to supporting more organisations to make sure disabled people can be active for life.”



**2.7 million**  
people are colour blind.



**9** The average reading age

**15%**  
have dyslexia



**Sport England's Director of Business Partnerships, Tanya Joseph, said:**

"There are lots of people working hard to make sport accessible to everyone, but they can struggle to get the message across that their activity is open to all. EFDS's new film shows the tools and tactics sports providers can use to let more people know about the inclusive activities they offer, and crucially make it clear that their activity offers a welcome environment for everyone."

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You can watch the full animation on **EFDS YouTube's channel**. The **Inclusive Communications Guide is available to download** on our website.



## Working with National Disability Sports Organisations in marketing communications

Over the past year, EFDS supported the National Disability Sports Organisations (NDSOs) with a wide range of marketing and communication opportunities. Those with limited internal marketing capacity have accessed regular support for promotion of NDSO events, news distribution, content creation and effective communications planning. One key contribution has been external communications and the production of timely media releases for key NDSO announcements.

Between April 2015 and March 2016 EFDS delivered two bespoke marketing and communication training events for NDSO colleagues with marketing responsibilities. The first was a two-day workshop on how to deliver effective marketing and communications and its use in bringing about behavioural change. The second was an interactive social media workshop, with live demonstrations and practical tips on how to maximise social presence.

EFDS also worked with the NDSOs to collaboratively promote sport and physical activity for people with specific impairments. Together we produced a new NDSO information pack, called **Accessible sport for you**.

The pack aims to raise awareness of NDSOs and their valuable work with disabled people and organisations looking for impairment specific advice.

From July to September 2015, NDSOs and EFDS, with support from Sport England, worked together to deliver a mini-awareness campaign. 'Active Summer Fun' aimed to support more disabled people to find fun ways to be active during the warmer months. A key element was using real people's stories to deliver the campaign message. In total NDSOs and EFDS promoted 24 stories from disabled people with a range of impairments about how, where and who they enjoy being active with over summer.

# Active Summer Fun campaign captures disabled people's stories

In summer 2015, EFDS and the National Disability Sports Organisations (NDSOs) launched an exciting participation campaign to encourage more disabled people to be active. From July to September, Active Summer Fun supported more disabled people to find out and play out.

Backed by Sport England, both EFDS and NDSOs promoted the campaign across digital channels using a vibrant collection of images. On social media, many individuals and sports providers used **#ActiveSummerFun** to show their support for the campaign.

To ensure Active Summer Fun was accessible to as many disabled people as possible, the campaign was produced in audio, EasyRead and BSL interpreted video.

Active Summer Fun was created in response to research that shows disabled people are unsure where to find out about activities, are motivated by having fun and want to take part with friends and family.

The event calendar promoted over 120 sport and physical activity opportunities for disabled people during those three months. Disabled people could access information about organisations that can support disabled people to be more active.

The campaign also encouraged disabled people to get involved and tell us how they have enjoyed being active over summer. From July to September we shared 24 stories on the EFDS website from active disabled people. They recall their own activities, taking part in everything from horse riding and sitting volleyball to deaf football and golf.

We hope these stories will continue to encourage more disabled people to find something they want to do and enjoy being active.



# Marking International Day for Disabled People with Me, Being Active films

In December 2015, EFDS marked International Day for Disabled People by launching the Me, Being Active series. In the first of the collection, viewers meet five disabled people and learn more about the benefits they gain from being active. Adding to EFDS's successful **Being Active Guide**, the national charity hopes they provide more disabled people with useful information to lead an active lifestyle.

Meet Cassie, Cath, Chandni, Hannah and Wolf. They are five disabled people with a range of impairments, who all lead active lives. In their own words, each individual shares their personal story. As well as discussing how they first became active, they explain the way it makes them feel.

The **Me, Being Active** films are supported by Disability Rights UK and Sport England. EFDS worked with production company Fuzzy Duck to create the stories that highlight running, powerchair football, gym workouts, dance and cycling.

In 2014, EFDS in partnership with Disability Rights UK released the successful Being Active Guide. The Guide talks directly to disabled people. It gives inactive disabled people access to relevant information, so they have control over where, what and how they can start being active. These films add to the Guide's success, allowing viewers to hear others' advice.

**Barry Horne, Chief Executive for EFDS, said:**

"We are delighted to release this set of films which follow our Being Active guide. They personify what EFDS continually tries to relay to organisations we work with. To increase the number of active disabled people, we need understand more about disabled people's lives. Everyone has individual motivations and different people influence our behaviour. That comes through in each story.

"We want to add to this collection over the coming years, so disabled people can access information, which could encourage more to lead active lives."

The Me, Being Active films are available in a short and full version on our YouTube channel.



# Programmes

## Sainsbury's Active Kids for All

In 2015, working together with partners, we supported more disabled people to have positive experiences within PE, sport and physical activity in school and community settings.

### In School:

#### Tom, Leader of Learning for PE at Heath Park School, said:

“The course allowed us the opportunity to evaluate our current PE offer and then provided us with the confidence and knowledge needed to ensure that PE experiences are high quality for all of our learners.”

In 2012, Sainsbury's invested £1 million into Active Kids for All Inclusive PE training. This is to support trainee teachers, existing teachers and school staff to provide inclusive PE to young disabled people across the UK within mainstream primary and secondary schools.

The project has provided over 7,600 teachers, school staff and trainee teachers with free face-to-face training and resources. It has reached a further 16,700 staff through a cascade model, between January 2013 and March 2016. This exceeds project targets three months ahead of schedule. The programme has since received an extension to deliver a further 120 workshops across the UK.

This training supports the use of teaching strategies, which ensures they can engage all pupils and make good progress in PE. Both of these are essential in outstanding teaching. In England, we deliver this training in partnership with Youth Sport Trust.

## Sainsbury's

Active Kids

For All

Inclusive PE  
Training Programme





Please visit [www.efds.co.uk](http://www.efds.co.uk) for more information or contact the AK4A team  
Email [ak4a@efds.co.uk](mailto:ak4a@efds.co.uk) or call 01509 227751

**Between April 2015 and March 2016, we:**

- Delivered 197 workshops
- Trained 2,651 participants (over 1,100 more than in the previous financial year)
- Had an estimated potential reach to over 25,000 disabled people

**In the Community:**

**Natasha Adams, Princes Trust Team leader, said:**

“The session was enjoyable and hands on, which was perfect for the people that I support. It got all of them considering aspects of everyday life that could be exclusive, so learning could be applied far beyond physical activity and sport.”

We created the Sainsbury’s Inclusive Community Training for those that directly support disabled people of all ages within the community. Through this, we aim to boost knowledge, competence and confidence so that these support networks can be advocates

in introducing physical activity and sport to disabled people.

In September 2013 we launched the training, which is supported by a National Lottery investment through Sport England and delivered by EFDS and sports coach UK. The project will provide low cost training to 10,000 support workers, parents, carers, health care professionals, volunteers, community organisations and groups by October 2017.

**Sainsbury’s**

**Active Kids**

**For All**

**Inclusive Community Training Programme**

**For all ages**





## Inclusive PE Training praised by primary school PE co-ordinator

Recently, an experienced primary school PE coordinator attended the training. She believes PE has the potential to support pupils to gain a range of skills, such as “communication, sharing, teamwork and independent thinking, as well as being able to work in big groups.”

### **She told EFDS that she wanted to improve her knowledge and skillset:**

“My school has a wide range of 30 children of different abilities. We have some autistic children, some children with behavioural issues and some disabled children. There are also pupils who don’t like or enjoy PE, or who are overweight children.”

Therefore, she was keen to develop her understanding and skills to support all pupils with diverse needs to progress in PE lessons.

Described as “highly enjoyable, relevant and informative” by past participants, numerous Sainsbury’s Active Kids for All Inclusive PE Training workshops are being arranged for the next academic year.

The attendee reported that she found the practical elements the best aspects of the Sainsbury’s Inclusive PE Training. Also, the ways the tutor demonstrated how simple, albeit effective, adaptations can be implemented to ensure PE lessons cater for diverse needs.

“Playing table tennis and having the sides of the table up and changing the type of bats - just little things that you would not necessarily think of straight away.”

She highlighted the importance of focusing on communication with pupils. It is important that teachers explain things accessibly and in a way that is age appropriate and clear, or in her words:

“How a task is explained and the importance of simplifying what is said. Those were the two main things that I took from the workshop and can apply to support my pupils.”





“I am a positive role model with enthusiasm and energy. The workshop has inspired me to inspire others!”

## Active Cheshire community volunteer

David, a community volunteer from Warrington, who works with children and young adults, attended a Sainsbury’s Inclusive Community Training workshop organised by Active Cheshire. As he has a hearing impairment himself, he was keen to attend the training to increase his confidence in delivering activities. He wanted to share his own experiences with others. Prior to the workshop, he had never delivered any sport to those with physical impairments. Nine months later, he now feels confident to plan and set up sport and activity sessions for disabled people.

During the workshop, David gained key skills, including how to use the STEP principle and knowledge of the Inclusion Spectrum. Also, he found out about local participation opportunities for himself and the individuals he works with.

The course has not only benefited David, but also the young people he supports. Since attending the workshop he now uses the STEP tool in his sessions to challenge and motivate the participants. He has also started to deliver new sports including boccia and sitting volleyball.

David is keen to share what he learnt through the Sainsbury’s Inclusive Community Training with others, to support them to include everyone in their sessions:

“I have been able to provide first-hand knowledge to people working with participants with hearing impairments in modifying and adapting their sessions.”

David really enjoyed the training. His confidence has increased, enabling him to try new things with participants without fear. He now has plans to progress his skills as a coach and said:

“I now have a much better understanding of how to meet the needs of everyone who takes part in my activities, have made new friends and am inspired to inspire others!”



**Inclusive  
Fitness**



# Inclusive Fitness: Increasing the number of disabled people taking part in physical activity

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 a vital part of EFDS's work to make active lives possible, by growing physical activity opportunities for disabled people within local communities.



## IFI Mark accredited facilities

EFDS continues to manage the 'IFI Mark' – the health and fitness sector's national accreditation scheme for inclusive and accessible service provision. During 2015-2016 IFI Mark accreditations were awarded to 13 leisure centres across the country. Disabled people and those with long-term health conditions can enjoy active lifestyles at these centres thanks to enhanced:

- Facility accessibility
- Staff training
- Marketing, communications and local engagement
- Inclusive equipment provision
- Sports development and widened participation opportunities

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## Inclusive Fitness equipment developments

The IFI accredited equipment list has expanded to 135 items, incorporating upgraded product ranges from established manufacturers. Who continue to embed inclusive and accessible design features into their equipment. To achieve long-term sustainability EFDS is providing ongoing technical input to ASTM International, the American national standards body for the fitness sector. By harmonising standards and international good practice, we can make sure disabled people continue to have access to a wide range of products at their local fitness facility.

## Delivering excellent customer service

EFDS's 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 2015-2016, 582 individuals registered for this online training course to improve customer care levels.

This year, leisure operator LiveWire CIC has fully embraced the IFI Mark principles, achieving accreditation for five centres including two at our highest level, the IFI Mark – Excellent Level. This recognises their outstanding commitment to inclusion. Designed in partnership between EFDS, LiveWire and Active Cheshire, the Inclusive Fitness Warrington project has made a significant and positive impact.

Engaging directly with local disabled people and forging strong strategic partnerships has enabled LiveWire to deliver within community settings as well as their own facilities. Funded by Sport England through Sporta's Make Your Move programme this project is providing fresh insight into disability sector working. EFDS will continue to share this better practice with the wider industry.



## Partnerships and engagement

EFDS's engagement activities with leisure providers, County Sports Partnerships and National Governing Bodies of sport have continued to embed inclusion and the IFI Mark into local and regional development plans. These partnership approaches are yielding exciting new insight and resources to get more disabled people active.

Through our Disability Swim Pilot, EFDS is working alongside national operator Everyone Active around the inclusion of more disabled people in swimming activities. Our focus is on supporting facilities to make their swimming offer more attractive to disabled people, particularly those who are currently less physically active. This pilot, funded by Sport England and supported by the Amateur Swimming Association, will lead to the development of a comprehensive guidance document for leisure operators to enable them to implement better practice.

Outside of the traditional sport sector, our collaboration with the Centre for Accessible Environments has resulted in an Institution of Occupational Safety and Health-accredited course for leisure facility managers: Access and Inclusion – Design and Management of the Built Environment. We look forward to launching this training in 2016.

**Find out more about the Inclusive Fitness Initiative on [www.efds.co.uk](http://www.efds.co.uk)**

## Warrington leisure centres awarded for supporting disabled people

Five of Warrington's well-being centres and neighbourhood hubs have been awarded accreditation for the work they do to help disabled people take part in sport.

Orford Jubilee and Woolston Neighbourhood Hubs, Broomfields and Great Sankey Leisure Centres and Birchwood Tennis & Leisure Complex have all been accredited with the Inclusive Fitness Initiative (IFI) Mark from EFDS.

The centres, all of which are run by LiveWire, had to demonstrate that they provide accessible and inclusive environments and meet the customer service needs of disabled people. They were assessed on their accessibility of facilities and marketing materials, staff training, fitness equipment and sports development.

The accreditation comes after LiveWire managed to secure almost £50,000 in funding from Sport England last year to improve their facilities and services for disabled people in Warrington. LiveWire also currently work in partnership with Warrington Disability Partnership and My Guide Service to ensure their facilities are easily accessible.

LiveWire is the largest provider of Leisure facilities within the Warrington area and is committed to ensuring all members of the community have access to local facilities and activities.

### **Emma Hutchinson, managing director of LiveWire, said:**

"We are so proud to have achieved the IFI Mark accreditation for not just one but five of our facilities. This achievement is testament to the dedication of our staff who have worked hard to ensure that the services we provide are accessible to all."

### **Chris Ratcliffe, Director of Development at EFDS, said:**

"EFDS offer their congratulations to LiveWire on achieving IFI Mark accreditations for their five centres. According to Sport England's Active People survey, four out of five disabled people take little or no exercise.

"It is therefore important that leisure providers take a proactive approach to break down barriers and work alongside local community groups and organisations to improve the services on offer to disabled customers.

"LiveWire are to be praised for the work they have done to achieve the IFI Mark awards and their ongoing commitment to inclusion."



“We are so proud to have achieved the IFI Mark accreditation for not just one but five of our facilities”

# Events

Our EFDS events programme continues to evolve working with national, regional and local delivery partners. We create many opportunities to take part in through direct delivery, partnerships, volunteers and resource development.

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

Since its launch in 2014 375 School Games Organisers, 1,140 Schools and 26 Local Organising Committees have completed the Health Check. We are working in partnership with the Youth Sport Trust to engage with their Inclusion Schools and Development Coaches to measure the impact of the health check, capturing the impact that completing the health check has made to inclusive practice.

Insight from the completed health checks will allow us to work in partnership with the Trust to feed into 2016-17 delivery, refresh the Health Check and inform career and personal development for Sport Games Organisers and coaches.

## Safeguarding

We produced safeguarding resources, which are available to support our partners for strategic and direct delivery. The team will be working in partnership with the Child Protection in Sport Unit in the future to go through the safeguarding standards for sport and ensure we can deliver the highest quality support.

## Partner resources

We worked with ParalympicsGB on a toolkit for their National Paralympic Day events. We also supported Parkrun in developing resources for their volunteers. All these resources enable others to deliver more local inclusive opportunities.

## Virgin Money London Marathon and IPC World Championships 2015

We continued to work in partnership with the London Marathon organisers to support the delivery of the Virgin Money London Marathon wheelchair race. We are proud to manage a fantastic team of volunteers to ensure the delivery of the race. In 2015, the elite wheelchair race also formed part of the International Paralympic Committee World Championships. There were 80 wheelchair, 40 visually impaired and 20 amputee athletes taking part. The event was a great success, highlighting the superb partnership and our team’s work.

## Typhoo partnership

This year we welcomed Typhoo Tea back as a sponsor of the Typhoo Sports for All programme and secured funding for the national and regional athletics events. Over 1,500 young disabled athletes took part in seven regional and the national championships. The North East team retained the regional team trophy with Malachi Oram, from the East region, winning Best Male Athlete and Megan Ashman from Wales as Best Female Athlete.





## National Para Swimming Championships

We were delighted to extend the partnership with British Para Swimming, securing funding for the National Para Swimming Championships for 2015-2017. The event is now a long course event and a favourite among swimmers and coaches.



Read more about the events on offer on [www.efds.co.uk](http://www.efds.co.uk)

# Spirit of 2012 awards £4.5 million for 'Get Out and Get Active'

In January 2016, Spirit of 2012, a charity set up with money from the Big Lottery Fund to carry forward the spirit of the London 2012 Olympic and Paralympic Games, announced they had awarded £4.5 million to a UK-wide consortium led by the English Federation of Disability Sport.

The initiative will be called Get Out and Get Active and the funding will be used to get people active in eighteen locations across England, Scotland, Wales and Northern Ireland.

The focus is on increasing participation in fun and inclusive physical activity, so that disabled and non-disabled people can enjoy recreational activity together. Volunteers supporting people into active lifestyles will be at the heart of Get Out and Get Active.

**Dugald Mackie, Chair of Spirit of 2012 said:**

"There are few more important health issues facing the UK today than the health consequences of sedentary lifestyles, and as an Olympic and Paralympic inspired charity, I believe strongly that Spirit of 2012 should be at the forefront of finding imaginative ways of tackling it."

**Debbie Lye, Chief Executive of Spirit of 2012 said:**

"This initiative can help all of us who are concerned about health and well-being to learn lessons that will support delivery of the Government's new strategy for an active nation. We want to ensure that being active is appealing, accessible, fun and inclusive for people of all abilities. We are determined to understand how we can give people the confidence to enjoy more active lives together with their families and friends."

**Barry Horne, Chief Executive for the English Federation of Disability Sport (EFDS) said:**

"I am absolutely delighted that our consortium has been chosen by Spirit of 2012 to oversee such a major investment into communities across the UK. The programme will deliver exciting opportunities for disabled and non-disabled people to Get Out and Get Active!

"We believe this programme has the potential to change how people can be encouraged and enabled to become more active in the opportunities which are on their doorstep but for so long have seemed out of reach. EFDS has learnt so much through our research with disabled people about new approaches to engage many more people into active recreation, and over the next four years our local and national partners will put that thinking into practice right across the UK."

The funding will not focus on providing new activities, but aims to increase demand for, and the accessibility of, existing provision in local authorities, sports clubs and the voluntary sector.

In making this significant investment in Get Out and Get Active, Spirit of 2012 is particularly interested in understanding what works best to get those who are least active into activity, and how to keep them active.

It is those people that Get Out and Get Active will be specifically trying to reach.

**Consortium partners:** English Federation of Disability Sport, Disability Sport Wales, Scottish Disability Sport, Disability Sport NI and Volunteering Matters

**National Delivery Partners:** Sporting Equals, Disability Rights UK, Women in Sport, StreetGames, Parkrun, England Athletics, Youth Sport Trust, Amateur Swimming Association, Age UK, Play England

**English local partners:** Bradford Disability Sport and Leisure, City of Stoke on Trent, Greater Sport, Kent County Council, Kent Sport, Lincolnshire Sport, London Sport and Nottingham City Council.



## List of Get Out and Get Active locations:

### England

- Bradford
- Manchester, Greater Manchester
- Rochdale, Greater Manchester
- Wigan, Greater Manchester
- Margate, Kent
- East Lindsey, Lincolnshire
- Lambeth, London
- Wandsworth, London
- Nottingham
- Stoke-on-Trent

### Northern Ireland

- Armagh City, Banbridge and Craigavon
- Derry City and Strabane

### Scotland

- Fife
- Grampians (covering Aberdeen City, Aberdeenshire Council and Moray Council)
- Forth Valley (covering Clackmannanshire, Falkirk and Stirling council areas)

### Wales

- Pembrokeshire
- Rhondda Cynon Taf
- Wrexham



Follow the conversation  
with #GetOutGetActive

# Fundraising

The fundraising team has been undertaking a wider range of fundraising activities this past year to make active lives possible for disabled people.

In January 2016, EFDS was awarded £4.5 million by the Spirit of 2012 Trust to undertake an Olympic and Paralympic legacy project called Get Out and Get Active. The aim is to get more people active, with disabled people firmly at the heart of the project, in eighteen locations across England, Scotland, Wales and Northern Ireland. Working with the other home nations disability sports organisations to deliver these activities, the project will run from April 2016 until March 2020.

As ever the work of the events team would not be possible without the hard work and determination of our incredible fundraisers. They give up their time and energy to take on tough challenges to support disabled people to participate in sport and physical activity. Our fundraisers have taken part in a wide range of activities this year, which have included:

- Physiotherapy students from the University of Huddersfield completed the Abbey Dash in Leeds
- Students from Bournside Sixth Form completed the Tube Challenge, where they visited all London Tube stations in 16 hours and 54 minutes
- Our fundraiser completed the Hope and Footy challenge, where they cycled 1,500 miles visiting all 20 Premier League stadiums on the way and finished at Wembley Stadium.





We thank our fantastic fundraisers for their commitment, drive and imagination, which enable us to continue our work.

Highlights of the year included:

- 25 runners embarked on the London Marathon and they raised £27,506
- Typhoo sponsored the National Junior Athletics Championships and regional events and through a donation of £29,000 supported 1,500 young people to take part
- The Lions Club International also continued their support of the National Junior Athletics Championships with a generous donation of £7,200

- EFDS expanded the range of events we have charity places for and in July 2015 we had three riders in the Ride London 100 race, including our Chief Executive, Barry Horne. They raised a total of £2,883
- In October 10 dads from Pownall Hall School in Cheshire cycled 170 miles, over two days, on the coast-to-coast bike route raising £3,902 in the process
- In January 2016 EFDS became the chosen charity for Betway's Employee Giving Programme and in March 2016 over a 100 runners ran the Silverstone Half Marathon for us. Through this event they have raised so far £13,261 to support our IFI programme
- Throughout the course of the year £95,023 was raised for EFDS through corporate and individual fundraising.



Find out the many ways you can support our charity's work. Visit our website [www.efds.co.uk](http://www.efds.co.uk)

# Overview of finance

Sport England remains EFDS's main funding and programme sponsor. For the Financial Year 2015-2016, they invested £1,105k (56% of total income) and have approved a further award of £1,214k for 2016-17.



During the year, EFDS has received a further £156k investment from Sainsbury's for their Active Kids for All (AK4A) programme (total to date £669k). The four-year scheme will train 23,655 teachers across the United Kingdom to improve the quality of PE provision for young disabled people in mainstream schools.

As an extension to the AK4A programme, Sport England are investing £1million of National Lottery funds over four years in an Inclusive Community Training (ICT) programme which sets out to train 10,000 people who currently work with disabled people but are not traditionally engaged in sporting pathways. The project began in October 2013 and £156k has been received in Financial Year 2015-2016.

From the National Lottery Inclusive Sport Fund programme, Sport England have invested £106k in the Financial Year for marketing and research support for National Disability Sport Organisations. This award paid for two posts until October 2015, hosted by EFDS and additional programme spend.

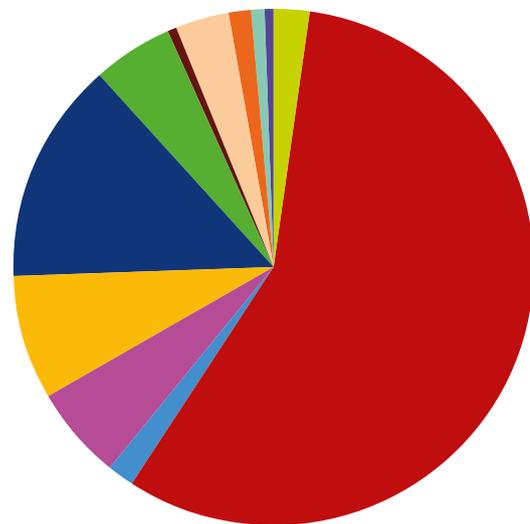
EFDS has a dedicated group of volunteers who have raised £59k for the Events division through a variety of different means including running the London Marathon and the Great North Run during the year.





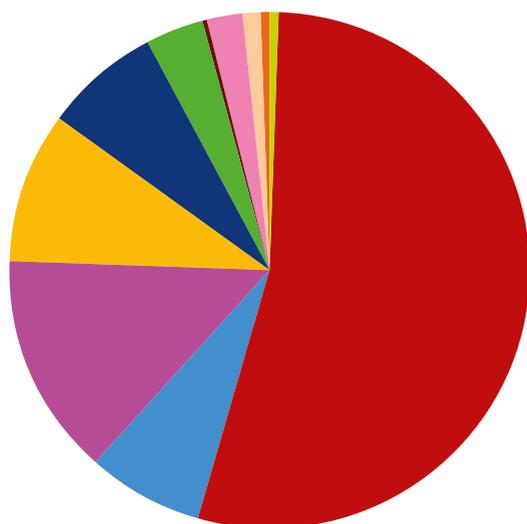
## EFDS income for the Financial Year to 31 March 2016

Total Income: £1,944k



## EFDS expenditure for the Financial Year to 31 March 2016

Total expenditure: £2,028k



- Governance (£14k)
- SE Programme Delivery (£1,091k)
- Sainsbury's AK4A IPE (£145k)
- Lottery (SE) AK4A ICT (£282k)
- Lottery (SE) ISF (£193k)
- Disability Sport Events (£147k)
- Inclusive Fitness (£75k)
- GOGA (£3k)
- Fundraising (£44k)
- Work placement (£23k)
- Other (£11k)

- Donations & Legacies (£46k)
- Sport England (£1,105k)
- Disability Sports Events (£36k)
- IFI (£110k)
- Sainsbury's IPE (£156k)
- Lottery ICT (£267k)
- Lottery ISF (£96k)
- Spirit of 2012 (£10k)
- Investment Income (£2k)
- British Gas (£64k)
- Typhoo Tea (£29k)
- Betway Staff (£13k)
- Others (£10k)

**For more information, please refer to the EFDS Trustees' Report and Accounts for the Financial Year ending 31 March 2016.**

Photography credits:

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Tennis Foundation



This is available in  
Word format. If you require  
other formats, please contact us.

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Charity Registration Number: 1075180