

**activity  
alliance**

disability  
inclusion  
sport

# Activity Alliance Strategy

2021 - 2024



easy  
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# Activity Alliance



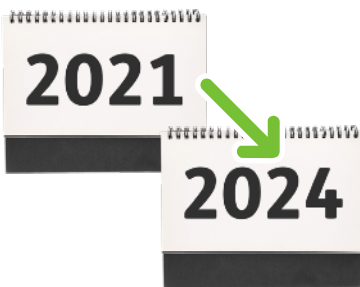
Activity Alliance works to support disabled people to take part in **physical activity**.

**Physical activity** is movement and exercise that keeps your body and mind fit and healthy.

## Our strategy



A **strategy** is a set of plans over a long period of time.



Our strategy for the years 2021 to 2024 is called Achieving Fairness.



We asked our members how we should make things fairer for disabled people in sport and activity.



We listened to our members and wrote this strategy.



Our strategy aims to help many more disabled people to be active and to take part in sport.

## Our vision



We want fairness for disabled people in sport and activity.



We want disabled people to be able to be active:

- where they want, and
- in the way they want.

# The fairness gap



The fairness gap is the difference between:

- how much physical activity is done by disabled people, and
- how much physical activity is done by non-disabled people.



On average, disabled people are far less active than non-disabled people.



It is not fair that disabled people do not take part as much as non-disabled people.



We want to close the fairness gap.

# Closing the fairness gap



We aim to close the fairness gap by:

- getting sport and activity organisations to include everyone

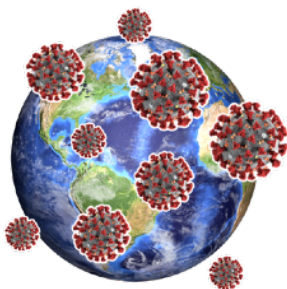


- changing attitudes towards disabled people in sport and activity.

## COVID-19



**COVID-19** is a new illness that can affect your lungs and breathing.



It is spreading around the world.



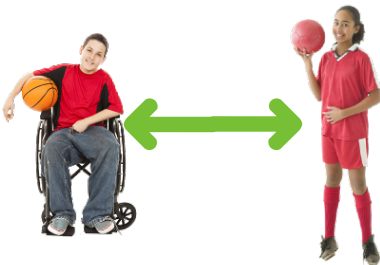
We have all had to change the way we do things to keep everyone safe from COVID-19.



Disabled people have been affected a lot.



COVID-19 has meant that many disabled people have found it too hard to be active.



This has meant that the fairness gap has got wider.



We want to make sure that disabled people are not left behind as the country recovers from COVID-19.

# Achieving Fairness



Over the next three years and beyond, Activity Alliance will work with many people and organisations to include disabled people in everything.

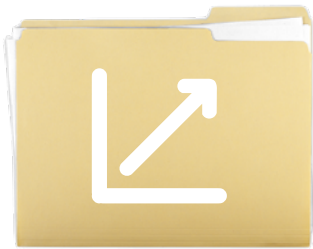


In everything we do we will:

- Help disabled people speak up and let everyone know about Activity Alliance.



- Talk to leaders and government about what we know and how to make sport and activities better for disabled people.



- Work with disabled people to improve how sport and activities are organised.



- Use our money in the right way to do things that will help disabled people take part.



We will carry on until every disabled person can have the same physical and mental health benefits as non-disabled people.

# The full strategy



You can download our full strategy at:  
[www.activityalliance.org.uk/strategy](http://www.activityalliance.org.uk/strategy)

# For more information



For more information, please go to:

Website: [www.activityalliance.org.uk](http://www.activityalliance.org.uk)



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