

A Strategic Plan of Action for Disability in London



Angus Robertson

Director of Operations, London Sport

In 2015, London's *Blueprint for a Physically Active City* was launched, outlining a framework under which London could use physical activity and sport to thrive, now and for the future. The *Blueprint for a Physically Active City* articulates a shared vision of what physical activity and sport in London could be, and the things that – delivered successfully – it could help us to achieve.

An Active Inclusive Capital builds on the *Blueprint for a Physically Active City* to highlight the role we all have to play in supporting deaf and disabled Londoners to be as physically active as non-disabled Londoners. The *Blueprint for a Physically Active City* is designed to help make London the most physically active city in the world. To make this possible, we need to better engage the hardest to reach groups and support them into sustained physical activity.

Just as the *Blueprint for a Physically Active City* is a framework for London, *An Active Inclusive Capital* is a strategic plan for any organisation involved in physical activity and sport, and any organisation that works to support and empower deaf and disabled Londoners. Achieving these goals requires cultural change, and cultural change is not dictated, but shared and shaped collectively. This is an opportunity for collaboration, and an opportunity to create meaningful change for deaf and disabled Londoners.

This plan introduces four strategic priorities, and the outcomes and objectives that will lead to their success. **These priorities are:**

- **Establish deaf and disabled people as central to the development of physical activity and sport policies, programmes and delivery**
- **Build and maintain collaboration between organisations inside and outside of sport to reach more deaf and disabled people and inspire increased levels of physical activity**
- **Ensure organisations are supported and encouraged to create and deliver inclusive activities**
- **Develop a more representative, motivational and well-trained workforce**

They are underpinned by a method that promotes social change, developed over months of consultation with key stakeholders focused on the needs of deaf and disabled people. London Sport will play its part in monitoring and delivering against these priorities, and we look forward to working with groups and individuals from all areas of the capital to create the conditions for their success.

We are grateful for the support of all organisations that have contributed to the development of *An Active Inclusive Capital*, in particular: the Greater London Authority, Sport England, English Federation of Disability Sport and Inclusion London.

Matthew Ryder

Deputy Mayor for Social Integration, Social Mobility and Community Engagement

I have long believed that sport has an important role to play in promoting social integration. Sport's ability to bring together communities and individuals and create conditions that allow deeper connections has the potential to make a positive difference to Londoners' futures. But for that potential to become reality, it is vital that all Londoners have the opportunity to access sport, to come together, and to benefit from the positive impact it creates: not just for health and wellbeing, but for stronger integration throughout society.

For that reason, I am pleased to support the publication of *An Active Inclusive Capital*. Deaf and disabled people play a critical role in London, but too often their needs are sidelined or taken as something to be addressed in isolation rather than alongside other Londoners. This is particularly apparent in sport, where deaf and disabled people are substantially under-represented both in participation, and in the sector's workforce. The successes of the 2017 IPC Athletics World Championships – the best ever delivered, and a thrilling demonstration of the power of elite sport – have put sport for deaf and disabled people back at the forefront of public awareness. Now is the time to build on that.

At City Hall, we have a longstanding commitment to supporting deaf and disabled people. We have supported a range of initiatives and events, such as the Liberty Festival and Parallel London, and in 2017 awarded grants of £200,000 specifically focused on promoting disability and social integration in community sport. We remain committed to ensuring that deaf and disabled people are not only consulted, but fully involved in decision making around physical activity and sport, in line with recommendations outlined in this plan.

I would encourage all organisations involved in sport and all groups representing the needs of deaf and disabled people to consider the points raised in this plan. Through working together towards common goals, London will be a powerful model of how sport across a city can change lives and bring communities together.

Definition of Deaf and Disabled People

Many deaf people – but not all, such as hard of hearing people – promote, embrace, and protect deaf culture and its identity. Deaf people do not see themselves as 'disabled' because they are able to communicate with each other in British Sign Language or in oral communication. There are no barriers within the deaf community, because everyone is equal and there are minimal barriers faced by deaf people. What binds deaf people, despite their different national sign languages, is their shared visual communication, history, cultural activities, and the need for a deaf 'space' where deaf people can come together.

The Equality Act 2010 defines disability as:

"a person that has a physical and mental impairment that has a 'substantial' and 'long term' negative effect on their ability to carry out normal daily activities."

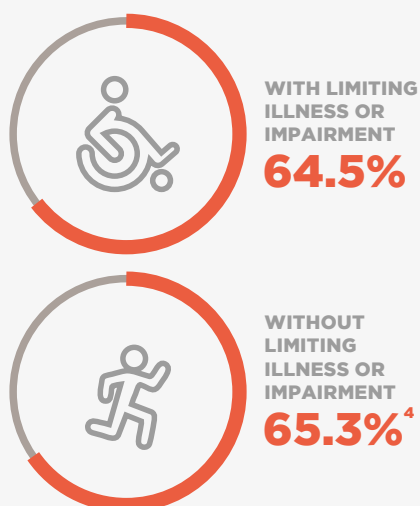
However, all of London Sport's work is influenced by the Social Model of Disability, which states that people with impairments are disabled by the barriers operating in society that exclude or discriminate against them.

The Challenge

There is a significant body of evidence that physical activity and sport contributes to positive individual and societal outcomes. It can improve our physical and mental wellbeing, it helps us develop as individuals and it can bring people and communities together. Recent research by London Sport estimates that physical activity and sport generates a social value of £8.75 billion to London¹ – yet a greater proportion of deaf and disabled people (compared to non-disabled people) are not reaping the benefits.

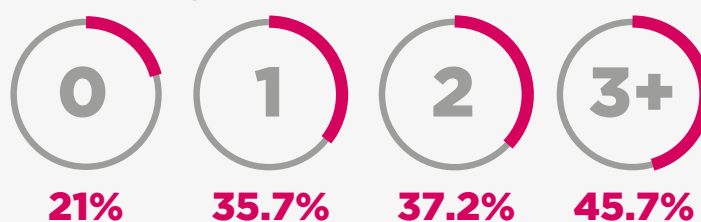


PERCENTAGE OF LONDONERS WANTING TO DO MORE ACTIVITY



PERCENTAGE OF PEOPLE WHO ARE INACTIVE UNDER 30 MINS OF ACTIVITY A WEEK

Number of Impairments



73.7% OF DISABLED PEOPLE HAVE MORE THAN ONE TYPE OF IMPAIRMENT³



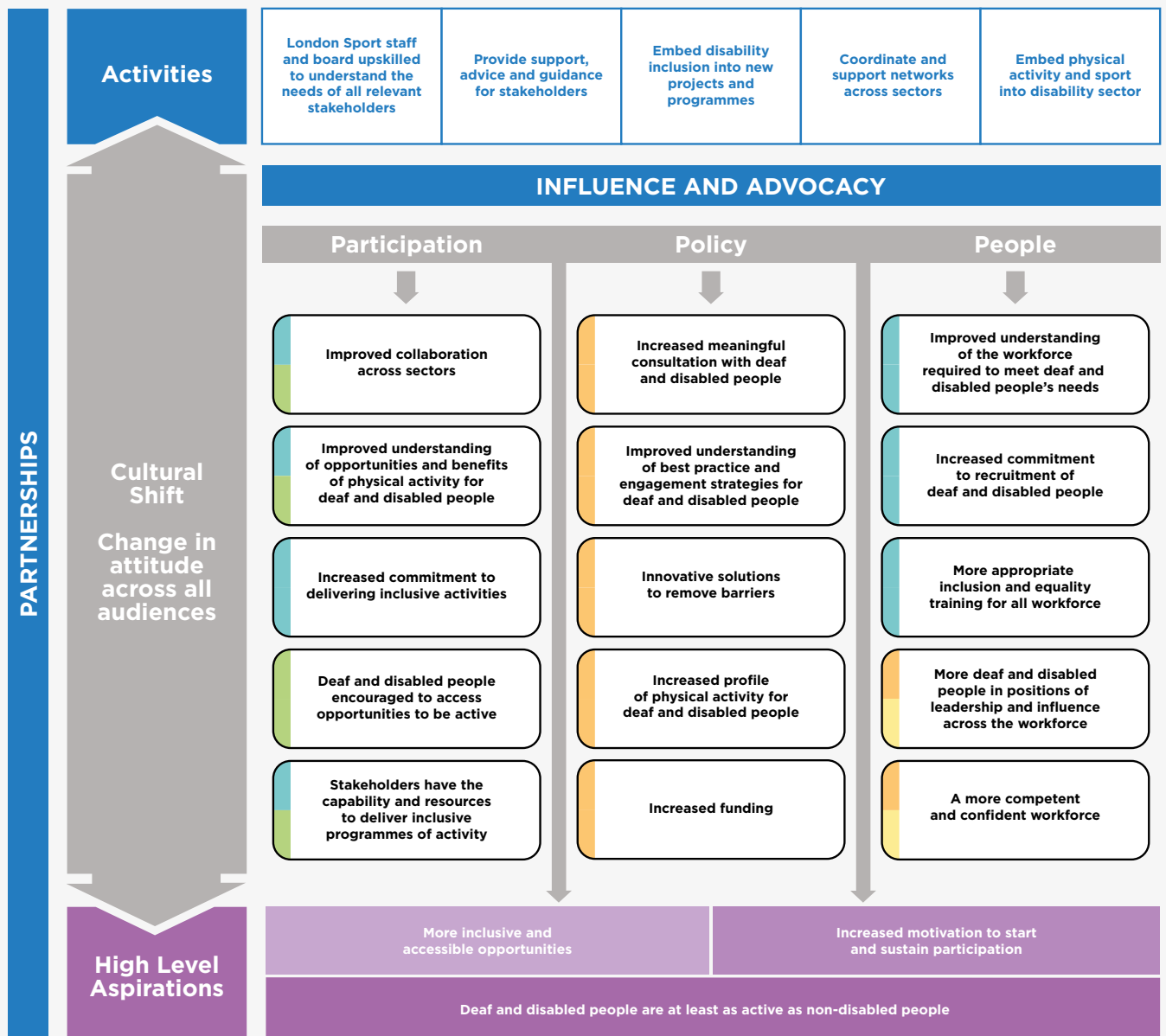
41%
OF COACHES DO NOT FEEL COMFORTABLE COACHING DISABLED PARTICIPANTS, BUT WOULD LIKE TO BE⁵

¹Sheffield Hallam University / London Sport, "Social Return on Investment in Sport and Physical Activity for Greater London" (2017)
²Inclusion London, "Key Facts and Information in Inequalities Experienced by Deaf and Disabled People", (2015) ³Sport England, "Active Lives Survey", (2015-16) ⁴Sport England, "Active People Survey", (2014-15) ⁵London Sport, "Coach Survey", (2016-17)

A Framework for An Active Inclusive Capital

The Plan Of Action

This plan has been developed with a view of supporting a long-term vision of making London the most physically active city in the world. Underpinned by the following method promoting social change, it incorporates recommendations that – delivered effectively – will create a cultural shift leading to a change in attitudes and, ultimately, high-level aspirations that lead to deaf and disabled people in London being at least as active as non-disabled people.



- Outcomes for sport providers
- Outcomes for policy makers
- Outcomes for stakeholders that engage with deaf and disabled people
- Outcomes for sport workforce
- Outcomes for deaf and disabled people
- Enablers

The Four Strategic Priorities

An Active Inclusive Capital is driven by four strategic priorities that will shape the work that needs to take place to better enable deaf and disabled Londoners to play a full part in the development of physical activity and sport.

- 1 Establish deaf and disabled people as central to the development of physical activity and sport policies, programmes and delivery**
- 2 Build and maintain collaboration between organisations inside and outside of sport to reach more deaf and disabled people and inspire increased levels of physical activity**
- 3 Ensure organisations are supported and encouraged to create and deliver inclusive activities**
- 4 Develop a more representative, motivational and well-trained workforce**



1 Establish deaf and disabled people as central to the development of physical activity and sport policies, programmes and delivery

Outcome: Increased, meaningful consultation with deaf and disabled people

Objectives:

- Develop a collective understanding of how to reach and engage active and inactive deaf and disabled people
- Effective consultation and co-production processes put in place when developing strategies and objectives for physical activity and sport
- Develop sector guidance and best-practice around consultation and co-production
- Work with existing disability networks to develop consultation processes
- Build relationships with networks outside of sport to enable more deaf and disabled people's voices to be heard in sport consultation
- Bring together a forum of deaf and disabled people and experts in disability to consult on physical activity and sport strategies
- Ensure deaf and disabled people are involved in development of active travel proposals

Outcome: Improved understanding of best practice for engaging deaf and disabled people in physical activity and sport

Objectives:

- Improve monitoring and evaluation processes to better understand impact of programmes on deaf and disabled people
- Increase sharing of best-practice for enabling deaf and disabled people to be more active

Outcome: Implementation of innovative solutions to remove barriers to deaf and disabled people's involvement in physical activity and sport

Objectives:

- Provide better exposure of innovative solutions to getting deaf and disabled people active
- Develop a regional network to identify and understand effective ways of getting deaf and disabled people active
- Support local and regional networks to identify and share solutions to barriers specific to localities
- Work with technology leaders to incorporate better understanding of barriers faced by deaf and disabled people in new technology innovation

Outcome: Increased profile of physical activity and sport for deaf and disabled people

Objectives:

- Identify relatable ambassadors to promote awareness of physical activity and sport for deaf and disabled people
- Senior executives to publicly support disability inclusion in sport
- Physical activity and sport campaigns to include imagery and messages to reflect the diversity of deaf and disabled people

2 Build and maintain collaboration between organisations inside and outside of sport to reach more deaf and disabled people and inspire increased levels of physical activity

Outcome: Improved collaboration between the sport sector and organisations supporting and empowering deaf and disabled people

Objectives:

- Analyse and assess opportunities to work with wider groups of stakeholders
- Work with key sport sector stakeholders to link disability inclusion to wider strategic aims
- Senior decision makers across London supported to embed disability inclusion in strategic planning
- Development of regional and impairment-specific forums to work towards shared outcomes

Outcome: A better understanding among deaf and disabled people of the opportunities to be physically active, and a better understanding within the sport sector and disability sector of the benefits of physical activity for deaf and disabled people

Objectives:


- Support development of new, high-quality research aimed at understanding the benefits of physical activity for deaf and disabled people
- Increase awareness of opportunities for deaf and disabled people to take part in physical activity and sport

Outcome: Deaf and disabled people proactively encouraged to take part in physical activity and sport

Objectives:

- Improve communication of opportunities for deaf and disabled people to be active
- Organisations supporting and empowering deaf and disabled people to embed physical activity and sport into core functions
- Ensure continued focus on accessible transport to enable deaf and disabled Londoners to be more mobile in the capital





3 Ensure organisations are supported and encouraged to create and deliver inclusive activities

Outcome: Increased commitment to delivering inclusive physical activity and sport opportunities

Objectives:

- Ensure key stakeholders are supported to include commitments to increasing deaf and disabled people's physical activity levels in physical activity, sport and associated strategies

Outcome: Organisations have the capability and resources to deliver inclusive physical activity and sport

Objectives:

- Clubs, groups and organisations are supported to deliver activities that are inclusive, accessible and appealing to deaf and disabled people

Outcome: Increased funding targeted at, or available to, programmes aimed at getting more deaf and disabled people involved in physical activity and sport

Objectives:

- Develop a better understanding of where funding can have the greatest impact on increasing deaf and disabled people's participation in physical activity and sport
 - Identify existing funding opportunities to support projects aimed at increasing and sustaining deaf and disabled people's participation
 - Influence funding bodies to increase funding available to support deaf and disabled people's participation in physical activity and sport
 - Influence funding bodies to make appropriate levels of funding available for accessibility within project budgets
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4 Develop a more representative, motivational and well-trained workforce

Outcome: Improved understanding of the workforce required to meet deaf and disabled people's needs

Objectives:

- Ensure deaf and disabled people are represented throughout the *Strategic Plan of Action for a Bigger and Better Workforce for Sport in London*
- Support research that identifies skills needed to motivate inactive deaf and disabled people
- Conduct a comprehensive skills audit of London's physical activity and sport workforce to understand the confidence and ability to deliver opportunities for deaf and disabled people to be physically active

Outcome: Increased commitment to recruitment of deaf and disabled people to work in sport

Objectives:

- Develop guidance for inclusive recruitment, covering both volunteering and paid employment
- Increase and improve awareness among senior decision makers of need for more inclusive recruitment policies in the sport sector
- Increase and improve inclusive pathways into volunteering and paid employment in physical activity and sport
- Influence sport sector employers to make reasonable adjustments to enable deaf and disabled people to fulfil duties of roles

Outcome: Implementation of innovative solutions to remove barriers to deaf and disabled people's involvement in physical activity and sport

Objectives:

- Identify and raise awareness of available training opportunities
- Identify and use opportunities to up-skill existing workforce on disability inclusion
- Ensure high-quality training related to engagement of deaf and disabled people and delivery of inclusive physical activity and sport activities is available to the sport sector
- Address any gaps or lack of accessibility in current training provision
- Provide support to enable deaf and disabled people to access inclusive coaching courses

Outcome: Increased commitment to enabling deaf and disabled people to progress to positions of leadership and influence in physical activity and sport

Objectives:

- Increase awareness across sport sector of issues impacting deaf and disabled people's career progression
- Identify and develop training to support deaf and disabled people into leadership positions up to and including Board level
- Review existing sport qualifications for inclusiveness to ensure they positively support deaf and disabled people into leadership roles
- Develop mentoring schemes for deaf and disabled people to support development of leadership skills
- Challenge awarding bodies to adapt qualifications to make them more accessible to deaf and disabled people
- Lobby for Boards to take a proactive approach to recruiting deaf and disabled people through targeted promotion

Implementing the Plan

The strategic priorities, outcomes and objectives set out in *An Active Inclusive Capital* have been carefully designed to address the key challenges facing deaf and disabled Londoners, reflect the shared priorities of London Sport and its stakeholders, and provide guidance on how we can work together to enable deaf and disabled people to be as active as non-disabled people.

London Sport will continue to be the strategic lead organisation for physical activity and sport for deaf and disabled people in London, providing ongoing communication, leadership, coordination and resources.

This support will enable stakeholders to deliver their commitment to empowering deaf and disabled people to be more active.

An accompanying action plan document has been created detailing London Sport's and its stakeholders' roles in achieving these objectives, available at londonsport.org.

We will regularly consult and reflect on the changing needs of deaf and disabled Londoners and cross-sector stakeholders, and amend the action plan accordingly.

Measuring Success

We recognise that it is vital to understand the impact of *An Active Inclusive Capital*. The method of promoting social change provides great foundations to help monitor progress and understand the impact against the strategic priority areas and against the outcomes listed in this document.

A measurement framework will be developed together with appropriate and proportionate processes to measure and monitor progress. Some of these processes will be new, some already exist. For example, we can utilise Sport England's Active Lives

survey to track deaf and disabled people's participation rates and the level of inequality in participation that exists between deaf and disabled and non-disabled people in this regard.

A key reason for monitoring and evaluating the impact of *An Active Inclusive Capital* is identifying new learning; both in terms of what works and what doesn't. That way we can continually improve. We are committed to sharing this learning and encourage our partners to actively contribute to doing likewise.

Consultation

The development and ethos of this strategic plan of action has been significantly influenced by:

The outcomes of consultation with key stakeholders and partners involved in the disability, physical activity and sport, leisure, health, education and voluntary sectors.

The outcomes of consultation with our staff, board members and funders.

A detailed review of the leading partners' strategies to ensure close alignment with their strategic priorities.

**We would like to thank the following organisations
for their contribution to the development of
*An Active Inclusive Capital:***

Access Sport

London Borough of Barnet

Better

London Borough of Bexley

British Council

British Cycling

Palace for Life Foundation

Disability Rights UK

Disability Sports Coach

London Borough of Enfield

England Athletics

English Federation of Disability Sport

English Football League Trust

Everyone Active

Exercise Move Dance UK

Fight 4 Change

Football Association

GoodGym

Greater London Authority

Inclusion London

Kent County Cricket Club

London FA

London Tigers

London Youth

Our Parks

Sport England

StreetGames

Swim England

Transport for London

Vision Redbridge Culture and Leisure

Wembley National Stadium Trust

West Ham United Community Sports Trust

Wheelpower



**Inclusion
London**

Supporting London's Deaf and
Disabled People's Organisations



MAYOR OF LONDON



**English Federation
of Disability Sport**

Making **active lives** possible

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