**Activity Alliance launch new strategy - Achieving Inclusion Together**

Activity Alliance, the national charity dedicated to helping disabled people to be active for life, has today launched a new strategy that shares London Sport's vision of a future where disabled people are as likely to be active as non-disabled people.

The new strategy - ***Achieving Inclusion Together*** - builds on the charity's 20 year legacy previously as the English Federation for Disability Sport (EFDS), and outlines a desire to see the number of active disabled people on a sustainable upward trajectory.

**Discussing the strategy's launch, Barry Horne, Chief Executive of Activity Alliance, said:**

*Our ambition is to create a step change in the number of disabled people participating in sport and recreation. We are confident that we have the right framework to support a major upturn in disabled people's activity rates, but we cannot do it alone.*

*Collectively, we can change the reality of disability, inclusion and sport and ensure more disabled people have opportunities to be active.*

The launch of *Achieving Inclusion Together* comes in the same week that London Sport celebrates a year since the publication of *An Active Inclusive Capital*, our Strategic Plan of Action for Disability, marked with the release of a one-year progress report which shows real progress being made around inclusion in physical activity and sport for deaf and disabled Londoners.

**Alex Gibbons, London Sport Specialist Advisor - Disability, noted the shared ambitions of Activity Alliance and London Sport:**

*Achieving Inclusion Together proposes an exciting and welcome new commitment to supporting deaf and disabled people's lives through the opportunities presented by physical activity and sport. When we outlined a vision for deaf and disabled Londoners to be as active as non-disabled Londoners a year ago, we recognised that this was a challenging ambition, but believed firmly that it could be an achievable one with the right support and shared priorities.*

*The ambition outlined by Activity Alliance to achieve this vision on a national scale shows that this belief is shared across the country. We look forward to continuing to work closely with Activity Alliance and a host of other partners in working to deliver this vision in the years to come.*