

European Fair Play Movement RIGA Congress 2014



Disability Sport and the Environment – initiatives in England –The Inclusive Fitness Initiative

Paldies par Jūsu uzaicinājumu uz Latviju !

**Steve Town GB - University of Worcester; English Federation of
Disability Sport; and British Wheelchair Basketball**

Who is the English Federation of Disability Sport (EFDS)

The national body for disability sport and physical activity **participation** throughout England (**not elite/performance**)

The vision we have is that people with an impairment can be “active for life”

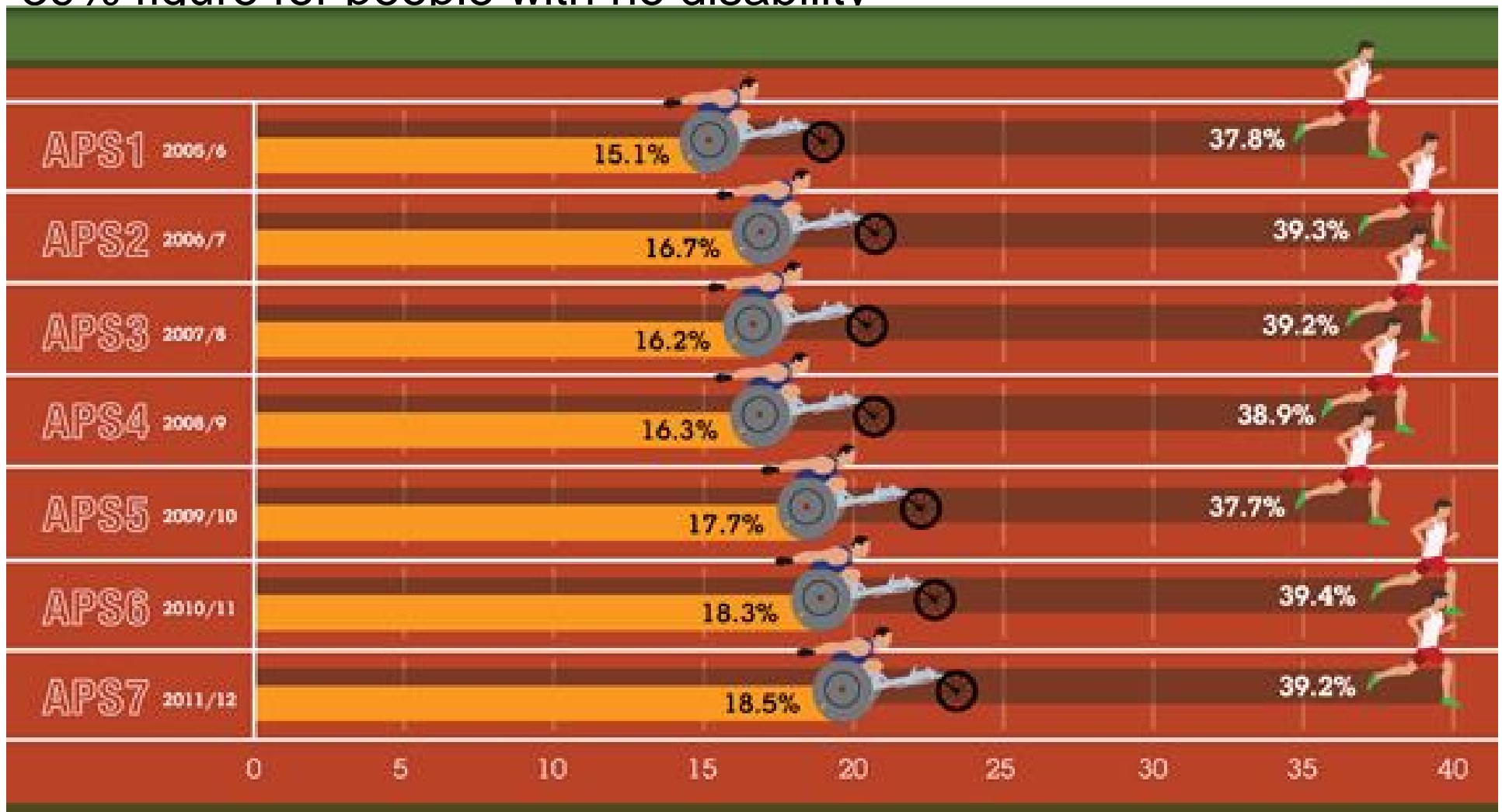
EFDS provides:-

- ✓ advice, expertise, networks, contacts
- ✓ products and services
- ✓ links to the talent pathway for elite/paralympic sport
- ✓ marketing, promotion and advocacy
- ✓ lobby government/agencies
- ✓ **research and insight**



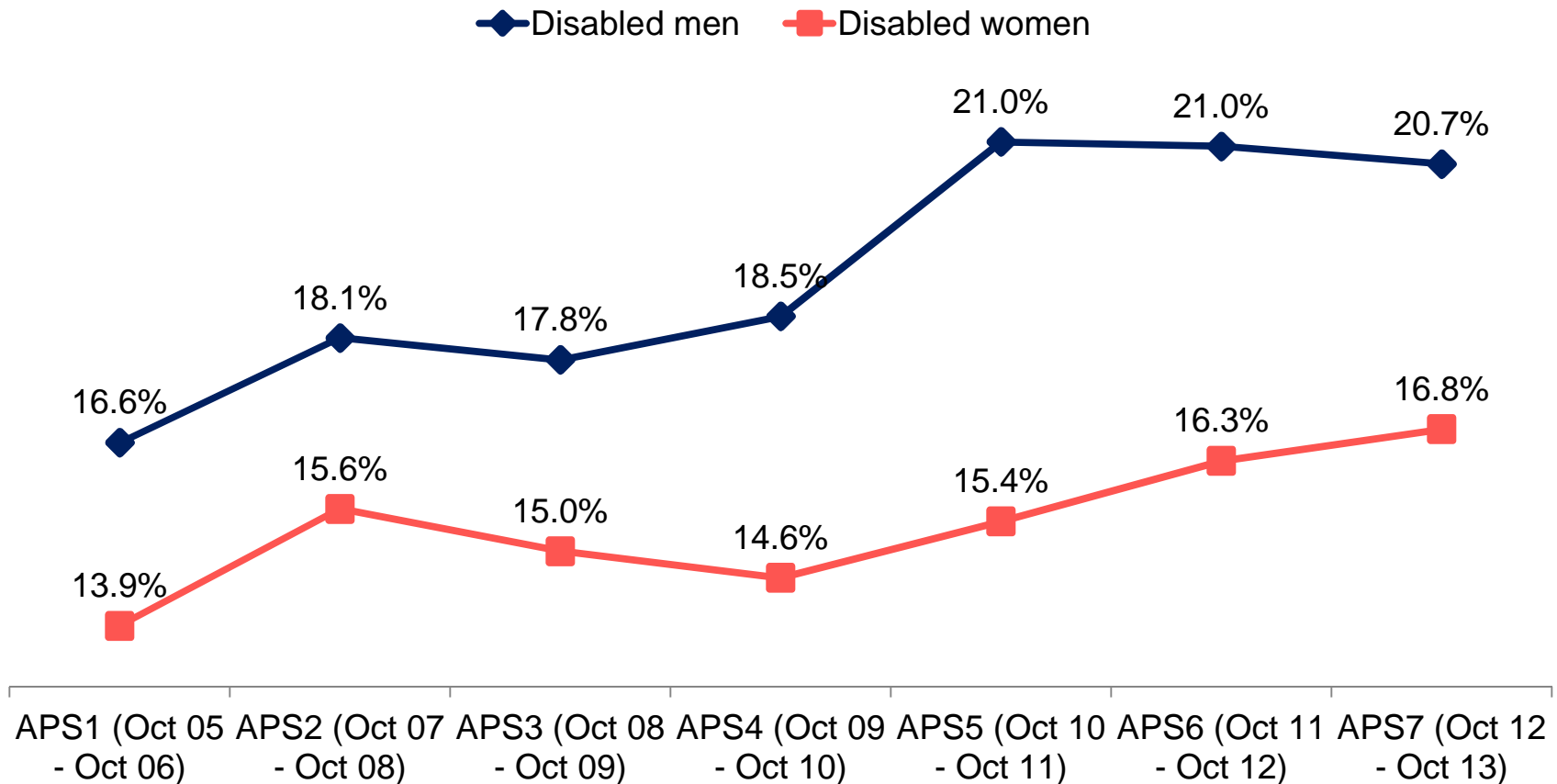
Key Facts - Active People Survey 7

Participation in sport by people with a disability has increased from 15 to 18% since 2005, but this still compares poorly to the 39% figure for people with no disability

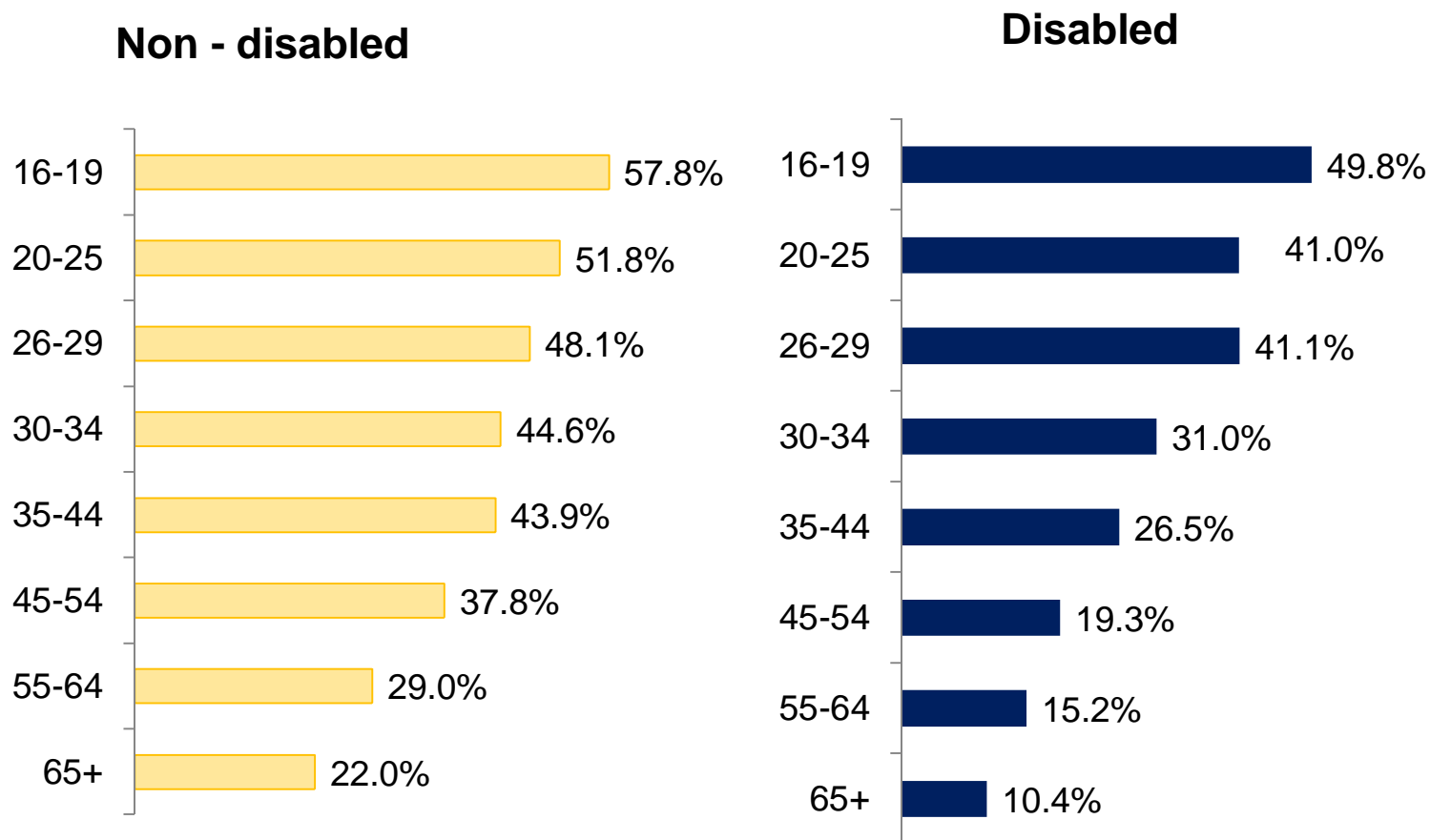


% of population participating at least once per week in 30 mins sport

Participation by both males and females has increased, but more women take part now



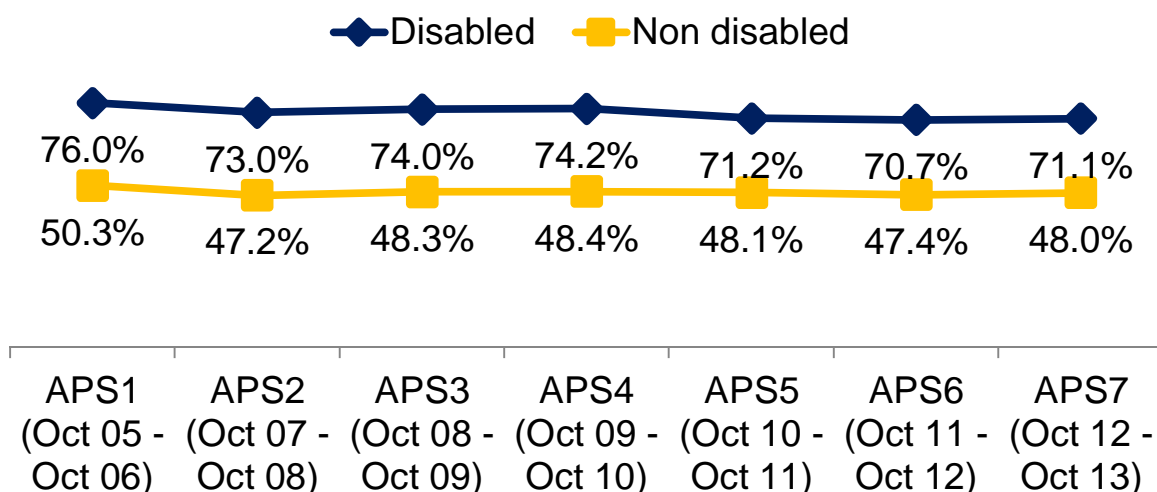
Participation declines with age, but the decrease for people with a disability is greater after school and in later life



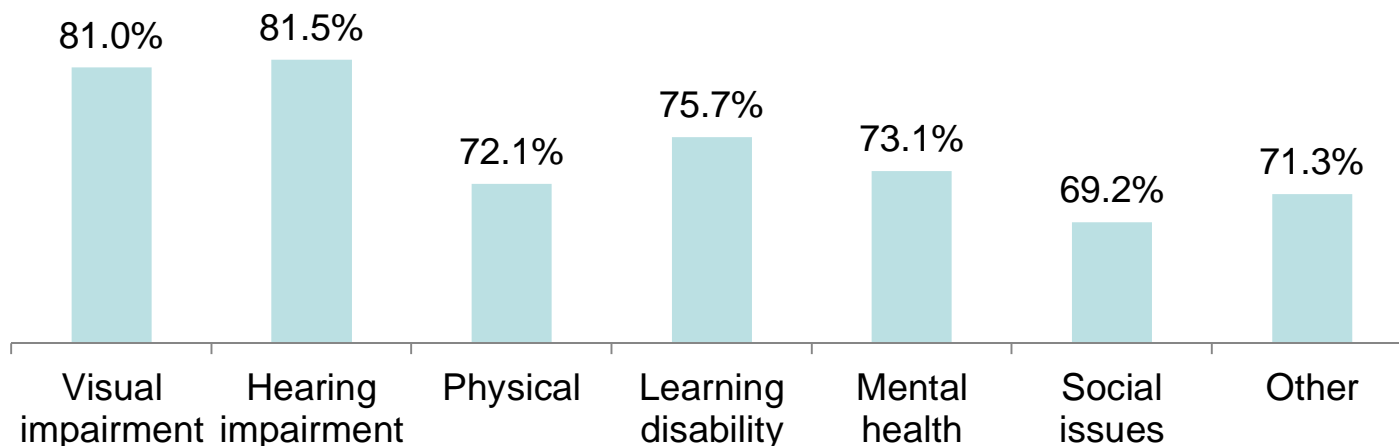
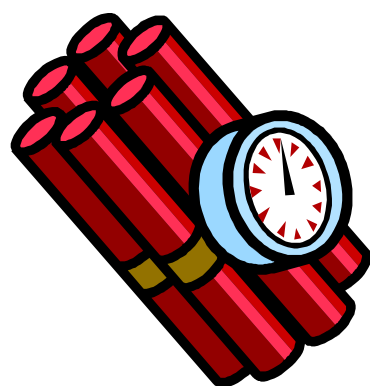
Swimming has the highest proportion of disabled people taking part once a week, more than double the proportion who take part in **cycling** which is the 2nd most popular “sport”
Going to the gym and fitness/exercise and classes are very important



There is a health related inactivity “timebomb” as 71% of people with an impairment do no sport at all (in the last month) compared to 48% non-disabled, this rises to 81% for those with a visual or hearing impairment.

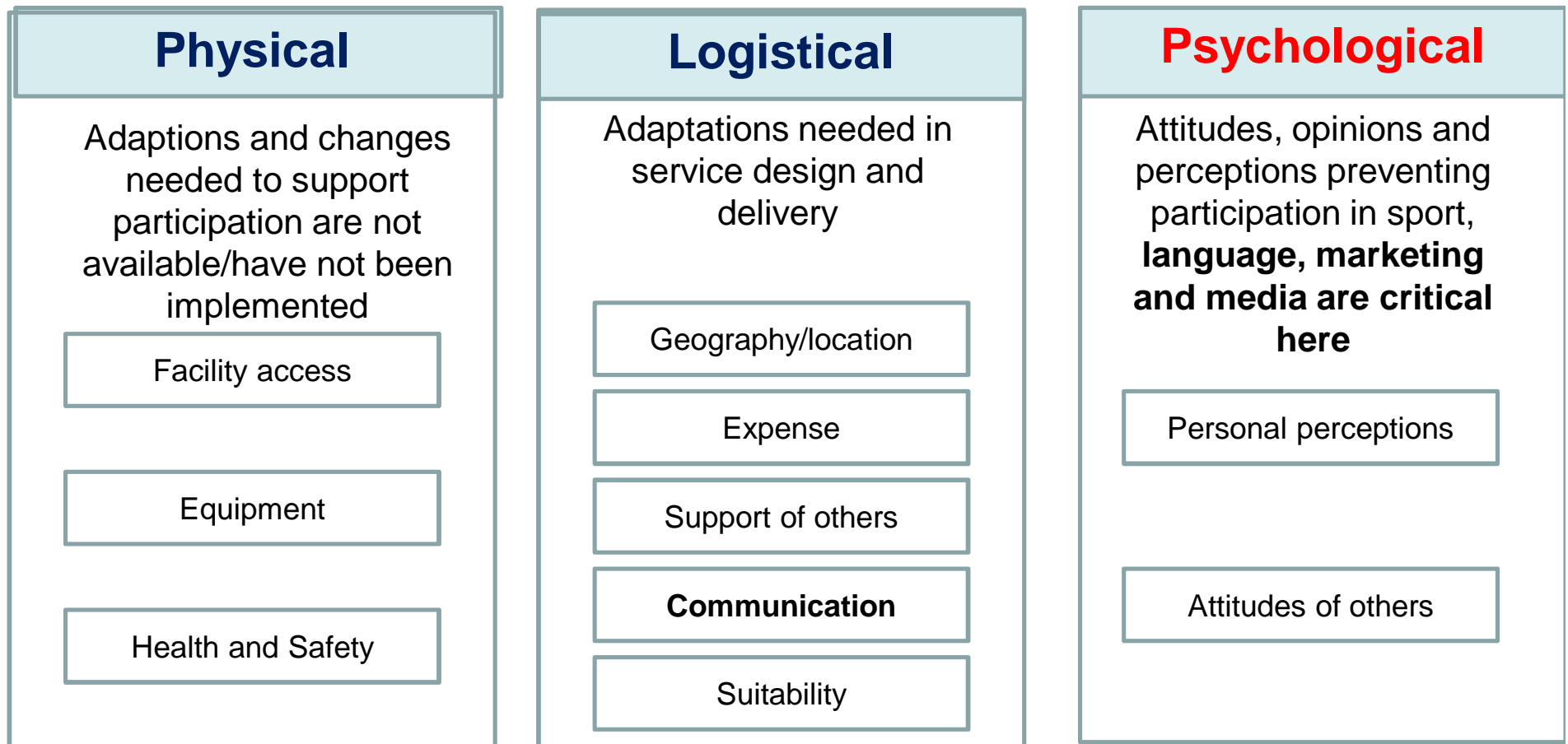


For those over the age 55 to 64 the inactivity rate is 75% and for those over 65 is 82%



EFDS Qualitative research – 3 phases

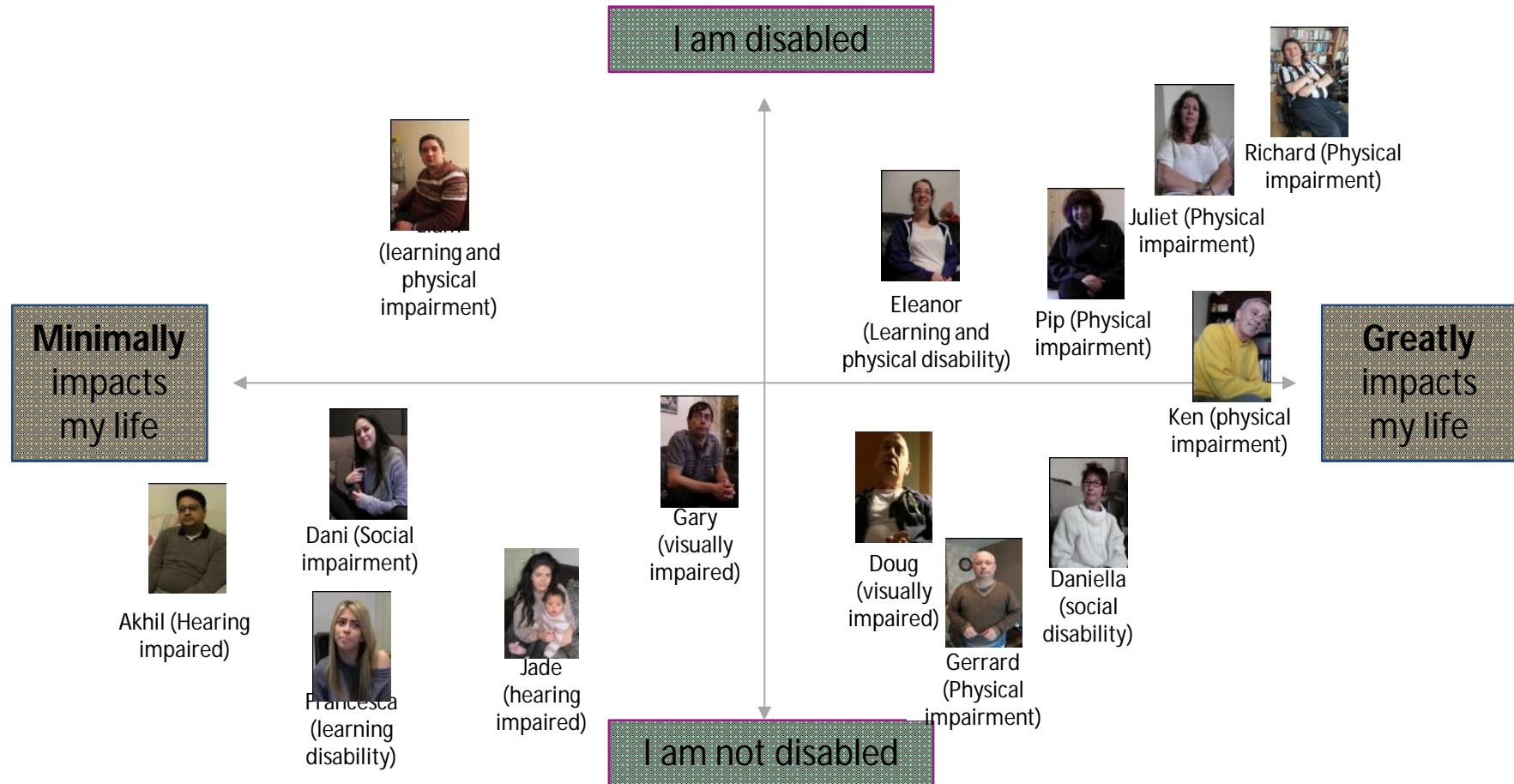
1. Mary-Anne Rankin(2012) EFDS. Understanding the Barriers - - Focus groups of people with several impairments -



The barriers to participation can be categorised in three groups, physical, logistical and psychological; with the psychological barriers strongest

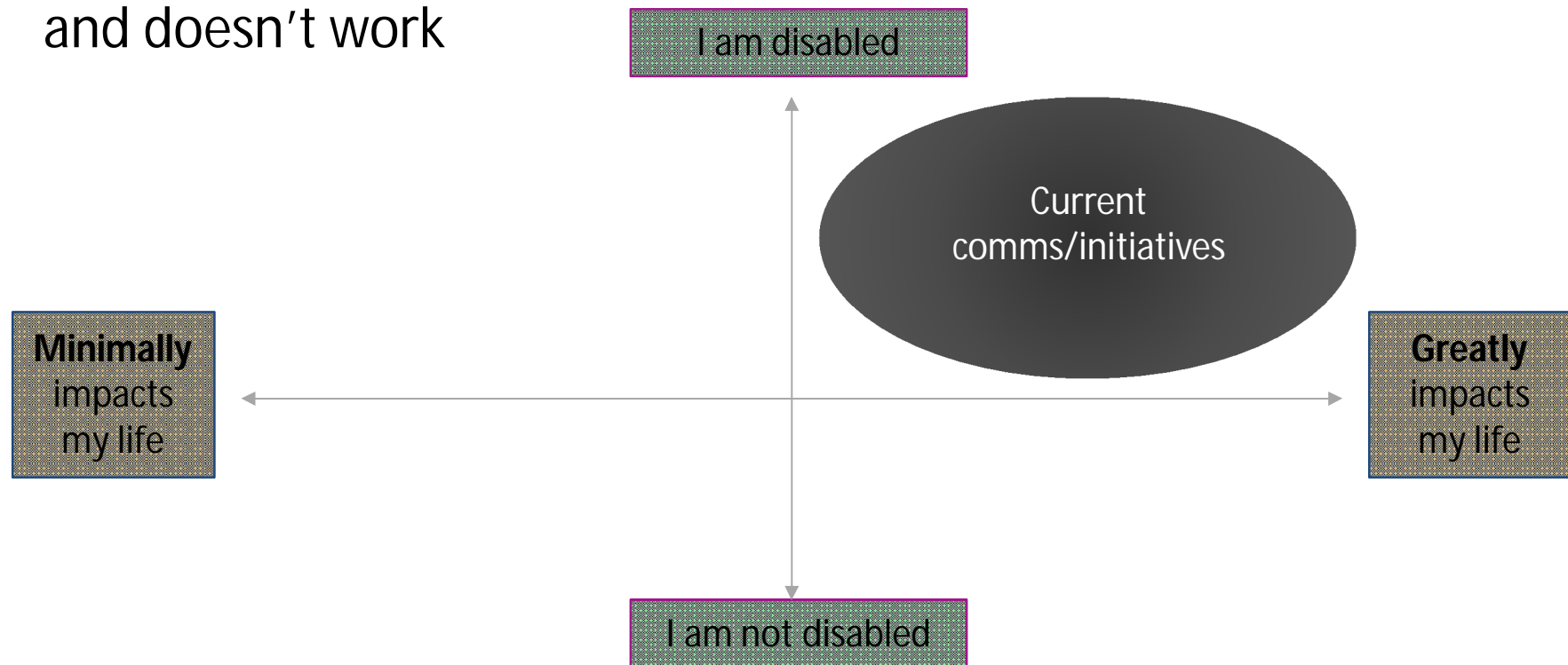
Phases 2/3 . 2CV and EFDS focused on lifestyles –focus interviews and groups with providers – video cases

Identified dimensions that this audience sits across

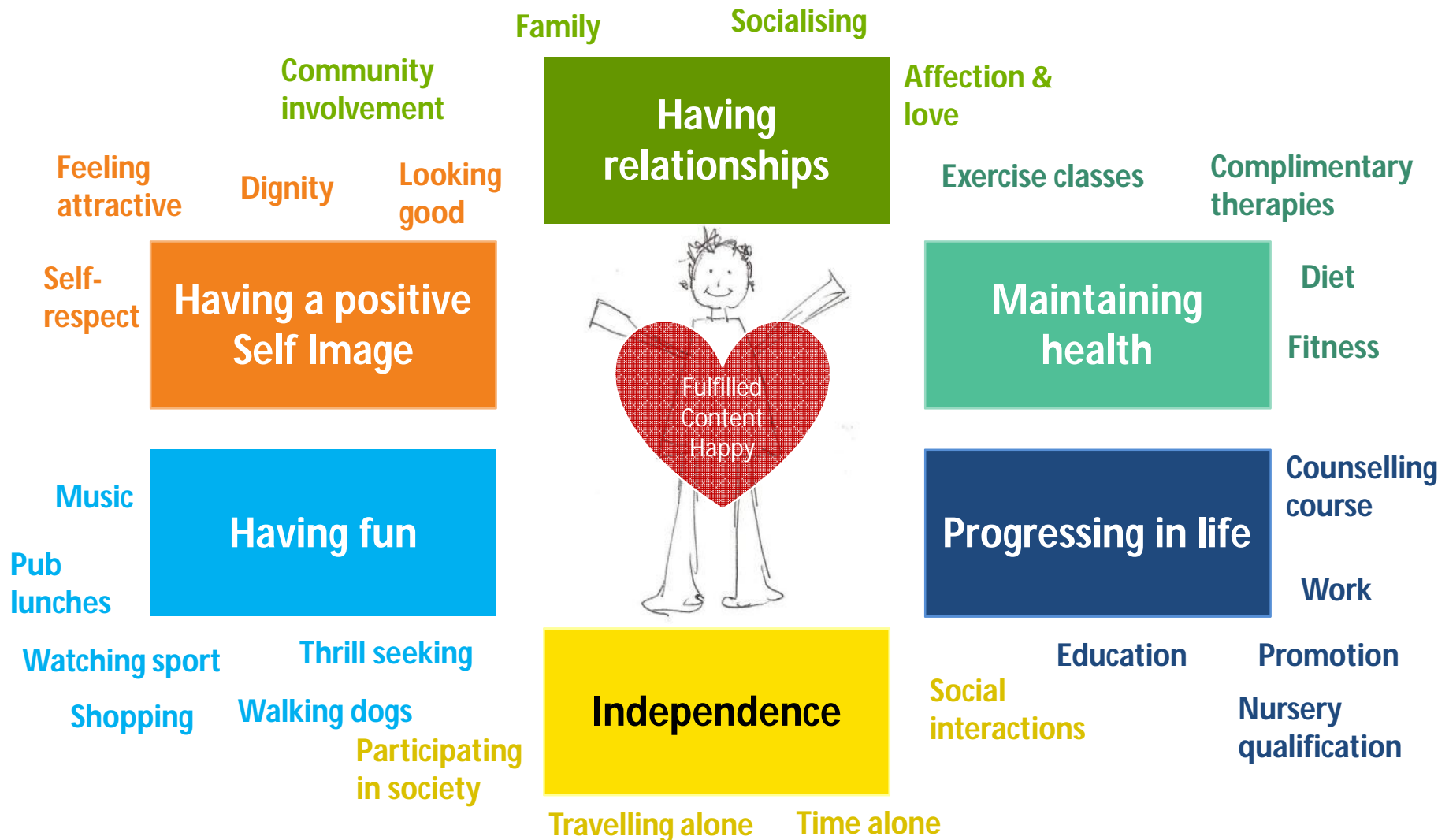


Current promotion is missing the majority of the audience and can promote increased stigma and can be patronising – its not “marketing smart” e.g. values

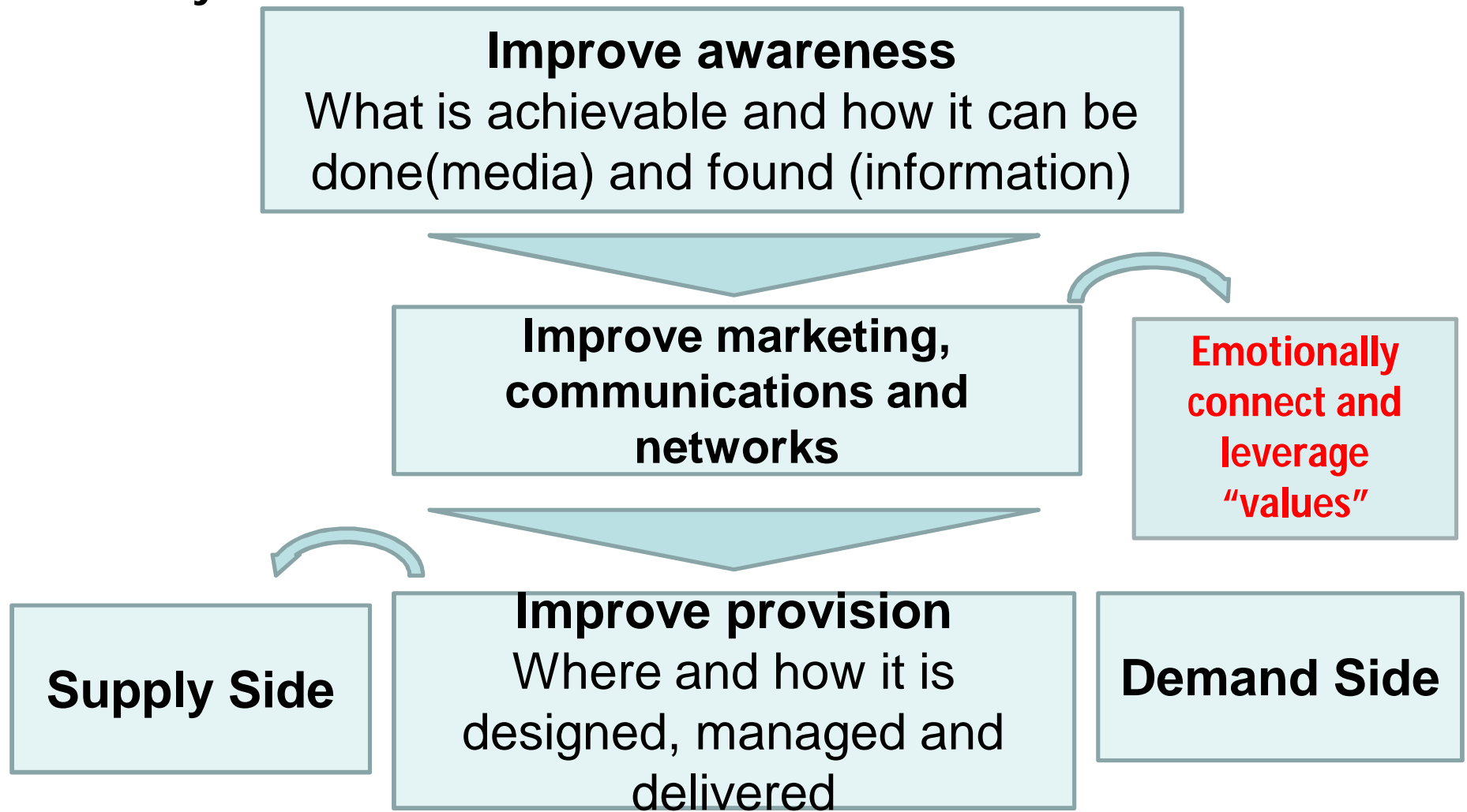
Promotion tends to focus on disability and impairment – targeting those people who identify as being disabled and who are significantly impacted by their impairment its not inclusive and doesn't work



This is what's important to people in life – “values” and what we need to relate the “sports” offer to!



Overcoming the psychological and other barriers is critical in increasing disabled people's participation in sport and physical activity -----how?



The Inclusive Fitness Initiative



- Running for 10 years
- Based on the inclusive design standard for equipment
- has three levels (provisional, registered, excellent)
- Externally audited every 3 years (provider pays for)
- 439 sites, 217 different operators
- Award winning
- Funded up till recently by DoH



IFI now incorporates 5 dimensions(tools to help)

- **IFI accredited equipment** (tested by users) (over 100 pieces from 15 manufacturers – packaged for the 3 levels)

www.efds.co.uk/inclusive_fitness/fitness_equipment

- **Accessibility** (physical access and accessible service provision)



- **Staff Training – national accreditation/local staff** (disability equality training for instructors, coaches and front of house) (inclusive PE) looking to extend to marketing staff. e.g. www.ymcafit.org.uk/courses/exercise-and-disability (InstructAbility project)
- **Marketing and engagement** - partnerships, language, tools - (Access For All - Inclusive Communications)
- **Sports development** - links to Local clubs, NGBs, (inclusion club hub)

Two examples of the design standard – “Need for clear and easy access onto equipment”



Addition of removable seat to facilitate wheelchair access

Console re-design to overcome poor visibility and simplify equipment programming



<http://www.youtube.com/watch?v=AKk7XAxmk1I&autoplay=1>

Josie Pearson MBE
1.37



IFI funding is ending in GB!!

- If any colleague would like to discuss a potential European Funding Bid Partnership, if it were possible please contact me.
- **s.town@worc.ac.uk**





**Thank you –
sources on slides**



**Paldies par
klausīšanās**



**English Federation
of Disability Sport**



www.efds.co.uk

Countryside Access for sport/recreation

Natural England

Government Agency - Access Guide

Fieldfare Trust

Registered Charity - Physical Access Standards



Design

**Kissing gate
and field gate
have accessible
latches, sign is
at accessible
height, paths
are designed**

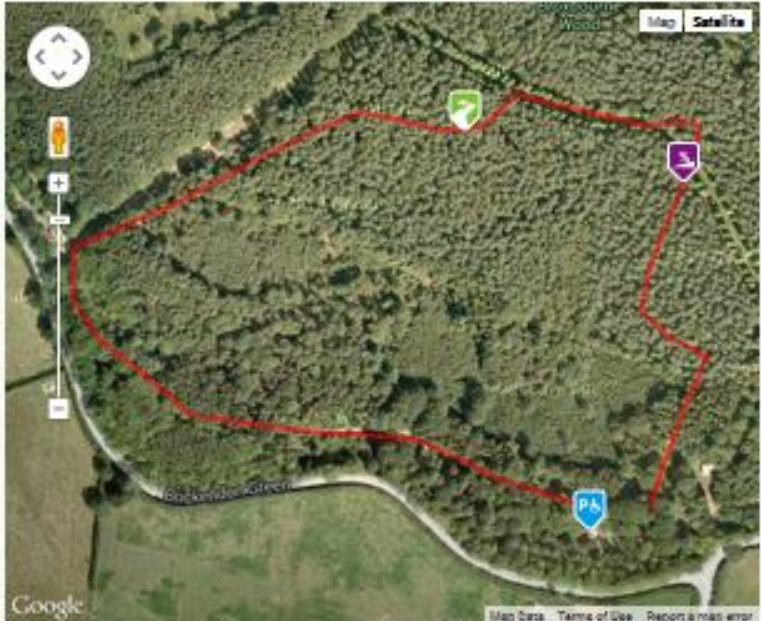
Promotion/ assurance

“Phototrails” –

Web based
resource.

People can see
where to go on a
map/ the ease of
the route,
Can see images of
the trail and its
accessible features
to select best fit
trail

Broxbourne Wood Sculpture Trail Phototrail



Map Satellite

Google

Map Data Terms of Use Report a map error

Route Filmstrip & Description

Route covers a distance of 1km.
There is only one single slope steeper than 1:12 (8.3%), this 1:8 (12.5%) gradient is met downhill if walk is taken anti-clockwise.
Surface is hard, wide and even throughout. There are eight seats: six benches and two sculptures that can be used as rest stops.
An attractive and interesting trail in a wider popular woodland setting.
Surveyed by: Sarah Buckingham, July 2014 (Summer)
Accessibility Rating: 2
Distance: 1.0 km
Public Transport: Bayford Train Station, Bus No. 308 from Hertford Bus Station, Cuffley Train Station or Bayford Train Station - alight at Brickendon (Farmers Boy 3km away).
Car Park: Two designated accessible parking spaces bays at each of the car parks East and

Map Markers

The route is shown as a red line. You can show or hide the types of points indicated on the map using the checkboxes below.

Show All Trail Points | Show No Trail Points | Show Summary | ☐ Show Extra Points

Accessibility Info	Amenities Info	Facilities Info	Features Info	Way Finding Info
<input type="checkbox"/> All	<input type="checkbox"/> All	<input type="checkbox"/> All	<input type="checkbox"/> All	<input type="checkbox"/> All
<input type="checkbox"/> Barrier	<input type="checkbox"/> Accessible toilets	<input type="checkbox"/> Bird Hide	<input type="checkbox"/> Feature of Interest	<input type="checkbox"/> Direction
<input type="checkbox"/> Clearance	<input type="checkbox"/> Blue Badge parking bays	<input type="checkbox"/> Boating	<input type="checkbox"/> Information	<input type="checkbox"/> End
<input type="checkbox"/> Gate	<input type="checkbox"/> CarPark	<input type="checkbox"/> Cafe	<input type="checkbox"/> View	<input type="checkbox"/> Path
<input type="checkbox"/> Gradient	<input type="checkbox"/> Public Transport	<input type="checkbox"/> Fishing		<input type="checkbox"/> Start
<input type="checkbox"/> Obstacle	<input type="checkbox"/> Toilets	<input type="checkbox"/> Museum & Heritage		
<input type="checkbox"/> Seat		<input type="checkbox"/> Shelter		
<input type="checkbox"/> Sign		<input type="checkbox"/> Viewing Platform		
<input type="checkbox"/> Surface		<input type="checkbox"/> Visitor Centre		
<input type="checkbox"/> Wildlife		<input type="checkbox"/> Water Sports Centre		
		<input type="checkbox"/> Wildlife		

Adapted Equipment – climbing centre



Calvert Trust outdoor pursuits centre –Exmoor

<http://www.exmoormagazine.co.uk/category/accessible-exmoor/>

Adapted Equipment – “Trampers” electric mobility chairs



Ramblers with a disability using “Trampers”
<http://disabledramblers.co.uk/photos-this-years/2014-photos/2014-tyrwhitt-trail/>

Adapted Equipment – mountain bikes



Adaptive Mountain Biking -

<http://www.adaptivemtb.co.uk/index.html>

Video clip from cycling project

https://www.youtube.com/watch?v=E9B_Ru_FgD8&autoplay



References/sources

- English Federation of Disability Sport

<http://www.efds.co.uk/>

- Statistical analysis of quantitative data

http://www.efds.co.uk/assets/0000/8848/APS7_Full_data_Factsheet_January_2013.pdf

- Sport England Active People Survey

http://www.sportengland.org/research/active_people_survey.aspx

<http://www.sportengland.org/our-work/disability/disability-infographics/>

- Qualitative data

http://www.efds.co.uk/assets/0000/3833/Understanding_the_barriers_to_participation_20120510.pdf

EFDS resources

Improving inclusion in clubs

www.inclusion-club-hub.co.uk

Up skilling workforce:

http://www.efds.co.uk/resources/sainsbury_s_active_kids_for_all/active_kids_for_all_inclusive_community_training

Access to facilities

http://www.efds.co.uk/assets/0000/8214/Access_for_all_FINAL3_Dec_2013.pdf

http://www.efds.co.uk/inclusive_fitness/the_ifi_mark

Inclusive communications(access for all – inclusive communications)

http://www.efds.co.uk/assets/0000/9149/EFDS_Inclusive_comms_guide_accessible_PDF_APRIL_2014_FINAL.pdf

Sources of further information

Countryside sport and recreation

Natural England - By All Reasonable Means – Access Guide -

http://www.naturalengland.org.uk/Images/inclusivetcm2-27716_tcm6-4032.pdf

Fieldfare Trust - Physical Access Standards –

http://www.fieldfare.org.uk/?page_id=48

Phototrails

http://www.phototrails.org/default.cfm?page=trail&walk=Broxbourne%20Wood%20Sculpture%20Trail&walk_id=377