Inclusion Forum

10th March 2020

Welcome

Cathy Carr – Healthy Communities Manager;
Get Berkshire Active
Agenda

• GBA introduction
• The National picture – Activity Alliance & Access Sport
• Refreshments and group discussions
• Local perspectives - Sport in Mind & Berkshire Vision
• Networking lunch
• Local perspectives - Sportsable & Slough CVS
• GBA updates
• Key themes emerging/ what next
• Summary & Close
Background to GBA

• Active Partnership.
• Part of a national network
• 'Get more people more active'
• Small core team, working in partnership
• Lead, Support, Commission, Deliver
• Physical, mental and social benefits
Quick quiz!

How many disabled people are there in England?

What percentage of disabled people want to be active?
Making active lives possible by enabling organisations to support individual disabled people to be active and stay active for life
Annual Disability & Activity Survey 2019-20
Background

Disabled people are **twice as likely** to be physically inactive than non-disabled people.

(Sport England, Active Lives 2015-16)
Background

- Perceptions and experiences of sport and active recreation among disabled and non-disabled adults
- Online survey from April to July 2019.
- 1,182 disabled and 1,136 non-disabled adults took part
- Disabled person - anyone who had a long-term health condition, impairment or illness that has a substantial effect on normal daily activities.
Key Findings

• 53% of the people we have counted as disabled identified with the word ‘disabled’.
• 10% were unsure or preferred not to say.
• Older people were particularly unlikely to identify as ‘disabled’. 46% of respondents aged 70+ thought of themselves as disabled.
Key Findings – Activity

Four in five disabled people would like to be more active.

Activity Alliance Annual Survey 2020
Key Findings – Activity

• Preference for ‘individual’ activity (67%)
• 50% of disabled people currently take part alone.
• They were evenly split between wanting to be active with a mix of disabled and non-disabled people (25%), alone (29%) or having no preference (29%).
• Informed by.......? One in four (24%) disabled people had taken part in an organised activity session in the last year.
Key Findings – Activity

Activity must haves.....

• The activity session is welcoming (77%)
• The activity is held in a convenient location (72%)

Compared to non-disabled people, disabled people felt these factors to be more important:

• People with different levels of ability feel included (69% vs 61%).
• Questions or needs discussed in private before activity (66% vs 49%).
• Disabled women found this particularly important (70% vs 57%)
Key Findings – Motivations

Seven in ten disabled people are motivated to be active to improve or maintain their physical health.

Activity Alliance Annual Survey 2020
## Key Findings – Barriers & Motivations

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>84% reported that a long-term health condition, impairment or illness stopped them being as active as they would like.</td>
<td>54% motivated to lose or maintain weight</td>
</tr>
<tr>
<td>Two in five (41%) disabled people under the age of 40 cited finances as a barrier.</td>
<td>45% motivated to get fit</td>
</tr>
<tr>
<td></td>
<td>44% were motivated to use activity to support their mental health</td>
</tr>
<tr>
<td></td>
<td>37% said that feeling good about themselves was a motivation</td>
</tr>
</tbody>
</table>
Two in five disabled people said a fear of losing benefits prevents them from trying to be more active.

Activity Alliance Annual Survey 2020
Key Findings - Perceptions

Disabled people:

• Less positive perception of, and relationship to, sport and active recreation.
• Less likely to have enjoyed their most recent experience of being active (67% vs 82%).
• Less likely to want to take part in competitive sport (13% vs 29%).
• Disabled women were particularly unlikely to think sport was for them and to want to take part competitively.
Key Findings - Perceptions

One in three disabled people agree that ‘sport’ is for someone like them.

Activity Alliance Annual Survey 2020
Key Findings - Opportunities

Only **two in five** disabled people feel they are given the opportunity to be as active as they would like to be.

Activity Alliance Annual Survey 2020
Key Findings – Opportunities

Other factors:
• Advertising reassures that the activity is suitable for different levels of ability (60% vs 47%).

Of those who had attended an organised activity session in the last year:
• Four in five (79%) could find all information needed before taking part.
• Didn’t agree that disabled people were visible and included in advertising.
• 45% of disabled people used websites to find activities
Two in three disabled people said they would listen to GPs, doctors and nurses about taking part in activity.

Activity Alliance Annual Survey 2020
Wellbeing

• Disabled respondents who identified as ‘disabled’ were more likely than those who did not to rate their health as either poor or very poor (57% vs 28%).

• Twice as likely to say they feel frequently lonely (22% vs 10%).

• 43% disabled people rated their overall health as poor or very poor.

• Across every wellbeing measure, disabled people who currently received benefits or financial assistance scored lower than those who had never received them.
Remember........

**Four in five** disabled people would like to be more active.

Activity Alliance Annual Survey 2020
Talk to me: 10 principles

1. My channels
2. My locality
3. Me, not my impairment
4. My values
5. My life story
6. Reassure me
7. Include me
8. Listen to me
9. Welcome me
10. Show me
Access Sport – The Sport Inclusion Charity

Our Vision:
No one should be excluded from the transformational benefits of community sport

Our Mission:
We unleash the untapped potential of community sports organisations to make sure no one is excluded from sport
Disability Inclusion Programme

PLACE-BASED PROJECTS
- IGNITE BRISTOL
- IGNITE LONDON

SPORT-SPECIFIC PROJECTS
- FLYERZ HOCKEY
- WINGZ CYCLING

We want to demonstrate that achieving inclusion within the nations volunteer sports clubs is practically achievable and highly rewarding.
• Creating Bristol as a ‘Beacon Place’ example of disability inclusive sport and physical activity
• Supporting community groups and organisations to open their doors to disabled people
• Multi-sport / physical activity approach
• Cross-Sector Network and partnerships
• Sustainable
Changing Sports – Flyerz Hockey

• Creating a movement across a sport – changing perceptions of disability inclusion in hockey and embedding into the ‘hockey family’

• 40 Flyerz clubs across England, Scotland and Wales

• Leader of Bristol Flyerz
Principle 1

My channels

Use communication channels that I already trust e.g. social media, local media
My Channels

- **Social Media** – fast becoming the most effective way to communicate to disabled participants and their parents and carers. Closed groups have particularly worked well.

- **Flyers** – by using knowledge from Activity Alliance we have ensured the layout and font is as accessible as possible.

- **Cross Sector Networks** – by building a network of clubs, groups and organisations through relationship strengthening across sectors has meant the information has reached the right people.

- **Word of Mouth** - Strong networks encourage word of mouth to the right channels.

Start to understand what works for your audience.
Principle 2

My locality

Travelling to get to activities can be a significant barrier for disabled people. I would much prefer opportunities to closer to home.
Opportunities across Bristol – creating a range of opportunities in all areas to minimise travel. Genuine local choice.

• Trusted Venues – venues that people may already be using e.g. leisure centres, existing disability provision

• Accessibility – provide information on the accessibility of the venue so participants can prepare

EXAMPLE: Windmill Hill City Farm
Principle 3

Me, not my impairment

Many people do not identify with being disabled and are put off by advertising that focuses on disability.
Principle 4

My values

Everyone has values. Understanding what my values are and linking these to an activity can make taking part more appealing.
Link your activity to the things that disabled people find important.

- Friendship and connections
- My health
- Progressing in life
- Mental strength and wellbeing
- Having fun and feeling free
- Family and support systems

What does this mean?
Principle 5

My life story

As people grow older our values change. Keep me interested over time through new ideas.
Principle 6

Reassure me

Some disabled people fear standing out and need to be reassured that any activity we attend will be welcoming and suitable for our needs.
Reassure Me

• Manage Expectations – provide necessary information

• Case Studies / Imagery – helps people to relate and see other people’s journeys

• Be Honest – listen to people, understand their needs, have further conversations if necessary and answer accordingly

• Whole Journey – first impressions are vital but it doesn’t stop there

EXAMPLE: Wingz Sessions
Principle 7

Include me

Some disabled people need to know we are good enough to take part. Providers should make sure that people with varying ability levels feel included in sessions.
Include Me

- Manage Expectations – provide necessary information
- Get to know your participants – understand their barriers, motivations, strengths and challenges
- Adapt Accordingly – meet the needs of your participants
- Shared Outcome – varying tasks but can see they’re working towards a similar goal rather than being treated separately

EXAMPLE: Flyerz Hockey
Principle 8

Listen to me

Disabled people can be limited by our impairment and should be able to discuss our needs in a safe and private environment before starting an activity.
Principle 9

Welcome me

An unpleasant first experience can prevent anyone from taking part again. Ensure my first experience is enjoyable so I’m likely to return.
What does this mean?

• An uncomfortable or awkward first experience can put people off coming back again

• ‘First experience’ includes
  • Arrival and getting there
  • All staff
  • Going to the changing rooms
  • Meeting everyone for the first time
  • Meeting the ‘instructor’
  • The suitability of the class for their skill level

I went swimming and just getting from reception to the changing room was so hard. There was no one there to help me. It really put me off going back. Alasdair
Principle 10

Show me

Engage disabled people who are already involved in your activity to promote it to others.
Show Me

• **Word of Mouth** – the most powerful form of promotion

• **Leadership Roles** – engage disabled people into leadership and volunteering roles, support them with training and development opportunities

• **Case Studies** – bring these champions to life, share their story so others can relate

**EXAMPLE: Bristol Inclusive Thrill Seekers**

![Image of people engaged in activities]

*Fact:* Disabled people are 2X more likely to be physically inactive (42%) than non-disabled people (21%).

“We’re incredibly passionate about ensuring that getting involved is easy for everyone, regardless of impairment or disability. We know how much these activities can benefit people and we really want to bring more inclusivity and diversity to them.”

Jesse, 23, is studying Graphic Design at Bath Spa University, and a part-time Facilities Management Coordinator. Jesse, 26, works as a Financial Services Administrator and Tom, 27, is an Infrastructure Engineer for a LEAP Firma.

After the original inclusive climbing group, IDEO Bristol stepped in, running, Jesse, James, and Tom took it upon themselves to ensure that adventure activities still remained a possibility for disabled young people in the Bristol area. Working behind the scenes to get Bristol Inclusive Thrill Seekers registered as a charity and forming relationships with local providers, they then proceeded to recruit and train a team of volunteers that enable them to offer 1:1 sessions to participants. All whilst balancing employment and university studies.

After a successful pilot funding and advice from Access Sport, BITS have gone on to launch regular climbing and night scaring engaging over 80 participants, and have raised over £4000 that will enable the team to expand and offer more disabled young thrill seeker’s active and rewarding. To get more disabled young thrill seeker’s active and rewarding. The important social, physical and mental health benefits that sport brings. Their passion for what they’re trying to achieve as infectious – it is no wonder that so many people have come forward to volunteer and donate.

With a stall website, thriving social media, an enormous pool of volunteers, regular happy participants, and big aspirations, these three young professionals are an admirable example of how to lead an inclusive sporting club.
Survey link

Helen Newberry: HelenN@activityalliance.org.uk

Lizzie Edgecombe: lizzie.edgecombe@accesssport.co.uk
Discussion topics and comfort break!
Discussion Topic 1 - Sharing best practice in engaging disabled people in physical activity

Discussion Topic 2 - Support required to better engage disabled/disadvantaged people

Discussion Topic 3 - Community Connections

Discussion Topic 4 - Inclusive opportunities
Post it notes throughout the forum:

What training/skill development support does your workforce need to support disabled / disadvantaged people to be more active?
Post it notes throughout the forum:

How can we better Safeguard children, young people and adults with disabilities across the sector?
A local Perspective
Active Lives survey results November 2017/18

Inactivity in Berkshire

38.4%

18.6%

Disability or long term health condition

No disability or long term health condition

Disabled people are twice as likely to be inactive than people without a disability.

Inactivity increases in those with 3 or more impairments to 50.1%
Disability predictions in Berkshire

30,159
People aged 18-64 predicted to have impaired mobility in 2020

30,906
People aged 18-64 predicted to have impaired mobility in 2035

2.48% increase

27,922
People aged 65 and over predicted to have a limiting long term illness whose day-to-day activities are limited a lot in 2020

41,249
People aged 65 and over predicted to have a limiting long term illness whose day-to-day activities are limited a lot in 2035

47.73% increase
A local Perspective:

Sport in Mind & Berkshire Vision
Sport in Mind is the independent Berkshire charity formed in 2011 to provide supported physical activity sessions to help improve the health and wellbeing of people experiencing mental health problems

www.sportinmind.org
‘Everybody has mental health’

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel and act. It also helps determine how we handle stress, relate to others, and make choices.

It is always changing!

www.sportinmind.org
Why physical activity...

- Reduces symptoms of depression and anxiety
- Increases self-worth
- Improves energy levels, concentration and sleeping patterns
- Improves mental health and wellbeing, aiding recovery
- Combats social isolation
- Builds confidence and self-esteem
- Enhance physical health

www.sportinmind.org
Who we work with...

- Exclusively for people 18+ experiencing mental health problems, ranging from mild to moderate anxiety and depression, to severe and enduring conditions such as bipolar disorder and schizophrenia.
- Our activities are delivered in partnership with the NHS, local authorities, NGB’s and GP’s.
- We work with the above as well as local charities, community organisations, sports providers, leisure centres, churches etc.

www.sportinmind.org
What we do...

- Keep people active!
- Help to make physical activity more accessible to people experiencing mental health - reduce barriers!
- We deliver a range of activities including: Badminton, Tai Chi, Yoga, Walking, Table Tennis and Football
- Raise awareness of the benefits of physical activity

www.sportinmind.org
How we deliver?

• We work with people living in the community and also in inpatient care
• All groups supported by healthcare professionals
• Sessions are delivered by trained coaches in a safe and supportive environment
• All coaches are assisted by passionate, dedicated volunteers

www.sportinmind.org
Key points

• Sessions are designed to be fun and relaxed
• Accessible to all sporting abilities
• Sessions are for people experiencing mental health problems, but do not focus on their ‘mental health’
• Organise fun tournaments to bring people together
• Use volunteering as an accessible stepping stone back into mainstream society...

www.sportinmind.org
How can people access the sessions:

• Self referrals, the sessions are all drop-in, just turn up!
• GP’s can refer patients
• Community Mental Health Teams (CMHT) and local organisations can encourage anyone they support to attend and can accompany them too and join in!
• As a pathway from Inpatient Hospitals

www.sportinmind.org
Achievements...

• Helped in excess of **11,000** people experiencing mental health problems
• **92%** of service users highlighting improved mental well-being
• **Over a quarter** of service users re-engaged in work, education or training within 12 months

[www.sportinmind.org](http://www.sportinmind.org)
Challenges...

- Building awareness
- Participants stepping through the door that 1st time
- Coaches
- Venues
- Promotion
- Expansion

www.sportinmind.org
Heart of the community...

Our goal is to help people reengage in sport in a community setting in order to support recovery, enable longer-term sports engagement and keeping people active!

We develop localised relationships, engaging local communities and organisations to deliver sessions.

www.sportinmind.org
Thank you...

..any questions?

Contact details
Laura Brooks
E: laura.brooks@sportinmind.org

www.sportinmind.org
HOW WE CAN SUPPORT PEOPLE WITH VISUAL IMPAIRMENTS

Berkshire Vision
Supporting The Visually Impaired
General Knowledge of Visual Impairments

How many people in the UK are living with sightloss?

What percentage of these do you think are totally blind?

How many eye sight confitions do you think are preventable?
MACULAR DEGENARATION

There are TWO types:

Wet – This can be treated with injections to help ease symptoms.

Dry – There is no treatment for this so far but visual aids can help

• Affects the central vision;

• Factors: age, gender, smoking, UV, Diet;

• Symptoms include: distortion of lines, faded colour, difficulty reading print, blurred vision;
GLAUCOMA

• Optic Nerve damaged due to changes in eye pressure;

• Affects: peripheral vision;

• Factors: age, race, family history, diabetes.
CATARACT

• Clouding of the lens causing blurred vision

• Factors are: ageing and other conditions such as diabetes and injury

• Vision appears cloudier, can get dazzling from lights
DIABETIC RETINOPATHY

• Damage to blood vessels in eye

• Factors include diabetes

• Variable and patchy vision

• Difficulties with depth perception and reading.
GUIDING

• Introduce yourself

• ASK

• Communicate hazards

• Place hand on back of seat

• ALWAYS say goodbye
INCLUSIVE ACTIVITIES

- Sighted Guides
- Entering and exiting
- Equipment
- Verbal Instructions
Thank you
Any questions?
A local perspective:

Sportsable
2019 Headlines

- 721 individual sport member sessions
- 17 sports and activities on offer to membership
- 16 outreach programmes
2019 Performance

• National Silverware in:
  ➢ Boccia
  ➢ Air Rifle
  ➢ Archery
  ➢ New Age Kurling
  ➢ Wheelchair Dance
New Beginnings

New Sports and Activities introduced:
• Short Mat Bowls
• Walking Netball
• Tai Chi
• Walk and Talk
Activity Portfolio (2018-2019)
Outreach Portfolio (2018-2019)

Sessions per Outreach group

- Headway South Bucks
- Social Link
- Thames Valley
- Berkshire Dementia Support
- Forest Bridge School
- Berkshire Vision
- Highfield Prep School
- Furey Plant Beavers
- Sea Scouts
- Burfield Primary School
- Bucks County Council
- SEN Dance Troupe
- NCS
- The Autism Group
- Bucks Vision
- OTFPP
- Bucks Mind
- MKS
- Reading Children's Choir
- Claires Court School
- Manor Green School

2018 vs 2019
2020 Focus

Have a Go Mondays

• Remove major barriers to participation
• Entry point to full club membership and regular participation
• Talent Identification
2020 Focus

After School Provisions of disability-friendly sport and physical activity

- Address gap in opportunities for young people with physical and sensory disabilities
- Provide suitable inclusive sessions that address the needs of young people with disabilities
- Identify and signpost young disabled people through coordinated marketing efforts and collaboration with community groups, DSOs and NGBs
2020 Focus

COLLABORATION
An opportunity to share your offers or any challenges you would like advice on.
GBA updates
• 15 leading health charities on board
• 1 in 4 people live with a LTH condition
• Twice as likely to be inactive
• Online Support to encourage behaviour change
• Sign up
  www.weareundefeatable.co.uk
Upcoming GBA Training

**Emergency First Aid At Work - Sport**
- 21st March 2020, Reading Blue Coats School

**Safeguarding & Protecting Children - Reading**
- 30th March 2020, Reading Blue Coat School

**Inclusive Activity Programme (IAP) Workshop - Older People**
- 8th April 2020, Rivermead Leisure Centre

**All Partner Forum – Marketing**
- 6th May 2020, Bisham Abbey
GBA updates

• South East Mind Network launched – Sign up today
• Satellite Club Funding available from 1st April
• Development of the Berkshire Special Olympics Network
Activity/Service Directories

- Reading Services Guide
- West Berkshire Directory
- Bracknell Forest Community Map
- Active Slough Programme
- Wokingham Sports & Activities
- RBWM Sports Clubs
- SEND Local offer – for each LA
- GBA Activity Finder
- Parasport
- Wheelpower events
- Sport in Mind timetable
- Sports Able activities
- Berkshire Vision calendar
Funding opportunities

• Berkshire Community Foundation - https://www.berkshirecf.org/funding-and-support/
• Disability Grants - https://www.disability-grants.org/about-disability-grants
• Sport England - www.sportengland.org/how-we-can-help/our-funds
• Activate Fund (Get Berkshire Active) - https://getberkshireactive.org/
• Community Fund - https://www.tnlcommunityfund.org.uk/funding
• London Sport - https://funding.londonsport.org/grant/search
Action Planning

• Key themes emerging
• What next? - Future forums / network discussion
• What’s your pledge?
• Feedback forms
Summary

• Importance of consultation / co-design on delivery and facilities
• Expand your network and link into existing services to incorporate physical activity
• Utilise Activity Alliance 10 principles, evidence and resources and put into practice
• Re-framing physical activity as fun and can support pain reduction
• Tap into people’s values
Summary

• Don’t under estimate the power of physical activity to improve confidence, employability skills, friendships, connections etc

• Don’t rely on social media – power of leaflets in local facilities such as libraries and cafes is powerful

• Huge potential - demand is there

• Consider other opportunities people can get involved in (mentoring, buddyng, coaching, volunteering)
Thank you for coming