

BRISTOL
2017 EUROPEAN
CITY OF SPORT

WIFI Network: TheBristolPavilion

Password: Pavilion321

Twitter: #CityofSport17

Keynote Speaker: Barry Horne, CEO of EFDS





**English Federation
of Disability Sport**

Making **active lives** possible

CHANGING PERCEPTIONS OF DISABILITY

Barry Horne, Chief Executive, EFDS

Bristol 6 December 2017

www.efds.co.uk

EFDS Vision, purpose and outcomes

- Disabled people are **active for life**
- **Making active lives possible** by enabling organisations to support individual disabled people to be active and stay active for life
- **Individual:** enhancing health and well-being
- **Society:** A more equal society with increased choice and opportunity
- **Organisational:** a system where organisations embed inclusion

The facts



One in five

people in England have an impairment - around 9.4 million disabled people. (Census 2011)



One in twenty

people choose 'confident' as a top three term that described how they feel when they meet a disabled person. (Disability Matters 2015)



Seven in ten

disabled people have not taken part in any physical activity in the last month compared to five in ten (48%) non-disabled people. (Sport England APS8)



Seven in ten

disabled people want to do more sport. (EFDS Lifestyle Report)



Psychological barriers

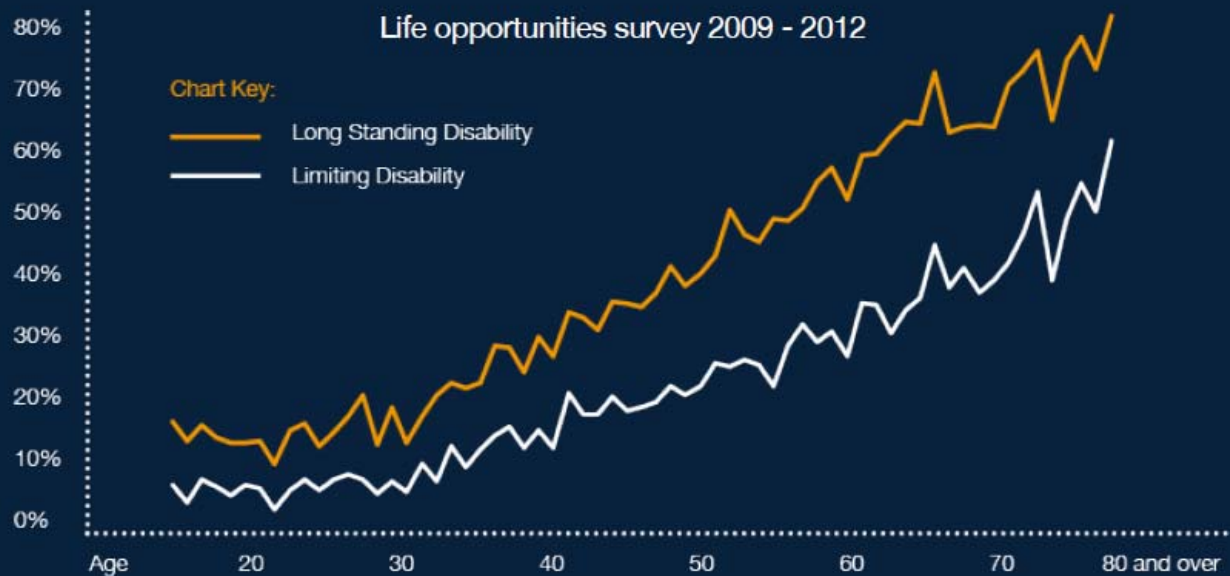
play the biggest role in preventing disabled people from taking part in sport. Their perception of their own abilities matters as well as others' opinions on whether the activity suits them. (EFDS Barriers to Participation Report)



Six in ten

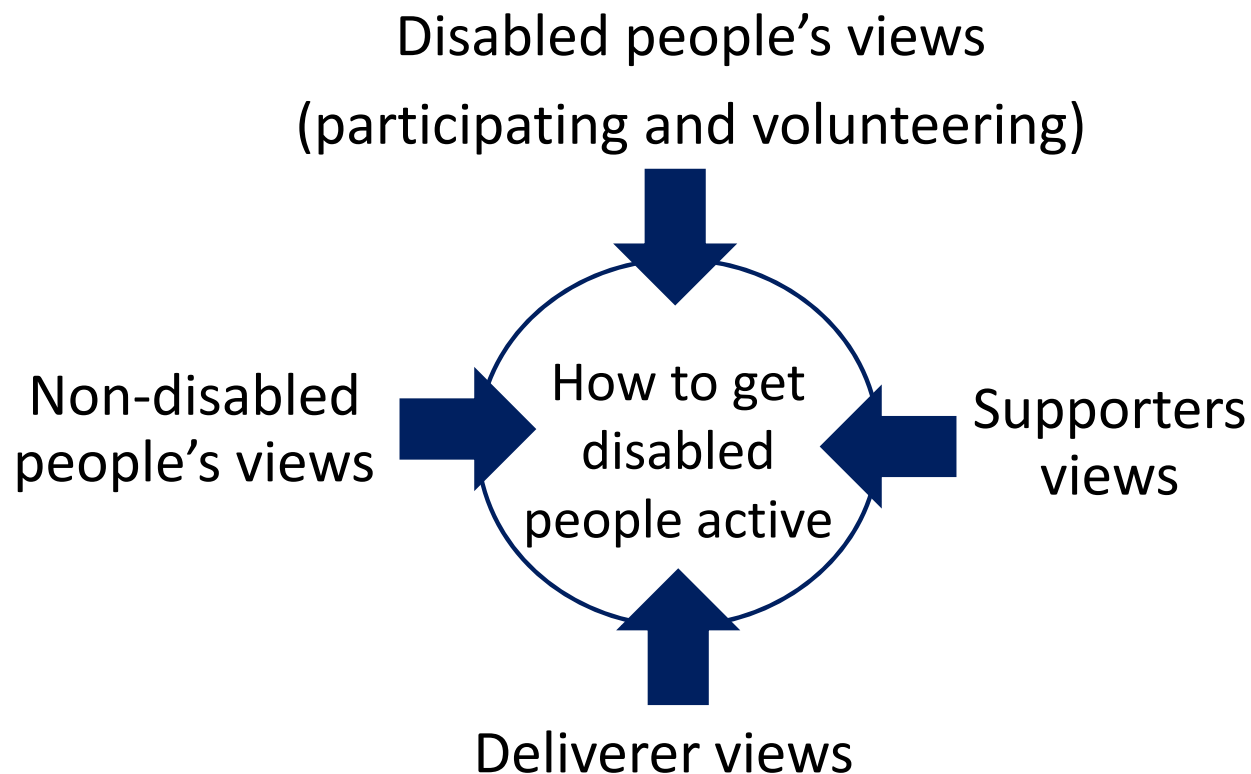
disabled people claim that either not knowing about opportunities or a lack of available activities is what prevents them from taking part. (EFDS Lifestyle Report)

Disabled people by age groups



As age increases, there is an increase in the proportion of disabled people, from both limiting and non limiting demographics.

EFDS have a 360 degree understanding of how to get disabled people active



What our Research tells us (1)

Barriers to participation



Psychological barriers are the most influential

Disabled people's lifestyle report



Many disabled people want to take part with non-disabled people

Active Together



Activities which have provided successful inclusive provision and how they did it

Motivate Me



Don't lead with impairment. Appeal to values

Talk to Me



Talk to Me 10 Principles

What our Research tells us (2)

Supporting me to be active



79% of supporters have some level of influence

Active together 2 – non-disabled people perceptions



What non-disabled people think about taking part in inclusive activity

Deliverer research



Perceptions of deliverers in providing activity to disabled people

Disabled volunteers



What motivates and prevents disabled people from volunteering

Benefits research



Understanding the extent to which disabled people are frightened of being active because of the impact it may have on any benefits they receive

Active Together

- 64% of disabled people would prefer to take part in physical activity and sport with non-disabled people, currently only 51% of people are doing so (EFDS Lifestyle survey 2013)
- 73% of non-disabled people are open to taking part in sport or physical activity with disabled people (EFDS Active Together 2016)

How 'inclusive' are different types of sport?

	Fairly Inclusive	Very Inclusive
• Group Exercise	48%	26%
• Individual sports or exercise	45%	20%
• Team Sports	28%	10%
• 1 vs 1 sports	26%	8%

What % feel it would be 'easy' for different groups of disabled people to...

	Play sport or be active	Have a full time job
• Hearing impairment	73%	60%
• Mental health conditions	58%	25%
• Behavioural conditions	54%	21%
• Learning disability	61%	24%
• Physical impairment	34%	42%
• Visual impairment	33%	32%

Agreement with statements that disabled people are...

	Agreement	Implicit Agreement
• Equal to non-disabled people	69%	27%
• No different to non-disabled people	60%	19%
• People like me	50%	24%

Principles to get more people active

Drive awareness

1. Use the channels I already trust
2. Stay local to me

Engage the audience

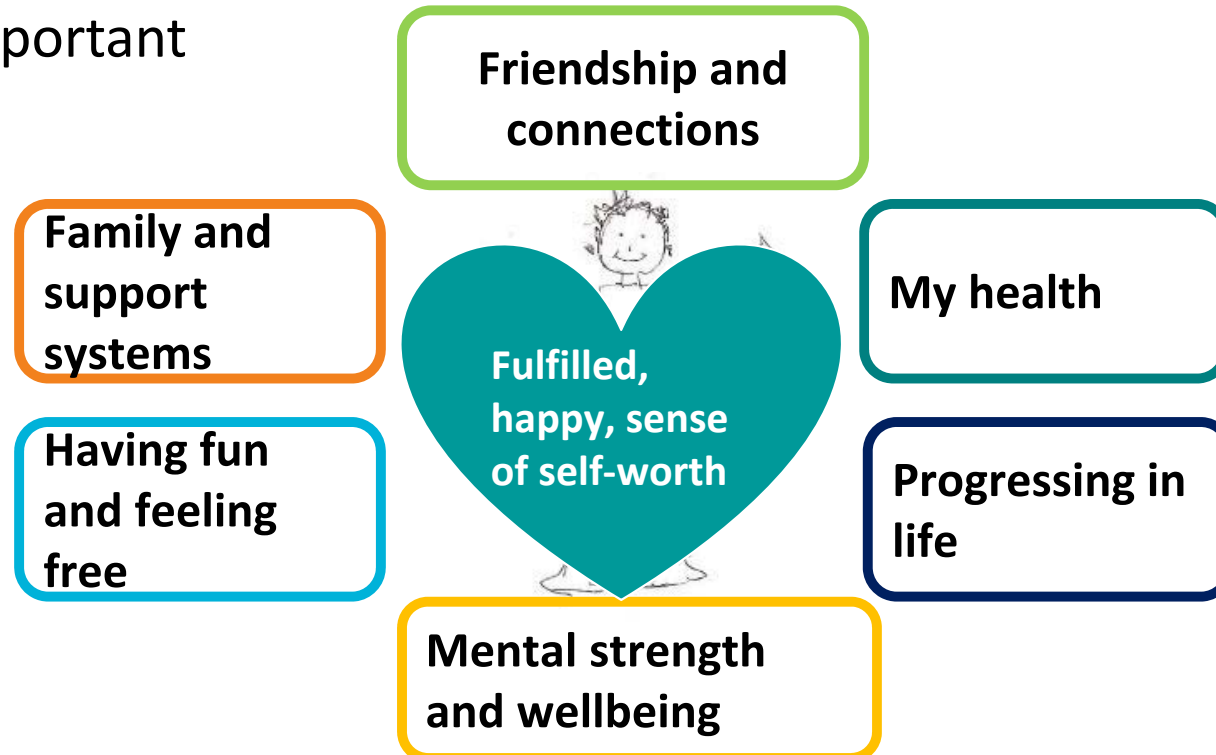
3. See me as an individual
4. Talk to as many of my values as possible
5. Continue to fulfil my values in new ways

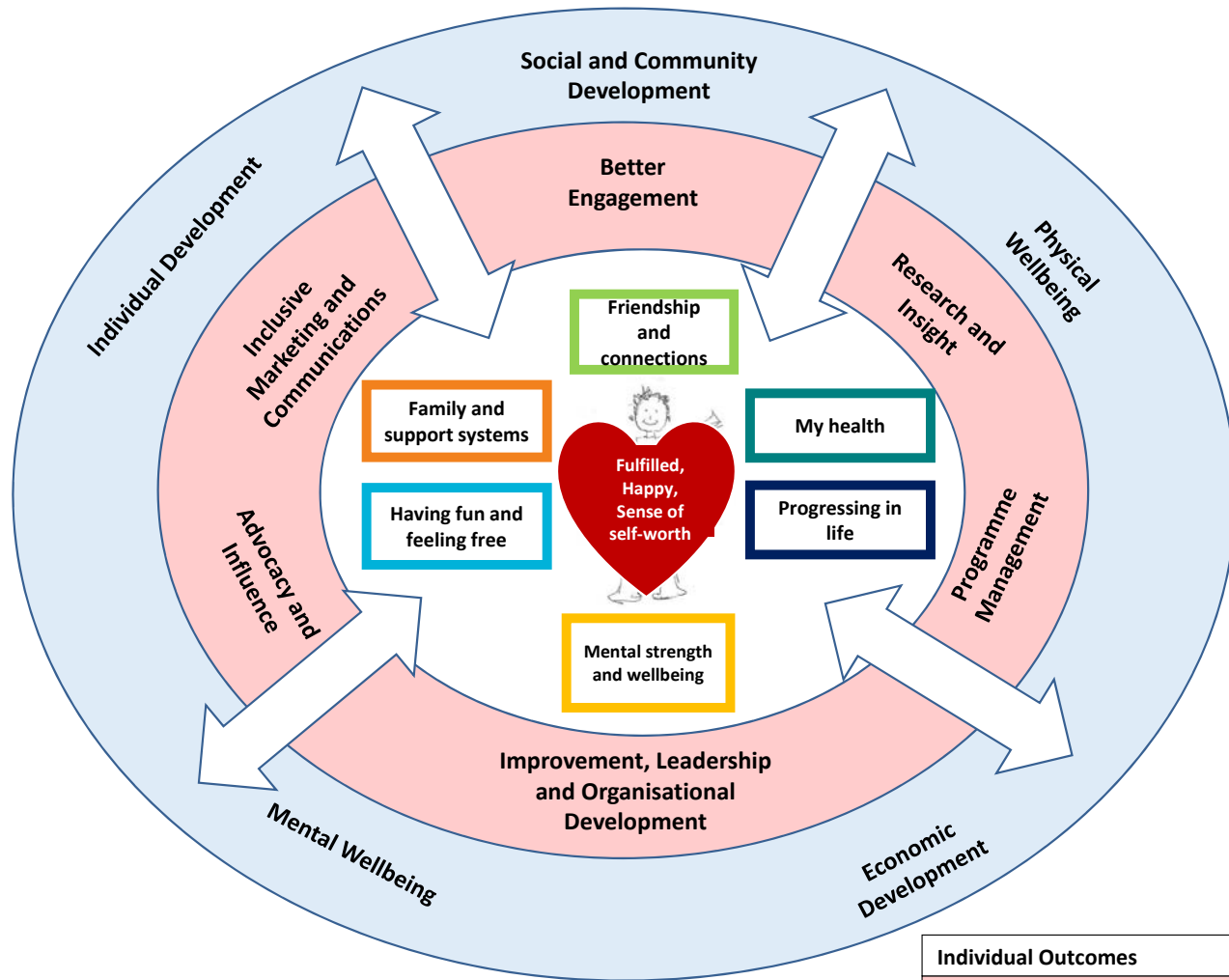
Offer support and Reassurance

6. Reassure me I'm going to fit in
7. Make me feel I can do it
8. Make it easy for me to tell you my needs
9. Ensure my first experience is good
10. Encourage me via existing advocates

Motivate me

Link the activity to the values that people find important





Individual Outcomes
Organisational Outcomes
Fundamental (Societal) Outcomes

More than just the numbers...

- Changing approaches to inclusion **for good**
- Applying **universal** principles and values in diverse localities
- **New ways** of engaging those who traditional approaches have failed



Barry Horne
Chief Executive
English Federation of Disability Sport
bhorne@efds.co.uk

www.efds.co.uk