

Inclusive Delivery

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What do you want from
today?

Objectives

- Understand what inclusive delivery looks like
- Identify the current picture in your own group
- Appreciate the benefits of diversity
- Identify what stops people being included and understand which barriers may be more relevant to certain groups of people
- Identify possible solutions to include people
- Create an action plan to make changes in your own setting
- Know where to access further support and advice



Context

- Almost 1 in 5 people in England have a long standing limiting disability or illness
- Disabled people are twice as likely to be physically inactive (43 per cent) than non-disabled people (21 per cent)
- Four in five (81 per cent) disabled people would like to be more active.
- People with a limiting long-term disability account for 11% of sports volunteers despite accounting for 21% of the overall population.
- 58% of women are active compared to 63% of men
- Men comprise 60% of all sports volunteers
- People who are long term unemployed or have never worked (NS-SEC 8) are the most likely to be inactive (37%) and the least likely to be active (49%)
- People from lower socio-economic backgrounds (NS-SEC 6-8) are under-represented in volunteering, comprising just 10% of all sports volunteers but 31% of the adult population.
- For ethnic minority groups sports participation is 40% compared to a national average of 46%

Sport England Active Lives,
Sport England Mapping Disability: The Facts 2016
Activity Alliance, Annual Disability and Activity Survey 2019-20

What does inclusive delivery look like?



Benefits of inclusive delivery

By creating an inclusive environment we create a more positive experience for everyone.

By attracting people from different groups your sessions will:

- Include different personality types and skill sets
- Create different role models
- Encourage innovation
- Reflect the community around you

Resulting in a better RunTogether group experience for EVERYONE!

What stops people being included?

- Time
- Money
- Equipment
- Confidence
- Opportunity
- Lack of role models
- Lack of knowledge
- Past experience
- Negative perceptions and attitude
- Support
- Leader/coach
- Venue
- Other?

Barriers

Women

Time

Leader/coach

Confidence

Disabled People

Equipment

Confidence

Lack of role models

Past experience

Lack of knowledge

Negative perceptions and attitude

Support

Venue

Low Socio-economic groups

Money

Opportunity

Venue

Ethnically diverse communities

Leader/coach

Lack of role models

Past experience

Support

Solutions

- Targeted activity e.g over 50s,
- Marketing –imagery, accessible formats
- Time
- Location- public transport
- Venue- welcoming, accessible
- Specific leader/coach- female leader
- Volunteer knowledge, information and confidence
- Support- guide runners, buddy
- Information- named contact, participant forms, website
- Community links
- Be friendly and welcoming!
- Ask questions

STEP

- Space
- Task
- Equipment
- People

Mental Health

- [#RunAndTalk](#) programme



Summary

- Inclusive delivery creates a more positive experience for everyone
- Identify whether your activity is representative of your community
- Understand which groups are under-represented and why?
- Provide information so people know what to expect
- Have conversations
- Small changes can make a big difference
- Marketing and communication is key!

Action planning

JUST
ONE
THING

Training and development

Further training:

- [UK Disability Inclusion Training](#)
- [Educare Mental Wellbeing in Sport and Physical Activity](#)
- [Educare Equality and Diversity in Sport](#)

Further information and advice:

- [England Athletics](#)
- [Activity Alliance](#)
- [Women in Sport](#)
- [Street Games](#)
- [Sporting Equals](#)

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