

Quest 2016 – Gplus 10

Engaging with Disabled People

Guidance Notes

Issue 3 – July 2016



Outcomes

- That the gap between participation by disabled people and non-disabled people and that inactivity rates amongst the disabled people are reducing over time
- We provide accessible, bespoke and inclusive opportunities for disabled people to participate in sport and physical activity using current insight and a values based marketing led approach promoted effectively
- That our services and facilities are accessible to disabled people of all impairments, and that the first time experience for new participants is thoughtfully designed and delivered
- To ensure our volunteer and paid workforce is trained, knowledgeable and confident in design and delivery of services for and is explicitly representative of disabled people
- To ensure our marketing and communications meets the guidelines in the EFDS Inclusive Communications Guide
- To engage disabled people, disabled peoples' organisations and statutory agencies in the planning, and design, of services and activities to ensure

Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
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PLAN					
How does the organisation demonstrate that disability equality is fully integrated into the planning process, and that disabled people are fully engaged at each stage?	There is little or no evidence that consideration of the needs of disabled people has taken place. No consultation with disabled people has taken place and there are physical and organisational barriers that prevent disabled people from accessing facilities and services.	Some consultation with disabled people and/or disability groups / organisations has taken place. There is evidence that the needs of disabled people have been considered within the business plan. Facilities used for programmes are DDA compliant.	There is evidence that the organisation understands the disability demographics of the local area and has good knowledge of local disability organisations. Good quality consultation has taken place, and specific policies and programmes have been put in place to ensure access to services.	Research and insight into the needs and preferences of local disabled people has informed the planning process, resulting in programmes that deliver 'what disabled people want', with clear targets and outcomes. The majority of facilities and services are accessible to disabled people.	Disabled people are fully involved in the development and delivery of the business plan, with robust targets/KPIs which reflect local priorities and national outcomes All services and facilities are accessible, and offer bespoke and inclusive opportunities- via IFI accreditation or similar

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Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
DO					
The organisation communicates its commitment, and demonstrates its ability, to provide inclusive services?	There is little or no evidence that the organisation is committed to delivering a quality service for disabled people.	<p>Commitment is evident via equality pledge, customer charter, or similar.</p> <p>Marketing materials include positive imagery and the website adopts WAI (web access initiative) guidelines.</p> <p>Facilities meet Part M building regulations and any adaptations are clearly sign posted.</p>	<p>Marketing materials encourage uptake by disabled users and there are specific programmes in place to meet disabled people’s needs. Concessions or other appropriate incentives are used to attract disabled users.</p> <p>Facilities largely meet Sport England’s Accessible Sports Facilities guidance (or similar home country guidance).</p> <p>(i) On site information and interactive equipment, for users and leaders e.g. communications systems, coaches/leaders usage recording is accessible to all.</p> <p>(ii) there is evidence that staff are aware and able to operate relevant equipment</p>	<p>The organisation has a clear, and stated, focus on delivering a quality service for disabled people. An insight led, values based marketing and communications strategy, using EFDS inclusive communications guide, is in place that ensures supply meets demand in the area.</p> <p>Programmes/Facilities have been accredited or assessed via a disabled people’s user group, IFI, Disabled Go, or similar. Disabled people are employed/volunteer as programme leaders and coaches, serving as role models to encourage more users.</p>	<p>There is a comprehensive outreach plan in place. Disabled people are employed to deliver top quality services. Feedback is regularly sought and acted upon.</p> <p>The emphasis is on ensuring all activities are fully inclusive (not just bespoke programmes solely for disabled people).</p>

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Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
<p>Are Staff confident and knowledgeable in engaging with disabled people?</p>	<p>No disability awareness training evident and limited information available through staff intranet or staff handbook.</p>	<p>Some evidence of disability equality/awareness training as part of staff induction programme, or via staff handbook/staff intranet.</p>	<p>All staff members are trained in disability awareness.</p> <p>Staff are confident in their ability to assess their programmes/facilities for impact on disabled people.</p> <p>Safeguarding policies are in place for young people and vulnerable adults.</p>	<p>Workforce Development strategies and training plans are in place that demonstrate the workforce is trained and confident in ensuring a quality service for disabled people. Specialist training is in place for front – line staff e.g. YMCA Fit, IFI Exercise and Disability, or relevant Sports Coach UK courses in inclusive coaching.</p> <p>Staff appraisal includes objectives relating to disability awareness and service delivery. Recruitment practices encourage disabled applicants.</p> <p>Staff are aware of the organisation’s policy and procedures for safeguarding children and vulnerable adults and have a designated lead officer and action plan in place.</p>	<p>The organisation employs disabled people in all areas, and as course/programme leaders, and actively encourages progression to senior management roles. Staff members consult regularly with disabled users to better understand how programmes and facilities should be adapted.</p> <p>All front-line staff have received/are receiving specialist training.</p> <p>Evidence that the safeguarding children and vulnerable adult’s policy and procedures are fully embedded and the action plan is being implemented on a progressive basis.</p>

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Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
MEASURE					
Are there are clear measurement tools in place to enable the organisation to assess uptake and satisfaction levels of disabled people?	There is no method of disaggregating disabled people usage, customer or partner satisfaction data.	Some disaggregation of usage data is in place, but no specific targets or KPIs set. Case studies are used to identify and demonstrate customer satisfaction.	Targets/KPIs with robust measurements are in place that monitor year on year progress. Customer satisfaction is measured at programme level for specific disability sport initiatives.	Targets/KPIs are regularly reviewed and there is evidence of growth in activity levels amongst disabled people. Disabled people's satisfaction levels are identified as a sub sector within organisation level customer satisfaction measurements.	Measurement and target setting is fully embedded. Customer satisfaction is regularly tested and is seen to be improving. There is year on year growth in activity levels by disabled people. A balanced scorecard is in place that measures all dimensions of an effective holistic service for disabled people
REVIEW					
Are disabled people fully involved in the shaping of services and the review of performance?	There is little of no consultation or review process that involves disabled people.	There is limited consultation on disability specific initiatives, mostly with local disability organisations.	Programmes are reviewed in partnership with local disability organisations any key statutory partners and any disability sports forum in the area. There is some evidence of changes to activities as a result of this review process.	Disabled users are consulted in the review process at programme level, via a disabled users' forum (or similar). There is a transparent process by which feedback is addressed in programme development to drive continuous improvement.	Disabled people are fully integrated in to the review process, either by representation on specific programme review groups or through consultation with a disability advisory group. Reviews take place at whole service level, not just disability specific programmes.

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IMPACT					
Can the organisation and key stakeholders clearly identify the positive impacts the programmes have on the lifestyle, health and well-being of disabled people?	The organisation is unable to provide evidence of the benefits that programmes have on the lives of disabled people.	There is limited evidence of benefit, primarily via case studies of individuals, or at single initiative level.	<p>There is evidence of strong partnerships with disability organisations on programmes, and outputs/outcomes are jointly planned and shared.</p> <p>Uptake of programmes is good and users are happy to serve as advocates.</p>	<p>The organisation can provide quantitative trends data that demonstrates year on year improvement.</p> <p>Qualitative research is in place, and used for management information and disseminated widely</p> <p>Wider social/health outcomes are recognised by partners.</p> <p>The level of inactivity amongst disabled people is falling due to a purposeful approach to the marketing, design and delivery for first time and new participants</p> <p>Programmes are 'in demand' with activity registers full and high retention levels evident.</p>	<p>There is significant progress against national strategic outcomes that have been agreed with local partners that is measured in terms of social and economic impact value</p> <p>There is an expanding infrastructure of active volunteers and peer mentors of disabled people reaching new communities/groups and benefiting from their involvement as volunteers.</p> <p>Staff recognise the potential to scale up successful activities and are actively doing so.</p> <p>Programmes are recognised locally/regionally/nationally as good/best practice.</p>

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Key Links - Disability Specific

- EFDS: overview <http://www.efds.co.uk/> - key message to readers: be informed; be inclusive; be active.
- EFDS: Charter for change <http://www.efds.co.uk/charter>
 - EFDS is calling upon those involved in providing opportunities to commit their support to the Charter which outlines three asks:
 - Everyone involved in providing sport or physical activity will support disabled people to participate.
 - Disabled people will have the same opportunity as non-disabled people to be active throughout their lives.
 - All communications about sport and physical activity will promote positive public attitudes towards disabled people's participation.
- EFDS 'Talk to Me' principles http://www.efds.co.uk/resources/research/3904_talk_to_me_principles_in_action
 - EFDS produced the Talk to Me report in October 2015. The report outlines ten principles which support's providers to deliver more appealing activities for disabled people. A support document has been produced to highlight how these principles have been applied in sport and physical activity.
 - Step one: Drive awareness**
 - Principle one: Use the channels I already trust
 - Principle two: Stay local to me
 - Step two: Engage the audience**
 - Principle three: Don't lead with my impairment or health condition
 - Principle four: Talk to as many of my values as possible
 - Principle five: Continue to fulfil my values in new ways
 - Step three: Offer support and reassurance**
 - Principle six: Reassure me I'm going to fit in
 - Principle seven: Make me feel I can do it
 - Principle eight: Make it easy for me to tell you my needs
 - Principle nine: Ensure my first experience is good
 - Principle ten: Encourage me via existing advocates
- EFDS: research and insight <http://www.efds.co.uk/resources/research>
- EFDS: access for all -inclusive communities guide http://www.efds.co.uk/resources/case_studies/2697_access_for_all_efds_inclusive_communications_guide
- Inclusive training: http://www.efds.co.uk/resources/sainsbury_s_active_kids_for_all Sainsbury's Active Kids for All series
- Inclusive Fitness http://www.efds.co.uk/inclusive_fitness - IF Gyms; IF Mark; training and events
- Inclusive clubs <http://www.inclusion-club-hub.co.uk/> toolkit created by the EFDS to help clubs to include more disabled people in their activities
- Equality in Sport: disability strand of the website of the five UK Sports Council <http://equalityinsport.org/equality-strands/disability/>
- EFDS "LEAD" Self-Assessment tool <http://www.efds.co.uk/resources>
- EFDS Inclusive HUB – tool to ensure clubs are inclusive Club <http://www.inclusion-club-hub.co.uk/>

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Key Links – Generic and Related Areas

- Age UK
 - Health and fitness section: <http://www.ageuk.org.uk/health-wellbeing/> - information on age-related health conditions, advice on staying fit and healthy
 - Keeping fit: <http://www.ageuk.org.uk/health-wellbeing/keeping-fit/> - getting moving; fitter feet; walking tips; falls prevention; easy exercise
 - Health and wellbeing projects: <http://www.ageuk.org.uk/health-wellbeing/fit-as-a-fiddle/> - Inspire and include; Fit for the Future; Cascade Volunteering Training; Fit as a Fiddle (although ended resources are still available); Get Going Together; Dementia Friendly Programme; Health and Wellbeing Resources.
- BHFNC: Older People overview: <http://www.bhfactive.org.uk/older-adults/index.html> - training (e.g. Functional Fitness MOT); events; resources; projects
- DCMS Sporting Futures Strategy: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
- Equality Act 2010: government guidance <https://www.gov.uk/guidance/equality-act-2010-guidance>
- Equality for Sport web site: <http://equalityinsport.org/> website of the five UK Sports Councils, providing a wide range of equality-related material to assist all sporting organisations become more equitable and to provide a service to all sectors of the population.
- Equality Standard for Sport: <http://equalityinsport.org/equality-standard-for-sport/>
- PHE: <https://www.gov.uk/government/organisations/public-health-england> - contacts regional and local centres; national strategy
- Sport England: Strategy Towards an Active Nation <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
- Sports Coach UK: list of workshops covering equity and disability for young people and adults <http://www.sportscoachuk.org/workshops/workshop-search>
- Vulnerable adults: EFDS policy guidance: http://www.efds.co.uk/assets/0000/3509/Child_and_Vulnerable_Adult_Protection_Policy_for_web_with_statement.pdf; Presentation highlighting the difference between safeguarding children and vulnerable adults guidance: <https://www.sportscoachuk.org/sites/default/files/Differences-in-Safeguarding-Children-and-Vulnerable-Adults.pdf> (Anne Craft Trust and the Sports Coach UK)

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Suggested Guidance

PLAN

How do you plan your offer and maximise the use of services for disabled people?

Key questions:

- *Does your service attract a similar proportion of disabled people as the local population? Is it representative?*
- *Are the levels of inactivity falling locally?*
- *Is access to sport, recreation and physical activity being widened?*
- *What are your ambitions for the disabled people part of your service?*
- *How have you used insight to shape your services for disabled: by impairment, young people (0-5 and 6-18); adults; and older people?*
- *Have you applied the EFDS's ten 'Talk to Me' principles?*
- *How have you involved disabled people in the planning and design of your service offer?*
- *Is it fully inclusive and accessible?*

Supplementary questions:

- Have you used the EFDS research; signed up to the EFDS 'Charter for Change' and applied the 'Talk to Me' principles covering awareness, engagement and your offer?
- Have you used demographic data and market research or tools such as Sport England's market segmentation tool to better understand the needs of disabled people in your area? Do you have a values based marketing plan that identifies and addresses barriers, and is evidenced based, using national and local customer insight, research, market intelligence and stakeholder consultation?
- Does this plan use market segmentation to identify specific needs and communication and promotion strategies based on an audit and mapping of opportunities and usage? Does the outcome clearly state that all disabled people should view being active in as a viable lifestyle choice and have access to this?
- How do you access disabled people in the local catchment area? Have you considered using a combination social media, local media, posters, word of mouth and focus on providing enough information for disabled people to make an informed choice? Do you use everyday venues to raise awareness such as local shops; supermarkets; GP surgeries etc.?
- Which disabled people organisations and forums exist within your community and how do you work with them e.g. Local Disability Advisory Panels / Groups/ Networks including County Sports Partnership Disability Sport or strategic forum
- Do you work in partnership with your local healthcare providers' and commissioners e.g. Clinical Commissioning Group (CCG). Public Health
- Does your service have objectives targeting disabled people and are these documented in a business plan, marketing plan or action plan?

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- Have you estimated the potential savings in healthcare costs of you helping more disabled people to be active in your area?
- What guidelines and standards have you used e.g.:
 - English Federation of Disability Sport research and ‘Talk to Me’ principles? <http://www.efds.co.uk/>
 - Department of Health Guidelines for Physical Activity? www.bhfactive.org.uk/olderadultsguidelines
 - Department for Culture, Media and Sport ‘Sporting Future Strategy’?
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
 - Sport England: Strategy Towards an Active Nation? <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
 - Equality Standard for Sport? <http://equalityinsport.org/equality-standard-for-sport/>
 - Inclusive Fitness Initiative? http://www.efds.co.uk/inclusive_fitness
 - Safeguarding standards for children and vulnerable adults?
http://www.efds.co.uk/assets/0000/3509/Child_and_Vulnerable_Adult_Protection_Policy_for_web_with_statement.pdf;

DO

What opportunities do you offer disabled people and how do you attract them?

Key questions:

- *How do you reach and engage disabled people in your catchment area?*
- *Is your marketing plan and strategy based on a values based approach (as per EFDS Talk to me Principles) that reflects a segmented market*
- *How does your offer for disabled people differ from that of other service users and what does it include?*
- *How do you integrate activities for disabled people into mainstream services and programmes?*
- *What bespoke services do you provide?*
- *What venues do you use for disabled people’s activities and how do you make sure they are accessible and fit for purpose?*
- *How do you address transport issues for disabled people and their carers?*

Supplementary questions:

- Do you make clear in your marketing materials information that is important to disabled people and is this available in alternative formats e.g. braille; large print versions (such as easy access; loop systems; toilets on site; parking close by; availability of public transport etc.)?
- Do you apply the guidelines in EFDS Inclusive Communications Guide
- Do you use positive imagery in your marketing materials?
- Have you a network of disabled champions for the younger, adults and the older aged groups to act as advocates?
- Do you use different ways of communication through social media, word and mouth and at everyday venues e.g. local schools (for young people); local shops; supermarkets; GP surgeries; local chemists; libraries etc.?

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- Do you provide a range of activities suitable for service users at different stages life stages and with different impairments?
- Have you explored the use of fully integrated/inclusive programmes that attract disabled and non-disabled people?
- Do you have concessionary schemes offering discounts to disabled people?
- Have you established a Buddy Scheme for new users and/or a mentoring scheme for volunteers?

How do your staff deliver these services?

Key questions:

- **What do you do to recruit disabled people as: staff, deliverers (e.g. coaches), volunteers and Board members?**
- **How do staff in different roles understand and respond to the needs of people with different disabilities and what training do they receive?**

Supplementary questions:

- Does your Customer Charter specifically reference the needs of disabled customers?
- Have coaching staff completed specific CPD on working with disabled people e.g. Active Kids for All – Inclusive Community Training or Inclusive Coaching: Disability (list of Sport Coach UK Courses) <http://www.sportscoachuk.org/workshops/workshop-search>?
- Are your clubs inclusive and use the EFDS Inclusion Club HUB tool?
- Have staff members received training in safeguarding young people and vulnerable adults?
- Do you actively seek feedback from disabled young people, adults and older service users? How is this shared and acted upon?
- Does your organisation include equality objectives in staff's performance appraisals?
- How do you specify and check that your suppliers / contractors meet your standards?

MEASURE

How do you measure the engagement of disabled people?

Key questions:

- **How do you measure the levels of engagement of disabled participants, deliverers (e.g. coaches) and volunteers?**
- **How do you measure the levels of satisfaction of disabled participants, deliverers and volunteers?**
- **How do you assess the impact of your services on disabled: young people, adults and older people?**

Supplementary questions:

- What data do you gather for measuring: new participants, usage, retention and income figures from disabled people?
- What systems are in place for disabled customers to give their feedback and would they recommend your service to friends and family?

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- What do the stakeholders that are involved your disabled peoples' services think about them and would they recommend you to their clients, members, colleagues and other organisations?
- Do you use the National Benchmarking Survey or APSE to assess effectiveness and benchmark performance?
- Can you calculate cost savings for local healthcare services?
- Have you created a partnership research project with your local Higher Education Institute; Public Health Service, Clinical Commissioning Group (CCG) or the County Sports Partnership?

REVIEW

How do you review what you measure?

Key questions:

- ***Have you achieved your service objectives?***
- ***How are disabled people (young people; adults and older people) involved in reviewing your services?***
- ***How are stakeholders involved in reviewing your services for disabled people?***
- ***How are the achievements of the services for disabled people reviewed, presented to and acted upon by the Management Team and the Board?***

Supplementary questions:

- What trend data do you have and what is it telling you about your services for disabled people (young people; adults and older people)?
- What has worked well and has exceeded your expectations?
- What are your areas for improvement and for further development?
- How well has the targeted marketing and promotion performed? What has it cost and how much additional usage/market penetration has been achieved?
- Are new disabled customers (young people; adults and older people) attending your programmes and are existing disabled customers staying for longer?
- What is the unit economic cost for the services and how can it be reduced without affecting the quality of provision?
- How do you find out about new external research on disabled people and apply it to your services?

IMPACT

Has what you have done made a difference to disabled people in your catchment area and your organisation?

Key questions:

- ***How do you evidence the impact on societal outcomes your services are having on disabled: young people; adults and older people and the savings this is making in your area?***

Supplementary questions:

- Are you attracting inactive disabled people and positively changing their attitudes and behaviours towards an active lifestyle? What is the 'conversion rate'?

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of engaging an inactive disabled person and helping them to adopt an active lifestyle (beyond 10 weeks)? Is this unit cost different for young disabled people; disabled adults and older disabled people?

- How good are you at retention once disabled people are engaged and involved
- What quantitative and qualitative evidence do you have of the positive impact your services are having on disabled people who use them?
- Are your services helping disabled people to access other social, education and/or health interventions that will also benefit them?
- What is the estimated social return on investment of your services for disabled people and can this be calculated for: disabled young people; adults and older people?
- What is the estimated cost savings to the health service by disabled people engaged in your programmes?
- Have you strengthened the infrastructure of coaches, volunteers, mentors, clubs and other voluntary groups providing services for disabled people in your area?
- Are facilities in your area more accessible and made fit for purpose for disabled people as a result of your interventions?
- Are safeguards for children and vulnerable adults stronger and more robust as a result of your interventions?
- Is supply and demand mapped in your area to ensure an accessible and relevant local offer is in place
- Are you aware of and engaged in facilitating the pathway through club/talent development links to elite performance for disabled people including Paralympic sports
- Are there interventions that have a proven track record of positively impacting on disabled people that could be scaled up across your area or replicated in other areas?