

# A GUIDE FOR THE VOLUNTEER, COMMUNITY, AND SOCIAL ENTERPRISE (VCSE) SECTOR



This evidence-based and locally consulted guideline sets out the vision for sport and physical activity for all people with disabilities and long-term conditions in Norfolk. It aims to support the VCSE sector to ensure their organisation is representative of the wants and improves the health and well-being of the targeted population.

## VISION

“To improve the quality and experience of physical activity for individuals with disabilities and long-term conditions of all ages in Norfolk, and ensure the opportunity to participate by improving access and reducing barriers.”

## WHY IS THIS GUIDE IMPORTANT?

Physical activity can improve individuals' physical, mental, and social health

Physical activity can prevent the worsening of symptoms for individuals with long-term conditions

Preventative healthcare can reduce strain and cost on social and health services to increase public savings<sup>3,4</sup>

## KEY CONSIDERATIONS

People with disabilities + long-term conditions are half as likely as people without disabilities to be active<sup>5</sup>, but 7 in 10 people with disabilities + long-term conditions want to participate more in sport and physical activity<sup>6</sup>

The highest rates of disability are often in areas with the highest levels of physical inactivity<sup>7</sup>

Norfolk has a higher percentage of individuals with disabilities and long-term conditions (20.1%) compared to England's overall population (17.6%)<sup>8</sup>

Norfolk is currently performing worse than approximately 75% of the other counties in England in the following health categories:

- a. People reporting bad or very bad health in general<sup>9</sup>
- b. The number of adult carers who report having as much social contact as they would like<sup>10</sup>

### References

1-UK Chief Medical Officer's guidelines 2011 Start Active, stay active: <https://www.gov.uk/government/publications/start-active-stay-active-infographics-on-physical-activity>; 2-Powell, K.E., Paluch, A.E. and Blair, S.N., 2011. Physical activity for health: What kind? How much? How intense? On top of what?. Annual review of public health, 32, pp.349-365.; 3-NHS (2014). Five Years Forward View. [online]. Available at: <https://www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf>; 4-Public Health England (2014). Everybody Active, Every Day: An Evidence-based Approach to Physical Activity. Available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/374914/Framework\\_13.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf); 5-Public Health England (2014). Everybody Active, Every Day: An Evidence-based Approach to Physical Activity. Available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/374914/Framework\\_13.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf); 6-Activity Alliance (2013). Disabled People's Lifestyle Report: September 2013. Available at: [www.activityalliance.org.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013](http://www.activityalliance.org.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013); 7-Murray et al. (2013). UK health performance: findings of the Global Burden of Disease Study 2010. The Lancet, 381, pp.997-1020.; 8-Norfolk County Council (2014). Life Opportunities Study. Available at: <https://www.gov.uk/government/statistics/life-opportunities-survey-wave-one-results-2009-to-2011>; 9-Office for National Statistics 2011 Census; 10-NHS (2015 - 2016). Digital, Personal, Social Services of Adult Carers in England

## WHAT DO I NEED TO DO?

### HOW CAN I INCREASE PARTICIPATION OF INDIVIDUALS WITH DISABILITIES AND LTC IN PHYSICAL ACTIVITY?

- Embed sport and physical activity into your centre
- Encourage staff and participants to use their expertise to become a volunteer or coach for a local activity
- Train staff members to become physical activity Sporting Champions
- Ensure your staff has a general understanding of the health benefits and personal, physical and social barriers that individuals face
- Signpost to local and national inclusive physical activities
- Consider opportunities available: for example, Norfolk County Council's TITAN transport support and training

### HOW CAN I SUPPORT MY ORGANISATION TO BE MORE INCLUSIVE AND ACCESSIBLE?

- Review your website to be accessible and work with assistive technology
- Inform about local disability sports and inclusive physical activity on website or in newsletters
- Consult with individuals with disabilities + long-term conditions and their carers when beginning a new physical activity project
- Join or create a diverse network that aims to improve physical activity and sport in the local area
- Create or attend disability physical activity forums and events
- Create recurring competitions and events with other organisations
- Participate in the collaboration of physical activity interest groups and online forums
- Link adults and children and young people with similar disabilities to serve as role models in physical activity including presentations or as coaches
- Promote continuous sport and physical activity across the life span and for different skill levels

## WHAT SUPPORT IS AVAILABLE?



### ACTIVE NORFOLK

We can offer general disability and physical activity support and guidance including liaising with partner organisations. Find inclusive local activities and other resources on our website.

Contact: [Ellen.vanlint@activenorfolk.org](mailto:Ellen.vanlint@activenorfolk.org)  
[www.activenorfolk.org/disability-and-physical-activity](http://www.activenorfolk.org/disability-and-physical-activity)

### ACTIVITY ALLIANCE

Supports organisations to engage more individuals with disabilities. They offer training, accessibility audits, and additional online resources.

East of England contact:  
[Nicola File Nicola@activityalliance.org.uk](mailto:Nicola.File.Nicola@activityalliance.org.uk)  
[www.activityalliance.org.uk/](http://www.activityalliance.org.uk/)