

A GUIDE FOR ACTIVITY PROVIDERS



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 activity providers to ensure their organisation and practice is accessible, high quality, and represents the wants 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?

People with disabilities + long-term conditions are **half as likely as people without disabilities to be active**¹

7 in 10 people with disabilities + long-term conditions want to participate more in sport and physical activity²

Norfolk has a higher percentage of individuals with disabilities + long-term conditions (20.1%) compared to England's overall population (17.6%)³

The targeted population faces barriers to physical activity including:

- fear of worsening symptoms
- negative views of self
- physical accessibility
- lack of information sharing
- staff training issues
- stigma
- resource availability^{1,4}



References

1. 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 2. Activity Alliance (2013). Disabled People's Lifestyle Report: September 2013. Available at: www.activityalliance.org.uk/how-we-help/research/1873-disabled-peoples-lifestyle-reportseptember-2013 3. Norfolk County Council (2014). Life Opportunities Study. Available at: <https://www.gov.uk/government/statistics/life-opportunities-survey-wave-one-results-2009-to-20114> 4. Rimmer, J., Riley, B., Wang, E., Rauworth, A. and Jurkowski, J. (2004). Physical activity participation among persons with disabilities: Barriers and facilitators. American Journal of Preventive Medicine, 26(5), pp.419-425.

WHAT DO I NEED TO DO?

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

- Promote positive experiences by creating an inclusive, fun and supportive environment
- Adapt activities and consider adaptive equipment
- Consider offering inclusive activities at a range of times, age groups, and at differing levels to suit the varying needs of individuals
- Consider offering initial subsidised rates and suggest individuals look at how they can use personal independence payments (PIP) or personal budgets (PB)
- Offer competitions and competitive opportunities that can be accessed by everyone
- Consider offering volunteer, training, career, and board opportunities to develop the experience and diversity of your organisation
- Regularly consult with individual users, carers, and organisations on current activities and future developments

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

- Consider how accessible your facilities, equipment, and activities are for a range of disabilities. Contact Active Norfolk for support with a full accessibility audit
- Collaborate with a range of organisations including bringing activities into day centres, disability organisations, and other organisations
- Encourage staff to participate in disability awareness training and understand adult safeguarding for better engagement and soft skills
- Review your website to work with assistive technology and ensure your information is accessible and easy-to-locate
- Highlight inclusive and disability opportunities within existing newsletters, publications, and promotions
- Promote best practice by reviewing internal policies, joining local networks, and encouraging participation in events and online forums

WHAT SUPPORT IS AVAILABLE?



ACTIVE NORFOLK

We can offer general disability and physical activity support and guidance including coaching advice and a Safer in Sport course developed with Norfolk Safeguarding Child Board. Find inclusive activity ideas and other resources on our website.

Contact: Ellen.vanlint@activenorfolk.org
www.activenorfolk.org/useful-resources-disability
www.activenorfolk.org/safer-in-sport

EQUAL LIVES

Equal Lives assists individuals in Norfolk to know their rights, access services, and get the support they need.
equallives.org.uk/info-and-advice

ACTIVITY ALLIANCE

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

Contact: Nicola File Nicola@activityalliance.org.uk
www.activityalliance.org.uk