Engaging disabled people through the 10 principles

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Our strategy

Our vision

A future where all disabled people feel they belong in sports and activities.

Our mission

To improve opportunities to be active, empowering disabled people to get involved in sports and activities in the way they choose.

We will work with disabled people and an alliance of committed partners to build a movement for change.

Our ambitions



Sports and activities meet disabled people's needs.



Disabled people influence campaigning, policy and decision making.



Address inequalities by working with others.



activity alliance

disability inclusion sport

Our values

We care

We are passionate about what we do, and who we do it for.

We unite

We collaborate with others to achieve greater outcomes.

We champion

We recognise everyone's voice must be heard if we are to provide equitable places to live, work and thrive.

Workshop content

- 1. What are the 10 principles
- 2. Discussion activity
- 3. Bring it together
- 4. Further learning

Aims

- Be able to identify ways you can engage disabled people in your offer
- Reflect on your current offer and identify gaps



Starting point

- 1. How confident are you about the topic?
- 2. How knowledgeable are you about the topic?



Disabled population and activity



Physical or mental impairment Substantial and long-term

Definition of disability - Equality Act 2010



In the South East, 21% of people are disabled

DWP Family Resources Survey



One in four of the total UK population is disabled

DWP Family Resources Survey



In the South East, 37% of disabled people are inactive

Sport England Active Lives Survey



Disabled people are twice as likely to be physically inactive

Sport England Active Lives Survey



Nearly four in five disabled people would like to be more active.

Sport England Active Lives Survey

Annual Disability and Activity Survey 2023-24



Participation and experience



Mental wellbeing and loneliness



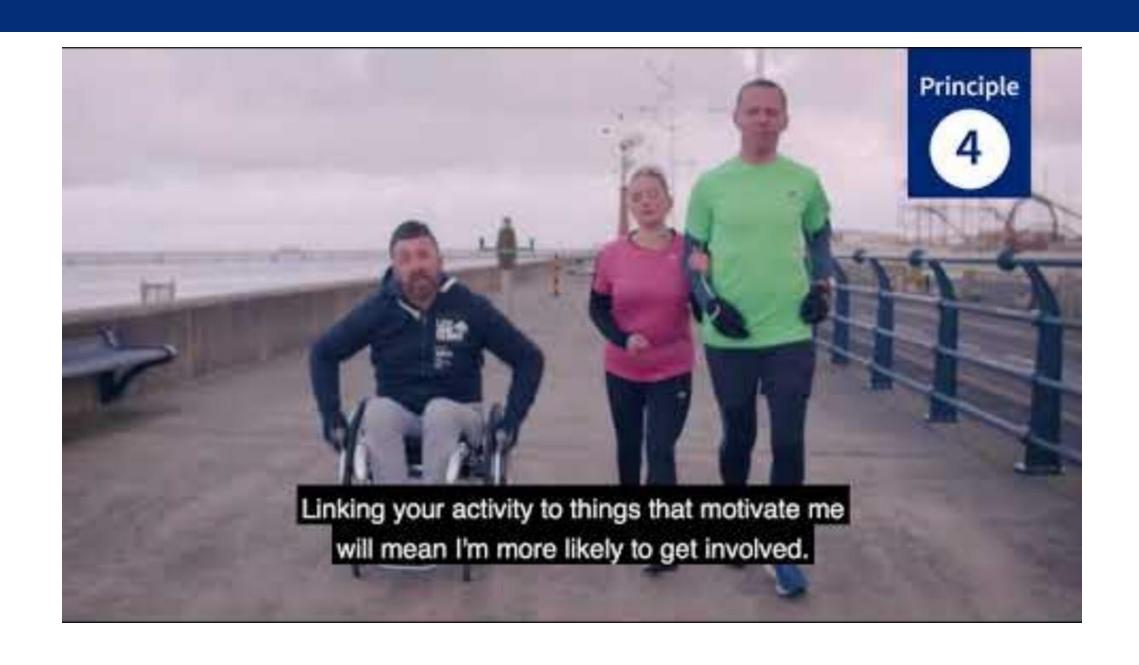
The legacy of COVID-19



Representation and belonging



Outdoor spaces and active travel



Research spotlight: Ten principles



- 1. My channels: Use the channels I already trust.
- 2. My locality: Stay local to me.





- 3. Me, not my impairment: See me as an individual.
- 4. My values: Talk to as many of my values as possible.
- 5. My life story: Continue to interest me in new ways.

Offer support and reassurance



- 6. Reassure me: Reassure me I'm going to fit in.
- Include me: Make me feel I can do it.
- 3. Listen to me: Make it easy for me to tell you my needs.
- 9. Welcome me: Ensure my first experience is good.
- 10. Show me: Encourage me through other people.

TASK

In relation to your principle in front of you:

- What might this look like in your club?
- What are you already doing?
- What great practice have you seen others do
- What ideas can you steal from others to take back to your own club?



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GOGA Learning





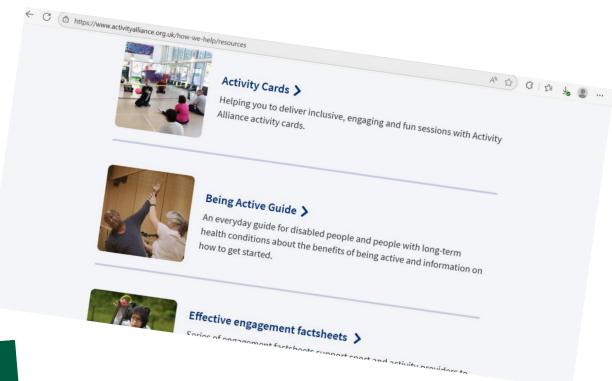
Create inclusive activities that last eLearning

Learn More

Future Learning









Thank you

Any questions?

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