

Engaging disabled people through the 10 principles

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activityalliance.org.uk

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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.

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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

Principle

4

A photograph of three people exercising on a paved pier. On the left, a man with a beard is seated in a silver motorized wheelchair, wearing a dark blue zip-up jacket and light grey trousers. In the center, a woman is walking, wearing a bright pink long-sleeved shirt and black leggings. On the right, a man is walking, wearing a bright green long-sleeved shirt and dark trousers. They are all looking towards the camera. The pier has a metal railing on the right and a concrete wall on the left. In the background, the ocean is visible under a cloudy sky, and a roller coaster can be seen in the distance.

Linking your activity to things that motivate me
will mean I'm more likely to get involved.

Research spotlight: Ten principles

Drive awareness



Engage the audience



Offer support and reassurance



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.
6. Reassure me: Reassure me I'm going to fit in.
7. Include me: Make me feel I can do it.
8. 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

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Future Learning



Thank you

Any questions?

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