



Introducing Providers  
of Sport and  
Physical Activity to

# Disability Equality Issues



## Acknowledgment

With thanks to London Sport and the Into Sport DDPO partners (Disability Advice Service Lambeth [DASL], Greenwich Association of Disabled People [GAD], Inclusion Barnet, Richmond Advice and Information on Disability [Richmond AID] and Southwark Disablement Association [SDA]) who were invaluable in supporting the design and delivery of our Disability Equality Training which provided a basis for this resource pack.

Front cover photo credit: Southwark Disablement Association

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Photo: Greenwich Association of Disabled People

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# Introduction

## How to use this resource

The purpose of this resource is to introduce providers of sport and physical activity (SPA) to disability equality issues which concern Deaf and Disabled people's participation and engagement in sport and physical disability. It aims to increase SPA providers' understanding of the barriers that Deaf and Disabled people face in SPA and what providers can do to remove those barriers.

It is not intended to be a definitive guide to working with and providing services for Deaf and Disabled people. Instead it provides a starting point and should be viewed as a resource which *supplements* Disability Equality Training (DET), not as a substitute for this training. For best results DET should be delivered by Deaf and Disabled People's Organisations (DDPOs) so that it is delivered from a social model of disability perspective by Deaf and Disabled trainers; please see below ([Useful resources](#)) for further details about sourcing suitable trainers.

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## The background to developing this resource

This resource has been written and produced by Inclusion London, a Deaf and Disabled People's Organisation that promotes inclusion and equality across London. It has been inspired by a series of Disability Equality Training sessions for providers of sport and physical activity, delivered by Inclusion London, as part of the Into Sport project, with help and support from our project partners.

Into Sport is a four-year project (2014-2018), funded by Sport England. It was a partnership of five Deaf and Disabled People's Organisations (Disability Advice Service Lambeth, Greenwich Association of Disabled People, Inclusion Barnet, Richmond Advice & Information on Disability and Southwark Disablement Association). It was led and managed by Inclusion London, with sports advice provided by London Sport, and aimed to increase the number of Deaf and Disabled Londoners participating in sport and physical activity by building the capacity of DDPOs. The project supported 1170 Deaf and Disabled people to get active.

## What is a Deaf and Disabled People's Organisation (DDPO)?

A DDPO is an organisation run by and for Deaf and Disabled People where at least 75% of the Management Committee or Board, and at least 50% of paid staff, are Deaf or Disabled people.

DDPOs provide essential support to London's 1.2 million Deaf and Disabled people by working to protect and uphold their rights, campaign for equality and inclusion and provide a range of services that support Deaf and Disabled people to challenge discrimination and exclusion and have choice, control and independence.

Inclusion London works with 65 DDPOs in London which have a combined turnover of over £24,000,000 and provide services to approximately 65,000 Deaf and Disabled people.

## Who are Inclusion London?

Inclusion London is the capital's only pan-London organisation run by and for Deaf and Disabled people. We promote Deaf and Disabled people's equality and inclusion by supporting DDPOs to have a strong and influential collective voice and to deliver empowering and effective services to Deaf and Disabled Londoners.

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## Section 1

# The context

## Disabled people and sport and physical activity: Some facts and figures

How many Disabled people live in London?

**1.2 million**<sup>1</sup>

What is the employment rate among Disabled people?

**46%** (less than half are in employment compared to 80% of the non-Disabled population)<sup>2</sup>

What % of Disabled young adults are living in poverty?

**44%**<sup>3</sup>

What % of Disabled people are active on a weekly basis?

**19%** (less than one in five, compared to 40.7% of non-Disabled people)<sup>4</sup>

Most Disabled people want to take part in SPA with other Disabled people only. True or false?

**False.** 64% of Disabled people would prefer to do SPA with both Disabled and non-Disabled people)<sup>5</sup>

**Lack of awareness of SPA opportunities or a lack of available opportunities prevent Disabled people from engaging in SPA. True or false?**

**True.** 60% said this prevented them from taking part<sup>6</sup>

**Have the levels of physical activity among Disabled people stayed the same, been increasing or decreasing since London hosted the Olympics and Paralympics in 2012?**

**Decreasing**<sup>7</sup>

**What % of coaches do not feel comfortable coaching Disabled participants?**

**41%** (but they would like to be)<sup>8</sup>

For more Deaf and Disability Equality Facts please go to:  
<https://www.inclusionlondon.org.uk/disability-in-london/deaf-and-disability-equality-facts/deaf-and-disability-equality-facts/>

### **Sources:**

1. [www.gov.uk/government/statistics/family-resources-survey-financial-year-201516](http://www.gov.uk/government/statistics/family-resources-survey-financial-year-201516). See 'Disability data tables'
2. [www.npi.org.uk/files/7414/7087/2444/Disability\\_and\\_poverty\\_SUMMARY\\_REPORT\\_FINAL.pdf](http://www.npi.org.uk/files/7414/7087/2444/Disability_and_poverty_SUMMARY_REPORT_FINAL.pdf)
3. [www.npi.org.uk/files/7414/7087/2444/Disability\\_and\\_poverty\\_SUMMARY\\_REPORT\\_FINAL.pdf](http://www.npi.org.uk/files/7414/7087/2444/Disability_and_poverty_SUMMARY_REPORT_FINAL.pdf)
4. [www.sportengland.org/research/about-our-research/active-people-survey/](http://www.sportengland.org/research/about-our-research/active-people-survey/)
5. [www.efds.co.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013](http://www.efds.co.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013)
6. [www.efds.co.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013](http://www.efds.co.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013)
7. [www.efds.co.uk/assets/000/000/476/APS10\\_Interim\\_Factsheet\\_June\\_2016\\_original.pdf?1465988372](http://www.efds.co.uk/assets/000/000/476/APS10_Interim_Factsheet_June_2016_original.pdf?1465988372)
8. London Sport, "Coach Survey", (2016-17)

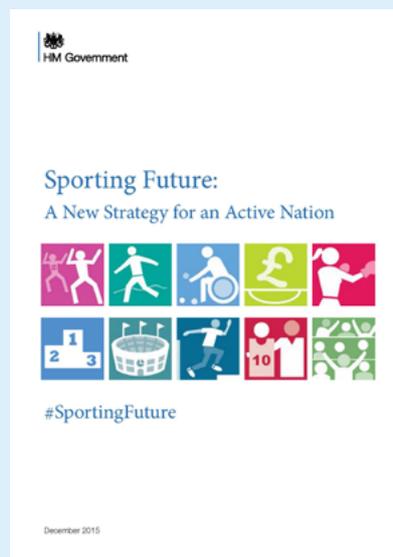
# Current policy on SPA and Deaf and Disabled people

Current government policy on sport emphasises the need to ensure that everyone can engage in SPA: “We want everyone to feel that sport is for them, no matter if they are a seasoned athlete or a complete beginner... And by giving everyone the chance to participate, we can create a healthier and happier country to live in.”<sup>1</sup> However, Deaf and Disabled people are underrepresented in the sports sector at all levels. The sports workforce lacks diversity and across the entire workforce there is a lack of Deaf and Disabled employees.<sup>2</sup> There is also a particular lack of Deaf and Disabled people in leadership roles.<sup>3</sup>

There are three key policy documents which address issues concerning Deaf and Disabled people’s involvement in sport and physical activity:



[An Active Inclusive Capital](#)



[Sporting Future](#)



[Towards an Active Nation](#)

1 Secretary of State, Department for Culture, Media and Sport, in ‘Sporting Future: A New Strategy for an Active Nation’. HM Government, December 2015, p.21

2 ‘Sporting Future: A New Strategy for an Active Nation’, HM Government, December 2015, p.66

3 Ibid., p.67

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**1. An Active Inclusive Capital** (August 2017) is London Sport's strategic framework to support Deaf and Disabled Londoners to be as physically active as non-Disabled Londoners. It has four strategic priorities:

- Establish Deaf and Disabled people as central to the development of physical activity and sport policies, programmes and delivery
- Build and maintain collaboration between organisations inside and outside of sport to reach more Deaf and Disabled people and inspire increased levels of physical activity
- Ensure organisations are supported and encouraged to create and deliver inclusive activity
- Develop a representative, motivational and well-trained workforce

A range of organisations were involved in the development of An Active Inclusive Capital, including the disability, physical activity and sport, leisure, health, education and voluntary sectors, London Sport itself and key funders. For more details, go to: [londonsport.org/an-active-inclusive-capital/](https://londonsport.org/an-active-inclusive-capital/)

**2. Sporting Future** (December 2015) is the government's strategy to get people active and secure a sporting future for everyone. It focuses on inactivity, under-represented groups and the social value of sport. The strategy states that future funding decisions should be made on the basis of how well sport and physical activity deliver the following five outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.

**3. Towards an Active Nation** (2016-2021) is Sport England's current strategy, launched in May 2016. It focuses on the need to engage inactive people in sport and physical activity and to diversify the sports sector. It outlines how Sport England will help to achieve the aims of 'Sporting Future' (see above).

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## Section 2

# Models of disability and language

## Who do we mean by 'Deaf and Disabled people'?

By using the term Deaf and Disabled people, we mean people with a range of impairments:

- people with physical impairments
- people with visual impairments
- Deaf people
- people with hearing impairments
- people with learning difficulties
- people with mental health issues
- people with long term health conditions
- people with hidden impairments

## Different approaches to disability

There are different ways of thinking about disability which are known as 'models' of disability. These models approach disability in very different ways and can have a huge impact on how Deaf and Disabled people are treated.

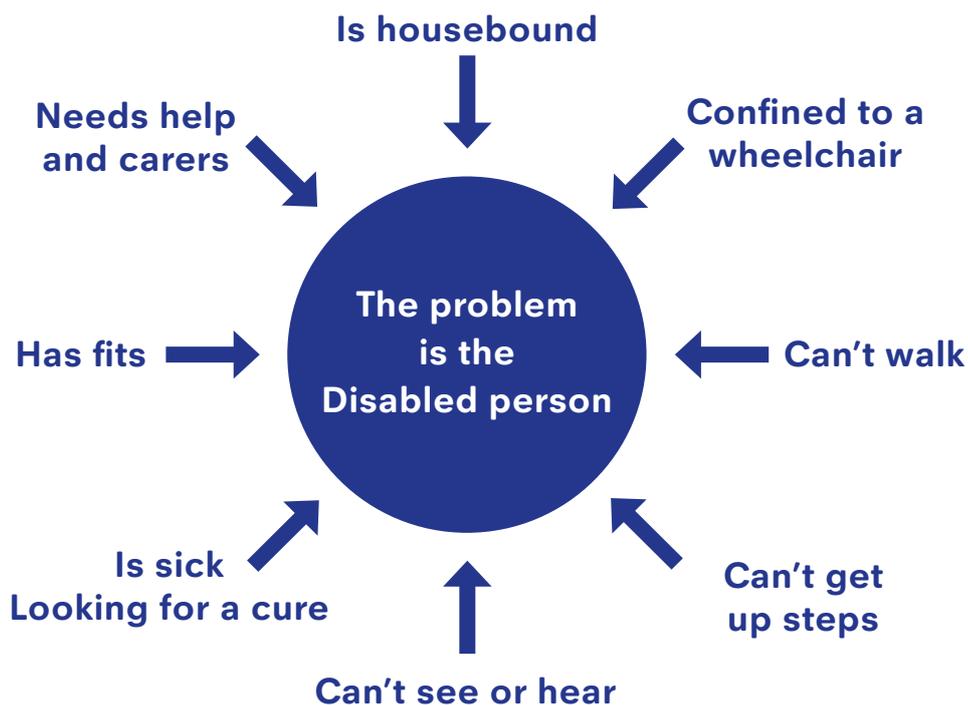
### a) The medical model

The medical model of disability is the longest-standing model. It views disability as an individual or medical problem that needs to be cured, treated or prevented. It views the problems that Disabled people experience as belonging to the individual person, rather than due to the way society is organised. For example, if a wheelchair user cannot enter a

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leisure centre due to a flight of steps, the 'medical model' would identify the cause of this problem as the Disabled person being unable to walk, rather than the lack of a ramp or a lift. The medical model puts the onus on Disabled people to make adjustments to fit into 'normal' ways of doing things and views their exclusion as an inevitable consequence of having a medical problem or condition, as the following diagram shows:

### The Medical Model



### b) The social model

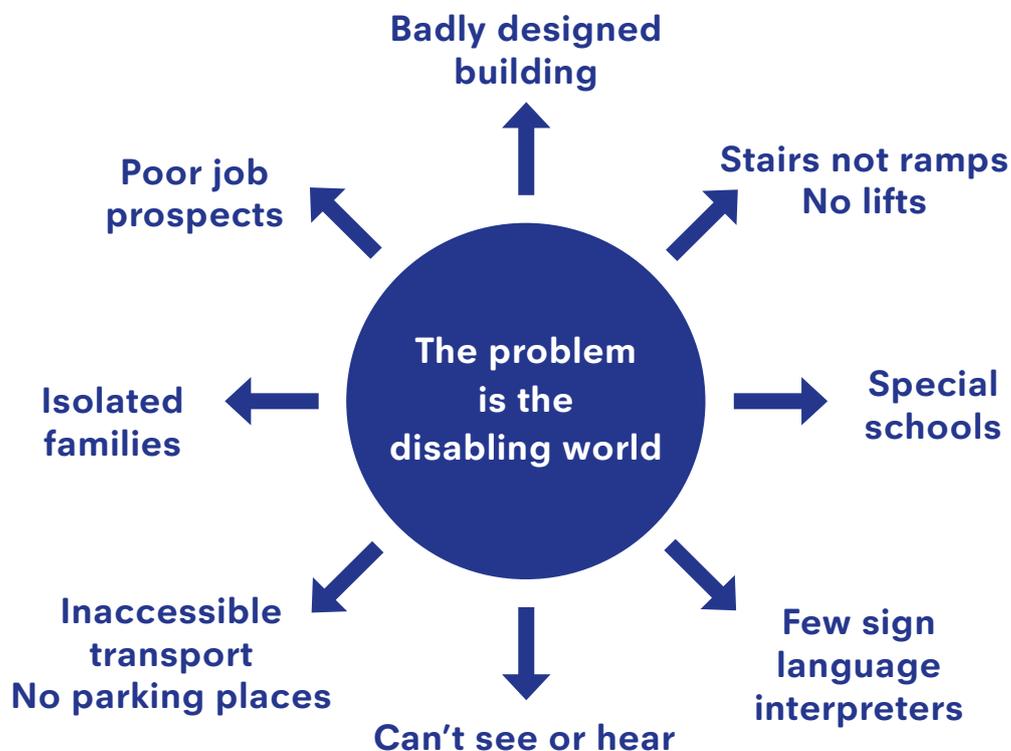
The social model of disability was developed by Disabled people to challenge the medical model. The social model states that the exclusion and discrimination people with impairments face is caused by the way society is run and organised. Once these barriers are removed, Disabled people can be independent, have control and choice in their own lives, and be treated equally. For example, if the steps at the entrance to the leisure centre are removed or a suitable ramp is provided, wheelchair users will be able to get into the leisure centre like everyone else.

The social model of disability is a Human Rights approach. It focuses on removing the physical, attitudinal, communication and economic barriers that prevent Disabled people from participating fully in society. Once the barriers are removed, inclusion and equality will be created for Disabled

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people. (For more details about the barriers facing Disabled people and how to remove them, please see Sections 3 and 4.)

## The Social Model of Disability



For further information on the social model of disability please go to: [www.inclusionlondon.org.uk/disability-in-london/social-model/the-social-model-of-disability-and-the-cultural-model-of-deafness/](http://www.inclusionlondon.org.uk/disability-in-london/social-model/the-social-model-of-disability-and-the-cultural-model-of-deafness/)

## What is the difference between impairment and disability?

**Impairment** is an individual's physical, mental, sensory or cognitive difference (for example, being blind, experiencing mental health issues, having M.S. or a learning difficulty)

**Disability** is the term used to describe the discrimination people with impairments experience. It means the loss, limitation or restriction of opportunities and rights for people with impairments to take part in society on an equal basis with others.

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## Disabled people or people with disabilities?



The term **'Disabled people'** is a political term used to emphasise the social cause and nature of the exclusion, discrimination and prejudice that people with impairments face. People with impairments are disabled by society.



**'People with disabilities'** confuses impairment and disability and implies that disability is the same thing as an impairment (i.e. a medical problem or condition that a person has). This is wrong. It is the disabling barriers operating in society that disable people, not their impairments.

This is also why we use a capital 'D' in 'Disabled people/person' and to describe Deaf people and the Deaf community. A capital 'D' is a cultural and political identifier.

## The cultural model of Deafness

- Focuses on the shared experiences, histories, culture and the central role that sign language has within the Deaf community
- Rejects the “medical definition of deafness” which views deafness as either a loss or impairment
- Enables Deaf people to campaign for equality and to recognise Deaf people as a linguistic minority

## The importance of language

The words we use about other people say a lot about the way we see each other and ourselves. The words we use to describe different groups of people can have an impact on the way people are seen and treated by others, and can hurt people's feelings unnecessarily.

Over time, language changes – some words which began as just a neutral way of describing someone get turned into words of abuse when they are used by the powerful against the powerless. However, some words of abuse can also become words of pride when taken by the abused and turned into a proud description of themselves.

People have the right to choose the words they prefer to be used and there are accepted ways of talking about different groups of people that do not offend. It is important to know and use these words.

The chart below gives some information about why particular words and terms are preferred by Disabled people.

Terms to avoid	Why?	Preferred term
Wheelchair-bound	Most wheelchair users do not consider that they are tied to their wheelchairs any more than car users are tied to their cars. The wheelchair is a mobility tool, not a condition.	Wheelchair user
People with disabilities	<p>Some Disabled people use this term although most Disabled people choose the term 'Disabled people' to describe themselves. If someone calls themselves a person with disabilities do not contradict them but be aware that the preferred term is Disabled Person. The term 'Disabled people / Disabled person' refers to the disabling barriers that society imposes on people with impairments.</p> <p>Using the term 'Disabled people / Disabled person' is not a value judgment on what people can or cannot do but rather a description of the shared disabling experience people with impairments face in society.</p> <p>Non-social model language such as 'people with disabilities' implies disability is a person's impairment. This is wrong. "Disability" refers to the disabling barriers operating in society.</p> <p>'Impairment' is the term Disabled people use to describe how their bodies / minds function that is different to the 'norm'.</p>	Disabled People

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Able-bodied / differently abled	If you use the social model of disability (which says that people are Disabled by society, not by how their bodies or minds function) the opposite of being Disabled is non-Disabled – meaning someone who is not targeted with disability discrimination or does not experience barriers. It has nothing to do with how the body or mind functions, it is to do with how you are treated or seen by society.	Non-Disabled person
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Psycho, Schizo, Mental, Nuts, Bipolar	These words are often used to abuse others. However, it is offensive and potentially damaging to ‘diagnose’ others on your assumption of their mental health condition. If you need to refer to someone’s mental health, it is better to use terms such as ‘mental health system user / survivor’ or ‘someone with a mental health condition’. These terms have been used by people with mental health issues who campaign to ensure that people with mental health issues are referred to respectfully and treated with dignity. This follows social model principles.	Mental Health System User/ Survivor  Person with a mental health condition
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Disabilities	Disabled people have chosen the term ‘impairment’ as a way to describe how their bodies / minds function. This follows social model thinking – e.g. ‘My impairment is autism and I am Disabled by the way society mistreats people on the autistic spectrum.’ So using the term ‘disabilities’ again confuses impairment with disability which is the term for the socially constructed barriers that disable people with impairments.	Impairments
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Disabled Parking / toilet	The preferred term is 'accessible' because the parking space / toilet is not being targeted with disability discrimination and is therefore not 'Disabled' under the social model of disability.	Accessible parking / toilet
Epileptic / diabetic person	When you are describing a condition it is fine to say 'someone with epilepsy or diabetes'. However, it is not fine to describe someone as 'an epileptic' or a 'diabetic'. Epileptic and diabetic are terms to describe medication and the condition, not terms to describe people.	Person who has epilepsy / diabetes
Special needs (transport / education etc.)	'Special' was originally used to describe the access needs of Disabled people and segregated services / facilities. However, it has become a negative term. Most Disabled children and adults just want to be able to do what other people do, when and where they do it – they don't want 'special' segregated provision. That is why it is important that sport and physical activity meet everyone's access needs so that Disabled people can participate alongside their friends and family.	Access needs
Handicapped / mentally handicapped / retarded / abnormal / subnormal	Old fashioned words, no longer used to describe Disabled people. It is thought that the term 'handicapped' originally referred to Disabled people going 'cap in hand' to beg.	Disabled person; person with learning difficulties

Carer	Although this word is used officially to describe someone who is paid to support or look after a Disabled person, it is confusing for many Disabled people, who prefer the term 'personal assistant', as this better describes the job they do. Parents who are official 'carers' also find it difficult as they say the term implies they do not care for their non-Disabled children.	Personal Assistant / support worker
Suffering / afflicted / victim / unfortunate /	Disabled people are often described as 'suffering' when this is simply not the case. Many impairments do not necessarily cause pain (e.g. deafness, blindness, autism, learning difficulties, etc.) so this is confusing. Any suffering is usually caused by barriers operating in society: the mistreatment of Disabled people, the lack of accessible environments, poor social attitudes and low incomes. It is patronising and unhelpful to blame the condition.	Disabled or 'person with X condition or impairment'
Cripple / lame	Old fashioned, usually inaccurate and often used as insults.	Mobility impairment
On the spectrum	This is often used to refer to people who appear to be emotionally unavailable. It is insulting to people on the autistic spectrum.	A person with autism. Someone on the autistic spectrum.

**A final note:** Do not panic if you get the terminology wrong! We all make mistakes. The important thing to remember is to treat people with respect including the right to self-definition.

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## Section 3

# Barriers

## The barriers Deaf and Disabled people face in engaging in sport and physical activity (SPA)

Learning from the Into Sport project shows that Deaf and Disabled people encounter complex physical, economic and attitudinal barriers that hinder and prevent them from getting involved in SPA. We have categorised these as follows:

### Attitudes

- 'I'm not sure SPA is for me'
- 'I never see other Disabled people at the leisure centre'
- 'I'm bothered by other people's opinions when I talk about SPA – some people think I can't do SPA'

### Lack of accessible information and advice

- 'I don't know where to look for information'
- 'The information isn't in an accessible format for me'

### Inaccessible venues

- 'Where do I go when I arrive?'
- 'Will the equipment work when I get there?'

### Transport barriers

- 'Is there anyone I could travel with?'
- 'What about accessible parking?'
- 'How do I get there?'

### Lack of accessible, inclusive SPA

- 'Can someone meet me and show me around?'
- 'Can I start off by trying something with other Disabled people?'
- 'Will it meet my access needs?'
- 'People assume I can only do special sessions for Disabled people'

### **Lack of specialist equipment**

'Do I need to provide my own equipment?'

'How much does it cost to purchase or hire equipment?'

### **SPA engagement is too costly**

'Are there any concessions?'

'Does my support worker have to pay too?'

### **Lack of role models in the SPA workforce**

'Lots of my Disabled friends are volunteers but not in the SPA sector'

'Why aren't there any Disabled people working at my leisure centre?'

### **Lack of support to participate in a session**

'How can I get motivation and support to keep doing SPA?'

'Can someone come with me?'

### **Lack of support for Disabled people with high support needs**

'Can I use my personal budget to engage in SPA?'

'How can I find a PA to enable me to participate?'

## **SINCE 2012**

the levels of physical activity among Disabled people have been decreasing

**43%** of Disabled people are inactive compared with **21%** of non-Disabled people

## **ONLY 9%**

of volunteer coaches and referees are disabled people

### **Sources:**

[www.efds.co.uk/assets/000/000/476/APS10 Interim Factsheet June 2016 original.pdf?1465988372](http://www.efds.co.uk/assets/000/000/476/APS10%20Interim%20Factsheet%20June%202016%20original.pdf?1465988372)

[www.sportengland.org/media/12458/active-lives-adult-may-16-17-report.pdf](http://www.sportengland.org/media/12458/active-lives-adult-may-16-17-report.pdf)

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## The Equality Act 2010: Duties on providers of sport and physical activity

Providers of sport and physical activity are service providers under the Equality Act 2010 and therefore are required not to discriminate against Deaf and Disabled People when providing their services and to make reasonable adjustments to remove the barriers Deaf and Disabled People may experience in accessing their services.

The law prohibits treating Deaf and Disabled People unfavourably because of their impairment and because of something connected to their disability. For example, it can be discriminatory not to allow a guide dog user in because of their guide dog. The Equality Act also prohibits discrimination when Deaf and Disabled people are put in a worse situation compared to non-Disabled people by a natural policy or practice. For example, if your parking policy says that everyone has to pay a fee, it can put Disabled people in a worse situation, because they may not be able to use public transport as easily as non-Disabled people can.

The Equality Act also protects Deaf and Disabled people from harassment and therefore requires service providers not to act in a way that results in an intimidating or hostile environment or violation of a person's dignity.

The law requires providers of sport and physical activity to take reasonable steps to remove the barriers Deaf and Disabled people might face when accessing their service. This is known as 'making reasonable adjustments'. Failure to comply with this duty is also discrimination under the Equality Act.

The duty to make reasonable adjustments is anticipatory. It requires service providers to think in advance what barriers Deaf and Disabled people might face when accessing their service and to take reasonable steps to remove those barriers. This is best achieved through an access audit. Inclusion London can advise on support available to undertake one.



Photo: Disability Advice Service Lambeth

### **Making reasonable adjustments involves:**

- Removing physical barriers: for example, ensuring physical access to the building, to equipment and to changing areas, and ensuring there are appropriate changing facilities.<sup>4</sup>
- Changing policies and the way things are done: for example, allowing blue badge holders to park at a discounted rate or for free, and allowing personal assistants to enter for free
- Providing auxiliary aids, help and assistance: for example, booking BSL interpreters for individual or group exercise sessions that Deaf people want to attend, giving assistance to Disabled people to navigate inside the building, and providing information and promotional materials in different formats

Deaf and Disabled people cannot be charged for the cost of making reasonable adjustments. The adjustments that are made should encourage Disabled people's independence and respect their dignity.

On many occasions reasonable adjustments can be made straight away and do not require additional cost. The best way to ensure that staff understand the Equality Act and what they can do to ensure the organisation complies with it is to provide Disability Equality Training.

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<sup>4</sup> The following links provide useful information: [www.sportengland.org/facilities-planning/design-and-cost-guidance/accessible-facilities/](http://www.sportengland.org/facilities-planning/design-and-cost-guidance/accessible-facilities/)  
[www.sportengland.org/media/4246/accessible-sports-facilities-audit-check-list-october-2012.pdf](http://www.sportengland.org/media/4246/accessible-sports-facilities-audit-check-list-october-2012.pdf)

For best results, Inclusion London advises organisations to (i) engage an access auditor to audit your venue, and (ii) provide Disability Equality Training for your staff.

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The Equality Act 2010 aims to protect people from discrimination on the grounds of:

**Disability**

**Sexual  
Orientation**

**Gender**

**Pregnancy &  
Maternity**

**Religion or  
Belief**

**Age**

**Gender  
Assignment**

**Sex**

**Race, Ethnicity  
& Nationality**

These are called “Protected Characteristics”.

### **In summary: Equality Act 2010 principles**

- Everyone has the right to fair treatment and to be free from discrimination
- Reasonable adjustments should be made so everyone can do a job or use a service
- No harassment or victimisation
- The Act applies to all employers and service providers.

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## Section 4

# Removing barriers

## The social model of disability: a great tool for removing barriers and increasing access

The social model of disability focuses on identifying and then removing the barriers that prevent Deaf and Disabled people from participating fully in sport and physical activity. Once the barriers are removed, inclusion and equality for Deaf and Disabled people can be created. This section shows how you can contribute to achieving this.

## Meeting the access needs of different groups of Disabled people

Key groups of Disabled people have common access requirements. The following "Access Needs Checklist" shows what things you and your organisation need to consider to make your organisation and services more accessible.

Please note that this list is not exhaustive and you should always speak to the individual Disabled person and ask them what their access requirements are. Some of the access needs of one group of Disabled people will be the same for other groups. However, someone's access needs may also vary according to whether he or she is a customer, participant, spectator, volunteer or employee.

Photo: Southwark Disablement Association



## a) People with physical / mobility impairments

Access requirement – people with physical / mobility impairments	Do you meet this requirement?		
	Yes	Partially / not sure	No
Detailed and accurate information about the access features of the building / premises			
Nearby blue badge parking			
Close to accessible public transport routes			
Smooth pavements, walking surfaces			
Level access, ramps, dropped kerbs			
Variable height of the reception desk			
Free personal assistant / support worker policy			
Concessionary rate			
Working lifts			
Enough space and layout for wheelchair users to turn and move freely			
Wide doorways			
Range of seating easily available			
Handrails			
Accessible toilets and changing rooms			
Lockers at a suitable height			
Swimming pool hoist			
Automatic doors / lightweight doors			
Assistance with carrying things			
Assistance with carrying drinks, food etc			

Access requirement – people with physical / mobility impairments	Do you meet this requirement?		
	Yes	Partially / not sure	No
Reasonable adjustments to activities			
Access to Work support for Disabled staff <sup>5</sup>			
Staff trained and knowledgeable about disability equality issues			
Awareness of specialist equipment (e.g. sport wheelchairs)			

## b) People with visual impairments

Access requirement – people with visual impairments	Do you meet this requirement?		
	Yes	Partially / not sure	No
Detailed and accurate information about the access features of the building / premises			
Nearby blue badge parking			
Close to accessible public transport routes			
Meet and greet at local tube stations			
Clear assistance dog policy			
Smooth pavements, walking surfaces			
Clearly marked steps, glass doors			
Tactile paving and venue maps			
Welcoming staff at reception			

<sup>5</sup> Access to Work is a government scheme which provides support to Deaf and Disabled people to take up or remain in work.

Access requirement – people with visual impairments	Do you meet this requirement?		
	Yes	Partially / not sure	No
Free personal assistant (P.A.) / support worker policy			
Concessionary rate			
Information provided in large print, electronic formats, Braille			
Information provided in advance			
Verbal communication e.g. say who you are before you speak			
Verbal instructions during activities			
Verbal descriptions of equipment			
Clear comprehensive signage			
Assistance with wayfinding			
Assistance with carrying drinks, food etc.			
Variable lighting options			
Reasonable adjustments to activities			
Access to Work support for visually impaired staff			
Staff trained and knowledgeable about disability equality issues			
Awareness of specialist equipment (e.g. a goalball)			

### c) People with learning difficulties

Access requirement – people with learning difficulties	Do you meet this requirement?		
	Yes	Partially / not sure	No
Face to face information and advice provision (not just written, phone or on-line options)			
Information in Plain English, larger font and Easy Read			
Clear and accessible information about your organisation, the building, how to get there and your activities			
Welcoming staff at reception			
Free personal assistant (P.A.) / support worker policy			
Concessionary rate			
Assistance getting to and from activities and between different parts of the buildings			
Additional time for appointments, meetings etc.			
Longer induction support			
Assistance / support to plan, prepare and take part in an activity			
Reasonable adjustments to activities			
Access to Work support for staff with learning difficulties			
Staff trained and knowledgeable about disability equality issues			

**d) People with mental health conditions / who experience mental distress**

Access requirement – people with mental health conditions / who experience mental distress	Do you meet this requirement?		
	Yes	Partially / not sure	No
Face to face information and advice provision (not just written, phone or on-line options)			
Welcoming staff at reception			
Free personal assistant (P.A.) / support worker policy			
Concessionary rate			
Assistance getting to and from activities and between different parts of the building			
Additional time for appointments and meetings etc.			
Longer induction support			
Assistance / support to plan, prepare and take part in activities			
Additional flexibility in service provision (e.g. timings / no-show / cancellation policies)			
Quiet room / time out options			
Reasonable adjustments to activities			
Access to Work support for people with mental health issues			
Staff trained and knowledgeable about disability equality issues			

## e) People with hidden impairments / long term health conditions

Access requirement – people with hidden impairments / long term health conditions	Do you meet this requirement?		
	Yes	Partially / not sure	No
Detailed and accurate information about the access features of the building / premises			
Nearby blue badge parking			
Close to accessible public transport routes			
Smooth pavements, walking surfaces			
Level access, ramps, dropped kerbs			
Welcoming staff at reception			
Free personal assistant (P.A.) / support worker policy			
Concessionary rate			
Range of seating easily available			
Range of lighting and heating options			
Range of dietary options			
Face to face information and advice provision (not just written, phone or on-line options)			
Assistance getting to and from activities and between different parts of the building			
Additional time for appointments and meetings etc.			
Additional flexibility in service provision (e.g. timings / no-show / cancellation policies)			
Quiet room / time out options			

Access requirement – people with hidden impairments / long term health conditions	Do you meet this requirement?		
	Yes	Partially / not sure	No
Reasonable adjustments to activities			
Access to Work support for staff with hidden impairments / long term health conditions			
Staff trained and knowledgeable about disability equality issues			

## f) Deaf people

Access requirement – Deaf people	Do you meet this requirement?		
	Yes	Partially / not sure	No
Welcoming staff at reception			
Notebook at reception to write things down, if necessary			
Free personal assistant (P.A.) / support worker policy			
Concessionary rate			
British Sign Language Interpreters and lipspeakers			
British Sign Language Interpreted video information			
Information in Plain English, larger font and Easy Read			
Face to face information and advice provision (not just written, phone or on-line options)			
Palantypists / electronic note takers			
Information provided in advance			

Access requirement – Deaf people	Do you meet this requirement?		
	Yes	Partially / not sure	No
Hearing induction loops			
Range of lighting			
Additional time for appointments and meetings etc.			
Reasonable adjustments to activities			
Access to Work support for Deaf staff			
Staff trained and knowledgeable about disability equality issues			

For further details about delivering inclusive sport and physical activity, please refer to the following resources by UK Coaching: [Impairment Specific Coaching Awareness Factsheets](#).

## A strategic approach to tackling access and disability equality

You can start this process by completing the above checklist to see how many requirements of key groups of Disabled people you currently meet. Think about Disabled people across every aspect of your organisation, as customers, participants, spectators, volunteers and employees.

Unless you are meeting all these requirements above we advise you to then commission a systematic review of all areas of your organisation to assess how accessible and inclusive they are to Deaf and Disabled people. Below are some key questions to ask that will help get you thinking about possible barriers operating in your organisation:

- **Skills & knowledge:** Does your organisation provide Disability Equality Training for all staff?
- **Physical environment:** Are your facilities and equipment accessible for Disabled people with a wide range of access needs?
- **Information:** Do you provide appropriate and accessible information and advice for Disabled customers, including in

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different formats? Does your marketing and communications strategy address Deaf and Disabled people's access needs?

- **Engagement:** Do you proactively engage and involve local communities?
- **Inclusive policies:** Have you reviewed your pricing policies to ensure they do not disadvantage Deaf and Disabled people?
- **Offer and provision:** Do you provide inclusive sport and physical activity?
- **Employment:** Do you provide employment opportunities for Deaf and Disabled people? Does your workforce represent the community it serves?

We strongly advise that you seek expert advice to undertake this review / audit of your services. Your local DDPO may be able to do this or contact Inclusion London to discuss your needs. We would encourage you to review progress in this area periodically.

## Access for all: inclusive communications

The way in which Deaf and Disabled people access your communications may be different to non-Disabled people. What is accessible for one person is not necessarily accessible for another. However, the more inclusive the original communication, the fewer alternative formats you will have to provide – which will save you time, money and resources. If communication is fully accessible, it means you can share your information, increase participation and improve access to more opportunities for everyone.

For details of how you can make your communications accessible and ensure you are reaching Deaf and Disabled people, please see [Appendix 1](#) (pg. 40).

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## Section 5

# Useful resources

## Inclusion London (including how to get Disability Equality Training)

Inclusion London offers a range of consultancy and training services on disability equality, inclusion and stakeholder engagement with Deaf and Disabled people. If a local DDPO in your area can meet your needs, we will signpost you to that organisation. All Inclusion London services are based on the Social Model of Disability and our training is always delivered by Disabled trainers. We can offer:

### Disability Equality Training

This will enable your organisation to understand the barriers that disadvantage or exclude Deaf and Disabled people, assess how these barriers may operate within your organisation and identify effective ways of removing these barriers and increasing your accessibility. This training can be tailored to meet the needs of providers of sport and physical activity.

### Disability Equality Customer Service Training

This will enable your staff to understand how to deliver great customer service to Deaf and Disabled people.

### Access auditing services

These services will provide you with a comprehensive assessment of the accessibility of your premises / venue together with recommendations on how to improve or address barriers identified. We also provide information and communication access audits.

### Consultancy services

We can provide a range of expert advice and support on increasing the engagement and involvement of Deaf and Disabled people in your organisation; creating inclusive services; recruitment and retention of Deaf and Disabled staff; creating inclusive workplaces; and facilitating focus groups of Deaf and Disabled stakeholders.

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## Mystery shopping recruitment services

We can ensure that your mystery shopping or market testing exercise includes the right mix of Deaf and Disabled people.

For further details of these services, please contact [tracey.lazard@inclusionlondon.org.uk](mailto:tracey.lazard@inclusionlondon.org.uk) or call 020 7237 3181

## Examples of resources available on our website include the following:

- Into Sport resources: [www.inclusionlondon.org.uk/training-and-support/consortia-working/into-sport-consortium/into-sport-consortium/](http://www.inclusionlondon.org.uk/training-and-support/consortia-working/into-sport-consortium/into-sport-consortium/)
- Funding opportunities, with a sport-specific section:
  - [www.inclusionlondon.org.uk/training-and-support/information-and-resources/funding/funders-with-specific-interests/](http://www.inclusionlondon.org.uk/training-and-support/information-and-resources/funding/funders-with-specific-interests/)
  - Directory of London's DDPOs: [www.inclusionlondon.org.uk/directory/](http://www.inclusionlondon.org.uk/directory/)
- Social Model of Disability: [www.inclusionlondon.org.uk/disability-in-london/social-model/the-social-model-of-disability-and-the-cultural-model-of-deafness/](http://www.inclusionlondon.org.uk/disability-in-london/social-model/the-social-model-of-disability-and-the-cultural-model-of-deafness/)
- Deaf and Disability Equality Facts: [www.inclusionlondon.org.uk/disability-in-london/deaf-and-disability-equality-facts/deaf-and-disability-equality-facts/](http://www.inclusionlondon.org.uk/disability-in-london/deaf-and-disability-equality-facts/deaf-and-disability-equality-facts/)

## How to find Deaf and Disabled People's Organisations (DDPOs) in London

Inclusion London has a Directory of London DDPOs on our website. It contains information on 65 DDPOs working in London. You can search the directory by 'service area' (which includes a 'sport and social and cultural activities' option) or you can view by 'borough'. Please go to: [www.inclusionlondon.org.uk/directory/listing/](http://www.inclusionlondon.org.uk/directory/listing/) or call 020 7237 3181 or email [info@inclusionlondon.org.uk](mailto:info@inclusionlondon.org.uk)

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## Other training opportunities

Activity Alliance, previously known as the English Federation of Disability Sport, runs an Inclusive Community Training workshop for people who support Disabled people in the community (e.g. support workers, volunteers, parents etc.). For more info: [www.activityalliance.org.uk/inclusivecommunitytraining](http://www.activityalliance.org.uk/inclusivecommunitytraining)

Disability Sports Coach runs a range of courses, including an Adapted Sports Course and Disability Awareness in Sport courses. For more info: [disabilitysportscoach.co.uk/training-workshops](http://disabilitysportscoach.co.uk/training-workshops)

UK Coaching also has a range of resources (e.g. a Quick Guide on Inclusive Coaching) and runs workshops: [www.ukcoaching.org/coaches/resource-bank/inclusive-coaching/coaching-disabled-people](http://www.ukcoaching.org/coaches/resource-bank/inclusive-coaching/coaching-disabled-people)

## London Sport

London Sport's vision is for London to be the most active city in the world. It works in partnership with everyone working in physical activity and sport in London, providing insight, knowledge and expertise.

### **Here are the contact details for the Disability Team at London Sport:**

Kate Budd, Disability Development Officer  
[kate.budd@londonsport.org](mailto:kate.budd@londonsport.org)

Josef Baines, Disability Development Officer  
[josef.baines@londonsport.org](mailto:josef.baines@londonsport.org)

Alex Gibbons, Disability Programme Manager  
[alex.gibbons@londonsport.org](mailto:alex.gibbons@londonsport.org)

Main switchboard: Tel. 0203 848 4630 / [info@londonsport.org](mailto:info@londonsport.org)

## Local Authorities

Your local authority will have staff who are responsible for sport and physical activity (SPA) in your borough; some may even have a lead officer for disability sport. They will have an interest in SPA and be able to provide information on current provision, local take-up and funding sources.

London Sport ([www.londonsport.org](http://www.londonsport.org)) can provide information on the lead contact for sport and physical activity in each London borough – contact

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the Relationship Manager for your borough [here](#) (click on the map to access the details). Or contact the Disability Team at London Sport ([see pg. 36](#)) for further details.

## Borough SPA and Disability Networks

Your borough may have a Community Sport and Physical Activity Network or even a dedicated Borough SPA and Disability Network. These networks are an ideal way of finding out what is going on locally, sharing good practice and networking with other relevant organisations (e.g. local SPA providers, local leisure centre operators, local authority staff and representatives from local disability organisations).

### Contact details:

#### **Barnet Disability SPA Network Group**

Contact: [Courtney.Warden@Barnet.gov.uk](mailto:Courtney.Warden@Barnet.gov.uk) – Commissioning Lead – Sport & Physical Activity (tel. 0208 359 6314 / mob. 07885 211059)

#### **Southwark Disability Working Group**

Contact: [amala.poulier@southwark.gov.uk](mailto:amala.poulier@southwark.gov.uk) – Parks and Leisure Team (tel. 0207 525 7304 / mob. 07903 876040)

To find out if your borough has a network and/or to get further advice and support about setting one up, contact Kate Budd at London Sport ([kate.budd@london sport.org](mailto:kate.budd@london sport.org) / tel. 0203 848 4630)

## Funding opportunities

Many changes to SPA provision to make it more accessible and inclusive will not necessarily incur costs. However, some interventions may require additional funding, such as some types of training, equipment or capital improvements. There are several places you can find out about funding sources that could support you to make these changes. Remember to consult with Disabled people and their organisations before applying – funders prefer applications which have been made following involvement of, and consultation with, the beneficiaries. Here are some useful resources:

- For details about a range of funding streams relating to SPA, visit [www.sportengland.org/funding/](http://www.sportengland.org/funding/)
- London Sport provides extensive information on funding sources ([www.london sport.org/search-for-funding/](http://www.london sport.org/search-for-funding/)) including, a 'Funding

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Search Tool', which is a free, online service for anyone seeking funding for SPA in London: [funding.londonsport.org/](https://funding.londonsport.org/). This facility will allow you to look at all the grants available but also you can do more specific searches, by location, for example, or capital/revenue sources, by age-range, or by size of the grant, etc. The facility is free to use but, to get maximum benefit from the service, you should sign up to use it.

- 'Disability Grants' is an online guide to grants available for Disabled people. It has a section dedicated to sports-related grants for individuals and for clubs and groups: [www.disability-grants.org/grants-for-sports.html](https://www.disability-grants.org/grants-for-sports.html)
- Inclusion London's website has a funding directory which includes funders with disability among their priorities, as well as funders with 'specific interests' (including those who support 'sports, leisure and cultural activities'): [www.inclusionlondon.org.uk/funding/](https://www.inclusionlondon.org.uk/funding/)

Your local authority officers who are responsible for SPA will have information on any local sources of funding. For example, some local authorities have, on occasions, made funding available to set up new sessions and provide funding towards initial equipment costs.

London Sport can provide information on the lead contact in each borough (see above) so you can find out if any local funding is currently available.

Your local Community & Voluntary Service organisation (which supports the voluntary sector in your borough) will often have details about local grants for local people in need and will provide information bulletins that you can sign up to. Your local authority will have the CVS's contact details.

## Local, regional and national organisations

There are a range of organisations in London whose remit is to support Deaf and Disabled people to get engaged in sport and physical activity, such as:

- Disability Sports Coach ([www.disabilitysportscoach.co.uk](https://www.disabilitysportscoach.co.uk))
- South London Special League ([www.sl-sl.co.uk](https://www.sl-sl.co.uk))
- RISE (Disability and Inclusive Sports) ([www.richmond.gov.uk/home/services/sports/disability\\_sports\\_and\\_activites](https://www.richmond.gov.uk/home/services/sports/disability_sports_and_activites))
- Access Sport ([www.accesssport.org.uk](https://www.accesssport.org.uk))
- Metro Blind Sport ([www.metroblindsport.org](https://www.metroblindsport.org))
- UK Deaf Sport ([www.ukdeafsport.org.uk](https://www.ukdeafsport.org.uk))

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## Other useful organisations and websites include:

- **Activity Alliance**  
Activity Alliance, previously known as the English Federation of Disability Sport (EFDS) works to make works to make active lives possible by enabling organisations to support individual Disabled people to be active and stay active for life. Activity Alliance provides many useful resources ([www.activityalliance.org.uk/how-we-help/resources](http://www.activityalliance.org.uk/how-we-help/resources)). This includes training, guides, fact sheets and films about Disabled people with a range of impairments who all lead active lives. Activity Alliance also has a wide range of research to help engage more Disabled people in sport and physical activity
- **ABLEize:** [www.ableize.com/recreation-sports](http://www.ableize.com/recreation-sports)  
This website is owned and run by Disabled people. Its sports section includes links to other sites and information
- **DisabledGo:** [www.disabledgo.com](http://www.disabledgo.com)  
Includes access information about sports facilities
- **Disability Rights UK:** [www.getyourselfactive.org](http://www.getyourselfactive.org)  
Using personal budgets to get active

The following organisations work with Governing Bodies of Sport and other sports partners to develop participation and competition opportunities within sport for people within specific impairment groups:

- [Dwarf Sport UK](#)
- [Mencap Sport](#)
- [British Blind Sport](#)
- [UK Deaf Sport](#)
- [Wheelpower – British Wheelchair Sport](#)
- [Cerebral Palsy Sport](#)
- [Limbpower](#)
- [Special Olympics GB](#)

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## Appendix 1

# Access for all: Inclusive Communications



The following guidance is a summary of information in the Activity Alliance's publication called 'Access for all: inclusive communications – Reaching more people in sport and physical activity through inclusive and accessible communications' (2014). You can download the full version or watch a short animation video on this subject by following this link: [www.activityalliance.org.uk/how-we-help/resources](http://www.activityalliance.org.uk/how-we-help/resources)

## What does accessible communication look like?

Firstly, use clear English and be succinct. This will benefit not only people with learning difficulties but also those whose first language is not English.

### Fonts and text layout

- Text should be left-aligned, not centred
- Text should be unjustified for even space between words – justified text is harder to read
- Use bold or larger text for emphasis
- Avoid italics or underlining (be aware that some screen-readers shout out words in bold!)
- Use sentence case; avoid using ALL CAPS
- Use sans serif fonts, like Arial or Verdana
- Text should be minimum 12pt or 14pt for Easy Read (i.e. information designed for people with learning difficulties using clearly written words and pictures to make it more accessible)

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## Colour

- Avoid too many colours as this can be disorienting
- Ensure strong contrast between foreground and background colours
- Shading or pictures behind text can reduce the colour contrast. Highlight words or key facts by placing them into a text box or using a larger font size instead

## Layout

- Should be uncluttered with clear headings
- Ensure headings are clearly marked. This is important for people who use a screen-reader or text-to-speech software

## Images and diagrams

- A clear image or diagram can convey a lot of information, and helps people to understand the message more quickly
- Always use with accompanying text, never as a standalone communication
- All images should be clearly positioned, distinct from any text, shading or overlay
- In electronic form, all images and graphics must be tagged for those using a screen-reader, using 'ALT tag' or 'ALT text'
- Use photos that show a diverse range of people – avoid tokenism and images that do not look or feel natural
- Vary the use of images throughout your communications, rather than trying to find one image that ticks all the boxes

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## Types of communications

All communications should follow the guidelines above. In addition, there are some format-specific things to bear in mind:

### Websites

Your website will often be the first place people go to to find out more about what you offer. It is therefore crucial that it is fully accessible:

- Images have alternative text (so if you can't see the image you can still read the text)
- Text re-sizes according to user preference
- Consider web accessibility functions, (font increase, colour contrast)
- Consider including a 'listen' option
- Include an accessibility statement

### Emails

- Lay out the text as you would a letter, include plenty of paragraphs and generous spacing
- Ensure any attachments you send are in an accessible format
- If you are providing links, check that they work
- Provide full contact information for yourself or a named individual in your organisation
- Avoid using email addresses that are out-bound only – addresses that say donotreply@... are not inclusive. Communication is two way!

### Social media

Social media channels are a great way of engaging new and existing members in your organisation. However...

- Avoid relying solely on social media as you will not reach everyone that way
- Ensure that any videos, PDFs and links are accessible
- With Twitter, avoid overuse of hashtags and abbreviations
- With Facebook, avoid long chains of posts as these can be difficult to follow

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## Videos

- Consider using British Sign Language interpretation, audio description or captions (subtitles)
- If you don't do any of these, provide a Word or accessible PDF transcript of the video, or make it known that a transcript is available on request (standard PDFs can be inaccessible to people who use screen-readers).

## Mobile applications (apps)

- Ensure that users can change the font size
- Avoid colour or visual icons to communicate information or instructions (e.g. press the green button or use the house button)
- Make sure buttons or menu items can be pressed with a thumb, index finger or stylus pen
- Include a feedback /contact us option
- Include an accessibility statement

## Printed materials (leaflets, banners, posters etc.)

- Ensure display level at your venue isn't too high
- Consider having alternative formats available, such as large print, braille or digital / audio versions
- Remember to include full contact information
- Don't use in isolation or you will exclude certain groups

Before you launch any of your communications, make sure you have them tested for accessibility and usability by people with different support requirements, including someone that uses a screen-reader.

When providing contact details, always give full contact information – phone number, email address, website address, social media channels, text phone (if available), mobile phone (SMS) and your postal address.

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## Examples of online resources and guides:

- BBC guide to web accessibility ('My Web my way'): [www.bbc.co.uk/accessibility/](http://www.bbc.co.uk/accessibility/)
- Example of an accessible website design: [www.activityalliance.org.uk/](http://www.activityalliance.org.uk/)
- Information about Easy Read materials: [peoplefirstltd.com/easy-read-one-stop-shop/](http://peoplefirstltd.com/easy-read-one-stop-shop/)
- BBC Mobile Accessibility Standards and Guidelines: [www.bbc.co.uk/guidelines/futuremedia/accessibility/mobile](http://www.bbc.co.uk/guidelines/futuremedia/accessibility/mobile)
- Abilitynet provides specialist advice and resources to ensure that websites, apps and other digital services are usable, accessible and comply with current legislation: [www.abilitynet.org.uk/homepage](http://www.abilitynet.org.uk/homepage)
- The UK Association for Accessible Formats sets standards and promotes best practice in relation to large print, audio, braille, electronic text, and accessible images: [www.ukaaf.org](http://www.ukaaf.org)
- Specialist Deaf-led organisation: [www.remark.uk.com](http://www.remark.uk.com)
- Colour contrast analyser: [www.colorsontheweb.com/Color-Tools/Color-Contrast-Analyzer](http://www.colorsontheweb.com/Color-Tools/Color-Contrast-Analyzer)
- Guide to producing accessible PDFs: [helpx.adobe.com/acrobat/using/creating-accessible-pdfs.html](http://helpx.adobe.com/acrobat/using/creating-accessible-pdfs.html)
- Image libraries including inclusive SPA photos: [promotingactivity.smugmug.com](http://promotingactivity.smugmug.com) and [www.sportengland.org/news-and-features/image-library/](http://www.sportengland.org/news-and-features/image-library/)
- Free video captioning services: [support.google.com/youtube/answer/2734796?hl=en-GB](http://support.google.com/youtube/answer/2734796?hl=en-GB)

Please note: Activity Alliance is currently developing a range of topical guides on inclusive communications and these will be available to download from its website from spring 2018 ([www.activityalliance.org.uk](http://www.activityalliance.org.uk)).

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