



UK Deaf Sport

Sofia Report

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Introduction

- The Summer Deaflympics is the flagship event for UK Deaf Sport.
- The GB team for Sofia in July 2013 participated in the following events;
 - Athletics
 - Badminton
 - Cycling
 - Football (Women)
 - Karate
 - Shooting
 - Swimming
 - Tennis

Facts and Figures

- 👤 Total of 83 nations
- 👤 2707 athletes
- 👤 16 sports
- 👤 GB team 49 athletes, 25 officials (5,SSC staff).
- 👤 These numbers continue to grow each cycle and standards are improving. With this improvement in standards it is increasingly more challenging for Team GB to win medals. Our medal haul this games was:
 - 👤 2 Silver and 3 Bronze

Budget

Organisation

- Accommodation
- Transport
- Selection protocol
- Communication with individual sports appointed officials
- Kit supply
- Appointing medical staff
- Working with the media
- Arranging Interpreters

Choosing the Team

- 👤 Qualifying Standards
- 👤 Medal Potential
- 👤 Ranking
- 👤 Previous Performance at major events
- 👤 It must also be pointed out that future potential is also a criteria that was considered to achieve selection.

Training

- ④ Two stages were applied;
- ④ UK Based Training
- ④ Each sport was responsible for their athletes preparation.
- ④ Acclimatization in Sofia
- ④ On arrival the sports took up the opportunity to train at the arena's and get a feel for the climate.

Kit

- 👤 This was a logistical nightmare.
- 👤 It was a stressful element for all staff involved, for the athletes and officials.
- 👤 All Olympic, Paralympic and Deaflympic athletes look forward to kit fitting and receiving their stash, and is important to the feel good factor and should be realised that it is all a part of the Deaflympic experience.

Results



- 🏅 Mel Jewitt Bronze in the Marathon
- 🏅 Tom Smith Silver in the Individual Road Race, Bronze Points Race (Cycling)
- 🏅 Lauren Peffers Silver 400m (Athletics)
- 🏅 Women's Football Bronze



Media

- 👤 UK Deaf Sport organising team gained massive increase in press coverage
- 👤 Total Press Coverage Readership 142,905,395
- 👤 Total Press Coverage Advertisement Value £1,879,576

Worth Thinking About

- National Records in Swimming
 - 50m breaststroke
 - 200m freestyle
 - 100m backstroke
 - 15 swimming finals made
- Semi Final performances in Tennis
 - Mixed Doubles
 - Women's Doubles
 - Women's Singles
- 5th Place in the Hammer
- Semi Final in 800m athletics
- 1 Sports Doctor, 1 Nutritionist, 3 Physiotherapists to date the largest support team taken

Next Time

- 👦 UKDS has recognised the need for change in our Deaflympic planning
- 👦 We are currently working hard looking at the structure and long term planning
- 👦 We need to be working with the National Deaf Sports Organisations and the National Governing Bodies
- 👦 This will help us develop a more focused longer term target that will justify long term investment.

A photograph of three athletes celebrating their success. They are standing in front of a large Union Jack flag. The athlete in the center is a man with a shaved head, wearing a white t-shirt with 'Dea' and 'GB' visible. He has a silver medal and a bronze medal around his neck. The two athletes on either side are women wearing dark blue t-shirts with 'Dea' and 'GB' visible. They also have medals around their necks. The woman on the left has a bronze medal, and the woman on the right has a silver medal. All three are smiling and have their arms raised in celebration.

**THANK YOU NEXT
UP TURKEY 2017**