



UK Deaf Sport

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Participation

- Last 12 months progress
- Base line figures and statistics
- Plans moving forward
- Key Performance Indicators to measure success

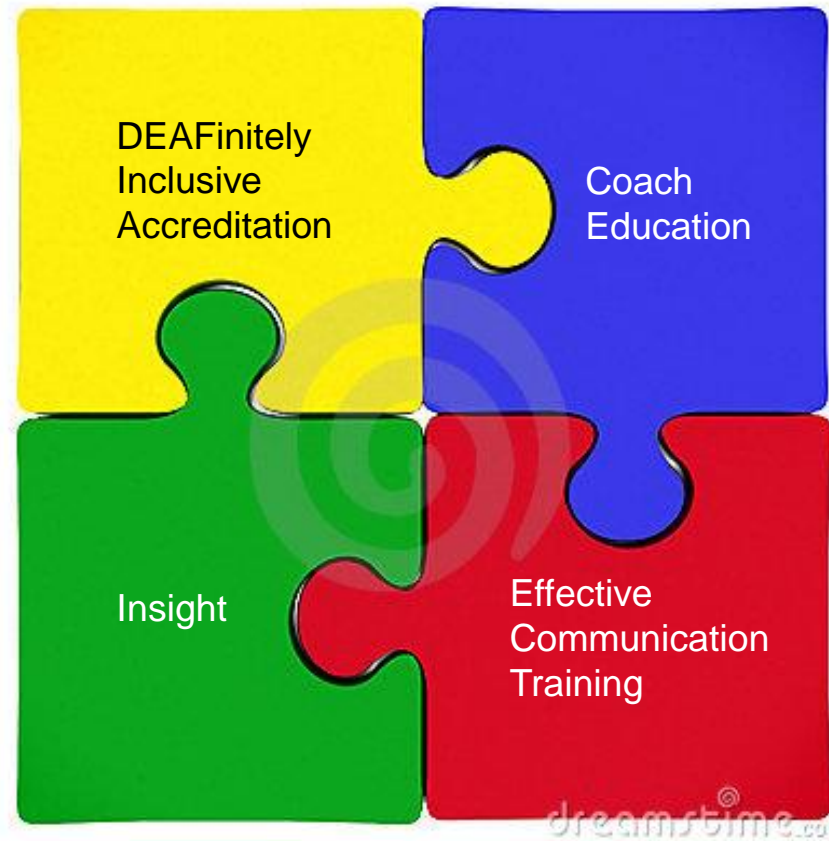
Last 12 Month

- Launched the National Quality Standard for deaf sport provision “**DEAFinitely Inclusive Club**” and “**DEAFinitely Inclusive Facility**”
- Develop **promotional videos** to encourage participation
- Insight Development through **National Survey** and developed **sports factsheet**
- Education of Coaches
 - Over **250 training** in Effective Communication
 - **39 new deaf coaches** qualified to level 1 and 2
 - Leadership in Running Fitness Course delivered specifically for deaf people
- **1st National Conference**
- **New Deaf events** in Birmingham, York, London, Lancaster, Peterborough, Leeds, Nottingham, Manchester, Sussex, Preston, Exeter
- Launch of **two new websites**

Baseline Participation Figures

- National Participation figures established
- Developed from 3 national pieces of research data
 - Sport England Active People
 - Family Resource Survey
 - Our National Participation Survey
- Total participation in the UK of 169,238 (84,222 in England)
 - 87,584 under 65 Years of Age
 - 81,654 over 65 Year of Age
- Developed participation rate in individual sports and identified potential latent demand
- Further development to break down to Home Nation figure

Plans for 2016 - 2017



KPIs and Success Measures

