

# Lee Dolby Director of Development





## 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**

Getting Started

12 new activities run through DI network partners (new for this year)

108 Deaf people participating in DI Clubs Sport for Health

Not Priority Community Sport

36 DEAFinitely Inclusive Clubs Accredited

12 DEAFinitely Inclusive Facilities Accredited Education and Training

20 New level 1,2 coaches

224 Coaches going through the Effective Communication training Competition

Not Priority



