



UK Deaf Sport

Silence is Golden

Performance Strategy

2014 -2026



UK Deaf Sport

Question?

Would you like to see the UK host the Deaflympic in 2025 on its 100 year anniversary?



UK Deaf Sport

Question?

Do you want to see Deaf athletes supporting in the same way a Olympic and Paralympics Athletes?



UK Deaf Sport

Question?

Do you want to see the next generation of UK Deaf Athletes leading the world and having the opportunity to reach their full potential and succeed on a world stage without barriers?



UK Deaf Sport






Silence is Golden
Deaf Sport Performance Strategy
2014 – 2026

Why do we need it

- ④ To create a collective “Vision” for the way forward in terms of performance deaf sport.
- ④ To communicate our intentions clearly to Government, Partners and Possible Funders
- ④ To bring people together to all push in the same direction
- ④ To priorities actions
- ④ To set aspirations

What have we been doing

Strong lobbying of Government

-  Submitted Parliamentary Questions on deaf sport funding
-  Pushed along with other sporting bodies to get UK Sport to consider it “No Compromise” policy
-  Met with Sport Ministers to highlight the issues within Deaf Sport
-  Build advocates for our case within other organisations and MPs
-  Inputting into Government Policy meetings and UN Reports on the rights of deaf people in sport

What Else

- 👤 Media Profile
 - 👤 Channel 4 piece on Deaf Golfer
 - 👤 Media coverage from Deaflympics
 - 👤 Recognition of Athletes through National and regional Awards
 - 👤 Links with BBC to look at SPOTY coverage and deaf representation

And Finally

- ④ Partnership building
 - ④ With Sports
 - ④ With Deaf People organisations
 - ④ With MP's
 - ④ With Lobbying groups
 - ④ With Media
 - ④ Not just in Sport but wider

Why 12 Year

- ④ We need to be looking long term
- ④ To incorporate 3 Deaflympic Cycles
- ④ Shows growth potential rather than focusing on short term challenges
- ④ Encourage long term investment rather than short term fundraising

How will we deliver it

- ④ Broken down into 4 year strategies
 - ④ Priority Sports
 - ④ Outcomes, Objectives and Targets.
- ④ Broken down further into One Year Delivery Plan
 - ④ Specific Action
 - ④ Responsibilities
 - ④ Resources

Key Elements of the Strategy

Vision

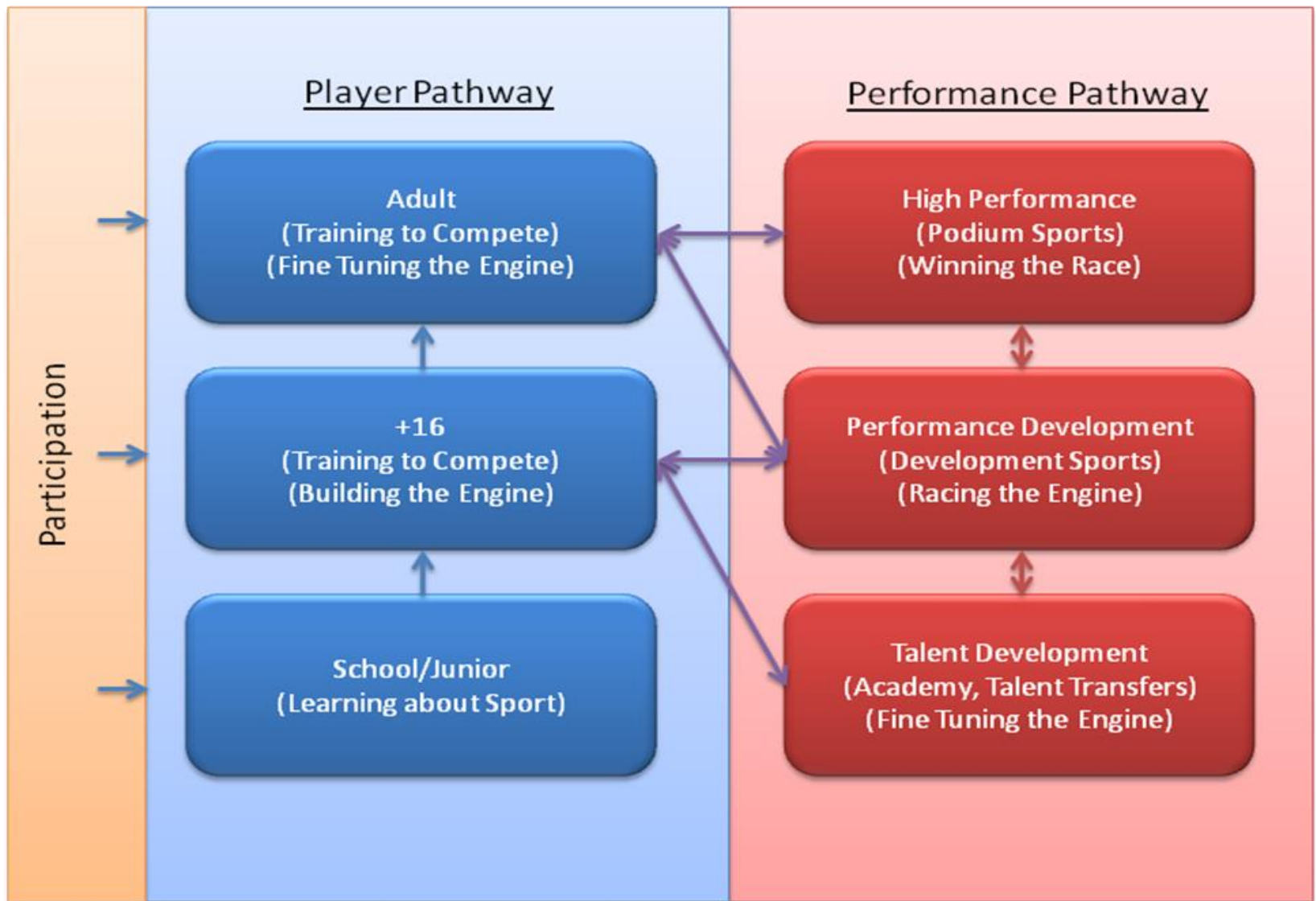
More deaf people reaching their full potential and succeeding on a national, European and World Stage

Mission

To create a world leading system to give talented deaf sports people the opportunity to excel and succeed

4 Key Areas of Development





What Outcomes

- 👤 Looking at many possibilities and will be shaped by the consultation
- 👤 Could look to achieve
 - 👤 UK to Host the Deaflympics in 2025
 - 👤 Targeted media coverage of deaf sport on TV
 - 👤 Change in government policy toward equal recognition of deaf athletes
 - 👤 Publically stating medal and world championship targets that inspire

Next Step

- ④ Hard Work (DEAFinitely)
- ④ Finalise the Draft
- ④ Consultation
- ④ Amendments and final version
- ④ Launch