

INCLUSIVE SPORT



2nd Board Report

Date 19th May 2012
Report by Lee Dolby – National Sport Inclusion Officer

Brief background to the project

The overall aim of the project is to work with the National Deaf Sports Associations and a selection of National Governing Bodies of sport to get 900 Deaf people, participating, staying & excelling in sport. We will achieve this through supporting an agreed number of priority National Governing Bodies to develop specific plans to increase deaf participation. These plans will be integrated into the English Federation of Disability Sports plans where sports align. Further information is available on our website [click here](#)

Report on Progress

I have broken the report into the following areas so that you can see what we are doing in each area to achieve the aims and objective of the projects and to raise the profile of UK Deaf Sport as a whole. In order to keep the report as brief as possible we have only highlight the key development and not the smaller details.

· Capacity building	· Sport Engagement	· Partner engagement	· Profile and awareness	· Back Office
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Capacity Building

The Capacity Building process is progressing with several meeting having been held with key individuals and a wider meeting of trustees to look at the vision and mission of the organisation. Further work is needed to develop the strategy. I have now undertaken the training needed to lead the second half of the capacity building project which will look to self assess the organisation against an excellence framework developed.

Sports Engagement.

This continues to be a focus of the work as until we have develop strong open and honest lines of communication with both National Governing Bodies and National Deaf Sport Organisation we cannot undertake the type of challenging discussion that will be needed to progress future

developments. As all sports are in the middle of submitting plans to Sport England for the 2013 – 2017 Whole Sport Plan funding it is a difficult time to engage as many feel that they cannot make any commitments until that know what level of funding they will receive. This will not deter me from progress meeting and sowing the seeds and getting in principal discussion out of them.

Some National Deaf Sport Organisation are not as engaging as i would have hoped and some are struggling with capacity to react to requests and opportunities swiftly. i fear that if this continues we may frustrate partners and need to be aware of the public image that this paints of Deaf Sport as a whole. I think that we may need to consider how we refer to some “National” Deaf Sport Organisation as many share more characteristics with a large sports club rather than a national organisation and people perceptions need managing

Below is a summary taken from the Performance Management Framework which outlines the key highlights and challenges. If you require further detailed information on any specific sport please do not hesitate to contact me

	Highlights	Challenges	RAG
Athletics	Good contact with both the NGB and NDeafSO resulting in a lot of cross promotion opportunities. Main support given is around fundraising and currently trying to link Brian into UKA sponsorship team to see if we can get some free advice on how to approach potential sponsors. Supported NGB with advice on a resource guide for clubs and ensured all information is up to date on their website.	Athletics is split through two organisations England Athletics and UKA. Much of what Deaf UK Athletics wants support with at present is related to UKA where as the Inclusive Sport Project focus would be with England Athletics, so we need to work carefully to meet all expectation whilst still hitting target set by our main funder.	Amber
Badminton	Been working with Dominic on the potential of a Sportivate bid in	Struggling to engage with the NGB however i have now got a contact	Amber

	<p>the Bedfordshire Hertfordshire area. I have talked to local partners and gain in principal agreement for funding.</p>	<p>at a national level. Deaf sport is not a priority for them at the minute however they are still keen to support where they can. It has been a slow process working with NDeafSO and currently still awaiting further contact to my last email about progressing to the application stage.</p>	
<p>Basketball</p>	<p>Strong link with the Deaf Basketball UK following several meetings. Have managed to link members of the committee in with NGB meeting recently held in Sheffield. Very positive meeting with England Basketball really keen to progress Deaf Basketball over the next 4 years (2013-2017). We have sent information across to EB on competition framework and my next step will be to look at a community development plan</p>	<p>Although the meeting with England Basketball was a positive one we were talking to the Disability Development Lead rather than the National Development Manager which means we are distanced from the key decision makers. The other challenge is the voluntary nature of Deaf Basketball UK. It has taken too long to get the information which the NGB have asked for and i have had to work very hard to manage their frustration with delays in information which is not a good way to developing a strong long term relationship</p>	<p>Green</p>

Bowls	Initial contact made and looking to arrange a meeting	0	White
Cricket	Very positive relationship so far and ECB are supportive of the development and willing to look at further needs. Stefan is a very positive and realistic leader of ECAD and we hope to be able to develop a plan of action at our forthcoming meeting at Lord in May	None at present	Green
Cycling	Have met with British Cycling Officers and provided them with further information on how UK Deaf Sport would like to work with them. We have been asked to promote the Sky Ride programme across out network but without information on the adaptation and support that they will provide for Deaf participant i have held back from circulating until i have had further discussions with British Cycling	British Cycling are not ready to fully engage with us at this stage and therefore there will be a delay in planning any further actions. I do feel that Deaf Cycling are too focus on elite level participation and creating role models which although is important, is not going to happen overnight and we need to progress some community grassroots plans in the mean time.	Amber
Football	Starting to build a stronger relationship with The FA and they have a strong commitment to	Still a strong history and anger within the Deaf Football about what has gone on with the FA	Amber

	<p>developing Futsal over the next 4 years. They have chosen this route as many of the strong footballing Nations start their talent development through Futsal and this also allows them to developing some activity whilst the 11-a-side issues get resolved</p>	<p>in the past which i understand, but we need to start moving forward and building relationship and i feel that this is a step in the right direction. I do get the feeling Deaf Football are not happy as the development is not in the 11 a side game. We need to look long term and approach thing with a different perspective</p>	
Golf	<p>Good meeting with several key decision makers within English Golf. The EDGA have been very structured in their approach with requesting support which seems to have worked well and could be something that other NDeafSO could learn from. Looking to develop a full plan once England Golf agreeing funding amount with Sport England for their Whole Sport Plan. Have supported Ben to understand how the Whole Sport Plan funding works and how to maximise their involvement with England Golf. This is something that we need to do with all</p>	<p>Still a little elite focused and much energy is taken up by finding funding for mayor championships and tournaments rather than looking at generating income through community development programme and partnership working with County Golf Partnership</p>	<p>Green</p>

	NDeafSO		
Rugby Union	Just started initial discussions and looking to meet at the end of the summer	0	White
Swimming	Several opportunities taken to promote GB Deaf Swimming through Playground to Podium events and they have been very supportive. Major development is the creation of a Deaf Swimming resource developed with NDCS. The second major development is with Birmingham Swimming manager who we are working with to address issues of deaf swimming in the city across all leisure centre the programme that they run reaches 9,000 young people and around 250 coaches and teacher. Action plan agreed	None at present	Green
Table Tennis	Further discussion happening with National Disability Manager and have now had contact with the regional development officers. They are keen to do some deaf awareness training and then	Capacity of the NDeafSO to manage increase development and the public image of the association across the sports development sector needs to be improved	Amber

	develop an individual project in each region which could result in significant increase in numbers. We are looking to work through their ability clubs which they will have around 100 by the end of the year.		
Tennis	One of the stronger sports in terms of planning. The Tennis Foundation is keen to bring the development of Deaf Tennis up to the level of Wheelchair tennis over the next 4 years. We are looking to identify the priority areas for development over the coming months. We are developing a 6 week BSL course for coaches and Deaf Awareness training that will carry LTA licence points	None at present	Green

Partner Engagement

· By Far the largest part of Partner engagement that we have undertaken in the last period has been through the Consultation events. Around 40 organisation attended events in London and Birmingham with another 20 getting in contact due to the publicity and promotion that we were able to generate. Many of these leads now need to be follows up during the next period to convert them from just interested parties to delivering project in partnership with us

We have has some good success with third sector engagement with the best being through Deaf Blind UK. They are willing to carry out some consultation across their groups to find out what sort of Sport and Physical activity they would like to take part in and then we will work together with them and British Blind Sport to provide guidance and information to help make it happen and link into exit route through to either sports clubs or Deaf Sport Organisations.

Other successes have been achieved through Action Deafness, British Deaf Association, Action on Hearing Loss

Further conversations with Doncaster Deaf College and will be looking into working with them as a Coach Education centre and producing an annual range of courses that can be accessed by all deaf people with full communication support. This will increase the number of workforce available to lead delivery at a local level and focus some discussions with National Governing Bodies by providing a real opportunity for them to widen their programme of coaches. These courses would not necessarily need to be in Doncaster as they could satellite things out across the country.

I am leading on developing a partnership agreement with all County Sport Partnership on behalf of all the National Disability Sport Organisations. This will hopefully result in stronger support at a local level. As I am leading on this, it has also raised our profile and reputation across the disability sport sector as an organisation with strong leadership skills that can drive forward wider projects and agendas.

We are also supporting several other sports outside of those above with developments, due to them being more aware of our existence through the networking and publicity that I have been undertaking

- Rowing – working on a resource for all its clubs
- Wakeboarding and water skiing – support with coach education and communication support
- Martial Arts – support with changing competition judging to make it both visual and auditory
- Net ball – interested in further discussion following consultation event to look at future development

Profile and awareness

- I have worked hard to increase our profile and have been successful in getting information about UK Deaf Sport into several publications that are widely read across the sport development world. This has resulted in several of the projects and developments above.
- We have gained many additional web links into our website by the discussion and partnership working that I have been progressing. This is being supported by ensuring that we update our website frequently. (53 articles in the first ¼ of this year compared with just 6 in the same period last year)
- Many National Governing Bodies are running more stories and articles on Deaf Sport now that we have identified press officer contacts.
- I would say that this has been one of the strongest areas of development so far. However, we need to be mindful of targeting this effort further as we are starting to struggle with the quantity of enquiries that we are receiving and need to be careful not to raise people's expectations whilst we do not have the capacity to react.
- We have implemented a member's e-zine in the last couple of months to increase the profile and awareness of UK Deaf Sport amongst our member bodies as the level of communication had been minimal. This has been on the whole very well received.

Back office stuff

The first reconciliation period of Sport England has been completed with the main point for discussion being the fact that we currently have an under spend due to my post not being appointed until January. We are committed to catching up on spend to ensure that the full grant amount for year one is spend before Oct 2012

As part of the Sport England monitoring we were required to produce a more detailed work plan that identified how we are to achieve the specific grant condition outlined in our offer letter. This has been well received and they are happy with our plans moving forward

We are progressing two research project in partnership with other organisations

1. Deaf Blind UK – They will be carrying out questionnaires with all their members (around 2,000) to identify what sporting activity they would like to do. We will then working in partnership to identify way of providing that activity at a local level and provide exit routes into local clubs or NDeafSO
2. Action Deafness – have agreed to undertaken a research project into Barriers to sports participation in the BME Deaf Community and whether any additional cultural barrier need to be address to increase participation. They are already linked to around 500 individuals and have committed £10,000 to the research
3. Develop several factsheet for Deaf Sport Organisation to help them understand various subject areas (Sportivate, Just Giving,)

c/o Deaf Direct | Vesta Tilley House | Lowesmoor | Worcester | WR1 2RS
T: 01905 746301 | Minicom: 01905 746300 | F: 01905 746302