

INCLUSIVE SPORT



Inclusive Sport Project 3rd Board Report

Date 14th July 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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Summary Overview

Over the last period we has started to sharpen the focus of the project and looked to creating solutions to some long term governance issues that until they are solved, creating any meaningful increase in participation and sustaining that increase will be very hard to achieve. Section of the programme continue to develop strongly (Partnership Engagement, Capacity Building) where =as other elements such a National Governing Bodies engagement have been more difficult.

This is due to the fact that many governing bodies are waiting to see what sort of feedback and settlement figures they are going to receive from Sport England in this next Whole Sport Planning cycling 2013 – 2017 before committing anything to partners such as ourselves. This is

likely to continue for the next ¼ as the Sport England process will probably not be resolved until November or even early 2013 (if previous years are anything to go by).

I do feel that the basis for a stronger structure is now being developed and that dependant on the Sport England Disability Fund decisions, if many of these project get agreement our figures within the Inclusive Sport Project will be achieve very quickly and easily and our focus must be on creating a structure of governance that will enable National Deaf Sport Organisation and National Governing Bodies to sustain this increase once funding end.

We need to push hard during this period where governing bodies are awaiting Sport England's decision to focus on our organisation and not worry too much about the participation target within the Inclusive Sport Project and do what is needed to make deaf sport a stronger, more unified collection of organisations that will take forward the participation agenda collectively.

Capacity Building

Over the last period we have progressed the second half of the capacity building process by undergoing training on the Culture and Sport Improvement Toolkit (CSIT) self assessment tool that will enable UKDS to look closely at its governance structures and identify areas to focus on in the future. A strong relationship continues to build with the consultant (Sport Structures) that is really showing sign of adding value to the way UKDS works and their role as critical friend is highlighting things that need to be addressed. A second draft of the business plan is currently being shared and initial information for the fund raising strategy is being collated

Sports Engagement.

This part of the role is difficult to develop during this period as many of the governing bodies are awaiting feedback from Sport England on their initial draft Whole Sports Plan and are not looking to engage heavily with any partners until they know what sort of financial settlement that will received (which should be around November time). Many governing bodies are reluctant to share these plans with any NDSO's at the minute however Athletics and Netball have at this stage. Having said the above we have still manager to develop stronger links with Badminton and Golf during the last period as well as developing a new relationship with Netball who seem very keen to focus on Deaf people over the coming years.

Whilst this phase of waiting is happening we have not sat back and left this area. I have been working hard to look at our National Deaf Sport Organisation and see how we might strengthen their standing and increase their credibility in the sporting landscape and have been working to define three categories of Governance

National Deaf Sports Organisation – a body that truly is looking at the development of their sport across the whole of the country and through all level of participation from community grassroots participation through to elite level. (This will include point 3)

Sub National/Area/ Regional Deaf Sport Organisation – similar to 1 but only with the capacity to develop the sport within a specific sub national geographic area

National Performance Squad - a body that looks to support the development and competition of elite athletes to enable them to represent the UK on a National or International stage.

Define these different categories of organisation by establish stringent and robust criteria (based on Sport England criteria for what constitute a National Governing Body) we will be able to; Identify the genuine structure and capacity for deaf sport to grow.

Enable UKDS to develop a programme of support and training that will enable organisations to move towards the type of organisation that they want/need to be.

Will give funding partners more confidence in the organisation as a credible, professionally run bodies.

Will raise UKDS status as a strategic lead agency and give us the ability to challenge deaf sport organisations in a objective and consistent manner to ensure that the quality of development is of the highest standard.

There is still further work and consultation that will be needed before any changes can be put into place. However I feel that this is needed to take deaf sport to the next level. All information and recommendation will be sent through the board before any action it sanctioned.

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

Athletics	Due to the investigation with DUKA i have not progress much work with them over the past couple of months. Still in regular contact with England Athletics and have had an initial discussion with them about the possibility of them running a Deaf Run England programme	Issue with DUKA is putting uncertainty into the development of the sport and its governance structure at present.	Red
Badminton	Have worked with Dominic over the past month to develop a draft application for a "Sportivate" project in the Bedfordshire area (value of around	Speed of response has meant that this project, which could have been development in a few weeks has now taken around 3 months	Green

£1,200). In addition to drafting the application for them i have contacted both Badminton England's National Disability Development Manager (Tom Webster) and the regional development officer for Bedfordshire (Lee Bent) who are both really keen to help link the project into local clubs

Basketball

Initially good communication and continue to have an exchange of information. I have asked for a meeting to start to discuss and agree a development plan for the next 4 years

Need to now progress the next meeting. This will be difficult to do before Sport England provide feedback on their Whole Sports Plan as all NGB's are awaiting this information before making too many planned that they will not be sure whether they have the funds to progress. Not sure how focused DBUK are on development participation seem to be very focus on elite and very slow on providing information which always needs chasing

Green

Bowls

Still awaiting contact and date for meeting

White

Cricket

Further discussion have taken place with ECAD around the development of the game and they are looking at putting in an application to the Sport England Disability Fund

The initial draft plan is very slow in coming forward for the Sport England Disability Fund and although good communication i am keen to see this first stage draft to

Green

to expand their regional set up of training centres. UKDS are supporting this process and i have been in contact with them offering our help and support which they are happy to access and see as a real benefit

make sure that we can support them effectively in what is a very tight timescale

Cycling

No Progress

White

Football

An initial meeting has taken place of the deaf football group currently lead by NDCS. Unfortunately i was not able to attend due to another commitment. I have however received information from Tom Lyons and we are discussing how to move things forward. We are now looking at how the role and responsibility of NDCS UKDS and the FA fit together to move things forward. We are supporting Birmingham Deaf FC with a funding application

Amber

Golf

Ben Stephens has been proactive in engaging with UKDS and see the real benefit of working closely with us. Consultation with England Golf had been encouraging but will need further work. Support has been given to World Deaf Golf team to get support through there County Golf Partnership and

no real issues just a need to manage expectation and to continually ensure that the focus is equally spread across both performance and participation

Green

England Golf are keen to promote them as positive Role models. We have now agreed to start developing a 4 year development plan.

Rugby Union

Brief discussion at the consultation event and due to have a meeting in the next period

White

Swimming

Continue to develop the Birmingham Deaf Swimming programme in partnership with Birmingham City Councils swimming programme manager. Partners seem committed to ensure that things change on the ground. Much of the action are being driven by partners with UKDS providing support and being pivotal in initiating the project in the first place which is where i feel we need to be with the capacity we have

NGB not engage at all at present as far as the Inclusive Sport Project is concerns. Although this is not too much of an issue at this stage

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Table Tennis

further communication with Table tennis recently to ensure that they understand the Inclusive Sport Project as they still have an impression that there is funding for NDeafSO available within it. I have updated them further on progress as things have changed since my initial meeting with them which was in my first few weeks.

ensuring that they understand the project and getting them to think about participation development rather than deaflympic preparation

Amber

Tennis

Things are a little quiet over the last period. They have developed a BSL course and are looking to develop further delivery, subject to Sport England Whole Sport Plan decisions

Not as much contact as i would have liked. This is a two way issue as i have not been able to focus as much on it during this last period as i would have liked

Green

Partner Engagement

We continue to engage with new partners and strengthen existing ones, with additional engagement with two new sports of British Wakeboarding and Waterskiing and England Netball as well as stronger relationship with National Deaf Children Society and British Deaf Council. Our next stage is to create a means of quantifying what these relationship mean and clarifying the roles of each party so that we are adding value to the Deaf Sporting landscape and can justify and evidence engagement to our funding partners. On this subject i have started to develop a basic partnership agreement that i would like all partners to sign up to that outlines a base level of cooperation and shared knowledge that will enable us to create a greater strategic understanding of the reach of sport for Deaf people.

The second main part of our partner engagement this period has been around the Sport England Disability Fund. Since communicating our position statement on the fund we have been approached by several organisations to work in partnership on a bid that will directly target Deaf participation. This is a very encouraging sign as we are being seen as a key consultation body and more importantly a critical player in developing, planning and establishing new projects.

To provide a little further information below is some of the main partner engagement discussion we have been having

British Wakeboard and Waterskiing – We are working with them to develop a national health and safety video in BSL as well as coaching resources so that we can open up the water sport centres and specifically the Cable Ski sites

England Netball – Working on a Sport England Disability Fund bid to target netball activity incorporating coach education courses across all levels, “Back to Netball” programmes across the country and the plan to establish a minimum of one netball club per county that is Deaf friendly in partnership with NDCS

Croydon Youth Martial Arts – Support the group to look at a bid for the Sport England Disability fund to establish martial arts youth club hubs across the south and London linked to existing clubs as well as establishing a school 6 week programme of introductory activity targeting deaf pupils

English Cricket Association for the Deaf (ECAD) – Support them with a Sport England Disability Fund Bid to expand their regional programme

National Deaf Children Society – Supporting them with an application to the Sport England Disability Fund to look at creating further outreach workers to expand the work of their sports activity programme and to target individual regional across the two years

Deaf Sport Personality of the Year – We have now sign an agreement with DSPY that clearly outlines our commitment to this programme and the mutual benefits both parties can expect to get from the agreement

Profile and awareness

We continue to develop further awareness of UKDS through article in the several industry recognised newsletters and further information through our website and twitter feeds. This work, up until now, has been done in isolation to any form of effective monitoring system that will enable us to assess its effectiveness.

During this last period we (Lee Dolby and Jonathan Reid) have met to discuss how we develop stronger monitoring reports and ensure that we are identifying whether any specific publicity campaigns have had a direct effect on customers awareness of our services and activity (through Google analytics and other tools that monitor social media traffic).

The result of these discussions will be a plan outlining how we are going to increase our online presence and more importantly use this presence to ensure that our messages are getting out to the correct and appropriate number of customers and partners. The plan will also highlight the resources that will be needed to support this.

This will then be passed through the board for consideration and discussion and may need to be considered as part of our overall strategic plan and fundraising strategy for the next 4 years.

Back office stuff.

The main part of the back office work this period has been around the National Deaf Sport Organisation review and the proposed establishment of three categories of organisation outlined above. This has taken quite a lot of research and developing to start to create something that is meaningful and robust. In addition to this we are also creating the partnership agreement (also highlight above) which will hopefully give us a good basis for understanding the network in which we can operate and influence.

In addition to this we obviously have been working behind the scene of things such as the Sport England Deaflympic Bid, and on creating a position statement for the Sport England Disability Fund, which at time has taken up a considerable amounts of resource but which will also have considerable benefits in the long run.

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