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Introduction, Purpose & Vision

Since its creation sportessex has been committed and passionate about Sports Equality and ensuring that this is reflected in the Equality Statement:

“sportessex will strive to ensure that sporting and physical activity opportunities are available to all irrespective of gender, ethnic origins, age, sexual orientation, religion, socio-economic status or disability. sportessex will ensure that sports equity is and remains a fundamental and integral part of its work and will adopt and maintain policies and action plans to maintain this principle.”

Sportessex Equality Policy – Making sport accessible for all

This statement underpins the vision, outcomes and values of the partnership.

In March 2008, sportessex made the decision to take this philosophy a step further by embarking on the development of disability sport and the launch of the Essex Disability Sport Academy. This was established in partnership with Sport England and Optua. This began with a two week programme of events aimed specifically at recruiting new disabled athletes. This launch involved 16 Clubs providing 11 sports at venues across the County. The project was expanded further in June 2008 with the appointment of a full time Disability Pathways Coordinator.



The Active People Survey (2006) states that of people with long term limiting illness or a disability in England only 8.8% participate in sport or physical activity for thirty minutes three times a week, while for those without long term limiting illness or a disability this figure is 23.3%.

However, the most popular sports for people with disabilities mirror those for the population as a whole.

Some Key Facts:

- Disabled people make up 20% of the UK population.
- Essex County Council estimated that in 2006 there were approximately 134,060 disabled adults in Essex.
- 8.4% of people in Essex with a limiting disability take part in sport three times a week for thirty minutes, 21.8% of people without a limiting disability take part this often.
- If disabled residents in Essex participated in sport at the same rate as the overall average (19.8%) then this would equate to 26,543 people, an increase of 15,282.
- Just over one in ten disabled adults feel that they have had a negative experience in sport due to their health problem or disability.
- Only one in ten Essex residents with a limiting disability has taken part in an organised competitive event in the previous year, compared to one in five people without a limiting disability
- When asked for the main reason that had prevented participation in sport, the top three answers were:
 - health limitations (74%);
 - lack of time (5%);
 - lack of money (5%).
 - lack of local facilities to play sport was only cited by 3% of respondents.

All these statistics highlight the large numbers of disabled people that are yet to be engaged to take part in sport. The “health limitations” figure could indicate that the majority of disabled people are just not aware of the wide range of disability sports available, local sporting opportunities on offer and how they can engage with sport on a general level, should they wish to become involved. This has resulted in the need to write and produce this Disability Sport Strategy for Essex.

The **sportessex Disability Sport Strategy (2009– 2012)** includes a Disability Sport Action Plan (Page 28) which will outline the actions required to make progress towards the purpose, vision and strategic aims.



This strategy has been developed in conjunction with the following plans. By working across plans and work programmes, disability sport provision will be included in all sectors:

- **sportessex 2009-12 Business Plan**
- **sportessex Physical Activity Plan 2009**
- **sportessex Marketing Strategy**

Purpose

This document has been produced to demonstrate to all our partners the vision and plan to develop disability sport within Essex.

The Disability Pathways Coordinator core functions include:

- Develop an effective county-wide network of Paralympic and disability sports providers to improve and expand the disability sports infrastructure.
- Increase quality opportunities for participation and support Paralympic performance pathways.
- More and better quality clubs either individually or in cooperation to support athlete pathways with athlete-centred policies.
- Establish and support the development of multi-sport elite coaching and participation environments in the county to support performance pathways
- Take advantage of the London 2012 Olympic Games and Paralympic Games to inspire and increase sports opportunities
- Engage with the NGB's to define and develop seamless performance pathways.



The Vision for Disability Sport

Any disabled person wishing to participate in any sporting activity can do so, in such an environment that enables them to fulfil their potential and reach their goals...

The vision is to create a structure and network of Clubs within Essex that provides a comprehensive and varied menu of disability sport. This will encourage and cater for new athletes and people that wish to participate for social benefits through to high level competitors and links into elite athlete training programmes. These athlete pathways will allow any Essex athlete to reach their full sporting potential.

All athletes will have access to high quality coaches and receive the best possible experience when participating in their chosen sports and that grass-roots opportunities will be available at a local level, whilst access to higher levels of competition will be available within the East Region. Where possible disabled athletes will be encouraged to participate in established inclusive “mainstream” clubs which have the resources to provide for people with a variety of impairments. If this is not possible or practical then specific clubs will need to be generated.

In the long term this will result in an increase in the numbers of disabled athletes participating in sport. With a larger number of athletes at clubs the competition for places increases. This leads to a raise in the standards required at every level of the sport. It is hoped this will result in more athletes from Essex competing at the highest levels of their chosen Disability Sport. **sportessex** and its partners can use these elite athletes to create role models that can promote the successes and inspire the next generation of sports men and women.



Background

What is sportessex?

sportessex is the strategic lead for sport in Essex and is recognised by Sport England and the Department for Culture, Media and Sport. The role of sportessex is to ensure that everyone in Essex has the opportunity to take part in sport at the level that they want to. The aim of sportessex is that every athlete should be able to fulfil their sporting ambitions however big or small, so whether that's winning gold in the Olympics, kicking a ball around with friends or swimming a length of the pool for the first time.

sportessex is also passionate about volunteering and to encourage more people to get into coaching and other opportunities in sport. The ambition is simple - for the people of Essex to see the best, be the best or simply do their best without barriers.

sportessex works in partnership with many organisations across the county to promote sport and to set up exciting new sporting opportunities. There is much to offer in Essex for participants and investors alike as well as helping others to source funding. sportessex is laying the foundations for a healthier, more active Essex at the same time as people having fun and getting the most out of their sporting experiences.

Essex Disability Sport Academy

What is the Academy?

The Essex Disability Sport Academy is a network of disability sport providers that are located throughout the county of Essex. The purpose of this network is to create a development pathway for any athlete participating in disability sport. This starts at the “grass-roots” stage and includes the initial recruitment of new athletes into disability sports and concludes at the selection into National Governing Body Development and Training Programmes.

There are 9 main action areas to the Essex Disability Sport Academy:

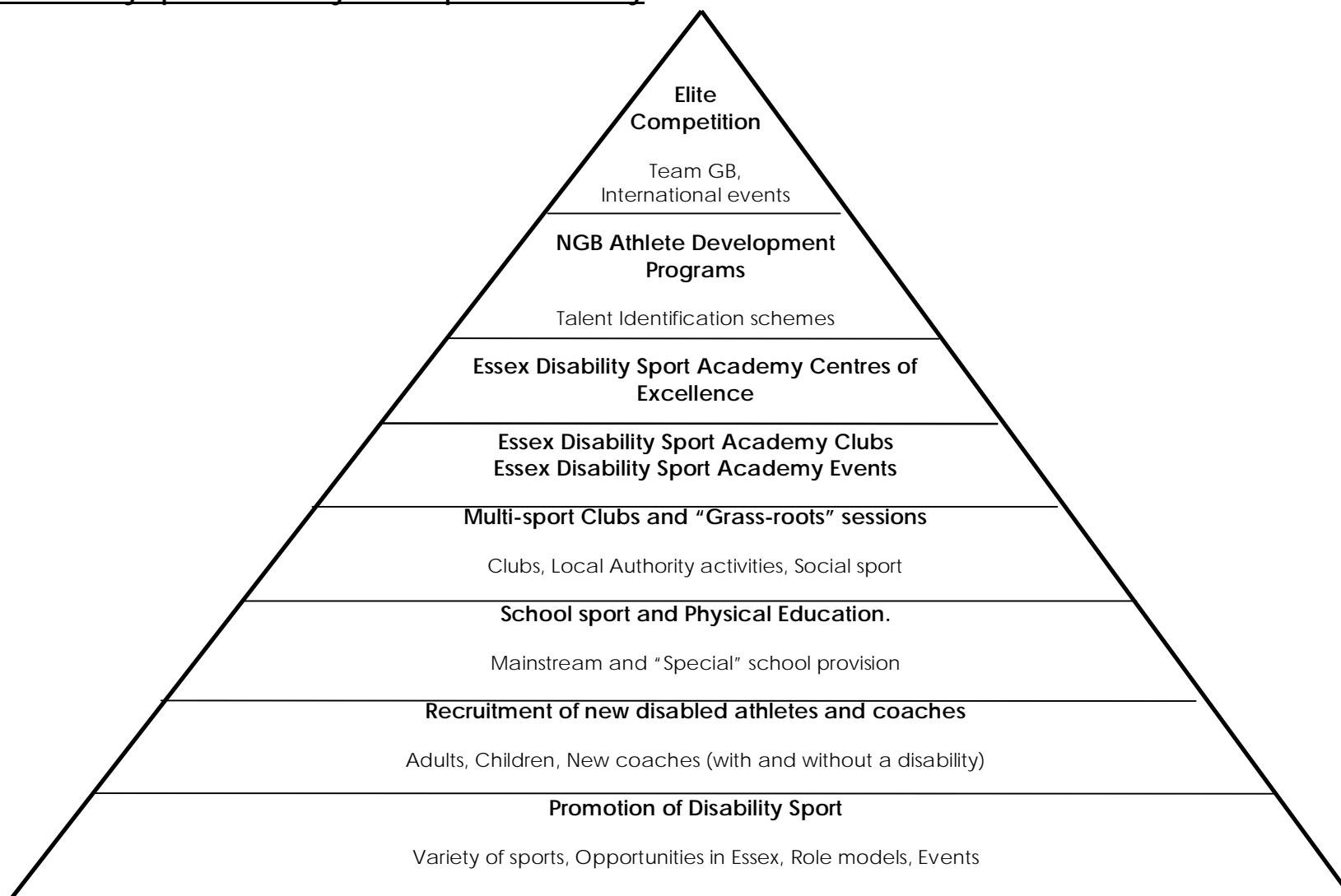
1. Promotion of Disability Sports in Essex.
2. Recruitment of new disabled athletes (adults and children), volunteers and coaches.
3. School sport and Physical Education. (Mainstream and “Special” school provision)
4. Multi-sport activities and social sport.
5. Essex Disability Sport Academy Clubs (sport specific).
6. Essex Disability Sport Academy Events
7. Essex Disability Sport Academy Centres of Excellence.
8. Links into “talent identification” schemes and National Governing Body Athlete Development Programmes.
9. Team GB and elite level competition.

In order for the Essex Disability Sport Academy to provide and develop such a disability sport programme and athlete pathways, it is vitally important that work is also done to develop clubs, coaches, officials and administrators. It is these clubs and personnel that will be providing the majority of the sporting opportunities for disabled participants, so they must be provided with the knowledge and resources (including equipment) to deliver the required standard of sessions.



As in life, first impressions have a lasting impact on your feelings about an experience and this could be even more important when it comes to disability sport. Many participants have “perceived ideas” about sport and initially recruiting them can be difficult, but if these thoughts are reinforced or confirmed at their introduction or first experience of a sport, they will potentially be lost to all forms of disability sports for life.

Essex Disability Sport Academy Development Pathway



Promotion of Disability Sport

The awareness of disability sport within the general population is notoriously poor. There are many reasons for this, but a major factor is the lack of media coverage. Even when a disability sport is covered by the media, this is often included in the front section rather than with the rest of the sport coverage. This only goes to reinforce the current misconceptions of disability sports. This media imbalance can be compared with Women's sport which traditionally only receives around 5% of media coverage.

sportessex has developed a "brand" in order to start linking the individual projects together, the Essex Disability Sport Academy (EDSA). The EDSA will be promoted through articles and direct marketing campaigns. It is important that all clubs continue their own promotion, but the brand will highlight disability sport as a whole, from this people will be "signposted" into clubs and activities.

By utilising local successes and Academy Athletes, sportessex will raise the profile of Paralympic and disability sports on a local level. This will not only inspire new athletes, but also encourage support and investment from the local community and these local athletes and teams will be recognised.

The promotion of any disability sport events that are taking place will engage the public interest and profile of the sports on show. This will encourage people to watch, participate and become involved in local opportunities, whether this be in a playing, coaching, officiating or volunteer capacity.

sportessex.com has a register of all the EDSA Clubs with contact details and locations. In addition to the Paralympic Sports offered through the Academy, a number of National Governing Bodies are working with sportessex to provide disability sessions. sportessex.com also lists a number of multi-sport sessions that are taking place throughout the county, providing alternatives for those not ready to focus on one sport.



“Essex World of Sport”

This is a promotional product that is designed to raise awareness of any high profile or elite sport that is taking place within Essex. This aims to attract spectators and supporters to the events, but will be combined with a programme of local “opportunities” for new participants to become involved with a sport. Any disability sport events will be included within the *“Essex World of Sport”*

Recruitment of new disabled athletes and coaches

Athlete Recruitment

The long term success of any sport or club relies on its ability to recruit new participants and retain its current members. This is even more critical when it comes to disability sport, due to the small percentage of the population with a disability currently participating. This could be viewed as a opportunity and “untapped source” when considering the high numbers of people with a disability estimated to be living within Essex (see *Introduction, Purpose & Vision*)

The key to recruiting athletes to participate in disability sport is about targeting and reaching the right type of people. There are a number of avenues that can be pursued in order to “market” to people with disabilities:

- Schools (Special and Mainstream)
- Health sector (Primary Care Trusts, Doctors, Occupational Therapists, Physiotherapists, other Health professionals)
- Social Services
- Disability Organisations (Essex Coalition of Disabled People, Disability Essex, Day Centres, Respite Care, Carer support groups)
- General Public

If someone is unsure if a sport is for them, their first experience could well be their last, if they do not get what they are hoping for. This may not just turn them away from the specific sport, but may stop them ever taking part in any form of sport again.

Volunteer recruitment

As with all sport clubs there is a great deal of work that has to be done behind the scenes, from the administration and finances to fundraising and officiating. Due to the additional logistical and care requirements associated with some disability sports, the need for volunteers is vital to the running and development of the club. These volunteers can then be trained into future coaches, officials or



committee members. There are currently a number of disability awareness training opportunities available through volunteering organisations.

Coach recruitment

Behind every great athlete, is a great coach...

A person's individual experience of a sport, whether it be for the first time, training or competing lies in the hands of one person. This is the coach or instructor and it is their enthusiasm, passion and ability to provide an enjoyable, safe and memorable experience that makes a lasting impression.

Coach education

Disability Awareness

It is important for any coach that works with disabled athletes, that they undergo some form of disability awareness training. This will not provide the coach with the "coaching skills", but will offer an insight into some of the additional factors they need to consider and address. This type of training can not possibly provide coaches with all of the answers, or indeed questions, but it can assist in preparing them. Once a coach begins working with athletes, they will soon discover the best methods for the individual. This is exactly the same as working with any athlete, but the issues may vary from what they are used to.

Regular and consistent feedback from coaches attending the majority of these courses are that they are extremely theory based. Whilst this is useful, a practical, "hands-on" element would add greatly to the confidence gained by attendees. sportessex is looking at ways to address this and is looking to develop such a course that could be generic across all sports.

Coaching Pathways

Depending on a sports' stage of development and its National Governing Body, individual pathways of development and qualifications for coaches vary. The disability elements (such as the FA's Coaching Disabled Footballer Course) of coaching qualifications are currently limited. The majority of a coach's knowledge, ideas and experience will have been learnt and acquired through "hands-on" delivery.

The phrase "ability over disability" is often used in the world of disability sport, but it is important to consider an athlete's disability in order to develop the best and most suitable training programme, this is one of the greatest challenges for coaches that are new to disability sport. Whilst a person's disability is important to consider, the basics of the sport being coached remain the same. Some of the techniques and "traditional" methods may not be able to be applied, but by working with the athlete (and if required their carers, physiotherapists, doctors etc) techniques can be developed.

An example of this could be a "grip" used to hold a piece of equipment, due to an athlete's physical dexterity they may not physically be able to place fingers etc in the "correct" position. However, by discussing it with the individual and "experimenting", a way that allows the execution of required movements can be found, this will not be suitable for all athletes, but if it works in this individual case, it is all that is important.

sportessex will support National Governing Bodies with the development and implementation of any courses that will benefit coaches and their athletes. sportessex will promote all such courses and will support coaches that are looking to progress with their personal development.

School sport and Physical Education

School Sport

Participation in physical education and sport within schools is now high on the governments agenda, it is important that this focus also includes students with disabilities. As the standard of all elite sports continues to rise, the importance of athletes being introduced to their sport at an early stage can be the defining factor.

Students in mainstream schools

For a school with a small percentage of students with disabilities, it can be extremely difficult to provide a high quality level of physical education. However, this is not a reason for students with disabilities to not be included and provided with opportunities to compete in sport. There are 3 main areas to address:

Knowledge – this is a two stage problem. Firstly, what disability sports are available and for whom they are suitable. Secondly, what skills are needed and how lessons can be adapted to include these students.

Equipment – having the right equipment is important and will make inclusion easier, but this is not vital. The ability to adapt and use what equipment that is available is the key to providing a useful session.

Understanding – it is important that a teacher or coach has an understanding of the needs and requirements of the student. Skills that are used in all sports are often used in every day life and developing these can directly benefit the student. Such exercises should be recognised and incorporated in the students' doctor/physiotherapy plan.

Special schools provision

With the high level of knowledge and expertise within the majority of special schools, physical education is well catered for. Where the problem begins is how the schools link into clubs and events outside the school programme. This leads onto the schools and students knowledge of the sport opportunities available in terms of events and clubs.

Boccia is a sport that is predominantly provided in special schools, where the school will run “in-house” competitions and events. Some may enter into local county schools competitions, but many choose to remain isolated. With the facilities, equipment and players available an “external” club could easily be established. This would enable the club and individual players to compete outside of the school environment and recruit members from the local community. The club and its individuals can then compete in regional and National events, which could qualify them for inclusion in international or Paralympic events.

Playground to Podium

This is the national talent identification programme designed to find talented disabled athletes and signpost them into specific Paralympic Sport development schemes, which are run by the respective National Governing Bodies.

More information on Playground to Podium is included in the **Talent Identification / Elite Athlete Programmes** section of this strategy.

Building Schools for the Future (BSF)

The vision for the BSF PE and Sport Stakeholder Group is “To create a culture that allows for an exciting learning pathway that is inclusive, personalised, progressive and challenging and allows for the fulfilment of potential in Physical Education and sport”.

sportessex will utilise its position and influence within the process and work with project partners to ensure disability PE and sport provision are included and considered in all plans.

Multi-sport Clubs and “Grass-roots” Disability Sport

Sport is a great way to meet new people, try something new and improve skills that are used in every day life.

A large amount of research has been done to investigate why people participate in sport and a large number of the positive effects of sport are also reported by disabled athletes. However, when asked why people do not participate in sports the answers of disabled participants are often limited to a few perceived barriers. sportessex are working with a number of organisations and clubs to remove these barriers and highlight the benefits of sport.

sportessex are working with a growing number of multi-sport clubs and groups. These act as a great way to introduce people to disability sport as they provide a social environment that uses sport as a common interest. Participants will experience a number of different sporting activities and improve the core skills that are essential across all sports. These clubs and coaches will also provide links into sport specific clubs and opportunities.

The aim is for every Local Authority area in Essex to be hosting at least one multi-sport club or session on a regular (a minimum of every two weeks) basis. These groups should be working together with EDSA clubs and local clubs to provide “exit-routes” for athletes that wish to or have the ability to progress along the development pathway. It is important that the coaches and clubs adopt an “athlete centred” approach, to ensure each individual fulfils their potential.

The aims of multi-sport clubs are to:

- Be welcoming and open to all,
- Have coaches and volunteers that can adapt and provide a fully inclusive environment,
- Run regular sessions,
- Provide activities that introduce basic core skills that are used throughout all sports.

Multi-sport clubs should:

- Provide a social opportunity for athletes (and parents/carers) to interact and meet whilst using sport as a common interest,
- Ensure participants are in a safe environment, this includes all relevant Health & Safety and Safeguarding Children and Vulnerable Adults Protection issues,
- The club should have a safeguarding policy and all procedures in place, along with a designated and adequately trained person. This should include understanding the additional requirements of working with children with disabilities and vulnerable adults, as this is vital to ensure the protection of all club members,
- Link and work with other sports, clubs and individuals that can provide alternative sporting activities to showcase other sports and provide variety,
- Be educated about which sports are designed and run to cater for which impairment groups. This does not exclude other impairment groups participating in these sports at a recreational or social level, but ensures the correct information is given at the earliest stage.



Essex Disability Sport Academy Events

By utilising the EDSA clubs a programme of disability sport events will be run within Essex. These events will run for the following purposes:

Promotional – to raise the profile of the sport or club.

Recruitment – to encourage participants and spectators to become involved in the sport of club.

Competition – to provide a competitive opportunity for athletes, teams or clubs, this could be on a local, regional or national level.

Project – run as part of a specific project (NGB, Local Authority, Government scheme).

NGB Projects

The EDSA is supporting the development of local competitive structures (one off events or leagues) to enable clubs within Essex (or the Region) opportunities to test their skills against others. It is working with a number of sports NGB's to provide opportunities for participants with disabilities. These could be one-off promotional events or a series of regular sessions. These sports are not restricted to Paralympic disciplines, but it is essential that the sport has a developing or established competition structure to allow athletes to progress.

Local Authority events

Every local authority runs projects and promotional events to attract the local community to engage with activities. These events will be attended by the EDSA clubs to provide an exit route for any interested participants. These promote the club activities and will result in recruitment and possibly funding or sponsorship opportunities.

Venues

As the EDSA Centres of Excellence develop these venues and facilities will be supported in the submitting of applications to host a number of events that are scheduled to take place each year.



Elite sport in Essex

For an aspiring athlete to see what it really takes to compete at the highest level, there is nothing better than getting up close and personal, and to watch elite athletes first hand, does not only inspire but can also be used as a valuable coaching lesson. Through links developed with NGB's and clubs, the EDSA will work with partners to attract events and teams to Essex, this could be in the form of training camps, "friendly" matches or national competitions. These events will be incorporated and promoted as part of the *"Essex World of Sport"*. These events will be incorporated into athlete recruitment initiatives.

London 2012

As part of the 2012 Legacy Action Plan, sportessex will be leading a Sports Delivery Group "Inclusive Sports Initiatives" Task and Finish Group. The purpose of this group is to deliver on the legacy objectives and focus on a number of specific projects and events.

sportessex Events

sportessex run a variety of events throughout the year and where possible disability sport and opportunities for participants with disabilities will be included in programme. This could be in the format of an additional "classification category" or adaptations to rules and equipment.

Essex Disability Sport Academy Clubs

Any club that is recruited into the EDSA will be recognised as a club that offers high quality sporting opportunities for disabled athletes in their respective sports.

All EDSA clubs should:

- Have qualified coaches that can provide high quality and tailored sessions to improve athletes skills and performance,
- Be fully accessible to those athletes that are using the club (i.e If the sport and club is designed to cater for athletes with Visual Impairments, all additional factors must be suitably addressed),
- Ensure participants are in a safe environment, this includes all relevant Health & Safety and Safeguarding Children and Vulnerable Adults Protection issues,
- The club should have a safeguarding policy and all procedures in place, along with a designated and adequately trained person. This should include understanding the additional requirements of working with children with disabilities and vulnerable adults, this is vital to ensure the protection of all club members,
- Encourage the athletes, parents, carers and volunteers to become involved in the running and administration of the club,
- Have achieved or be working towards Clubmark Accreditation (EFDS Clubmark or NGB equivalent),
- Be able to provide athletes with competitive opportunities to test their performance,
- Be actively engaged with their respective National Governing Body,
- Promote and showcase their sport in order to raise the profile of sport and recruit new members.

sportessex works with a number of partners and groups that run a variety of disability sport taster events and festivals. sportessex is working to ensure that EDSA clubs are supporting these events as it works in two ways. Firstly the club can use it as a way to promote its sport and current activities, but it also provides any participants with an exit route to follow if they wish. This provides the club with new members, but also provides new athletes with a true insight from current sports men and women.

Disability Centres of Excellence

Although the EDSA is a concept rather than a building or place, the development of disability sport will be supported by a number of Centres of Excellence. These will be venues that can offer a wide range of disability sports and support athletes with their additional development.

Each venue will:

- Host and run a multi-sport club or session,
- Host (a minimum of one) EDSA club,
- Have an accessible gym/swimming pool to support the individual training needs of athletes,
- Have links with sports physiotherapists, nutritionists and other such professionals that can support athlete development,
- All staff (from front of house and lifeguards to instructors and managers) will have undergone some form of disability awareness training to ensure an inclusive environment is constantly maintained,
- Seek to host or run local, regional or even national disability sport events,
- Promote and highlight all disability sport activity,
- Act as a model of “best practice” and flagship for disability sport.

An alternative format for a centre would be a “hub” for a specific impairment group or sport. This would provide all the required facilities, equipment and coaches. The “hub” would also work closely with their respective sport NGB to provide coach development, officials and host events and competitions. The centre would also have links to a variety of “experts” within the impairment, classification, and equipment areas related to the sport.

Talent Identification / Elite Athlete Programmes

It is vitally important that all sports have a process in place to firstly identify athletes with “talent” and then have programmes that can nurture and develop this talent.

Talent Identification

Currently in all forms of sport a large percentage of “talent” is found due to being in the right place at the right time. At present all National Governing Bodies (NGB’s), clubs and coaches are looking at ways to develop these processes. Due to relatively small numbers of disabled athletes currently participating in some sports, this is not always the case. For example, if there are only 10 clubs in the country, or only one major championship taking place with “open” entries, then it is not impossible for national selectors/coaches to know the majority of athletes currently competing. This means that “talent identification” once a person is competing is not currently a big issue.

However, the problem is not identifying current talent, but more identifying people that are not already participating or competing. This is a major issue in schools and for coaches that may not be aware of what “talent” looks like or what to compare it to.

An example of this could be a teacher in a mainstream school:

- they have a pupil in a wheelchair that joins in the basketball lesson,
- they are the only wheelchair user in the School,
- are they talented?
- compared to whom?
- what classification of a player would they be?
- after trying basketball in an adapted session for an hour a week over a 6 week period, have they really tried wheelchair basketball?

Work is currently being done with the schools, through the Partnership Development Managers, Schools Sport Coordinators and Competition Managers to encourage the participation of disabled students within schools. As more and more students with additional needs are

accessing mainstream education, the need to be able to cater for a widening range of sport and physical activity increases. Work is being done to create a variety of competitive structures for schools and students to access, through these events and structures some “talent levels” and processes can be established with guidance provided to the relevant staff and professionals.

Playground to Paralympic Podium

Sport England and the English Federation of Disability Sport (EFDS) are leading on the Playground to Paralympic Podium Scheme. This is designed to recruit talented disabled athletes from within schools and using County Assessment Days to provide a process for them to work with 6 National Governing Bodies (Athletics, Boccia, Table Tennis, Wheelchair Basketball, Football and Swimming) and to be “signposted” into a sport. sportessex is working closely with EFDS regarding the delivery of the County days in Essex, but also supporting the School Sport Partnerships with the development of talent identification.

The second element of talent identification relies on the education of coaches that are working with the athletes at a club level. A number of coaches are relatively new to working and supporting athletes with disabilities, so it is vitally important that these coaches are fully supported by their clubs, NGB’s and sport “experts” with access to advice and help they may require. It is important they are also able to develop and progress along the coaching pathway.

Elite Athlete Programmes

Through the close working relationship between sportessex, the EDSA Clubs and the NGB’s, improved communications between the relevant coaches/selectors/administrators will result in athletes having the opportunity to attend trials and selection events. These types of experiences for the athletes and their coaches will only increase the knowledge of what it takes to compete at the highest level and expert advice can be utilised.

Through the networks being developed by sportessex all the latest and up to date information will be available to those who need it. Information about trials, talent days and selection events will be circulated throughout our communications networks.



Free Access for National Sportspeople (FANS) scheme

FANS is a scheme designed to provide support to the county's leading talented sports performers. The scheme provides nationally ranked sports people with free access to participating local authority and private leisure and sports facilities at designated times, for personal training and development. Any disabled athlete who are currently members of a national team or squad or listed in the top 10 nationally within their sport should be accessing this scheme.

sport:exl

sport:exl is the name of the Essex Foundation for young athletes, which awards grants and bursaries to aspiring and talented young athletes in the county who need a helping hand to reach their potential. The sport:exl grant making criteria is simple, directing its assistance to those who need it most, from young athletes not yet recognised by the National Governing Body for their sport, to those already at their peak and who may be a future Olympic or Paralympic Champion. Investment in sport:exl is generated through engaging with local businesses, local authorities and from other local sources.

sport:exl, through sportessex, is working with partners including the NGB's, Sports Aid, Sport England, schools and local authorities to identify and recognise local talent.

Team GB and elite level competition

Team GB and National representation in a sport is the pinnacle of any athletes achievement and acts as their ultimate goal. It is also those who have achieved this and found successes which become the role models to inspire the next generation. This is why through the EDSA all the latest news and events will be promoted.

This begins with highlighting any forthcoming events (such as Paralympics, World Championships or individual sport equivalent) and any positive results that are achieved. If these success stories involve any Essex athletes, then these must be highlighted and used as catalysts to push that sport forward in the county. The EDSA will work with these athletes to act as role models and ambassadors for their sports.

The majority of sports hold national competitions that are used to select athletes to compete on the international stage. By working with the NGB's and EDSA clubs, it is important Essex athletes have the opportunity to attend these national events and any qualification competitions.

As the numbers and standard of disability sport within Essex continues to rise, work will be done to attract such events to the county. These events will be incorporated into the *"Essex World of Sport"*.

Sportessex Disability Action Plan (2009-2012)

Action Area	Objective	What is going to be done?	Key (lead) partners	How will it be measured?
<p>Promotion of Disability Sport</p>	<ul style="list-style-type: none"> ➤ Create a “brand” image that encompasses all disability sport taking place in Essex. ➤ Educate the public of the “menu” of sports available. ➤ Utilise media contacts to gain coverage and generate publicity 	<ul style="list-style-type: none"> ➤ Production of generic banners, stands and flyers ➤ Provide extensive list of disability sports running in Essex. ➤ Support the promotion of all clubs and opportunities ➤ Circulation of an e-newsletter, including updates, recent successes and forthcoming events ➤ Create a “mailing list” of interested contacts. ➤ Continue to provide athletes for BBC Essex “Sporting Inspirations” ➤ Press releases and information produced for any successes and events ➤ Production of articles and new stories ➤ Showcase examples of success. 	<ul style="list-style-type: none"> ➤ sportessex ➤ EDSA clubs ➤ Event organisers ➤ sportessex (www.sportessex.com) ➤ Local Authorities ➤ EDSA clubs ➤ sportessex ➤ EDSA clubs ➤ Event organisers ➤ NGB’s ➤ Local Authorities 	<ul style="list-style-type: none"> ➤ No. of events run in partnership with EDSA ➤ No. of sports, clubs and sessions listed on website ➤ No. of contacts on mailing list. ➤ No. of coverage (articles, features)



	<ul style="list-style-type: none"> ➤ Identify and promote successful Essex disability athletes to create “role-models”. ➤ Provide disability sport partners with regular updates of progress, initiatives and forthcoming events 	<ul style="list-style-type: none"> ➤ Maintain and develop communications with successful Essex athletes, to promote their achievements and inspire others ➤ Circulation of an e-newsletter, including updates, recent successes and forthcoming events. 	<ul style="list-style-type: none"> ➤ sportessex ➤ NGB’s ➤ EDSA clubs ➤ sportessex ➤ EDSA clubs (to provide content) 	<ul style="list-style-type: none"> ➤ 5 Paralympic “role-models” to be identified ➤ Newsletter sent quarterly.
Recruitment of new disabled athletes and coaches	<ul style="list-style-type: none"> ➤ Coordinate an effective athletes recruitment campaign ➤ Support local disability sport taster/festival days ➤ Create a network of disability organisations and health professionals with direct access to potential athletes 	<ul style="list-style-type: none"> ➤ Support clubs with a coordinated approach to promotion. ➤ Target recruitment to required groups ➤ Signposting to suitable opportunities ➤ Academy clubs to support events and provide “continued” participation information ➤ Promote and circulate EDSA information ➤ Development of communication channels with strategically positioned personnel (PCT’s, OT’s, GP’s, Physio’s etc) 	<ul style="list-style-type: none"> ➤ sportessex ➤ EDSA clubs ➤ Local Authorities ➤ Disability organisations ➤ sportessex ➤ EDSA clubs ➤ NGB’s ➤ sportessex ➤ Health professionals ➤ Essex Coalition of Disabled People ➤ Disability Essex 	<ul style="list-style-type: none"> ➤ No. of new participants attending ➤ No. of events supported

	<ul style="list-style-type: none"> ➤ Highlight and encourage new and existing coaches to become involved in the disability sport coaching pathway. 	<ul style="list-style-type: none"> ➤ Promote current coaching opportunities available within the individual disability sports. ➤ Organise and ensure a programme of qualifications are offered within Essex ➤ Utilise funding streams to subsidise qualification costs from clubs and coaches 	<ul style="list-style-type: none"> ➤ sportessex ➤ EDSA clubs ➤ NGB's 	<ul style="list-style-type: none"> ➤ No. of new or qualified coaches ➤ No. of upgraded coaches
School sport and Physical Education	<p><u>Mainstream schools</u></p> <ul style="list-style-type: none"> ➤ Encourage Paralympic sports to be offered as part of the PE provision within schools. ➤ Identify disabled pupils that are not engaged with any form of sport <p><u>Special Schools</u></p> <ul style="list-style-type: none"> ➤ Enable students within special schools to participate in a variety of sporting activity 	<ul style="list-style-type: none"> ➤ Promote to the schools and teachers the range of sports and clubs that are available through the EDSA ➤ Work to educate School staff on ways to include all pupils in sessions and the key skills used in all sports ➤ Provide links into EDSA clubs ➤ Link into events and competitions currently organised by Mid Essex Special Schools Association (MESSA) ➤ Support the development of the Essex Panathlon 	<ul style="list-style-type: none"> ➤ sportessex ➤ Youth Sport Trust ➤ PDM's ➤ SSCO's ➤ Competition Managers ➤ Schools/Head Teachers ➤ EFDS ➤ EDSA Clubs ➤ sportessex ➤ Youth Sport Trust ➤ PDM's ➤ SSCO's ➤ Competition Managers ➤ Schools/Head Teachers ➤ EFDS ➤ MESSA ➤ Panathlon ➤ EDSA Clubs 	<ul style="list-style-type: none"> ➤ No. of pupils attending P2P "talent id" days ➤ No. of teachers attended training



	<ul style="list-style-type: none"> ➤ Encourage school clubs and their athletes to participate outside of the school timetable. ➤ Input to the BSF PE and Sport Stakeholder Group 	<ul style="list-style-type: none"> ➤ Encourage schools to establish their own clubs ➤ Link EDS A Clubs to schools to provide coaches and direct exit routes into clubs ➤ Support the development plans for the Chelmsford New Model school ➤ Support the development plans for the Pioneer school 	<ul style="list-style-type: none"> ➤ BSF PE and Sport Stakeholder Group ➤ Schools and Staff ➤ sportessex 	
Multi-sport activities	<ul style="list-style-type: none"> ➤ Ensure opportunities to experience a wide range of disability sports are available at a "local" level. ➤ All sessions provide a "quality" sporting experience for participants 	<ul style="list-style-type: none"> ➤ Every Local Authority to host a multi-sport club or session ➤ All multi-sport sessions will be promoted through the sportessex website ➤ Encourage Academy clubs to provide sessions ➤ Use multi-sport activities as a direct route into EDSA clubs ➤ All coaches have obtained adequate qualifications ➤ All clubs have addressed "access" requirements ➤ Clubs have access to the correct and required equipment ➤ All clubs have adequate safeguarding procedures for children and vulnerable adults. 	<ul style="list-style-type: none"> ➤ sportessex ➤ Multi-sport clubs ➤ EDSA clubs ➤ Local Authorities ➤ NGB's ➤ sportessex ➤ Multi-sport clubs 	<ul style="list-style-type: none"> ➤ No. of clubs/sessions in each of the LA areas ➤ No. of participants / members ➤ Member evaluation forms. ➤ Sportessex Club checks



<p>Essex Disability Sport Academy Events</p>	<ul style="list-style-type: none"> ➤ EDSA clubs to promote their activities within the local community. ➤ Support the delivery of local competitive opportunities (leagues, cups and one-off events) ➤ Support the hosting of Regional, National and International events within Essex. ➤ Ensure “Inclusive Sports Initiatives” objectives are delivered as part of the 2012 Legacy Action Plan 	<ul style="list-style-type: none"> ➤ Clubs support Local Authority events to provide disability sport opportunities. ➤ Clubs to run promotional and recruit events. ➤ Work with NGBs to deliver regular disability sport sessions. ➤ Work with NGBs to establish competition programmes ➤ Work to secure funding streams to support competition structures. ➤ Identify suitable venues that have the required capacity ➤ Work and support the EDSA Centres of Excellence and Clubs to host events. ➤ Support negotiations and any tender processes involved in the securing of events ➤ Lead the Sports Delivery Group “Inclusive Sports Initiatives” Task and Finish Group ➤ Identify and deliver projects that meet the Legacy objectives. 	<ul style="list-style-type: none"> ➤ sportessex ➤ EDSA Clubs ➤ NGB’s ➤ Facilities/Venues ➤ sportessex ➤ EDSA Clubs ➤ NGB’s ➤ Facilities/Venues ➤ Officials ➤ Volunteers ➤ sportessex ➤ EDSA Clubs ➤ NGB’s ➤ Facilities/Venues ➤ Sportessex ➤ Sports Delivery Group ➤ “Inclusive Sports Initiatives” Task and Finish Group ➤ EDSA Clubs 	<ul style="list-style-type: none"> ➤ No. of promotional events ➤ No. of new participants ➤ No. of Essex or regional based competitive opportunities ➤ No. of events hosted within Essex ➤ No. of Legacy events delivered ➤ No. of participants
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<p>Essex Disability Sport Academy Clubs</p>	<ul style="list-style-type: none"> ➤ All Paralympic sports are available at a club level within Essex ➤ The Academy clubs are of a minimum standard 	<ul style="list-style-type: none"> ➤ Identify suitable clubs for inclusion in the EDSA. ➤ All Academy clubs have achieved or working towards Accreditation through Clubmark, EFDS Clubmark or the relevant NGB. ➤ All coaches have obtained appropriate qualifications. ➤ All clubs have addressed "access" requirements. ➤ All clubs have safeguarding procedures for children and vulnerable adults. ➤ Clubs have access to the correct and required equipment 	<ul style="list-style-type: none"> ➤ sportessex ➤ NGB's ➤ sportessex ➤ EDSA Clubs ➤ NGB's ➤ Facilities/Venues 	<ul style="list-style-type: none"> ➤ No. of sports represented within the EDSA ➤ No. of EDSA clubs
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<p>Essex Disability Sport Academy Centres of Excellence</p>	<ul style="list-style-type: none"> ➤ Identify 5 venues / facilities within Essex that will act as “flagships” for disability sport. ➤ Attract elite level competitions to be hosted within Essex 	<ul style="list-style-type: none"> ➤ Venue hosts a multi-sport club/minimum of one Academy club ➤ Venue is fully accessible ➤ All members of staff are disability awareness trained. ➤ Venue has accessible gym and additional services to support athlete training ➤ Venue has all required facilities and equipment ➤ Club or venue has highly qualified coaches. ➤ Provide coach development opportunities ➤ Support the recruitment and training of officials, scorers, timekeepers etc ➤ Links to sport specialists for impairment, classification and equipment support. ➤ Support tenders and applications to host events at the Centres of Excellence. 	<ul style="list-style-type: none"> ➤ sportessex ➤ Facilities/Venues ➤ EDSA Clubs ➤ NGB’s ➤ Local Authorities ➤ sportessex ➤ Facilities/Venues ➤ NGB’s ➤ Local Authorities 	<ul style="list-style-type: none"> ➤ No. of Centres of Excellence ➤ No. of elite events hosted at the Centres of Excellence
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<p>Talent Identification schemes and NGB Athlete Development Programs</p>	<ul style="list-style-type: none"> ➤ Encourage the identification of a local/county lead or employment of NGB sport specific officer for disability sport. ➤ Encourage NGB officers, coaches and officials to work directly with EDSA Clubs and Centres of Excellence. ➤ Support the delivery of the Playground to Paralympic Podium assessment days in Essex ➤ Educate local coaches to recognise talent 	<ul style="list-style-type: none"> ➤ Research the need for a sport development contact for the individual sport ➤ Support applications for funding and development activities ➤ Provide links to suitable clubs ➤ Support the promotion and recruitment of disabled pupils within mainstream schools ➤ Support the delivery of talent identification events ➤ Provide routes into continued participation ➤ Identify local coaches that are suitably qualified. ➤ Provide training and education for coaches, teachers and other professionals. 	<ul style="list-style-type: none"> ➤ sportessex ➤ NGB's ➤ sportessex ➤ EDSA Clubs ➤ NGB's ➤ Coaches ➤ sportessex ➤ PDM's ➤ Competition managers ➤ EFDS ➤ NGB's ➤ EDSA Clubs ➤ sportessex ➤ EDSA Clubs ➤ NGB's ➤ Coaches ➤ EFDS 	<ul style="list-style-type: none"> ➤ No. of NGB's with identified lead officers ➤ No. of coaches working with EDSA clubs ➤ No. of pupils attending talent id events ➤ No. of events ➤ No. of pupils attending EDSA clubs ➤ No. of "talented pupils" ➤ No. of coaches trained
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<p>Team GB and elite level competition</p>	<ul style="list-style-type: none"> ➤ Promote all major disability sport events that are taking place to raise awareness ➤ Promote EDSA events and Centres of Excellence as potential locations for training, events and competitions 	<ul style="list-style-type: none"> ➤ Utilise sportessex.com, mailing list and contacts to circulate information on events. ➤ Work with NGB's and elite squads to highlight the benefits of using Essex as a place to host events 	<ul style="list-style-type: none"> ➤ sportessex ➤ NGB's ➤ EFDS ➤ sportessex Facilities/Venues ➤ NGB's ➤ Local Authorities ➤ Team GB 	<ul style="list-style-type: none"> ➤ No. of events hosted in Essex or the Region
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