Service Design Jam 2024 Brief

Introduction

Sport England’s mission is to ensure that opportunities to engage in sport and physical activity are inclusive and accessible to everyone.

However, various groups and communities have historically been left behind. As a result, some people are less likely to experience the benefits of being active than others.

Tackling these inequalities in activity levels is at the core of Sport England’s 10-year strategy, Uniting the Movement because we know, when we move, we’re stronger:

- When we’re young, being active helps our bodies develop properly, with a strong heart, healthy bones, muscles and brain development.
- As we get older, regular exercise reduces our risk of illness – from heart disease, stroke, colon and breast cancer to obesity and osteoporosis, among other conditions.

We want this Design Jam to explore creative and innovative ways to include disabled people in initiatives that contribute to a more active nation.

The Brief

Disabled people and people with long-term health conditions face some of the biggest barriers to being active. This is true for adults, as well as children and young people. If a disabled person experiences multiple barriers (e.g., being in certain age groups, communities, or socio-economic backgrounds), their likelihood of being active decreases even further.

We want to explore new and novel ways to ensure that disabled people from a diverse range of backgrounds can be more active.

Please choose one of the following disabled communities to focus on for the duration of the design jam:
1. Disabled young people from culturally diverse communities.
2. LGBTQ+ disabled adults.

The solutions could be local, national, institutional/organisational, or systemic solutions but cannot be a campaign, e.g. advertising, awareness raising. Practical solutions are great, but we’d love to explore ‘blue sky’ thinking concepts too. Don’t be afraid to think big and bold!

Please choose one of the following types of organisations as your client for the jam:

- A local authority in a location of your choosing (rural or urban).
- A national sports organisation (e.g. the Football Association; the England Cricket Board; British Blind Sport, British Wheelchair Basketball).
- A national charity that supports disabled people (e.g. Scope; Mencap; Sense).

We have shared some useful resources, definitions and good practice examples in this brief and supporting resources section.

**The Pitch**

At the end of the jam, each team will give a 10-minute presentation to a panel of judges outlining how their client could support a more diverse mix of disabled people to be more active. This can take any form but must involve elements of both verbal and visual communication.

The judging criteria will be based on Sport England’s organisational values, which are:

- We are collaborative.
- We are inclusive.
- We are ambitious.
- We are innovative.

We will be looking for imaginative and fun ideas that will engage your chosen community. After the jam, we will be sharing these exciting concepts with partners and across Sport England to challenge their thinking about how they approach
supporting disabled people from a diverse range of backgrounds to be more active.

**Context: Disabled people, sport and physical activity**

As we explained earlier in the introduction, some people are less likely to experience the benefits of being active than others. This disproportionately affects people with a disability or long term health condition:

- There are 12.2 million disabled people in England, accounting for more than one in five (22% of the population).³
- Our Active Lives Adult Survey data shows disabled people are almost twice as likely to be physically inactive (43%), compared with those without an impairment (23%).⁴
- Active Lives also tells us that 42% of disabled children “strongly agree” that they have the opportunity to be physically active, compared to 51% of their non-disabled peers.⁴
- Only a quarter (25%) of disabled children say they take part in sports and physical activity “all the time” at school, compared to 41% of non-disabled children⁶.

But this is not always because they don’t want to be active:

- Four in five (77%) disabled people would like to be more active. However, 37% fear that being more active will result in the benefits being stopped⁵.

There are also financial challenges to engaging in sport and physical activity:

- Disabled people are more likely to experience financial hardship than their non-disabled peers. Currently there is a 44% gap in disposable income between disabled and non-disabled households⁷.
- Households with one disabled adult or child, on average, spend an extra £975 per month to maintain the same standard of living as non-disabled households⁸.

Many formal team sports and activities have not been traditionally designed with disabled people in mind. However, even when activities are specifically for disabled people (e.g., an adaptive archery or wheelchair basketball club) cost can be a barrier to taking part due to travel or equipment fees or the fact that the nearest accessible club is too far away to be viable. These barriers are often
significant for disabled people as they are more likely to rely on public transport and less likely to have disposable income than their non-disabled peers. Additionally, specialist equipment such as sports wheelchairs routinely cost over £3000.

Informal opportunities to be active (such as exercising at home or in a local park, exploring the countryside or activities like gardening) can be similarly inaccessible to disabled people for a range of reasons. These can include cost, lack of safety, an inappropriate built environment, a lack of space, equipment or accessible information, or a lack of support or appropriate transport links.

**Background: Specific disabled communities**

1. **Disabled young people from culturally diverse communities.**

   “You don’t put us on the billboards, you don’t celebrate anything that we do, you don’t have us on your Saturday night TV, you don’t include us in society.”

   Former Paralympian Ade Adepitan on being a Black, disabled athlete.

Disabled people from culturally diverse communities experience a range of health and socio-economic disparities when compared to their White British and non-disabled peers; including lower levels of access, uptake and enjoyment of sport and physical activity which is particularly acute in children and young people.

Disabled children from culturally diverse communities also lack positive role models due to the lack of representation in elite sports and the coaching workforce.

- 264 athletes represented Team GB at the Paralympic Games in Rio in 2016; only 20 of them were from Black, Asian or other culturally diverse communities⁹.
- Culturally diverse communities are more likely to experience financial hardship⁹, increasing the additional cost burden experienced by disabled households¹⁰.
- People from culturally diverse communities are more likely than their white British peers to be disabled or have at least one long-term health condition¹⁰.
2. LGBTQ+ disabled adults

“Being queer and disabled means you spend a lot of time being half of yourself. Some activities might be accessible, but they’re not welcoming of queer people... or vice versa. Society is like that in general, but in sports, it’s amplified.”

Anon, LGBTQ+ staff network member at Sport England

- LGBTQ+ people are more likely to be disabled or living with a long-term health condition their cisgender and/or heterosexual peers.13
- LGBTQ+ disabled people can find it difficult to access appropriate support via ‘traditional’ services for disabled people, as they feel their sexuality or gender identity is stigmatized or ignored.14
- Around 70,000 disabled people in the UK employ a personal assistant (usually via Government benefit schemes) to help them with day-to-day activities, like personal care, shopping and travel15. However, 40% of LGBTQ+ disabled people are not ‘out’ to their personal assistant which could severely limit their access to LGBTQ+ appropriate sporting or social activities.
Service Design Jam 2024 Supporting Information

Helpful definitions

Intersectionality explores the ways that attributes like disability; economic status; ethnicity; gender; race; sex, or sexuality 'intersect' and overlap with one another. Each of us is a mix of these characteristics, rather than being defined by just one of them. These intersections create our diverse identities and communities, but they can also create unique experiences of prejudice, discrimination, and barriers to positive change.

The Gender Pay Gap – an example of intersectionality in the real world

White women are more likely to earn less than their white male counterparts. However, the gap between white men and black African or Caribbean women is significantly wider. This demonstrates that the intersections of race (i.e., being Black) AND gender (i.e., being a woman) can create specific inequalities, that differ from those experienced by people with just one characteristic (in this case, white women).

Holistic ways of thinking about or working alongside people, means thinking about them as a whole person. Inclusive of all of their unique and diverse needs and characteristics. i.e. not just as a disabled person, but a disabled person who is also Black, a parent, a student etc.

Examples of accessible and inclusive approaches

Below are some examples of existing good practice from sport, activity and wider.

Shape Arts is a disability-led arts organisation working to improve access to culture for disabled people by providing opportunities for disabled artists, training for cultural institutions to be more inclusive of disabled people and running participatory arts and development programmes.

https://www.shapearts.org.uk/
**Get Out, Get Active (GOGA)** is a nationwide programme that began in 2016. It supports disabled people and non-disabled people to be active together. Taking place in 21 locations across the UK, GOGA seeks to engage the least active communities in fun and inclusive ways.

http://www.getoutgetactive.co.uk/

**WelcoMe** is a cloud-based platform for venues and businesses, as well as disabled people. It aims to support face-to-face transactions between disabled people and staff teams that are as informed, anxiety-free and friendly as possible by exploring access needs before a person arrives at a venue.

**Wel-co.me**

**Sport for Confidence** unlocks the knowledge and support that Occupational Therapists can provide for disabled people and places them in a range of non-traditional settings, including sports and leisure centres.

https://www.sportforconfidence.com/our-services/leisure-centres/

**Examples of accessible inclusion of LGBTQ+ disabled people**

**Pride Cymru** and **Get Out, Get Active** (A national programme supporting disabled people and non-disabled people to exercise together) have formed a successful partnership, delivering a series of inclusive events:


**Onyx** is a pilot project that puts disabled artist and creatives with lived experience of racism in the driving seat. This includes a core collective of artists, one-to-one and group mentoring opportunities and a number of online and published outputs by and for the communities.

https://disabilityarts.online/projects/onyx/

**Active Black County’s GOGA programme** was launched in a culturally diverse area of the West Midlands in 2020. Starting with outreach in Black-led churches, GOGA expanded its work with faith centres across several different religious denominations, supporting disabled and non-disabled people from a range of backgrounds to be active together.

https://www.activeblackcountry.co.uk/what-we-do/communities/faith-and-activity/
Examples of accessible inclusion of disabled children and young people

Youth Sport Trust’s Special Educational Needs and Disability (SEND) Inclusion programme works to increase and improve opportunities for disabled young people to be active in school and more engaged in PE. It includes a suite of resources and activities for schools and PE teachers.

https://www.youthsporttrust.org/programmes/targeted-interventions/send-inclusion

Disability Challengers is charity that seeks to transform the lived of disabled children and young people and their families through the power of play. They run a series of play schemes and youth clubs across the Southeast of England.

https://disability-challengers.org/

Data and research

Data on activity levels in England

We run two surveys: Active Lives Adult, which is published twice a year, and the world-leading Active Lives Children and Young People, which is published annually. Both give a unique and comprehensive view of how people are getting active.

Links to the latest reports:

- Active Lives Adult
- Active Lives Children & Young People

You can also explore and filter the data yourself using our Active Lives Online tool.

Inequalities metric

We have recently developed an intersectional approach to analysing our Active Lives Data called The Inequalities Metric. Looking at our data through this intersectional lens tells us that the number of characteristics (that are associated with inequalities) that a person has, has a bigger negative impact on their activity levels than the specific nature of the characteristic.
Disability research

To better understand this population group, and to support people who work in the sport and activity sector to reach and engage disabled people, we’ve created a suite of resources called Mapping Disability. You can read more here.

Activity Alliance also undertake an annual Disability and Accessibility survey. The most recent (2022/23) report can be found here.

The Activity Trap – Benefits or being fit: Disabled people’s fear of being active: here.

Videos

Kadeena Cox and Kare Adenegan talk to BBC Newsbeat about their experiences of being Black, disabled elite athletes (3min): https://www.bbc.co.uk/news/av/newsbeat-53309264

Disabled athlete Kare Adenegan shares her perspective on intersectionality (10min): https://www.youtube.com/watch?v=RRmi7-SiuTs
Paralympian **Sophie Christiansen** on life of a disabled person in the UK (5min): [https://www.youtube.com/watch?v=OPoUxEUGqVY](https://www.youtube.com/watch?v=OPoUxEUGqVY)

**Daisy Wislar** talks about Pride and the intersections of being queer and disabled (4min): [https://www.youtube.com/watch?v=cnUOBYSD1mg](https://www.youtube.com/watch?v=cnUOBYSD1mg)


**References**


4 Sport England Active Lives Adult and Active Lives Children & Young People

5 [https://www.activityalliance.org.uk/how-we-help/research/annual-survey](https://www.activityalliance.org.uk/how-we-help/research/annual-survey)

6 [https://www.activityalliance.org.uk/how-we-help/research/5658-my-active-future-including-every-child](https://www.activityalliance.org.uk/how-we-help/research/5658-my-active-future-including-every-child)


