Sussex Disability Sports Network

Wednesday 29th November 2017
6:30pm-8:30pm
Introduction & Welcome
Welcome to the American Express Community Stadium

- Introductions
- Mobile phones
- Toilets
- Refreshments
- Fire alarm
- Today’s event agenda
Today’s event

Registration will open at 6:30pm and we will start promptly at 6:45.

Agenda as follows:

6:45 - Welcome and introductions
6:50 - Rob Groves: Hand-cycling across the coastline of England
7:10 - AITC update and Sussex FA Pledge project
7:30 - Chris Whittaker, EFDS: Showing and sharing your impact
7:50 - Active Sussex update
8:00 - Lets hear it from the network, followed by open networking
8:30 - Wrap up
Sussex Disability Sports Network

Hand-cycling across the coastline of England

Rob Groves
Albion in the Community
The official charity of Brighton & Hove Albion

Paul Brackley, Disability manager
Albion in the Community – changing lives, creating opportunities, building futures

This season sees Albion in the Community (AITC) celebrate 20 years of the Albion providing football sessions for people with a disability and we now have 25 such sessions taking place every fortnight. We also run 15 teams that compete in the Sussex Disability Football League and a growing number that compete in national leagues and competitions. In fact, there are currently more than 200 members of our disability football programme.

We are based alongside the club’s staff at the American Express Community Stadium and also have an allocated pitch at the club’s world class American Express Elite Football Performance Centre.
Introduction

Albion in the Community – changing lives, creating opportunities, building futures

• 1990 launch of Football in the Community
• 2005 creation of AITC as a registered charity
• £3.3 million turnover
• 8 trustees
• 60 full time core staff
• 100 part time workers
• 60 projects delivered Sussex wide
Albion in the Community

AITC departments

Football Pathway
Schools
FE & BTEC
Disability
Inclusion
Health

Fundraising | Bids & Grants | Press & PR | Finance & Operations
Here are some statistics that illustrate the reach and impact of our work over the last 12 months:

- The charity works with 30,000 people every year.
- 3,572 children were coached by AITC last year.
- 40 regular free football sessions were held in Sussex last year.
- 1,500 school children took part in AITC’s healthy eating and exercise project last year.
- 2,500 young people took part in a free football session last year.
- It costs £1,800 to deliver one weekly adult mental health football session for a year.
- 1,198 pupils benefited from AITC’s football-themed lessons last season.
- 200+ people have completed AITC’s Brighter Outlook physical activity programme for people living with, or beyond, cancer.
- 500 people are taking part in AITC’s adult inclusion project Albion Goals.
- 128 schools work with AITC.
- 700 young people completed courses with AITC in the last 12 months.
- 120+ stewards gained an NCQ in Spectator Safety with AITC.
Our work focuses in six key areas, as defined by our strategic pillars:

• Active participation
• Personal development
• Inspiring supporters
• Raising aspirations
• Community improvement
• Supporting our stakeholders
Albion in the Community’s strategy

Driving each of these is our over-riding mission:

“Through the power of football and the brand of Brighton & Hove Albion FC, we are committed to delivering high-quality, accessible opportunities that improve the health and wellbeing, education and aspirations of our community.”
Albion in the Community

The follow video highlights some of our wider work and the impact it can have:
CHANGING LIVES, CREATING OPPORTUNITIES AND BUILDING FUTURES...
Albion in the Community’s pillars

**CHANGING LIVES - CREATING OPPORTUNITIES - BUILDING FUTURES**

**- ACTIVE PARTICIPATION -**
**OUR CHALLENGE:** To encourage healthier lifestyles through breaking down barriers, generating confidence and inspiring involvement.
**IMPACT:** We will inspire more people to get involved, stay involved and develop healthier lifestyles.

**- INSPIRING SUPPORTERS -**
**OUR CHALLENGE:** To ensure that the passion with the club is shared with the charity.
**IMPACT:** We will strengthen the charity's relationship with all current and future Brighton & Hove Albion supporters.

**- PERSONAL DEVELOPMENT -**
**OUR CHALLENGE:** To stimulate behavioural change required to improve employment, health, wellbeing and employability.
**IMPACT:** We will establish ourselves as a beacon of learning, development and self-improvement.

**- RAISING ASPIRATIONS -**
**OUR CHALLENGE:** To support the communities of Brighton, Hove and Sussex in overcoming inequalities and raising aspirations.
**IMPACT:** We will help communities to build confidence, access opportunities, overcome challenges and fulfill potential.

**- COMMUNITY IMPROVEMENT -**
**OUR CHALLENGE:** To understand the needs of our communities and deliver solutions that solve their challenges.
**IMPACT:** We will listen, learn and adjust our approach to provide meaningful and impactful programmes.

**- SUPPORTING OUR STAKEHOLDERS -**
**OUR CHALLENGE:** To create mutual benefit that delivers our aspirations and the needs of our partners.
**IMPACT:** We will positively contribute to our stakeholders’ objectives, working together to deliver success.

**MISSION**
Through the power of football and the brand of Brighton & Hove Albion Football Club, we are committed to delivering high quality, accessible opportunities that improve the health and wellbeing, education and aspirations of our community.

**COMMITMENT - RESPECT - QUALITY - TEAMWORK**
Supporting our stakeholders

For us, this is a really important part of our strategy and one we want to have a really strong focus on.

Part of that work is what you see tonight, with us working closely with Active Sussex to ensure the sustainability of the disability network by providing a venue and space to allow everyone to meet as well as becoming a lead organisation within the network.

Beyond that we want to have strong relationships with all of our stakeholders and are interested in supporting each of them (and you) in ensuring we all provide the best opportunities for individuals in our community.
What does being in the Premier League mean for Albion in the Community?
What does being in the PL mean?

- More challenges for charity – perception of ‘cash rich club’
- Slight increases in grant funding
- More media coverage locally, regionally and nationally
- Greater scrutiny and higher standards to meet
- Increased links with club, charity and community
- Global exposure – PL is watched in 190 countries
- Increased exposure for Brighton & Hove and surrounding areas
- More focus on our work and programmes
- Greater opportunities nationally and internationally
We all understand the power sport (and in our case football) can have on someone. We are fortunate to work with more than 30,000 people each year and be able to make a genuine impact and difference to people’s lives. Danny Hemsley is a fantastic example of that:
Overview

Department vision:

• To provide the best possible opportunities for players with a disability to participate in football and develop and progress.

• To help promote and raise awareness of disability sport and football in Sussex.

• We want our programme to evoke a sense of pride in all those associated with it, from players, parents, coaches and staff, BHAFC and BHAFC supporters.
Inclusive disability hub clubs

- We operate fortnightly hub clubs in Brighton, Worthing, Burgess Hill, Eastbourne and Horsham.

- Hub clubs act as the entry point for all disability players and as the referral point for all disability-specific programmes and player pathways.

- The programmes are designed to be fun, inclusive and engaging to players of all ability levels.
We currently offer disability-specific football sessions in the following areas:

- Partially-sighted and deaf juniors.
- Blind.
- Mental wellbeing.
- Down’s syndrome.
- Adult learning disability.
- Junior multi-sport session.
- Cerebral palsy adults.
- Powerchair.
- Cerebral palsy and frame football.
- Amputee.
- Autism.
- Deaf adults
AITC current provision – competitions and pathways

**Inclusive disability:** Hub clubs – Advanced Elite Centre

**National league teams:** Cerebral palsy, Deaf, Powerchair, Amputee and Down’s Syndrome
The FA Pathway in Disability football

The opportunity....... https://youtu.be/ikS2uG7glBk
How we help players reach the top...
At Albion in the Community we are determined to use every opportunity available to us to not only increase awareness of our work, but also challenge perceptions and misconceptions that exist around sportspeople with a disability.

Central to this approach is the way we report the achievements of our players and teams.

Historically, there has tended to be a sympathetic element attached to how we write about our players. This is something that is at odds with our wider approach to our disability department’s work – work that is about empowering players and encouraging people to look beyond an individual’s disability and focus on their achievements.

We have therefore made definite changes to the way we communicate about our programmes, teams and sessions.

Match reports are written with an emphasis on the results, not the disability of the players, and coverage of individual’s focuses on their achievements and progress.

Examples of positive coverage are shown here.
We have also taken efforts to adapt our marketing materials to both better reflect our approach to our delivery and players and also to make them more suitable to those attending our sessions.

For example, where as in previous years we would have described sessions as disability football, now we remove the word disability from in front of football, instead carrying headings more along the lines of: Football, for people with Down’s syndrome; or Football, for people who have a learning disability.

This places the emphasis firmly on the sport and not the disability.
Language and presentation for flyers

- Content consideration
- Minimised/simplified wording
- Appropriate font sizes
- Reduced colour clashes, minimised colour combinations
- Positive imaging, e.g. action shots
- Consideration for avoiding ‘stereotypes’
Best Practice for disability football

- All sessions have a minimum of 2 coaches in attendance and volunteers to support.

- Regular CPD programme with disability specific themes.

- Additional coach support in specialist areas such as strength and conditioning and goalkeeping.

- Introduce football curriculum for teams, clubs and general programmes (we bespoke these to fit each programmes needs and participant ability levels). We incorporate some of the clubs playing philosophies within these to ensure our players play the Brighton way.

- We work closely with our mainstream football programme to mirror their pathway sessions and ensure consistency in delivery for coaches, players and parents.

- Use of social media to communicate effectively and efficiently with players and parents.
## Best Practice for disability football

### Our coaches, what we expect...

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<thead>
<tr>
<th>Expectations</th>
<th>Qualities</th>
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<tr>
<td>• Excellent role model &amp; ambassador</td>
<td>• Self driven</td>
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<tr>
<td>• Excellent ‘Team Brighton values’</td>
<td>• Dedicated student of the game</td>
</tr>
<tr>
<td>• Organised &amp; prepared</td>
<td>• Creative and innovative</td>
</tr>
<tr>
<td>• Appropriately dressed</td>
<td>• Team ‘player’ &amp; flexible</td>
</tr>
<tr>
<td>• On time or ahead</td>
<td>• Reflective &amp; adaptable</td>
</tr>
<tr>
<td>• Up to date with qualifications &amp; CPD</td>
<td>• A ‘contributor’ &amp; ‘sharer’</td>
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Can we help you?

We run a range of bespoke disability awareness workshops for local schools, colleges, universities, organisations and businesses.

Each workshop can be tailored to suit the needs of the organisations and staff.

The delivery is a mixture of practical and theory and is usually delivered by one of our team who has their personal experience of having a disability.

Please get in touch for more information.
Pledge Project

The Pledge Project is key in raising the awareness and profile of disability football!

The Pledge Project aims to engage with professional, grass roots, charter standard, community, development and many more football clubs across the Sussex County.

The more clubs that support the pledge the more awareness of the game there will be and this will lead to further opportunities for players and supporters of disabilities.

Taking part in the pledge is easy; clubs can make a pledge that suits the needs and ambitions of the club itself. Each contribution will raise the awareness of the disability game, providing further opportunities for players with disabilities.
Take the Pledge

Moving towards the new season, it’s time for clubs to make a change, take a stance and support Disability Football!

We would like you as clubs to join together in your commitment and become the first league to have every club make a pledge and to support Disability Football.

Although there are many opportunities around Sussex for players with disabilities, there is by, far not enough.

Your support and commitment to this cause is vital and together we can make a difference.
More than just football…
Chris Whittaker

Showing and sharing your impact
Active Sussex update
Let’s hear from you…
Network discussions