DEAFinitely Inclusive Club

Creating opportunities to play, coach and volunteer in sport
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In the UK it is estimated that 9 million people are deaf or hard of hearing (Action on hearing loss) 37,414 are of school age and 5,043 are in higher education. Are you encouraging this significant number of people to your club?

Our recent research indicates 8 out of 10 people who are deaf or hard of hearing want to play sport in a mixed (hearing and deaf) environment and that the major barriers to playing, coaching and volunteering are that deaf people are not confident that clubs and facilities will be deaf aware and able to communicate effectively with them.

By becoming DEAFinitely Inclusive you will be showcasing that you provide the sort of support that deaf people need to make them feel more confident coming to your club and as a result increasing your membership and reach

Jacqui Taylor, Head of Disabilities at Richmond Gymnastics Association

“We’re delighted to be working with UK Deaf Sport to improve our delivery of gymnastics activities and events for deaf and hard of hearing people. The accreditation helps us show our commitment to be deaf aware and create more accessible opportunities for everyone at our club.”

How will your sports club benefit from becoming accredited?

We want to ensure that those that are willing to become DEAFinitely Inclusive get the support and advice they need to help them through the process swiftly and easily as possible. As you go through the process you will benefit from:

• Access to a network professionals and volunteers that will help you gain the accreditation
• Information on a wide range of deaf inclusive matters
• Support and expertise on areas such as adaptation, effective communication, marketing and much more

As a registered club you will get support from your local DEAFinitely Inclusive Network and UK Deaf Sport:

• To engage with the deaf community in your area and encourage them to become involved with your club, increasing your participation levels as well as providing additional revenue
• With information on potential funding so that you can access money to deliver more activities and subsidise coach education
• Providing evidence for your clubs equality plans that many National Governing Bodies require to prove that your club is inclusive
• Access to deaf awareness training, to create a welcoming environment for deaf people.
• Ability to use UK Deaf Sports network of 1,000s of contacts to promote your activities which will significantly increase the reach of your marketing and promotional activity making the most of opportunities to increase club membership and associated revenue streams
• Use of the logo to promote your club as a positive DEAFinitely Inclusive organisation to people who are deaf or hard of hearing.

To find out how to become DEAFinitely Inclusive and to begin to engage with a significant number of new users go to www.deafinitelyinclusive.co.uk and register your interest. You will then be given access to the online accreditation process and support from UK Deaf Sport as required.

By becoming DEAFinitely Inclusive, you are providing the sort of support that people who are deaf or hard of hearing need to make them feel more confident to play, volunteer and coach in sport.