



DEAFinitely Inclusive Facility

Creating the places where deaf people can play sport

DEAFinitely
Friendly



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In the UK it is estimated that 9 million people are deaf or hard of hearing (Action on hearing loss). Are you encouraging this significant numbers of people to access your facility and benefit from the potential improvement to revenue streams?

Our recent research indicates that 8 out of 10 people who are deaf or hard of hearing want to play sport in a mixed 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 facility and access your products and services. As a result increasing your membership and reach

How will your sports facility 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 facility 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 facility, 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 outreach work
- Providing evidence for a Equality and Diversity policy as well as other accreditation processes
- 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 membership and associated revenue streams
- Access to the UK Deaf Sport ambassador program to help promote and publicise deaf inclusive activities at your facility, helping to increase membership or revenue from activities
- Providing evidence that you comply with the equalities act to protect the organisation against a challenge of discrimination under The Act
- Use of the logo to promote your facility 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