

## Greater Manchester Moving partners' commitment to inclusion

Creating a Greater Manchester that enables active lives by disabled people and people with long-term conditions with our leisure and activity providers.

### Background

In Greater Manchester, one in five people are disabled or have a long-term condition with this number set to increase in coming years.

Disabled people and people with long-term conditions are the most inactive group in society. This is a concern for Greater Manchester, with disabled people and people with long-term conditions twice as likely to be inactive.

That is despite four in five disabled people and people with long-term conditions wanting to be more active. Disabled people and people with long-term conditions feel they are prevented by intrinsic, physical, social and cultural barriers.

A significant barrier is a lack of accessible, inclusive opportunities for disabled people and people with long-term conditions. Eight in ten providers say they have no experience of delivering activity to disabled people or people with long-term conditions. This leads to low levels of confidence and knowledge in providing activity to disabled people and people with long-term conditions.

Deliverers admit disabled people are not 'top of mind', 'talked about with peers' or 'part of the professional' conversation'.

### Opportunity for the physical activity sector

While these inequalities are vast, reducing them offers opportunities for Greater Manchester.

In our communities, it serves to increase awareness and understanding of difference, supporting togetherness and diversity.

Financially, disabled people and people with long-term conditions have an approximate combined spending power of £10 billion in Greater Manchester. This offers Greater Manchester's mainstream leisure and activity providers the opportunity to engage a new market, increasing footfall and income.

Making activity accessible for disabled people and people with long-term conditions also offers benefits to health and social care. By creating opportunities to manage health, we reduce avoidable demand and pressure on our care system.

### So how do we do it?

To reduce inequalities, Greater Manchester must work together as a whole system.

Our approaches may look different, but this is a collective movement, with all involved committed to the [principles set out in GM Moving in Action](#).

The draft commitment, set out below is a work in progress. Deliberately developmental; a tool to help us create the conditions for inclusion.

**As system leaders and partners, we will:**

- Recognise and champion the role of moving more in tackling health inequalities disabled people and people with long-term conditions face.
- Work together to champion the importance of active lives and inclusion for disabled people and people with long-term conditions.
- Acknowledge and celebrate the role of physical activity across the life course, in supporting healthier and happier people and stronger, more diverse communities.
- Remove barriers and create environments for disabled people and people with long-term conditions to be active in their own way.
- Work together, sharing ideas and good practice to enable active lives by disabled people and people with long-term conditions.
- Be receptive to the experience of disabled people and people with long-term conditions as a way to inform our response.
- Respond to changes in policy that may impact or be relevant to disabled people and people with long-term conditions.

**As individuals and organisations providing physical activity and leisure opportunities, we will:**

- Work together as a team; open-minded, learning, not competing for credit or territory.
- Proactively create the space to engage, listen and effectively respond to what disabled people and people with long-term conditions want.
- Appreciate diversity of experience, challenge and perspective in enabling active life across for disabled people and people with long conditions.
- When this are difficult, keep going and work through challenges with new ideas and by working together.
- Offer support and care for those around you, appreciating ever-changing level of demand on people, organisations and systems.

We will follow GM Moving principles in our work, including:

- Take a [proportionate universalism approach](#), maintaining universal support but channelling our resources in a targeted way
- Take a whole system approach, using the contributions of partners across beyond who we might usually work with.
- Take an evidence-based approach, learning all the time and sharing what works best.
- Draw on the expertise of people with lived experience, and the organisations and networks that they work with most closely.
- Seek to understand societal attitudes and behaviours and their impact on disabled people and people with long-term conditions.

## Insight from leisure and activity providers

Greater Manchester Moving partners are working together to understand what's needed for this change to happen.

Leisure and activity providers explain there's a need for support, direction and simple steps to support action.

Together we are collecting examples of good practice for use and reference. These examples are based on insight from disabled people and people with long-term conditions, and organisations working alongside them. They cover specific areas that present barriers and best practice for providers to work towards.

## Learning and Sharing Together

In the spirit of Greater Manchester Moving ways of working, we want to ensure that people feel supported. This means partners having the opportunity to share learning, challenge and celebrate the achievements related to tackling inequalities for disabled people and people with long-term conditions.

Partners involved in this work are working together and are here to support each other with knowledge, insight, learning and practical support. If there is anything that would help, you can get in touch via [info@gmmoving.co.uk](mailto:info@gmmoving.co.uk) and someone will connect you to the best people and organisations to support.

This might be a 'road-map to inclusion' planning session for leisure and activity providers to offer structure and direction. It could be regular sessions to share learning, offer accountability and updates in relation to this work. It could be support from partners who may have expertise around a specific element of best practice. Get in touch and we will all see what we can do to support.

## Greater Manchester's tackling inequalities to activity for people with disabilities and long-term conditions - standards of best practice

### 1) Nothing about us without us

This the principle disabled people and people with long-term conditions feel is most important to them.

This means disabled people and people with long-term conditions should be included, consulted and listened to in anything relating to them.

#### Best practice

Organisations can ensure disabled people and people with long-term conditions are included by:

- Creating a local disabled person and people with long-term conditions-led steering group to inform your organisations or group.
- Working with organisations that specialise in working with disabled people and people with long-term conditions.

Places you might find disabled people, people with long-term conditions and supporting organisations to inform your steering group can be found **here**.

To truly include disabled people, we advise using co-production. Best practice on the co-production can be found **here**.

### 2) Reaching disabled people and people with long-term conditions

With the best offer in the world, if disabled people and people with long-term conditions are unaware of it, it's unlikely they'll attend. Reaching disabled people and people with long-term conditions may mean you need to put messages out different ways or in different places.

#### Marketing and communications

Getting information out there in the right way is important for any organisation or group. If you're putting effort into your messaging, it makes sense to want this to reach as many people as possible.

#### Best practice

Activity Alliance has developed Access for All: Inclusive Communications is best practice to be adopted as part of your marketing and communications or integrated as part of your current one.

You can access Activity Alliances Access for All: Inclusion Communications guidance [here](#).

An inclusive communication checklist has been devised from this guidance to make recommendations easier to apply and work through. You can access the checklist [here](#).

## Channels of interest

Many disabled people and people with long-term conditions will interact with the same networks as non-disabled customers (and will now be aware of your offer after using the marketing and communications guidance above).

However, there are additional spaces that might also be useful to engage with when looking to reach disabled people and people with long-term conditions. Here are some of them:

## Best practice

Social care teams (Social Workers, Reablement Officers) are always looking for things to signpost and support people too. Reach out to them and make them aware of your eagerness to work with the people they support. You can find details on your local social care team [here](#).

Social care providers (day services, independent housing schemes, community-based support teams) have a remit to support those they support to access local community-based provision. Make them aware of how you might work more closely to support those they support to be active. You can find details on your local social care providers [here](#).

Disability sport organisations are always looking for opportunities to link in with mainstream provision. This enables those they support to sustain their activity long-term. You can find details on disability sport organisations [here](#).

Special Educational Needs schools are always looking for local leisure providers to link in with for students during and beyond education. You can find information on your local special educational need schools [here](#).

Local Disability Led Organisations have good links with disabled people and people with long-term conditions and supporting organisations within localities. Reach out to make them aware of your offer. You can find information on your local Disability Led Organisations **here**.

Recent research by the Activity Alliances suggests disabled people and people with long-term conditions are more likely to seek advice from health professional activity advice. Health professionals may not always associate disabled people with your offer. Reach out to local health professionals to make them aware of your offer so they can signpost. You can find information on local health professional services **here**.

To target families and disabled children ages birth to 25 years people can access the local offer here: [The Local Offer \(Disability & Special Educational Needs\) | Help & Support Manchester](#).

To find our local parent carer forums through the National Network of Parent Carer Forums, click here: [www.nnpcof.org.uk](http://www.nnpcof.org.uk).

### 3) Getting in, around and using facilities

Disabled people and people with long-term conditions may be interested in your offer, but they won't be able to take part if they can't get to, into or around it.

Here are some key pointers to enable disabled people and people with long-term conditions get to access your venue / space:

#### Best practice

Activity Alliance Access for All: Opening Doors resources offers guidance on how facilities can improve physical access. You can access the resource **here**.

Manchester Disabled People's Access Group is an established group of disabled people operating in Greater Manchester who offer consultancy support with access auditing and recommendation implementation. You can find out more about Manchester Disabled People's Group **here**.

An access audit checklist has been developed that organisation can work through to understand how accessible their facility is, what to look out for and recommendations to improve. You can access the checklist **here**.

Quest GPlus 37 Module How to engage disabled people and those with a long term health condition including IFI accreditation. Supports Leisure facilities to look at how they can embed inclusive practice and improve their service to disabled customers whilst making their facility one easier to access for all. More information on Quest and the Gplus 37 module can be found [here](#).

National Disability Sport Organisations for impairment specific advice.

#### 4) Providing accessible activity (front-line staff)

Providing accessible activity includes everything from making sure you have the right equipment to ensuring staff interacting with disabled people and people with long-term conditions have the knowledge, skills and awareness to provide a positive and welcoming customer experience.

Here are some pointers to make sure the delivery of your offer is accessible and appealing to disabled people and people with long-term conditions:

##### Best practice

The Inclusive Fitness Initiative design standards are a good indication of how inclusive and accessible equipment is. There are specific suppliers who design this equipment and our good friends at the Activity Alliance have collated all this information here. Accessible equipment doesn't just mean it's for disabled people or people with long-term conditions. It's designed in a way so anyone can use it so why would you opt for anything else?

Activity Alliances Delivering an Excellent Service to Disabled Customers is a e-learning course that will benefit anyone who might interact with disabled people or people with long-term conditions. It provides insight on the best terms to use, how best to support people with specific needs and provide an all-round more inclusive customer service. You learn more about can access the course [here](#). There are discounts available for large numbers of bookings.

Activity Alliance Inclusive Activity Programme is an e-learning, online or face-to-face course to encourage people to embed activity in to every day services and support anyone delivering activity to learn the techniques and skills to adapt their activity to include disabled people. You can learn more about and access the course [here](#). There are discounts available for large numbers of bookings.

Activity Alliance released the Talk to Me report in Oct 2014. This report outlines ten principles developed with disabled people that sports providers should follow to help make their activities more appealing. Click [here](#) to read more about the principles and associated resources.

WelcoME is an app that allows disabled people and people with long-term conditions make facilities aware of their access needs prior to visitation, enabling staff to be more prepared and reduce people's anxiety in declaring their access needs in person. It is also able to integrate into existing leisure systems and provides practical training in supporting a range of disabled people and people with long-term conditions. You can learn more about WelcoMe [here](#).

## 5) Creating an inclusive culture (senior staff) – leadership, policy

People look to leaders of organisations so it's vital that those in senior positions in an organisation practice and support a culture of awareness, access and inclusion towards disabled people and people with long-term conditions.

Here are some pointers as to how senior staff can practice and embed an inclusive culture:

### Best practice

This commitment provides the opportunity for leaders and senior staff in organisations to champion inclusive as ensure it is the golden thread running through their organisation. They can do this by implementing what has been included in this commitment and shouting about this across their organisations and networks.

The Activity Alliance [Lead Improvement Toolkit](#) exists to embed inclusive practice into organisations.

Sport England are doing some work to support organisations to develop more inclusive boards. More information can be found [here](#).