

A large, solid orange circle is positioned on the right side of the image, containing the text "OUR 5-YEAR VISION" in white, bold, sans-serif font.

**OUR  
5-YEAR  
VISION**







# Introduction

As 2023 marks 10 years since the launch of our charity, we are pleased to introduce ***Enhancing Lives*** – our new 2023-28 strategy.

The benefits of sport on physical and mental wellbeing are well-established. But, for disabled people, opportunities are hard to come by. Barriers such as a lack of education, investment and awareness means that disabled people are half as active as non-disabled people. With the pandemic and subsequent cost-of-living crisis disproportionately impacting disabled people, our work is more vital than ever.

**Our charity has a single mission;** we use the unique power of sport and physical activity to enhance the lives of disabled people.

In the following pages, we outline our plans to achieve this mission. We have three key objectives:

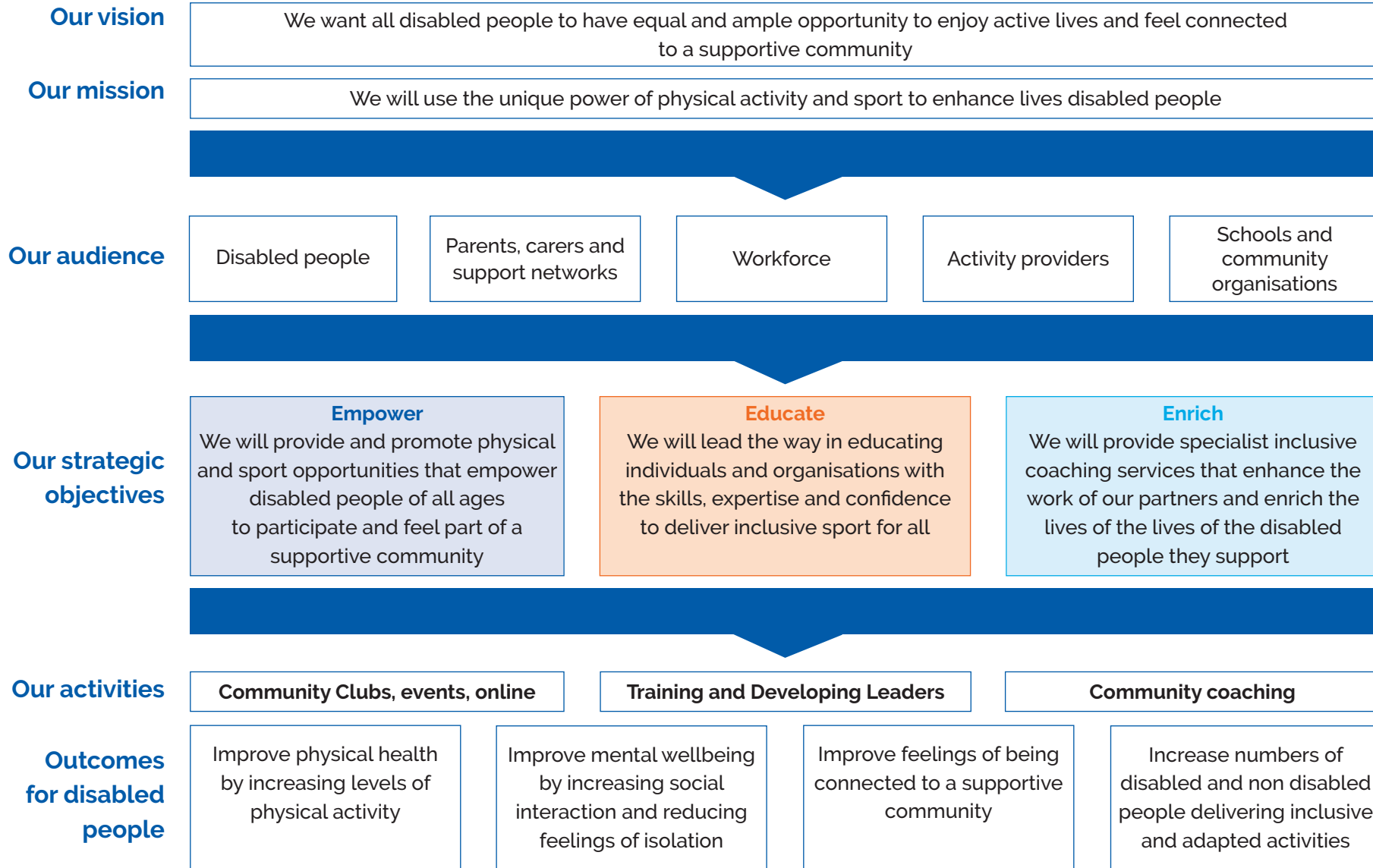
- 1. Empower** disabled people of all ages to participate in sport and feel part of a supportive community
- 2. Educate** individuals and organisations with the skills, expertise and confidence to deliver inclusive activities for all
- 3. Enrich** the lives of disabled people by providing specialist services that enhances the work of our partners

There's no-one better to lead our mission than the people we serve. That's why we're proud that **over 40% of our coach and volunteer workforce are disabled people** who deliver fun, inclusive sport sessions every week at our Community Clubs across London.

**We have big ambitions, but we can't do it alone. That's why at the heart our plan lies partnerships with communities, supporters, volunteers and coaches. We hope you will join us on our journey to enhancing lives.**



# Theory of Change and Strategic Objectives 2023 -28







## Objective 1: Empower

We will provide and promote physical activity and sport opportunities that empower disabled people of all ages to participate and feel part of a supportive community.

How will we do this?

- **Increase the reach of our Community Clubs** through new initiatives and partnerships
- **Provide a high-quality experience** for all disabled people and their supporters at all Community Clubs
- **Respond to the needs of our communities** by delivering accessible physical activity and sports wherever needed – such as events, holiday programmes and online sessions
- **Work with partners to promote opportunities** for disabled people to participate in more activities in the community



Our Community Club programme has reached over **21,000** disabled people, their families and carers since launching in 2013.



## Objective 2: Educate

We will lead the way in educating individuals and organisations with the skills, expertise and confidence to deliver inclusive physical activity and sport for all.

How will we do this?

- **Deliver training programmes** to increase the number of appropriately skilled individuals who can deliver more inclusive activities for disabled people and improve existing services
- **Train and mentor disabled people** to become volunteers, sports coaches and community leaders with access to fulfilling employment opportunities

Our training courses are accredited by CIMSPA (The Chartered Institute for the Management of Sport and Physical Activity), highlighting our commitment to delivering high-quality education.



We're proud to partner with Nike on the Inclusive Activity Leaders programme, training disabled and non-disabled people to become fully-qualified sports coaches.







## Objective 3: Enrich

We will provide specialist inclusive coaching services that enhance the work of our partners and enrich the lives of the disabled people they support.

### How will we do this?

- **Deliver accessible physical activity and sports coaching sessions** with a range of community partners supporting disabled people of all ages and backgrounds
- **Work more closely with mainstream and SEND schools and colleges** to improve and increase the provision of inclusive sport opportunities for disabled children



In 2021-22, we reached **1,728** disabled children and adults through delivering coaching programmes with schools, colleges, charities and community groups.



# How we will know if we're successful

We'll capture the impact of our work by directly engaging with disabled people and our partners. We'll measure our progress against key performance indicators that will show how close we are to reaching our objectives. Where things could be better, we'll share our learnings and adapt our work.

## Our impact

Disabled people will experience:

- Equal and ample opportunity to enjoy active lives and feel connected to a supportive community
- Improved physical health by increasing levels of physical activity
- Improved mental wellbeing through increased social interaction and reduced feelings of isolation
- Improved feelings of being connected to a supportive community
- More opportunities to become qualified sports coaches, shaping and delivering inclusive sport for all

### Grace's story

When Grace (*right*) first started at Club Wandsworth, she was reluctant to walk unsupported. Today, Grace happily dribbles a football without help.

As well as the improvements in Grace's physical abilities allowing her to take part in fun competitions, Grace is now able to play sports in the park with her family.

Grace's mother Meagan said: *"Before Disability Sports Coach's local club there was not a sports session suitable for Grace. Grace's physical improvements have been amazing to see since she started attending the club.*

*I don't know what we'd do without Disability Sports Coach."*



## Get involved

We rely on partners and supporters to break down barriers to sport for 5,000 disabled people and their families each year. But we have more to do.

Whether you donate, fundraise or volunteer, you can get involved today. **Together, we can break down barriers to sport - and enhance the lives of many more disabled people.**

## Our impact

97%

feel more confident  
after joining our  
clubs

70%

doubled their weekly  
activity levels,  
improving health

93%

felt happier

5,000

people reached  
each year

## Get in touch



[www.disabilitysportscoach.org.uk](http://www.disabilitysportscoach.org.uk)



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**LinkedIn:** @disabilitysportscoach



**YouTube:** @disabilitysportscoach

We consulted with disabled people, parents, carers, supporters and partners to develop this strategy. We thank them all for their valuable contributions. We also thank our partners at MIGSO-PCUBED and the Cranfield Trust for sharing their expertise and time.



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