

SUPPORTING PHYSICAL ACTIVITY PROVIDERS



Active Calderdale's vision is that everyone in Calderdale has the capability, opportunity and motivation to be physically active in any way they choose. We work with communities to make physical activity an embedded part of day-to-day life in Calderdale.

We have created this short booklet to support physical activity providers to become as accessible and inclusive as possible.

Why is this important? When we create provision that is accessible and inclusive, it means we create provision for everyone, a wider offer can lead to more participants attending your sessions.

So how can we achieve this? Below are 12 different things you can do to work towards becoming more accessible and inclusive. Simply tick off which points you are currently achieving, and where possible, work towards those you have not yet ticked off.

MAKE IT ACCESSIBLE...

1 PROVIDE GOOD QUALITY INFORMATION – Clear, updated information on your sessions including, timings, prices, methods of payment, intensity, what to bring, what to expect throughout the session. Videos of this can help people understand what they can expect by attending, participant stories on video are a great way to help others have the confidence to take part.

2 MAKE IT EASY TO FIND OUT WHAT YOU OFFER – Have various ways of promoting your sessions such as a website, social media, posters, newsletters etc.

3 LOCATION – Provide information on exactly what someone new can expect – video of the location including parking, entrance, room, toilet facilities (whether they are disability friendly), fire exits, staff, nearest bus stops etc.

4 CATER FOR ALL - Groups such as **Brighthouse Bumble Bees** cater for beginners all the way to those wanting to complete in marathons. You can also ensure rooms, facilities etc are accessible for those with additional needs such as people with physical and mobility impairments.

5 CONNECT TO THE RIGHT SERVICES – Better Living Service, Staying Well, Healthy Minds, Social Prescribing Link Workers all refer people to local provision (get in touch with Active Calderdale for support on this). We recently worked with **Calder Community Squash** to ensure their wellbeing project was accessible and promoted in the correct channels.

CHECK LIST

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6 BE AFFORDABLE - To specific groups e.g., in areas of low income.

The Space @ Field Lane in Rastrick offers a gentle exercise class at just £3.00 per person and is in an area of low income.

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7 COMMUNICATION - Invite potential new members to call and chat through what to expect/additional requirements etc prior to attending your session. It is also important to reward people when they do attend with a simple 'well done today'.

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8 SAFETY - Address safety issues such as poor lighting in wintertime by arranging a central meeting point to walk into the session together.

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MAKE IT INCLUSIVE...

9 ENVIRONMENT - Create a warm, friendly, welcoming environment, first impressions are key. You can do introductions at the beginnings of the session when somebody new attends. **St Pol Striders** have created kit box of running gear for new runners who wish to try before they commit to the group.

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10 YOUR OFFER - Branch out by offering a free first session, a free bring a friend week and targeted only sessions e.g., women only. Where possible, ensure your sessions cater for different groups and abilities. You can also put on open days, ensure these and your sessions do not clash with other things such as school pick up times etc. We recently worked with **Todmorden Bowls Club** to support them to become even more welcoming and accessible, who now offer free taster sessions and link in with local schools.

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11 BE RELATABLE - In your promotion, if you are targeting older people for example, make sure this reflects in your posters etc. A case study of 'someone like me' is a great way of allowing people to feel they can be part of the session too. You can see on the **C.R.E.W.** website how their pictures represent their target audience.

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12 MAKE IT SOCIAL - Have a space at the end where people can get a free hot drink and have a chat such as the sessions run by **Curious Motion** who even have the word brews in the session title 'Brews & Grooves'.

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HOW ACTIVE CALDERDALE CAN SUPPORT YOU

- Advice on how to become an inclusive and accessible provider

- Connections to local referrers who can promote your session

- Support and funding to help make changes in becoming more inclusive and accessible

- Examples of good practice e.g. direction to good quality websites

FURTHER SUPPORT

- Sport England Club Matters provides some great resources to support you in attracting new members.
- Check out our Play Your Part document in the resources section of our website where you can find useful hints and tips on promoting physical activity.



Contact active.calderdale.gov.uk for more information