


HOW


How we built an inclusive framework for engaging the least active


What to do...





Inclusive principles work for everyone...


 Start the conversation. "Fancy a cup of tea?"


 Build my confidence and make me feel like I can do it.


 Talk my language and reach me through my channels.


 Bring activity to me.


 Consider how we 're-frame' activity to make it more appealing.


 Support the workforce to have confidence and competence in inclusion.

 Focus on fun and social elements.

 View people as individuals not as 'target groups'.

 Get friends and families active together.


 Support and develop a diverse group of volunteers, helpers and coaches 'people that get me!'


 Respond to my motivations. Help me to set my own targets.


What not to do...





Avoid these ways of thinking...


 I know best.


 Engaging the inactive and engaging disabled people are mutually exclusive.


 This is a sports development challenge.


 Our existing partnerships work.


 This is a tick-box exercise.

 We do not need expert insights on women, diverse ethnic communities etc.

 Lets just get on with delivering.

 We already have inclusive delivery approaches.

 If we put it on, people will come.

 We already know how to reach the inactive.