



**ENGLAND
FOOTBALL**



Disability Toolkit For Clubs: Journey to Inclusion

Did you know?

There are 10.4 million disabled people in England and Wales – that's around one in five of us (18%).

(Census 2021)

Disabled people (41%) are much more likely to be inactive compared to non-disabled people (21%).

(Sport England, Active Lives Adult Survey 2021/22)

And yet...

Nearly eight in ten disabled people (77%) want to do more sport and physical activity.

(Activity Alliance, Annual Disability and Activity Survey 2022/23)

Just three in ten disabled people (29%) feel supported to join a local grassroots football club. This is compared to six in ten of non-disabled people (65%).

(FA and Activity Alliance Research 2022)

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Before you get started, [click here to watch an introductory video](#) that tells you a little more about why this training is so important or [click here to watch the introductory video with audio description.](#)



Introduction

Here at The FA, we are committed to improving football for disabled people. Football Your Way is our Game Plan for Disability Football 2021-2024. Our aim is to create and sustain a culture across the game, where disabled people have access to all opportunities and feel they truly belong on and off the pitch.

You and your club have an incredibly important role in helping us make this happen.

Your journey starts here

Football is our national game. It has the power to bring people together, remove social barriers and be a force for good across all communities.

We've teamed up with [Activity Alliance](#), the leading voice for disabled people in sport and activity, to support your club's journey to start and grow your disability provision on and off the pitch. Within this toolkit, you'll find lots of information, practical tips, resources, and examples to help you along the way.



How to use this toolkit

This toolkit was created using research and insight from grassroots football clubs, disabled footballers, prospective disabled footballers, parents, and carers from across the country.

It is informed by the Social Model of Disability. Developed by disabled people, the Social Model of Disability focuses on the premise that the barriers disabled people face have been created by society. For example, by the man-made environment and people's attitudes, not by their health condition, impairment, or illness. Removing these barriers creates equality and offers disabled people more independence, choice, and control. [Find out more about the Social Model of Disability on Scope's website.](#)

Taking the form of a simple disability inclusion health check for grassroots football clubs, this toolkit presents a series of reflective questions shaped around six core pillars for you and your club to consider. Working through the health check will help you to understand your club's areas of strength, as well as those that need development in order to provide inclusive opportunities and experiences for disabled people.

Sign up to Disability Training For Clubs: Journey to Inclusion

To complement this toolkit, we've created a training workshop to support clubs that are looking to develop more opportunities for disabled people. By attending the workshop, you'll hear from clubs who have successfully created new opportunities for disabled people, both on and off the pitch, as well as have the opportunity to network with other likeminded clubs. Whilst open to all, this workshop is aimed at club leaders and key decision makers. [Visit The FA's Disability Training For Clubs page to find out more and sign up to attend training.](#)

We know that for many clubs, disability and disability football can seem a little daunting, but our toolkit and training will show you that often it's small changes that have the biggest impact!



Before we start...

What do we mean by disability?

According to the Equality Act 2010, a person is defined as disabled if they have a physical or mental impairment, health condition or illness that has a substantial and long-term (12 months or more) negative effect on their ability to do normal daily activities. This includes physical, sensory, intellectual, social, behavioural impairments and mental health conditions.

What player pathways are available for disabled people?

Everyone should have the opportunity to experience and enjoy football, whatever their ability level. Disabled people should have the choice to play in a 'mainstream football' setting wherever possible. However, we realise that some disabled players may be better catered for in a 'pan-disability' or 'impairment-specific' football setting on either a temporary or permanent basis.

To find out more about the different football pathways for disabled players, check out [The FA's Disability Football Introduction e-course.](#)





Pillar 1: Reflect and Commit

An inclusive club is one that is open to everyone, including disabled people. For a club to be the best it can be, everyone should feel welcome and be able to take part in a way that works for them, be it through playing, coaching, volunteering or spectating. To achieve this, we recommend you first **reflect on your current practice** and be clear on your **commitment to change**.

Do you understand your starting point as a club?

Consider

First, take time to understand where your club is now. When reflecting, be sure not to do this in isolation, but instead work through the following considerations with other members from your club, to ensure the whole club is committed and supportive when it comes to inclusion.

Remember, all clubs have different strengths and challenges and identifying and addressing these is key to meeting the needs of all your current and future members.

Starting with identity, consider whether your club vision and mission are truly representative of your local community and inclusive of disabled people. Remember, your club's identity reflects everything it stands for and wants to showcase.

Next, think about governance. This includes all the systems, policies, and procedures your committee employs to frame the way your club is run. How does your club governance support fair treatment and opportunity for all?

Finally, consider whether there are any disabled people or people with long-term health conditions as a part of your club committee, volunteer, and member groups. Building a more diverse and representative committee and volunteer pool will help shape, influence, and support a thriving inclusive culture within your club.

Key Actions

Reflect with other club members to identify any gaps in your offers, structure, and membership makeup.

Involve disabled people from your club and local community to help you review and shape a new inclusive vision and mission.

Communicate and promote your vision and mission throughout your club to ensure everyone is aware of the club's commitment to inclusion.

Ensure your Club Equality Policy clearly references disability and is shared with all committee members, volunteers, and club members.

Appoint a Disability Officer to champion this area of work and ensure they are supported by the club's senior leaders and have a position on the committee.

Further Support

Check out the [Club House](#) and the [Leagues and Clubs Hub on YouTube](#) for useful resources on developing your club identity.

Contact your [County FA's](#) Disability Football Development Officer to help you get started.

Does your club have a plan to better reach and include disabled people?

Consider

Having a club plan is a fantastic way to bring your vision for disability football to life.

If you don't yet have a club plan or want to update your current plan to focus more on inclusion, why not start by taking inspiration from [Football Your Way](#) – The FA's Game Plan for Disability Football 2021-2024?

Remember, making a commitment to support small changes can lead to the creation of a truly inclusive community club.

Key Actions

Think about forming a working group to support the creation of your plan and involve both disabled and non-disabled people in your planning.

Ensure regular engagement and communication with your wider club membership from the very start of your planning process and take them on this exciting journey with you.

Embed your plan across everything you do with the support of your club leadership.

Further Support

[Download England Football Accredited free editable club plans](#) to help you get started.


[Visit The FA's Disability Training For Clubs page to find out more and sign up to attend training.](#)



Where are you now?

Reflecting on the questions and content in this pillar, mark on the 1- 5 scale below where you would currently rate your club.

We are yet to reflect on our current practice.					We are clear on our current practice and our commitment to change.
1	2	3	4	5	



My action plan

Use this space to note down your next steps and actions to create a more welcoming and inclusive club environment for disabled people:



Pillar 2: Getting Ready to Engage and Welcome

It's important to ensure your club provides an **engaging** and **welcoming environment** for everyone. But often, cultural stereotypes and both disabled and non-disabled people's perceptions and assumptions can be the barrier that stops disabled people from taking part in football at local clubs.

Does your club provide a positive, inclusive, and welcoming environment for disabled people?

Consider

Our brains are constantly making quick assessments and decisions about people and situations. This is often known as unconscious bias. It is an automatic process that colours our decisions based on our backgrounds and previous experiences.

To understand this a little more, here's a couple of common misconceptions that grassroots clubs have cited as reasons why they do not have disability provision. Take a read through and consider the role that unconscious bias has played:

- **There are no disabled people in our local area.**
18% (10.4 million) of people in England and Wales are disabled¹, including 8% (1 million) of all English children². As a result, disabled people live in all communities, including the one your club serves. You might just not know how to reach them yet.
- **We need specialist facilities and equipment to provide opportunities for disabled people.**
Not all disabled people need specialist facilities or equipment. Most disability football is pan-disability, which is played on standard 3G and / or grass facilities using standard football equipment. It is only impairment-specific formats such as blind or powerchair football that require indoor and / or specialist equipment.

Addressing attitudes, assumptions, and common misconceptions about disabled people will help your club create a welcoming environment for all.

Key Actions

Don't assume that all disabled people need additional support or specialist equipment.

Football is a game for everyone, and it is highly likely that disabled people are already accessing your existing offers. Ask individuals about their experience so far and how it could be improved.

[Watch this video from The Royal Society on understanding unconscious bias on YouTube](#) to find out how it can colour our decisions.

[Read here about other misconceptions that grassroots clubs have cited](#) as reasons why they haven't got any disability provision and use the information to start challenging misconceptions that may exist within your club.

Further Support

Take a look at [Activity Alliance's 'Who Says' campaign](#) to learn about some of the common misconceptions about disabled people that may exist within your club.

Footnotes:

1 - Census 2021

2 - Dept for Work and Pensions, Family Resources Survey

Does your club see safeguarding as a barrier to inclusive provision?

Consider

The FA is committed to creating safe, fun, and inclusive football opportunities for everyone and safeguarding should always be front and centre when planning new activities.

Did you know that safeguarding principles for children and adults at risk are much the same for disabled and non-disabled people?

It is however important to recognise that disabled people can sometimes be more vulnerable to poor practice and abuse. They may find it harder to report abuse for several reasons, including:

- Feeling socially isolated, or having fewer outside contacts to share their concerns with
- Previous experience of not being listened to or taken seriously when reporting an incident of abuse
- Speech or language communication needs making it more difficult for them to tell others what has happened.

Key Actions

Ensure all club staff, members and volunteers know that safeguarding is everyone's responsibility.

Access support, guidance, and resources to make sure your club has all the right safeguards in place.

Take [The FA's free Safeguarding Adults e-course](#) to understand more about Safeguarding Adults. It only takes 40-60 minutes to complete.

Have a look at guidance available from the [Best Practice and Guidance Notes Complete Directory on The FA website](#), in particular:

- Guidance Note 1.7: Positions of trust
- Guidance Note 5.9: Providing a positive welcome to your club
- Guidance Note 7.2: Including and safeguarding deaf and disabled children and young people

Tell parents and carers about The FA's free 30-minute [Safeguarding for Parents and Carers e-course](#) so they can work with you to safeguard and know how to raise any concerns.

Further Support

Read the [NSPCC's safeguarding deaf and disabled children guidance](#) on their website. Contact your [County FA's](#) Designated Safeguarding Officer (CFA DSO) for more information about any aspect of safeguarding in football.

Does your club take a person-centred approach?

Consider

Disabled people are part of every demographic group in society, all of whom have different motivations and barriers when it comes to being active.

A key step to being inclusive for all, is to acknowledge and treat disabled people as individuals and understand their individual needs. This is called taking a person-centred approach.

Using research published in their [Talk to Me report](#), Activity Alliance developed ten principles to support providers to deliver more appealing opportunities for disabled people.

- Activity Alliance's Ten Principles resource can help you be more person-centred in your work. When embedded within planning and delivery, the principles can be the vital ingredient for your activities that will support disabled people to be more physically active. Check out this resource to learn more about the [Activity Alliance Ten Principles in action](#).

Key Actions

[Visit The FA's Disability Training For Clubs page to find out more and sign up to attend training.](#)

Further Support

Check out [Activity Alliance's Taking a person-centred approach resource](#) for further advice on how to make positive changes at your club and provide more opportunities for disabled people.



Where are you now?

Reflecting on the questions and content in this pillar, mark on the 1 - 5 scale below how ready you are to welcome and engage disabled people into your club.

We are at the start and haven't yet begun to identify and address barriers.

We adopt a person-centred approach to minimise barriers.

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My Action Plan

Use this space to note down your next steps and actions to create a more welcoming and inclusive club environment for disabled people:



Pillar 3: Listen and Learn

Creating a football club where members feel connected and heard is fundamental to achieving an inclusive environment. By **listening to** and **learning from** disabled people in your club and the wider community, you can positively change your own and others' fears, attitudes, and perceptions.

Do you make the most of disabled people's expertise?

Consider

People's self-perceptions often play a big part in their desire to take part in sport or be physically active.

Some disabled people's perceptions about where and how they can engage in football may stop them from taking part. For example, they may worry that they won't be good enough or that they won't be included, supported or understood.

Addressing and removing barriers is key to engaging disabled people at your club, so listen to and learn from your members and prospective members to identify common and individual barriers to participation. Don't forget – the needs of disabled people will vary on an individual basis, so be sure to always take the time to understand the individual.

Remember, people with different impairments are likely to experience different barriers.

Key Actions

Take time to learn and understand about different impairments and potential barriers. You are not expected to know about every impairment or long-term health condition but it's important to remember everyone is different.

Be proactive and find out about an individual club member's needs and barriers in a safe and private environment.

Maximise use of your club membership form to collect disability information making sure you provide detail of how you will store and use individuals' data.

Ask everyone – your disabled players, their supporters, disabled and non-disabled club workforce members and prospective players about how you can create an inclusive environment for all.

Speak to other local clubs that successfully deliver inclusive football. Ask about the participation barriers they experienced and how they have addressed them.

Further Support

[Read our joint research findings](#) with Activity Alliance to further explore some of the barriers that stop disabled people engaging with grassroots football clubs.

[Read Activity Alliance's inclusive recovery research report](#) to explore how disabled people's barriers and motivations have changed since the COVID-19 pandemic.

[Visit the Disability Matters website](#) to improve your knowledge about disability and different impairments.

[Download FA safeguarding resource 8.2: club membership and consent form template](#) from The FA website Guidance Notes Directory.

Do you know the common barriers that stop some disabled people from engaging with your club?

Consider

Have you ever considered co-designing your football opportunities with disabled people? Doing so can help you create a sustainable and inclusive offer for everyone. But what does co-designing mean? It simply means involving disabled people as equal collaborators in the design of activities.

Whilst listening to your existing disabled members is a great way to learn, it's not the only way. Keeping your committee, paid workforce, and wider volunteer groups informed about inclusion will ensure it is considered at every level.

Key Actions

Learn from your disabled members, by ensuring everyone has the same opportunity to provide feedback and feels empowered to do so. Then make sure you act on what they say.

Continually reflect on inclusion at your club. The more you reflect and continue your learning, the better your club will be at removing barriers and creating an inclusive environment where disabled people can access all opportunities.

Make your volunteers aware of inclusion training and CPD opportunities.

Celebrate your club's commitment to inclusion.

Further Support

Check out [Sport England's Club Matters Disability Inclusion Club Hub](#) to find out more about more ways to successfully engage disabled people.

Look out for upcoming CPD events about disability football on the [England Football Grassroots Football Hub](#).

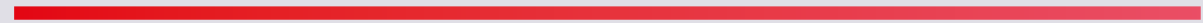


Where are you now?

Reflecting on the questions and content in this pillar, mark on the 1 - 5 scale below how well you feel you currently listen to and learn from disabled people to ensure a welcoming and inclusive environment exists at your club.

We need to be more pro-active in listening to disabled people's views.

We regularly listen to disabled people's opinions and feedback and utilise their expertise to create an inclusive environment.



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My Action Plan

Use this space to note down your next steps and actions to create a more welcoming and inclusive club environment for disabled people:



Pillar 4: Support and Grow

Now that you have spent some time reflecting on your current practice and the changes you can put in place to engage and welcome disabled people, **it's time to support and grow your provision** for disabled people.

Is your club aware of the different options available to encourage disabled people to play football?

Consider

The FA believes that all disabled people should have the opportunity to experience and enjoy football, whatever their ability level. For some, this will be playing the mainstream version of the game, while other disabled people may be better catered for in a pan disability or impairment specific setting. Players may prefer to play across multiple formats, but the most important thing is that they have a choice.

Mainstream football is a pathway for players who can play without adaptations to the rules.

Pan disability football is a pathway for players with a broad spectrum of impairments and health conditions.

Impairment specific football is a pathway for players with the same type of impairment that offers routes from grassroots to international competition via England Para Squads.

Key Actions

Complete [The FA's free Disability Football Introduction e-course](#) to learn more about the different football formats and pathways for disabled players.

Talk to your existing and prospective disabled players to find out what they want to get out of football.

If players are motivated to play for fun, consider running an FA social participation programme. Click on the logos below to find out more about each programme:



For 5–11-year-old disabled boys and girls. Play football, belong, just be you.



For 5–11-year-old girls who want to have fun, make friends and play football.



For 12–14-year-old girls who want to play their way and build confidence.



For 16+ males and females who want to 'turn up and play' casual football.

[Click here to find out more about becoming an England Football programme provider.](#)

If players prefer a more competitive opportunity, consider forming a team to play in your local County Pan Disability League.

Be aware of what other local clubs offer so you can direct individuals to another club if you are unable to support.

Further Support

Use the [Find Football tool on England Football's website](#) to find out about the opportunities available locally to you.

Contact your local [County FA's Disability Football Development Officer](#) for more advice and guidance on football pathways and programmes for disabled players.

How can you grow your workforce to support delivery of opportunities for disabled people to play football?

Consider

Take a step back and consider if your workforce is representative of your disability provision and the wider community.

A diverse workforce is really beneficial, as it not only brings lots of experience and knowledge to your club, enabling you to connect with more potential players and volunteers in the future, but it also shows others that disabled people are valued, included, and welcomed to all areas of the club.

What's more, it's important for disabled people to see disabled role models in leadership roles on and off the pitch and is a great way to demonstrate your commitment to inclusion at the club.

And it doesn't have to be hard. Volunteer recruitment for your disability specific offers should also maximise the same sources of volunteer recruitment that you already use for your mainstream teams, just make sure prospective volunteers know what support is on offer to help overcome any initial anxieties.

Remember, 18% of people in England and Wales are disabled. Are you ready to lead by example and maximise recruitment opportunities from this often-untapped talent pool?

Key Actions

When recruiting your workforce, ensure you focus on the personal qualities needed to succeed in the role, as well as their technical ability. Consider empathy, patience, effective communication, adaptability, and positivity.

Review existing recruitment and volunteer management processes to identify barriers that may be preventing disabled people from taking up employment and volunteer opportunities.

Encourage your disabled players to achieve coaching qualifications and once qualified, support these individuals to become part of your workforce.

Coaches from underrepresented groups (including disabled people), as well as those from disadvantaged socioeconomic backgrounds can access funding through [coach bursaries and England Football Learning - Fully Funded Places Programme](#).

Maximise the recruitment of parents, carers and wider family members and consider targeting young adults in need of volunteer hours as part of Duke of Edinburgh awards and college and university sports courses.

Further Support

[Download Activity Alliance's GOGA Inclusive workforce practices resource](#) for ten ways to create an inclusive workforce for disabled people.

[The GOGA Volunteer Management Toolkit](#) from Activity Alliance and Volunteer Matters provides a great step-by-step guide to building an inclusive volunteer programme.

Check out this [research report on encouraging more disabled people to volunteer in sport](#) from Activity Alliance, Sport England, and the National Disability Sport Organisations.



How does your club connect and engage with disabled peoples' supporters?

Consider

A "supporter" can be anyone from a spouse or family member to a friend or professionally paid assistant, who provides ongoing support to a disabled person.

Supporters not only play a role in helping disabled people decide about being active, but they provide a range of emotional and physical support too and can be a great source of knowledge. What's more, with their knowledge and influence, supporters can be great advocates and can help your club grow into one that is truly inclusive.

Key Actions

Provide supporters with the information they need to be confident an activity is suitable for the individual or people they support, and they will be more likely to recommend your activities. Make sure to include information on the following:

- **Safety:** Is it safe for disabled people and other participants?
- **Environment:** Does the venue and its workforce have a caring and positive approach to supporting disabled people?
- **Participants:** Is the activity inclusive (for disabled and non-disabled people) or specifically for disabled people to attend? Which is more appropriate for the individual?
- **Facilities:** Is the facility/venue accessible and does the sports equipment meet the needs of the disabled players?
- **Focus:** Is the activity's emphasis on fun? Is it social or competitive? Does it involve a lot of movement and/or relaxation exercises?

Further Support

Read [Activity Alliance's research report on engaging with supporters](#) to find out more about the role of support in influencing disabled people to be active.

Where are you now?

Reflecting on the questions and content in this pillar, mark on the 1 - 5 scale below how aware you are of the different pathways and programmes that can be used to provide playing opportunities for disabled people.

Completely unaware.					Good knowledge including the local landscape.
<hr/>					
1	2	3	4	5	

Reflecting on the questions and content in this pillar, mark on the 1 - 5 scale below how proactive and fair you feel your club is when developing a representative workforce for disability football.

Our workforce is not diverse, and we don't offer training to our current workforce.					Our workforce is representative of our disability provision and the wider community, and we have disabled people in leadership positions.
<hr/>					
1	2	3	4	5	

My Action Plan

Use this space to note down your next steps and actions to create a more welcoming and inclusive club environment for disabled people:



Pillar 5: Promote and Reach

Your marketing and communications activity is essential in helping you to **promote your activities** and **reach more people**. Your words, images, materials, and websites all play a part in encouraging more people to join your club and providing a welcoming experience for all.

Do you know who you are trying to reach and what communication barriers they may experience?

Consider

Getting to know your audience, understanding how to reach them and what their motivations are will help you to effectively promote your football offer.

People with different impairments may experience different communication barriers or may prefer different types of communication. For these reasons, it's important to think about using a mix of different communication channels and formats.

Key Actions

Take time to learn about the communication barriers your audience may experience. You'll soon find that often small changes in the way that information is presented can have a big impact.

Don't focus your messaging solely on 'disability' or 'impairment'. Tap into your audience's values and motivations e.g., making friends, having fun, being healthier and use these to promote your offer. References to disability and accessibility information can be made in the content of your marketing materials but don't let it be the main focus.

Where possible, provide essential information about your football sessions in different ways E.g., a YouTube video with automatically generated captions, an accessible Word document, or even run a drop-in session – by providing information in a number of different formats, you're more likely to engage a wider audience.

Further Support

Check out [Activity Alliance's inclusive communications factsheets](#) on:

- Accessible and inclusive campaigns
- Design your content and communications



Are you using inclusive and positive language and imagery in your communications and promotions?

Consider

Language needs to be carefully considered as it can often act as a barrier when it's perceived to be negative or misrepresents disabled people and their lives.

Terminology can be tricky, but there are some terms that are more accepted by disabled people. Additionally, positive representation and imagery are vital to reaching and engaging more disabled people in football. For example, using a slim athletic, England player in full matchday kit may not be effective in marketing your beginner kick-about session.

Key Actions

Review the language that you use within your marketing to ensure it's positive and inclusive:

- Avoid collective terms and labels such as 'the disabled'. Use 'disabled person/people'.
- Don't use negative terminology such as 'wheelchair bound or sufferer'. Use 'wheelchair user'.
- Avoid using ableist language such as 'able-bodied'. Use 'person, or non-disabled person/people'.

Ask players and members about their personal language preferences.

Use positive images of disabled people showing inclusive experiences. It will attract more users because it feels welcoming and considerate.

Further Support

Download and read [Activity Alliance's inclusive communications factsheets](#) on:

- Positive language
- Inclusive photographys

How can you get your message out there and reach more people?

Consider

It's important to remember that one size doesn't fit all in marketing and communications and that you will reach far more potential participants by using a mix of communication channels.

Both offline and online, there is a huge number of channels and routes to market available to you. So, consider how you can maximise your existing channels, local organisations and community networks to reach as many people as possible.

One great way to promote your club to disabled people is to engage with disabled peoples' organisations. These organisations will already have the reach and trust of disabled people within your local community, allowing them to hear about you from a trusted source. Building these connections will help you to shape a better experience and help you to reach new members.

Key Actions

Go digital, but don't forget old school practises as well! Activity Alliance research shows people most commonly find out about football opportunities via word of mouth, social media, and club websites.

Word of mouth marketing is free and research has shown it to be the most powerful marketing tool, so encourage existing club members to promote activities to their friends, family, and schools within the local community.

Put information and printed materials in local leisure centres, community buildings and health centres. Traditional promotion can be just as effective.

Always provide more than one form of contact information on all your promotional materials. Email and phone number is best so people who have questions or want reassurance that the activity is suitable for them can contact you by their preferred method.

[Read this resource on creating a local inclusive network to learn more about the different types of organisations that could be involved.](#)

Further Support

Check out [Activity Alliance's inclusive communications factsheets](#). In particular, the factsheets on:

- Accessible and inclusive campaigns
- Utilising social media channels
- Digital communications

Check out [FA guidance on safeguarding in the digital world](#)

Does your club have a marketing and communication plan, including a person responsible for delivering it?

Consider

It's important to take an inclusive approach from the very beginning of your communications activity. Having a plan can make sure all the other areas covered in this pillar are thought about and actioned.

Key Actions

Challenge yourself to consider if your communications are inclusive of disabled people.

Involve disabled people in the planning and development of your messaging and promotional materials. Their experiences can help you to get it right!

Young people can often help you spread the word through different communication channels. Encourage players at your club to share information or connect with a local college or university for support – they may have students studying with them that would be more than happy to support you with your marketing.

Find out if any parents, supporters or players at the club have a marketing background. They may be happy to help you create and deliver a plan.

Create a marketing and communications plan.

Further Support

To help you create a marketing and communications plan download [Activity Alliance's inclusive communications factsheets](#) on:

- Accessible communications on a budget
- Inclusive communications checklist

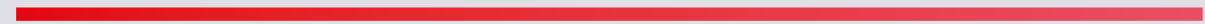


Where are you now?

Reflecting on the questions and content in this pillar, mark on the 1 - 5 scale below where you would currently rate your club's ability to promote and reach disabled people.

We're at the very start and need to remove barriers and broaden our reach to market.

We have a marketing and communication plan in place that removes barriers and provides excellent reach to market.



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My Action Plan

Use this space to note down your next steps and actions to create a more welcoming and inclusive club environment for disabled people:



Pillar 6: Include and Deliver

Everyone who attends your club deserves a high-quality, enjoyable experience every time. To achieve this, you need to **prioritise including disabled people** at all levels and **deliver positive and welcoming experiences** from the very beginning.

Are you confident in adapting your on-field offer for disabled people?

Consider

Despite many disabled people being motivated to play football, there are barriers that stop them from getting involved. Coaches not understanding how to include disabled people is one such barrier.

Coaches may lack confidence and feel they don't have the knowledge or skills to coach disabled footballers. However, the reality is, as qualified coaches, they will already have many of the skills and knowledge needed to coach disabled footballers, they just don't realise it.

With lots of courses and training opportunities from England Football Learning and other trusted suppliers that can help upskill your coaching workforce, there's lots of ways to give them the confidence needed to understand and believe that when it comes down to it, inclusive coaching is just good coaching.

Key Actions

Make your coaches aware of the following free-of-charge England Football Learning courses and training opportunities:

[EE Playmaker by England Football online course](#) is the perfect entry-level training course for anyone taking a more active role in grassroots football.

[An Introduction to Coaching Disabled Footballers e-module.](#)

Coaching Disabled Footballers face to face CPD module delivered through [the County FA network.](#)

[The Disability Forum](#), within the England Football Community.

Further Support

There are lots of courses and resources available from trusted suppliers to help coaches be more disability confident:

- [Inclusive Activity Programme – Activity Alliance](#)
- [Coaching People with a Visual Impairment – British Blind Sport](#)
- [Coaching Frame Footballers – CP Sport](#)
- [Learning Disability and Sport Workshop – Mencap](#)
- [Autism & Sport – National Autistic Society](#)
- [Mental Health Awareness for Sport and Physical Activity – Mind](#)
- [Connecting differently through sport workshop – Sense](#)
- [Duty to care inclusion pillar – UK Coaching](#)

Do you regularly engage with your members and supporters to find out what's working well?

Consider

People's values and needs can change over time. So, it's important to ensure you regularly speak to disabled people at your club and ask them what things are working well and what could be improved.

This will help you maintain the club's inclusive culture and continue to deliver all opportunities using a person-centred approach.

Key Actions

Don't forget your most useful resource - your players and club members. Ask them about what support or adaptations they need to get the most out of the sessions and the club. It's best to do this on an individual basis if possible.

Learn as you go. Be prepared to make mistakes, learn, and improve in time. Then share these learnings with everyone at your club.

Seek advice if you are not sure how to include someone, speak to the individuals and colleagues, then explore solutions together.

Ensure disabled people have equal playing time so that nobody feels left out.

Be creative and focus on making your sessions fun for everyone!

Further Support

Check out [Activity Alliance's engagement factsheets](#) to understand how you can better connect with disabled people.

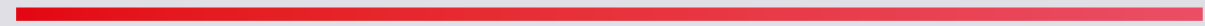


Where are you now?

Reflecting on the questions and content in this pillar, mark on the 1 - 5 scale below where your club currently sits in terms of delivering welcoming and positive experiences for all participants.

Not yet but we are committed to supporting our workforce to access the necessary training.

Yes, but we are always looking to improve our delivery by accessing training and learning from our participants.



1

2

3

4

5

My Action Plan

Use this space to note down your next steps and actions to create a more welcoming and inclusive club environment for disabled people:



ENGLAND FOOTBALL

Version 1.

Toolkit also available in Accessible Word format.
Please email disabilitytrainingforclubs@thefa.com or call 0800 169 2007 to request a copy.