



department for
culture, media
and sport


London 2012: a legacy for disabled people

Setting new standards,
changing perceptions



host government department of the
Olympic and Paralympic Games



 Office for Disability Issues
HM Government

improving
the quality
of life for all

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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Foreword

When London won the right to host the Olympic and Paralympic Games, we promised to welcome the world to Britain in 2012 for 'Everyone's Games'.

Delivering a highly accessible Games, with world-class facilities for disabled people, is a fundamental part of that commitment. But it only scratches the surface of London 2012's potential for helping to transform the life chances of disabled people in the UK.

The scale of London's legacy ambition is what set our bid apart. Already we have seized the opportunity to achieve decades of regeneration for East London in less than five years. In the same way, we are determined to use the inspirational power of the Games to rapidly accelerate progress towards the Government's goal of delivering disability equality in this country by 2025.

London 2012 will achieve this by:

Helping to bring about lasting change in society's behaviour towards disabled people to achieve greater social justice.

Boosting participation of disabled people in sport and physical activity.

Improving facilities and services that businesses offer to disabled people.

Our aim is that the 2012 Games will showcase not only a Britain without barriers, but also a country in which the whole of society takes responsibility for changing the lives of disabled people, and not just the few.



Rt Hon Tessa Jowell MP
Minister for the Cabinet Office,
the Olympics and Paralympics,
London and Paymaster General

Tessa Jowell



Jonathan Shaw MP
Minister for Disabled People

Jonathan Shaw

What are we doing to ensure that London 2012 leaves a lasting legacy for disabled people?

Overview

The London 2012 Olympic and Paralympic Games ('the Games') will be an extraordinary sporting and cultural event with a global audience of billions. We want to showcase the UK at its best, and to demonstrate to the world that ours is a society fully committed to disability equality.

Our goal is not only to host the most accessible Games ever, but also to ensure that we harness the full power of London 2012 to help realise progress towards achieving equality for disabled people by 2025.

Today, disabled people in this country are confronted by numerous barriers to full participation in society. These barriers may be environmental (including inaccessible buildings and services), attitudinal (stereotyping, discrimination and prejudice), or organisational (inflexible procedures and practices).

Fundamental to the success of the Games is eliminating the various barriers, whether in the public or private sector, that could restrict disabled people from participating in the nationwide festival of the Games. London 2012's disability equality legacy will seek to ensure that these advances are consolidated and built upon after the Games.

Our goal is not only to host the most accessible Games ever, but also to ensure that we harness the full power of London 2012 to help realise progress towards achieving equality for disabled people by 2025.

This document represents our vision for that legacy and details the work we are doing to turn it into reality. London 2012 will inspire change in three main areas:

Influence the attitudes and perceptions of people to change the way they think about disabled people

Increase the participation of disabled people in sport and physical activity

Promote and drive improvements in business, transport and employment opportunities for disabled people

Our commitment to a disability equality legacy will complement the five objectives the Government has previously set out for the Games¹, and will form a sixth legacy promise. It will be monitored and evaluated in line with the overall evaluation of the legacy of the Games.

This document includes a variety of policies and initiatives – some applicable across the whole of the UK and some specific to England only. We have discussed the plan with the devolved administrations in Wales, Scotland and Northern Ireland and will work closely in terms of those areas for which they have devolved responsibility.

Defining disability

Disability does not confine itself to some parts of society or to certain types of people. It affects people of all ages, ethnic backgrounds and professions. In this publication, disabled people is used to refer to people who meet the definition of disability in the Disability Discrimination Act (about 10 million people in the UK). This includes people who have, or had in the past, a wide range of impairments and long-term health conditions.



Influencing attitudes and perceptions

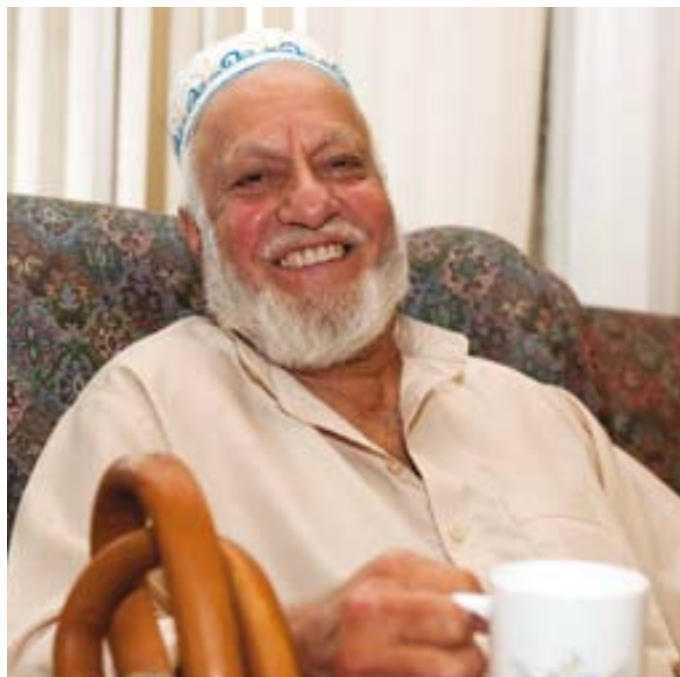
Our bid for the Games included a commitment to “further develop the opportunities for disabled people by changing society’s perceptions”. We aim to achieve this in four key areas:

(a) Ensuring comprehensive media coverage

- Working closely with the UK broadcast rights holder for the London 2012 Paralympic Games broadcaster, Channel 4, to ensure that coverage is appropriate, accessible and extends beyond the Games and Games-time.
- Working with media organisations to ensure that the media fully understand disabled people’s life experiences and reflect them accurately.

(b) Providing an accessible and inclusive London 2012 Games

- Working to remove barriers for disabled people who want to be London 2012 volunteers.
- Piloting a £2m Access to Volunteering fund to support organisations which can increase volunteering options for disabled people leading up to 2012.
- Working with the London Organising Committee for the Olympic and Paralympic Games (LOCOG) and the Mayor of London to deliver an accessible Games for spectators, athletes, the workforce and volunteers. Ensuring that the Opening and Closing Ceremonies, the Torch Relay, and the London 2012 Mascots are fully inclusive.



(c) Connecting the UK with London 2012

- Promoting inclusion and disability equality through the London 2012 Cultural Olympiad and its programmes.
- Encouraging exceptional, non-commercial projects that can make a contribution to inclusion and to the disability equality legacy of the Games to join the London 2012 ‘Inspire’ programme.

(d) Engaging children at home and abroad

- Promoting the Paralympic Games and its values of determination, courage, inspiration and equality in schools through the London 2012 ‘Get Set’ programme.
- Providing new materials to enable schools to better engage with children and young people, help change attitudes and perceptions, and help the shift away from the medical and towards the social model of disability.
- Working with disabled children in developing countries through the ‘International Inspiration’ programme to tackle exclusion through sport and physical activity.

Increasing participation in sport and physical activity

We want to remove more of the barriers to sport and physical activity for disabled people, and reverse the trend of reduced participation among disabled adults. We aim to achieve this in four key areas:

(a) Encouraging disabled people to be more active

- Providing a systematic approach to identify and support disabled people not engaged in physical activity through the delivery of 'Let's Get Moving', a new care pathway for physical activity.
- Bringing together private and voluntary organisations to help unlock new resources which can help disabled people increase their physical activity through the Physical Activity Alliance.

(b) Widening sports opportunities for disabled adults

- Continuing to support efforts to integrate disability sport with mainstream sport.
- Working to tackle barriers to sports participation. Sport England will invest an additional £10m over the next two years to support the development of disability sport, linked to improvements in governance.

(c) Widening sports opportunities for disabled children and young people

- Improving talent pathways for disabled young sportspeople.
- Improving sports opportunities for disabled young people outside of school to increase the number of young disabled athletes, particularly at club level.
- Improving partnerships locally and regionally to increase sporting opportunities available to disabled young people, including through initiatives such as 'Playground to Podium'.

(d) Increasing the supply of accessible facilities

- Encouraging 1,000 sport and leisure facilities to improve access and services for disabled people by 2012 through the 'Inclusive Fitness Initiative'.
- Ensuring that the Olympic Park sets new standards in inclusive design.

We want to remove more of the barriers to sport and physical activity for disabled people, and reverse the trend of reduced participation among disabled adults.



Improving business, transport and employment opportunities for disabled people

We want to use London 2012 to help establish new standards for the business services, transport facilities, and employment opportunities on offer to disabled people. We aim to achieve this in four key areas:

(a) Opportunities for business

- Developing a 'National Equality Framework' to enable businesses to benchmark their equality credentials.
- Promoting the benefits of inclusive and accessible business.
- Encouraging more businesses owned by disabled people to register on 'CompeteFor' – giving them the opportunity to compete for London 2012 contracts.

(b) Access to jobs and skills

- Using LOCOG's '>access now' programme – a positive action recruitment programme for disabled people – to ensure that there is a representative workforce at LOCOG.
- Supporting disabled people to gain employment and progress while in work by improving access to job opportunities, skills development and apprenticeships.

(c) Accessible tourism

- Providing training for staff to improve awareness of disabled people's needs in targeted sectors.
- Working with the Accessible Tourism Stakeholder Forum to improve access to tourism services for disabled people and to encourage businesses to provide better facilities.
- Promoting accessible hotels in London through the London Development Agency's (LDA) online guide.

(d) Improved public transport

- Delivering the Olympic Delivery Authority (ODA)-led 'Accessible Transport Plan' to improve accessible travel options for London 2012 venues and beyond.
- Improving the infrastructure of the London transport system.
- Providing better information for disabled travellers on the London Underground and buses.
- Improving perceptions and expectations of public transport by communicating changes to disabled people effectively.
- Improving disability awareness and customer care training for transport staff.

Why is it important that the Games create a legacy for disabled people?

Disabled people's views

Getting London 2012's disability equality legacy right means working closely with disabled people on what they want the Games to achieve. That is why the Government has engaged with disabled people and disabled people's organisations to create this plan.

As well as a series of summits, round-table meetings, and individual discussions, we have worked with Equality 2025², a group of disabled people which advises the Government on how to achieve disability equality, and sought the advice of 70 disabled people's organisations via questionnaire.

Our consultations provided more than 100 different proposals for how the Games should advance disability equality. The clearest principle to emerge was that the lessons learnt from staging the Games must be applied across the whole country, not only for large events but also for day-to-day activities. This requirement is reflected in the range and scope of initiatives that are detailed in this plan.

Every year, we carry out an opinion tracker survey across the UK to understand people's views of the Games. Our 2009 survey – The London 2012 Legacy Research Wave 3, 2009³ – found that 75 per cent of disabled people believe that the long term benefits of the Games should be wider than just sport. This survey, along with the consultation we undertook across government and with disabled people, identified three main themes – **attitudes and perceptions, sport and physical activity, and business, employment and transport** – that form the core of our plan to ensure that the Games leave a tangible legacy for disabled people across the UK.

The Government's vision for disability equality

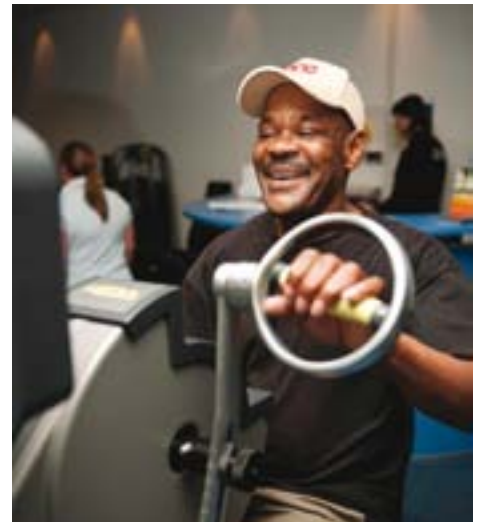
In 2005, the Government published 'Improving the life chances of disabled people'⁴. It is a report that laid out our vision that, by 2025, disabled people in Britain should have the same opportunities and choices as non-disabled people, and be respected and included as equal members of society.

It is a commitment to equality that reflects this country's essential values of fairness and social justice, as well as the fact that failing to address inequality means wasting the talents and potential of a significant proportion of our society.

Since this report, we have published 'Roadmap 2025: Achieving disability equality by 2025'⁵. This sets out how we are working towards disability equality by 2025, with reference to 14 themes that disabled people have identified as the areas that will make the biggest contribution to equality⁶.

These themes also reflect and support our commitments under the 'UN Convention on the Rights of Disabled People', which was ratified by the UK in June 2009 and aims to give the world's 650 million disabled people full equality. It also takes place within the context of the 'Disability Discrimination Act' (DDA), which was introduced in 1995 and aims to end the discrimination that many disabled people face. This Act has been significantly extended, including in 2005. A key change was the introduction of the Disability Equality Duty (DED) in December 2006, which requires public bodies to look actively at ways of ensuring that disabled people are treated equally.

As a society we still have a long way to go to achieve full equality for disabled people. However, London 2012 and its legacy represents an important milestone in the journey.





The Paralympic Games

The UK has a proud history of involvement in Paralympic sport. The Paralympic Games and the Paralympic Movement are rooted in the sports competitions that were organised by Sir Ludwig Guttmann in 1948 for World War II veterans with spinal cord injuries, and held in Stoke Mandeville, Buckinghamshire. Since the first Paralympic Games took place in Rome in 1960, the British team has proved itself to be a dominant force, with ParalympicsGB coming second on the medal table in the past three summer Games.

Sir Philip Craven, former Great Britain wheelchair basketball player, is the current President of the International Paralympic Committee, and is helping to ensure that the UK continues to play a leading role in the international movement. For example, the UK provided funding for the research into classifications that helped to bring back intellectual disability events to the Paralympic Games in time for the 2012 Games.

Our aim is to build on this reputation, embedding improved accessibility and inclusion in every aspect of London 2012 and delivering meaningful improvements before, during and after the Games.

Who is involved in delivering London 2012's disability equality legacy?

The plan

The Government initiatives detailed in this plan will be delivered by many departments including: the Department for Business, Innovation and Skills; the Department for Children, Schools and Families; the Department for Culture, Media and Sport; the Office for Disability Issues; the Department of Health; the Department for Transport; the Department for Work and Pensions; the Government Equalities Office; and the Office of the Third Sector.

The other initiatives detailed in this plan are being implemented by the organisations delivering the 2012 Games, a large number of national and regional delivery bodies in London and across the UK, and through partnership between the public and private sectors.

A successful Paralympic Games will raise awareness, help to challenge stereotypes, and improve understanding, while at the same time raising the profile of disability sport in a way that reflects the Paralympic values of determination, courage, inspiration and equality.

Delivering the 2012 Games

Hosting a successful Olympic and Paralympic Games involves close co-operation between a wide range of organisations. In order to make progress for disabled people in these areas, it is vital that these organisations work together.

The main organisations involved with delivering the Olympic Games and the Paralympic Games are the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and the Olympic Delivery Authority (ODA). LOCOG is responsible for staging the Games and the ODA is responsible for delivering the venues, infrastructure and transport for the Games.

The Government will ensure that the Games are delivered on time and on budget and that London 2012 benefits the whole of the UK, while the Mayor of London aims to secure a legacy for London. The British Olympic Association (BOA) and the British Paralympic Association (BPA) are also key partners. The BOA prepares and leads our nation's athletes at the Olympic Games and is responsible for developing the Olympic Movement throughout the UK, and the BPA is responsible for selecting, preparing, entering, funding and managing Britain's teams at the Paralympic Games and Paralympic Winter Games.

In May 2009, the Mayor of London and the Government established the Olympic Park Legacy Company (OPLC) to secure a strong and sustainable long-term use for the Olympic Park after the London 2012 Games.

Other organisations involved with the delivery of the London 2012 Games include the London Development Agency (LDA) and many other departments and organisations across national and local government.

The London 2012 Paralympic Games provide a unique platform to showcase the achievements of disabled people and have a major impact on society's attitudes towards and perceptions of disability.

A successful Paralympic Games will raise awareness, help to challenge stereotypes, and improve understanding, while at the same time raising the profile of disability sport in a way that reflects the Paralympic values of determination, courage, inspiration and equality.

The 2012 Games must be seen as a beacon of accessibility and inclusion for participants and visitors alike. In the 2009 annual opinion tracker survey, 77 per cent of disabled people under 65 believed this to be a very important benefit of the Games.

Our plan to help change attitudes towards disabled people has four main elements: working with media organisations; achieving high standards of access and inclusion at Games-time; connecting the UK with the Games; and implementing innovative educational programmes here and abroad.



Influencing attitudes and perceptions

Ensuring comprehensive media coverage



Paralympic broadcasting

In 2012, billions of people around the world will tune in to the Paralympic Games to watch more than 4,000 athletes from 150 different countries compete for over 450 medals. In January 2010, Channel 4 was awarded the UK broadcast rights for the Paralympic Games and said they would raise the bar in terms of the quality and accessibility of its broadcast coverage. It will do this by working with the best broadcast partners in their field and by seeking out innovative technological solutions to enhance the coverage provided by the Host Broadcaster.

At Games-time, Channel 4 will deliver over 150 hours of coverage of the Paralympic Games, with over 130 hours on their core channel (Channel 4). The level of exposure for Paralympic sport will be unprecedented in this country, led by a flagship peak-time show with extensive coverage also provided on mobile devices and online. Subtitling and audio description will form part of all the programming, ensuring that the widest possible audience can enjoy the Games.

To encourage technological innovation between now and 2012, Channel 4 will set a challenge to media technologists to provide the tools that will bring the Games to life in new ways. It will look for ideas and innovations that will enhance not only the viewing experience for disabled viewers but also the lives they lead, for example, in terms of how websites are designed and set out.

Channel 4's commitment extends beyond covering the Paralympic Games. The build up to the Games will have a permanent presence across all Channel 4 platforms from August 2010. It also has plans to commission a major landmark peak-time documentary series to run in 2011 and 2012, bringing to life the stories of all those involved in the Paralympics.

Channel 4 will develop disabled talent both behind the camera and on screen in their 2012 Paralympic coverage and within their Paralympics-related programming between 2010 and 2012. Channel 4 will do this via a presenter talent search, production training scheme and through working with their production partners to identify and recruit the best disabled talent for their teams. It will also seek to maintain the profile of those athletes who have become national heroes as a result of their sporting achievements, both on air and through the Channel 4 website.





Future Paralympic hopeful

Ali Lelani is a potential champion of the future. Having narrowly missed out on selection for Beijing 2008, he is hoping to have his chance to compete for Paralympics GB in boccia – a Paralympic sport played by athletes with cerebral palsy. London-born but currently a student at Southampton Solent University, Ali has been competing in boccia for six years and was a member of the team that won bronze at the 2006 World Championships and silver at the 2005 European Championships.

Shaping perceptions

The Government and disabled people's organisations will work with editors, columnists, programme makers and broadcasters to look at the current representation of disabled people in the media and how it has changed over the past 20 years. We want to see how the Paralympic Games can help to ensure that the media fully understand disabled people's life experiences and are able to reflect them accurately.

LOCOG and the ODA have developed an accessible and inclusive London 2012 website as a crucial way for people to find out about and share the excitement of the Games. It not only complies with best practice accessibility standards in commissioning, editorial content, design and coding, but is also tested by a wide variety of disabled people. The intention is to go beyond current standard practice and we aim to offer the most accessible site possible – for example, in providing captions and transcripts for video clips to help individuals with hearing impairment.

“The broadcasting of the newly reintroduced intellectual disability events is an amazing opportunity to highlight that it is possible to go for gold. It will be inspiring for the whole world and for individuals with intellectual disabilities themselves. I am proud that it is my country that has reintroduced this to the Games and I can't wait to tune in!”

Sona Sharma-Nash,
parent of a disabled child

Providing an accessible and inclusive London 2012 Games

London 2012 Games volunteers

LOCOG is committed to recruiting a workforce that is reflective of the UK and ensuring that disabled people are supported and able to take their place among the London 2012 volunteers. Disabled people have been involved in the design and development of the recruitment processes which LOCOG will use to recruit Games-time volunteers. The Government fully supports these plans and the efforts made by LOCOG to ensure that disabled people are fully included in the volunteer programme.

Increasing volunteering options before and after the Games

We are determined that inclusive volunteering extends beyond the Games. However, we know that at present disabled people and those with long-term health conditions are far less likely to take part in volunteering activities than the rest of the population. To address this gap, we are piloting a £2m Access to Volunteering fund in three regions – London, the North West and the West Midlands – to provide grants to support volunteering organisations involving more disabled volunteers.



deafPLUS Inspiration 32

deafPLUS will provide volunteering training in British Sign Language across 31 London boroughs to 32 deaf individuals. They will be trained to become volunteers at the Olympic Games and Paralympic Games as well as to support drama workshops, training and performances organised by Deafinitely Theatre to celebrate the Cultural Olympiad.

Throughout the three-year project, the deaf volunteers will receive personal development training in areas such as customer relations, first aid, IT, event volunteering, International Sign Language and Hearing Awareness Training.

Deaf volunteers will also support the performances of the deaf artists at high-profile London events such as the South Bank Festival, and will be supported by the Volunteer Coordinator to aid access to the 2012 volunteer programme or secure employment.

In recognition of the positive legacy that this training will leave behind, deafPLUS Inspiration 32 has been awarded an Inspire mark.



Attending the London 2012 Games

From the very start, the ODA designed accessibility into the new venues for London 2012, setting new inclusive design standards – including ramps, tactile paving and audio facilities where appropriate. LOCOG will ensure that all other London 2012 venues are highly accessible, while Transport for London, the Mayor and the ODA are already putting accessible transport measures in place.

Building on this, LOCOG will focus on 22 priority projects to deliver inclusion at Games-time. This will include working with hotels and venues on a bespoke London 2012 Games-time service for disabled people, providing seating appropriate to the needs of disabled people and advice on entering a venue, as well as any additional assistance that might be needed.

Opening and Closing Ceremonies and Torch Relays

LOCOG is working to ensure that the Opening and Closing Ceremonies, as well as the Torch Relays, reflect the full diversity of people in the UK and that disabled people are involved in both preparation and performance.

The development of the design and story of the 2012 Mascots will also be used to communicate and demonstrate the Paralympic values of courage, inspiration, equality and determination. LOCOG will continue to work with its stakeholders, as well as disabled people's organisations, to ensure that the Paralympic mascot is truly inclusive.

Connecting the UK with London 2012

Cultural Olympiad – Unlimited

'Unlimited' is the largest ever celebration of disability arts, culture and sport in the UK. Launched in autumn 2009 as part of the Cultural Olympiad, it is a UK-wide celebration of culture that offers everyone a chance to be part of London 2012.

The 'Unlimited' programme recognises the achievements of disabled people and ensures they are celebrated and showcased. It offers a £1.5m commission fund to support the production of quality work by disabled artists and disabled-led arts organisations. Other aspects of the project provide a bespoke training and mentoring programme for successful applicants, and support collaboration between artists in the UK and other countries.

Inspire programme

The 'Inspire' programme, supported by London 2012 and the Government, continues to harness the excitement behind the Games, to inspire change and drive participation in exceptional, non-commercial projects inspired by the Games. All projects awarded the Inspire mark are required to demonstrate a commitment to inclusion, accessibility and sustainability and several projects encouraging disabled people to participate in sport and volunteering are already part of the programme. We expect to welcome many more between now and 2012.



Driving Inspiration

'Driving Inspiration' brings together Paralympians past and present with disabled artists to create art which tells the story of the Paralympics and the inspiration which drives them.

Running at the birthplace of the Paralympic movement – Stoke Mandeville in Buckinghamshire – Paralympians and artists create new work through visual arts, dance, music, writing, theatre, and film that reflects their stories, lives, determination, drive and inspiration.

The project will be devised in partnership with young disabled and non-disabled people. The resulting work will be used to raise the profile of the Paralympics and disabled artists in the UK and beyond. The work will be shown at London 2012 venues over the next three years.

Five Star Disability Sports Challenge

The 'Five Star Disability Sports Challenge' aims to increase children's awareness and understanding of disability and to inspire them to become more active in sport.

Primary pupils are given a presentation by at least one disabled athlete about disability sport and the Olympic and Paralympic Games. Older children, aged from 8-11, then take part in the practical part of the day – a circuit of five 'challenges' based on Paralympic sports.

Each 'challenge' is designed to give children a better understanding of disability sport and the abilities of disabled people, and to give them a positive and enjoyable experience.

One hundred and twenty primary schools have registered their interest. By January 2010, the project had been delivered in 34 schools, involving over 5,000 pupils throughout Northern Ireland. It has now been awarded the Inspire mark in recognition of its innovation.

"All the children learned about disability, and that sport is for everyone! Thanks!"
St John's Primary School, Coleraine



Engaging children at home and abroad

London 2012 Get Set education programme

'Get Set' is a four-year London 2012 education programme for schools and colleges in the UK, which aims to use the power of the Games to spark children and young people's imaginations and enthusiasm for learning. LOCOG and its partners are supporting more than 14,000 schools and colleges in learning about and making the most of the Games. Many are using 'Get Set's' resources to learn more about the Paralympic Games and to explore the Paralympic Values. The 'Get Set' website supports this kind of activity by highlighting best practice and providing project ideas, worksheets, films and other resources which bring the Paralympic Games to life.

Other support for schools and local authorities

A government review of progress towards disability equality in 2008 revealed that a key issue for disabled children and young people was their invisibility in the curriculum. In response, the Government asked the Qualifications and Curriculum Development Agency (QCDA) to undertake two projects to tackle the issues in England and to promote disability equality in schools:

- A project to identify and exemplify good practice in schools on effective curriculum planning, how to engage children in new and exciting ways, and how to help them understand the issues and challenges faced by disabled people through a social, rather than medical, model of disability. We will work closely with LOCOG to link this initiative with the 'Get Set' programme. The QCDA plans to develop the materials later this year and roll them out to all schools starting from September 2010.
- A feasibility study on the potential scope and impact of a Disability Equality Week for schools and colleges. The study – led by QCDA – concluded that there would be widespread support by both disabled and non-disabled children and young people, and that it would be effective in tackling issues of perception. The Government is committed to exploring the idea with disability groups.

International Inspiration

The Government is working with UK Sport, the British Council and UNICEF to deliver 'International Inspiration'⁷. This programme aims to transform the lives of millions of disabled and non-disabled children and young people in schools and disadvantaged communities around the world, using the power of high quality and inclusive physical education, sport and play. In Azerbaijan, Jordan and Mozambique there is a specific emphasis on working with disabled children to tackle exclusion and to improve the opportunities available to them.



Inclusive sport in Jordan

'International Inspiration' is helping disabled children to take part in physical education (PE) lessons with their classmates in Jordan. Mouyyaed, aged nine, lives with his mother, father and three brothers in Souf Refugee Camp. He was born with a moving disability as a result of which he uses a wheelchair.

Before the introduction of inclusive activities to his school through involvement with 'International Inspiration', his participation in PE was limited, but he now enjoys PE lessons where he participates in the activities led by the teacher.

Paralympians at Welsh Pre-Games Training Camps

The National Paralympic Committees of Australia, New Zealand and South Africa have confirmed that they will be hosting Pre-Games Training Camps in South Wales in the lead-up to the London 2012 Paralympic Games.

Paralympic legends such as Oscar Pistorius, world record holder in the 100, 200 and 400 metres and double amputee, will visit schools and communities to promote the Paralympic movement, healthy lifestyles, inclusion and disability sport.

The plan is to kick-start this programme during the Paralympic World Cup in May 2010. Organisers hope that it can act as a catalyst to further galvanise the community model for disability sport already being delivered in Wales and raise the profile of coaching and volunteering within disability sport in Wales.



London 2012 represents a unique opportunity to encourage people to get more active – whether through sport or through other types of physical activity such as walking and cycling. The Government’s ambition is to establish a world-leading sports system as part of the 2012 legacy, with more people of all ages – including disabled people – playing sport, and more succeeding at the elite level.



We can be very proud of the success achieved by our Paralympians at the Beijing 2008 Games. However, in spite of increased government investment in community sport in England since 1997, and a steady increase in sports participation in the general population since 2005, sports participation among disabled adults in England has recently fallen.

We want to use the power of London 2012, and the Paralympic Games in particular, to help eliminate the barriers which prevent disabled people from getting active and increase opportunities for sport and physical activities.

Our plan to help improve access to and participation in sport and physical activity is focused on four key areas in England: disabled children and young people; encouraging disabled people to be more active; widening sports opportunities for disabled adults; and increasing the supply of highly accessible facilities.

Responsibility for sport is devolved and the Scottish, Wales and Northern Ireland Governments have their own plans and strategies for disability sport.

Increasing participation in sport and physical activity

Encouraging disabled people to be more active



Increasing physical activity at a local level

We know that disabled people are faced by numerous barriers to activity. In February 2009, we published 'Be Active, Be Healthy'⁸, which sets out a new framework for the delivery of physical activity alongside sport as part of the Government's ambition to get two million people more active by 2012. 'Let's Get Moving' is a new care pathway for physical activity which provides a systematic approach for the NHS to identify and support all adults who are not meeting the Government's recommendations for physical activity.

We will support its use for disabled people by:

- Working to include information on community-based activity opportunities into the sport and physical activity locator on NHS Choices and Change4Life websites, ensuring it is inclusive and accessible for disabled people.
- Developing a resource that is appropriate for people with learning disabilities, and supporting the delivery of 'Let's Get Moving' to disabled people.

Highlighting good practice

We are working to make best use of the existing evidence on the benefits of physical activity for disabled people. Too often, the existing excellent examples of the promotion of physical activity for disabled people go unnoticed. We will publish guidance that highlights where good practice exists and share this through local physical activity delivery partners. This will help local organisations to commission and promote physical activity initiatives for disabled people in their areas.

Physical Activity Alliance

As part of 'Be Active, Be Healthy'⁹, published in February 2009, we announced we would provide funding and support for a new Physical Activity Alliance. The Alliance brings together private and voluntary organisations to add value to the delivery of physical activity programmes and to help unlock new resources.

We have asked the Alliance to work with disabled people's organisations to develop new campaigns, facilities and opportunities to help increase the physical activity of disabled people. For the first time, this Alliance will broker sector-wide engagement on physical activity for disabled people, and identify what gaps exist in the evidence base and how these might be addressed through new research.

London Sport and Physical Activity Strategy

The Greater London Authority (GLA), NHS London and the London Sports Forum for Disabled People will shortly publish 'Inclusive and Active 2', a sport and physical activity strategy for disabled people in London. This will cover the period 2010-2015. The strategy builds on the foundations of the first 'Inclusive and Active' strategy. The strategy aims to increase participation of disabled people by building a common set of targeted outcomes across London, shared by delivery bodies across the London sport and health sectors. The objective is to give disabled people in London much greater access to the sport and physical activity opportunities of their choice, at the level of their choice.

Widening sports opportunities for disabled adults

Mainstreaming disability sport

The current Sport England strategy has made progress in integrating the development of sport for disabled people with mainstream sport. It has also challenged sports' governing bodies to do more, and provides support to develop their capacity to deliver. Both Sport England and UK Sport now require all governing bodies to implement the Equality Standard for Sport – a framework benchmarking performance in widening access amongst under-represented individuals, groups and communities, especially disabled people – as a condition of UK Sport and Sport England funding. LOCOG achieved Intermediate Level in 2009 and Sport England, UK Sport and LOCOG have now agreed to work collectively towards achieving the Advanced Level. LOCOG will also benchmark the performance of all Olympic and Paralympic governing bodies on their own performance in the Standard, and use the 2012 Games as a deadline for motivating other sports organisations to follow suit.

A greater proportion of funding for sport from Sport England is now routed through national governing bodies. This brings a greater opportunity to ensure that opportunities for disability sport are mainstreamed.

To increase community participation, funding from Sport England has been given for the first time to the governing bodies or national disability sports organisations responsible for sports such as wheelchair basketball, goalball and boccia. Sport England is providing funding to all the summer Paralympic sports in the run-up to 2012.

Over the longer term, we will consider whether the proportion of government funding that is currently invested in disability sport in England needs to increase to help us to achieve our objective of a world-leading system of disability sport.

The Active People survey which tracks adult participation in sport, asks whether someone has a "long-standing illness, disability or infirmity and whether this illness or disability limits their activities in any way". This definition will not capture all people who may define themselves as being disabled.

Tackling barriers to participation

The capability of national governing bodies and national disability sports organisations to deliver for disability sport is often constrained by the capacity of the club infrastructure and the lack of volunteers and coaches. There is a need to engage with disabled people in order to identify ways of broadening the appeal of sport and activity, and to increase the number of coaches and volunteers.

The governing bodies for disability sport in England also need to develop their capacity and deliver more for disabled people through partnerships with local authorities (who are the biggest single investor in sport), other third sector organisations and school sports partnerships.

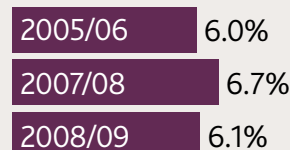
Sport England will invest an additional £10m over the next two years, to increase disabled people's participation in sport and to lay the foundations of a lasting Paralympic legacy for disability sport. They will also support efforts to strengthen the capacity of the English Federation for Disability Sport in providing leadership, advice and support to national governing bodies and national disability sports organisations. Finally, they will continue to monitor trends in levels of participation among disabled people in order to ensure that the evidence base is robust.

Proportion of disabled adults, or adults with an illness which limits their activities, who do sport 3 x 30 minute sessions per week

No disability



Disability



Source – Sport England Active People survey [The Active People survey did not collect data in 2006/07]

Paddleability

Between 2006 and 2009 the number of disabled people participating in canoeing has doubled. Paddleability is a highly successful programme run by the British Canoe Union which has enabled many more disabled people to get involved.



Children and young people

Strengthening talent pathways

Thanks to the priority given to physical education (PE) in the National Curriculum, backed by our £1.5bn investment in PE and school sport since 2003, the quantity and quality of opportunities available to all children in England, including disabled children, has significantly increased.

Now we want to strengthen talent pathways for young disabled athletes. To help achieve this, 'Playground to Podium', a new national strategy for the identification, development and support of talented young disabled athletes, has been developed and launched by Sport England, the Youth Sport Trust, UK Sport and the British Paralympic Association. This strategy is supported by a new investment of £3m between 2008 and 2011 to develop a national network of 450 multi-sports clubs in England. This will cater specifically for out-of-school activities for disabled children and will provide local multi-sport festivals, identifying talent days, and training to help teachers spot disabled sporting talent. This approach will help to strengthen the pathways taking disabled young people from PE in school, into participation in out-of-school and community settings, and on to high-level performance and competition.

The 'Playground to Podium' programme will help disabled young people in mainstream schools, as well as in special schools. With Sport England and the Youth Sports Trust, we will also build on the 'Playground to Podium' framework to deliver more opportunities in sport for disabled adults.



Playground to Podium

As a result of being identified at a 'Playground to Podium' event, Emyle Rudder has been fast tracked into an England Disability Football Squad. Following an assessment event, Emyle has trained with the England Senior Cerebral Palsy Football Team where he has continued to demonstrate his potential and The Football Association (FA) hopes that he will continue to develop as part of the squad. Emyle now has a fantastic opportunity to represent his country in a Paralympic sport by playing for The FA's England Senior Cerebral Palsy Football Team.

The identification of talent such as Emyle's can greatly improve the nation's chances of success in future competitions. Success in international competition will further raise the profile of disability football and will, in turn, develop the disability player pathway at all levels allowing for wider participation within the game.

"Since being identified at the County Assessment Day, things have really changed for me. I have joined a football academy and the England Cerebral Palsy Senior Team. I am really enjoying my football and it is great that I have the chance to get involved with the national team. Hopefully I can become a better player and play for a club and England."
– Emyle Rudder

Improving sports opportunities for disabled young people

In order to increase the number of young disabled athletes, particularly at club level, we need to further widen the opportunities available to disabled children, including children with learning disabilities, in out of school settings. We have asked the Youth Sport Trust and Sport England, as the Government's delivery partners for school sport within the current PE and Sport Strategy for Young People, to consider the quality and availability of out-of-school activity for disabled children as part of their evaluation of multi-sports club networks running from 2008-11.

We will also ask them to consider the evidence base for disability sport in schools and advise on the extent to which disabled children in mainstream and special schools are able to take full advantage of sports opportunities arising from the 'Five Hour Offer' of high quality sport and physical activity education for all children between 5-16 (three hours for young people aged 17-19). This review will inform longer-term thinking about the appropriate level of investment in sport for disabled young people.

Improving partnerships locally and regionally

We will look to encourage better partnerships, both locally and regionally, to ensure that opportunities to develop disability sport are encouraged alongside other programmes. This will be achieved by drawing on the best examples of partnerships at a local level.



Sunderland School Sport Partnership

In order to improve the quality of sports opportunities for disabled children in Sunderland, a multi-sport club was established at Oxclose Community School as a secondary school hub site. The club offers a variety of sports and activities for young disabled people who are identified and invited to attend through Sunderland Disability Sports Forum.

On average, 25 Key Stage 2 children and eight Key Stage 3 children attended the multi-sport club sessions and participated in sports including athletics, boccia, table cricket, football, golf, multi-skills and wheelchair basketball. Each half term, pupils had the chance to put their skills into practice in sport competitions at Sportsability events. Competitions were held in boccia and table cricket.

The project has had some real successes, with young people identified here going on to attend the national boccia finals and the table cricket national finals at Lords (where the school came second!). One Year 6 pupil is now on the North East Power Wheelchair Football team.



Aiming High for Disabled Children

Derbyshire County Council is one of a number of councils that have an end-to-end strategy for supporting the development of disability sport. They have used funding from the 'Aiming High for Disabled Children' programme to extend free swimming to disabled 17-18 year olds and to offer free gym access for disabled 17-18 year olds. Derbyshire has also used the funding from 'Aiming High' to equip all 15 of its leisure centres with specialist equipment for disabled users with high levels of care needs.

Increasing the supply of accessible facilities

Inclusive Fitness Initiative

We want to encourage more facilities to be highly accessible to disabled people. Since 2001, the 'Inclusive Fitness Initiative' (IFI) has been working with the fitness industry to create opportunities for disabled people to work-out in a truly inclusive environment. The IFI is not simply about access to buildings. It is about a cultural and attitudinal change, a change in the way a facility operates, and a change in the way it is viewed by the community surrounding it. The IFI's mission is to support the fitness and sports industry to offer truly inclusive sport and physical activity opportunities.

The English Federation for Disability Sport and the Fitness Industry Association have agreed to work in partnership to build on the success of the IFI. By the time the Paralympic torch is lit, we plan to deliver 1,000 accessible sports and fitness facilities across the UK. It is an initiative that will therefore play a significant role in helping us to achieve our target of getting two million more people physically active by 2012, irrespective of disability, ethnicity or gender.

Setting new standards

During the London 2012 Diversity Week in March 2009, the ODA launched a design competition for an innovative mobile access lift to provide access to the Aquatics Centre pools after the Games. Current solutions for pool access prevent a full swimming lane being used for competition or do not enable disabled swimmers to enter the pool independently or with minimal assistance. The ODA is confident that a pioneering solution will be found that will benefit not just future users of the Aquatics Centre but also lead to development of new equipment which will assist disabled swimmers across the globe.

Olympic Park to set new standards in inclusive design

Inclusive design has always been at the heart of the design process for the Olympic Park, venues and Olympic Village.

The Olympic Village and all of the stadia will be highly accessible both during and after the Games, and will set new standards of inclusive and sustainable design in sporting facilities. The 'Lifetime Homes' standards that will be applied to the Olympic Village will act as a catalyst for similar developments in future.

A dedicated Built Environment Access Panel has been set up by the ODA. This group, along with the Access and Inclusion Forum – which includes local and national disabled people's organisations, impairment-specific groups, and representatives for London Boroughs – provides the ODA project teams and designers with advice and feedback on their accessibility proposals.

After the Games, the Olympic Park Legacy Company (OPLC) will take responsibility for managing the Olympic Park. It is in the process of developing detailed plans which will be set out later this year in the form of a Legacy Masterplan Framework. The Framework will set out in greater detail how the OPLC will develop the Olympic Park as a place where accessibility is fully embedded in all aspects of the Park's design and operations.

The ODA's accessibility strategy for the 2012 Games has been recognised at the Royal Town Planning Institute 2009 Planning Awards where they won an award for 'Inclusive Design Strategy and Standards'. The judges said: "the ODA has turned traditional design principles on their heads. By taking a holistic view of people's needs, it is using the power of the Games to change the way that people think about designing places."

Our aim is that London 2012 will show the world how major sports events can be accessible and inclusive. Already, London 2012 is leaving a long-term legacy of improvements in the business services, transport facilities and employment on offer to disabled people.

The whole of the country will be judged on the quality of the welcome we provide to disabled visitors in 2012. Over nine million tickets will be sold to London 2012 spectators. It is vital to the success of the Games and its legacy that the services available are accessible to disabled people, and that transport facilities fully meet the needs of disabled visitors to all 2012 festivities and events.

The 2012 Games provide a powerful opportunity for the private sector to help counter stereotypes and showcase their equality credentials. Economic equality is good for individuals, who are able to reach their potential free from prejudice and discrimination; it is also good for businesses, who are able to draw on the widest pool of talent and customers.

Our plan to promote and improve accessibility for business and transport has four main elements: creating opportunities and support for businesses; access to jobs and skills; accessible tourism; and improved public transport.



Improving business, transport and employment opportunities for disabled people

Opportunities and support for business



National Equality Framework

The Government will oversee the development of a National Equality Framework in 2010, which will support businesses to showcase their equality credentials. The National Equality Framework will be a new voluntary improvement tool that will allow businesses to benchmark their current equality credentials and to track their progress over time. Businesses will be able to use the tool to assess their equality performance, including in terms of disability.

Inclusive and accessible business

Nearly one in five people in the UK have a disability and over a third of these have experienced difficulties in accessing goods and services in 2009. Companies may be preventing potential customers from making a purchase from them, especially small and medium sized businesses. Our aim is to improve how companies supply goods and services to disabled consumers – taking account of changing patterns of consumer behaviour as well as increased use of internet and mobile communication by disabled people.

To this end, Government will use the inspiration of the Olympic Games and Paralympic Games and its principle channels of communication with business, such as www.businesslink.gov.uk which has 12 million hits a year, to change how it communicates with companies about disability.

Access to jobs and skills

Government will campaign to get the message out that business needs to better engage with disabled consumers not just because it is the fair thing to do, but because if they do not they will lose customers and money – something no-one can afford to do in this economic climate.

'Accessible tourism: making it work for your business' is the business case for tourism businesses that we published in January 2010. It sets out the economic potential in providing better services and encouraging more tourism from disabled people. This showed that 12 per cent of all overnight domestic trips in England between January and June 2009 were made by visitors with access needs, contributing almost £1bn to the economy.

Supporting businesses owned by disabled people

With our partners, the Government is targeting diverse businesses, including businesses owned by disabled people, to register on 'CompeteFor' – an online contract portal, designed to open up the supply chain so that all types of businesses across the UK can apply for London 2012 contract opportunities. So far 1,327 businesses owned by disabled people have registered on 'CompeteFor'. This data is provided voluntarily by registered businesses and is viewed as a positive step in monitoring the proportion of diverse businesses accessing opportunities through 'CompeteFor'. Continued engagement with small businesses across the UK should serve to raise levels of awareness of London 2012 business opportunities and access to the 'CompeteFor' service, specifically those owned by disabled people.

Access to employment and supporting skills development

The Government is determined that London 2012 will enhance opportunities for disabled people to access jobs. 'Access to Work', a specialist disability programme delivered through Jobcentre Plus, already provides practical advice to disabled people and employers to help overcome work-related obstacles. Now the Government has committed to doubling the 'Access to Work' budget from £69m to £138m.

We will encourage more disabled people to access job vacancies through an analysis of relevant sectors and occupations – both where demand will increase as a result of the 2012 Games and where recruitment of disabled people is weak. We will also look to build on the positive lessons learnt by employers participating in disability initiatives associated with the Games, using the experiences and goodwill gained by those employers to develop new employment opportunities for disabled people.

Supporting skills development is essential to broadening employment prospects for disabled people. We will support disabled people to gain employment and progress in their chosen careers through skills development and apprenticeships in many areas including construction, hospitality and tourism. By 2013, the Apprenticeships, Skills, Children and Learning Act will have ensured that an apprenticeship place is available for all suitably qualified young people. This offer extends to people aged under 25 if they have a learning difficulty or a disability. Disabled people can gain access to information about these opportunities through portals such as the national Apprenticeships website¹⁰ or Directgov¹¹.

The ODA skills team is working with partners at the Learning and Skills Council (LSC), LDA, the five Host Boroughs and Jobcentre Plus to maximise the opportunities for disabled people to secure sustainable employment on the Olympic Park. The focus is on identifying and promoting good practice in the recruitment and employment of disabled people in the construction industry, as well as on developing appropriate skills packages to help them overcome the barriers they face.

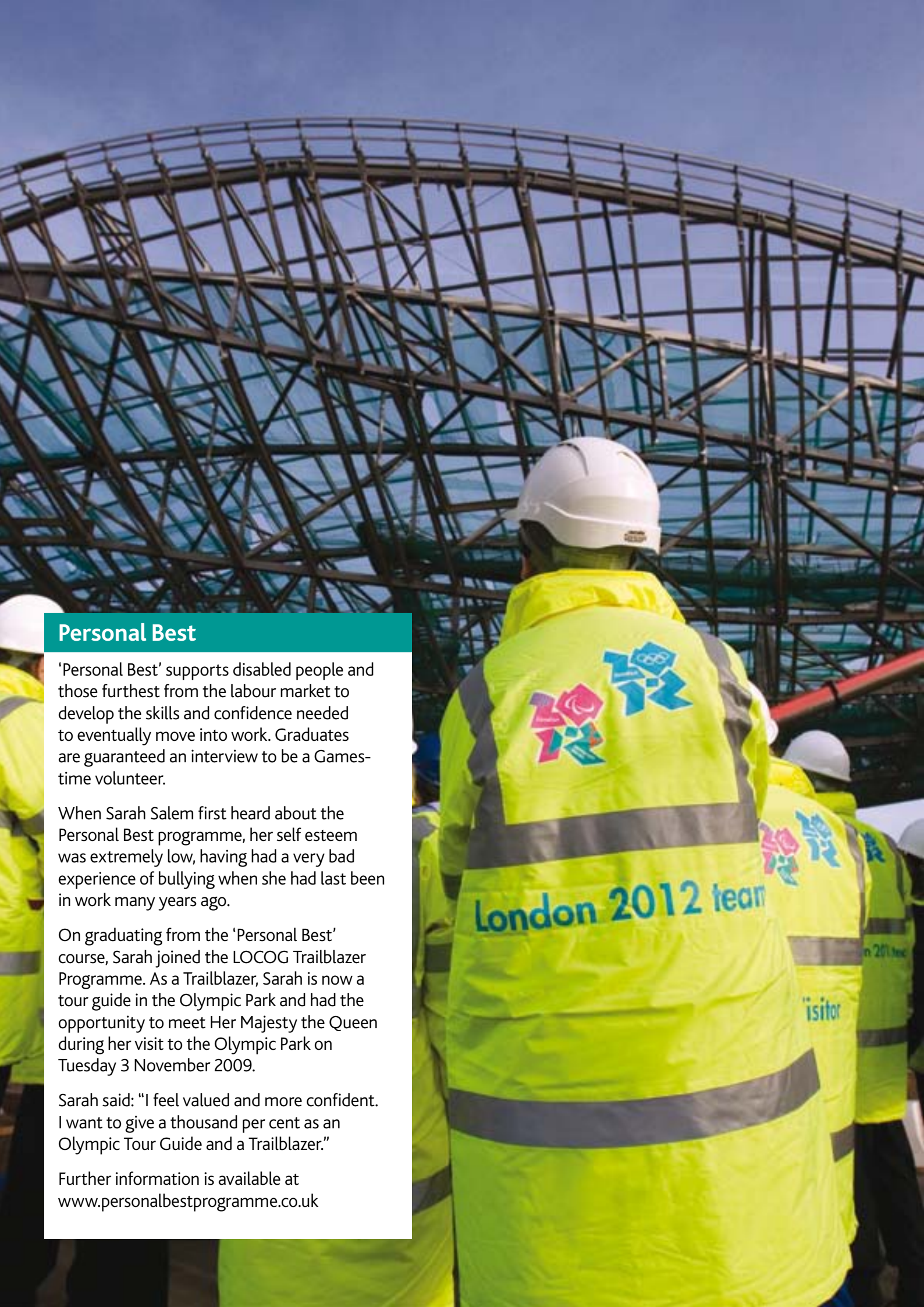


Representative workforce during the London Games

LOCOG is committed to including people of different talents in the 2012 Games, including those with learning disabilities and mental health conditions. To ensure that disabled people are represented in the London 2012 workforce, it has launched '>access now', a positive action recruitment programme for disabled people, which includes a guaranteed interview scheme, dedicated disability champions at senior LOCOG level, a disabled staff network, full time accessibility officers and award-winning recruitment and internet programmes.

The Government is also working closely with LOCOG, the ODA and Remploy – a leader in employment for disabled people – to make it easier for disabled people to access London 2012 related vacancies.

The 2012 Games provide a powerful opportunity for the private sector to help to counter stereotypes and showcase their equality credentials.



Personal Best

'Personal Best' supports disabled people and those furthest from the labour market to develop the skills and confidence needed to eventually move into work. Graduates are guaranteed an interview to be a Games-time volunteer.

When Sarah Salem first heard about the Personal Best programme, her self esteem was extremely low, having had a very bad experience of bullying when she had last been in work many years ago.

On graduating from the 'Personal Best' course, Sarah joined the LOCOG Trailblazer Programme. As a Trailblazer, Sarah is now a tour guide in the Olympic Park and had the opportunity to meet Her Majesty the Queen during her visit to the Olympic Park on Tuesday 3 November 2009.

Sarah said: "I feel valued and more confident. I want to give a thousand per cent as an Olympic Tour Guide and a Trailblazer."

Further information is available at www.personalbestprogramme.co.uk

Accessible tourism

Training for staff

We recognise that businesses providing exceptional customer services deliver benefits for themselves, their customers and the reputation of their local community. One in five people in Britain have a long term health condition or disability. In the build up to the Games, Sector Skills Councils are developing targeted training for staff in areas such as hospitality and tourism to ensure that business is able to respond to the opportunity to gain new disabled customers.

Accessible Tourism Stakeholders Forum

We are committed to increasing and improving access to tourism services for disabled people in the UK. Around 5.7 million holiday trips in England were made by disabled people between January and June 2009 and many disabled people will want to experience what the whole of the UK has to offer during the Games. Improvements made today will be an investment in the tourism industry for the future. There is a clear relationship between age and the increasing prevalence of disability. It is estimated that by 2025 more than a third of the UK's population will be over 55. Improvements in facilities will be needed to cater for increased demand.

'Winning: a tourism strategy for 2012 and beyond'¹² sets out an ambitious programme of work to help drive change. The Government has now set up the Accessible Tourism Stakeholders Forum for the 2012 Games, which brings disabled people's organisations together with a wide range of stakeholders in the tourism industry. The Forum is working to: consult disabled people about what they expect when they go on holiday and how any barriers can be overcome; alert businesses to the benefits of improving their services for disabled people; and improve the provision of disability awareness training within the sector and the welcome given to disabled customers. It has recently published a summary of the business case for investing in accessible tourism facilities¹³.

The publication builds on programmes that are already in place to help businesses and customers. The National Accessible Scheme (NAS) helps accommodation businesses to improve their accessibility and all businesses that are part of the national quality assessment schemes must publish an access statement setting out the facilities they provide.

Guides such as 'Open Britain' also offer a wealth of information for disabled people about where they can find the best services and facilities.

Accessible hotel rooms in London

The Mayor's draft London Plan¹⁴ places particular priority on the availability of hotel accommodation that is genuinely accessible to all.

The Mayor's London Development Agency (LDA) has produced a new online guide to over 1,349 accessible hotel rooms in the capital. The guide, based on an independent audit of every hotel, describes what disabled people can expect from their visit – from arrival by public transport or car to reception, and from the restaurant and other public areas to the rooms and bathrooms. It notes services such as low level counters, hearing induction loops, facilities for visually impaired people and adjoining rooms for carers. It also includes photographs with details such as surfaces, light levels, signage and door widths. The guide can be searched by location or hotel name, as well as by specific facilities and services, and is published on the main London tourism website at www.visitlondon.com

To complement this work, LOCOG is instituting a hotel benchmarking system based on accessibility to encourage hotels to improve their accessibility for Games-time visitors.

The London Development Agency is working to improve and make business more accessible and inclusive through initiatives such as:

- Developing and promoting new sector-specific learning materials for welcoming disabled customers, through both online distance learning and on-site training.
- Developing a business case for increased investment in the tourism sector and promoting this message through seminars and industry associations.
- Researching and coordinating production of an Open London Guidebook 2012 and promoting access statements by individual businesses.

Improved public transport

Accessible transport

We are committed to helping everyone get to the Games. We will work with the 2012 family and transport partners to empower disabled people to make informed choices about the accessible travel options for London 2012 and beyond. Planned access improvements are designed to benefit disabled people, elderly people, passengers with buggies or small children and those carrying luggage.

As part of its Accessible Transport Strategy¹⁵, the ODA has committed to ensuring that a wide variety of accessible journey options to and from London 2012 events are available. It has also committed to developing and promoting a philosophy of inclusion among London 2012 staff and their transport delivery partners throughout the planning and operation of London 2012 transport. In their Accessible Transport Plan, they revealed that they would do this through the following measures:

- Making improvements to the public transport infrastructure.
- Delivering a Games network of accessible transport.
- Making best use of existing accessible elements of public transport.
- Making best use of complementary transport modes.

Infrastructure

Investment in an improved network for London 2012 is already well-advanced and many improvements are being made. These include:

- Improvements by Transport for London (TfL) to 164 stations across the London Underground network by 2012 in order to meet the needs of disabled people. These improvements vary from station to station but include: tactile warning surfaces on platforms and staircases; handrails fixed at appropriate heights with visual contrast to the wall and steps; highlighted edges on stairs; improved signs and wayfinding, including the increased use of pictograms; and more priority seating on trains, at stations, in ticket halls and on platforms. Where a station with existing toilets becomes step free, these toilets will include a unisex accessible toilet wherever possible.
- A £370m government 'Access for All' programme to provide an obstacle-free, accessible route to and between platforms at 145 national rail stations across the country by 2015, with delivery of improvements to Olympic-related stations in time for the Games.
- The creation of dedicated Blue Badge parking areas at key accessible transport hubs to enable disabled people to use public transport for at least part of their journey.

Improvements that TfL and the ODA have invested in:

- **Improvements to Stratford Regional Station** which include nine new lifts, providing access to all the platforms; the widening of appropriate platforms; and the extension of the mezzanine level to help ease congestion and create a more comfortable journey experience.
- **Improvements to the Docklands Light Railway** which will boost capacity across its network through new rail cars, new stations and three line extensions, opening up this accessible transport option to more people.
- **Improvements to the Jubilee Line** through a new signalling system which will increase Jubilee Line train frequency by 25 per cent.

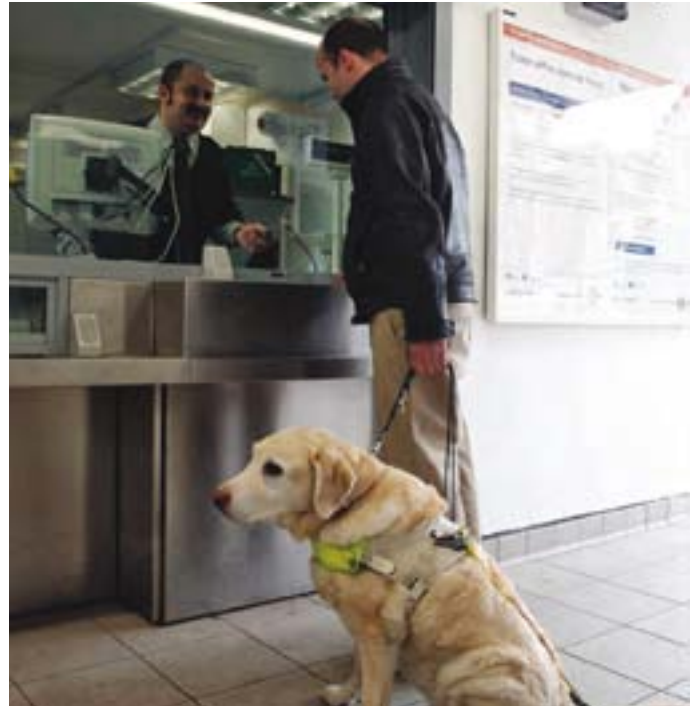
Better information

Having accessible information is crucial to disabled people who use public transport. As part of London Underground's refurbishment work, audio and visual information will be provided on the majority of platforms and in ticket halls. Induction loops will be installed as well as Help and Information Points at refurbished or modernised stations. A similar programme of works is being undertaken at selected National Rail stations by the Government's 'Access for All' programme.

The TfL iBus initiative which adds real-time next stop information on board buses with new visual displays and announcements, has now been rolled out across all of London's buses. TfL and the Association of Train Operating Companies have recently published a wide range of accessibility information for their stations. This can be found on the TfL and National Rail Enquiries websites.

Communicating change

The 2012 Games are a major opportunity to demonstrate that it is possible to travel more easily and to encourage more disabled people to use public transport in the future. In order to achieve this, a communications project has been set up to improve the perceptions and expectations of public transport among disabled people, by informing people of the improvements being made and where they can find the information they might need.



Training

To enable disabled people to travel confidently and independently on public transport, it is important to improve both the disability awareness training of transport staff and the customer care given to disabled people. The Government is working with GoSkills, the ODA, TfL and other key stakeholders to develop accessibility skills and training among staff in all passenger transport industries (including the bus, rail and taxi sectors) for London 2012 and beyond. Through the Equality Bill, we will also look to extend the duties of taxi drivers to help wheelchair users, so that they apply to drivers of both licensed taxis and private hire vehicles.

We also recognise that giving disabled people and others the skills and confidence to use public transport safely and independently is crucial. To achieve this, we will: champion increased levels of travel training by local authorities; produce a website of good practice by the end of 2010; complete work on the accreditation of courses by summer 2010; and use the Games to raise the profile of these schemes.



Next steps

This document has laid out our vision and commitment to delivering a lasting legacy for disabled people from hosting the London 2012 Olympic and Paralympic Games. While this is an important step, the implementation of this plan is not the end of the story.

We will evaluate the impact of the programmes in this plan in the following ways:

Influencing attitudes and perceptions

of disabled people will be monitored using the annual London 2012 Legacy Research Tracker commissioned by the Government Olympic Executive. A number of questions relating to a legacy for disabled people have been added and the number of disabled people interviewed has been increased to 665.

Increasing participation in sport and physical activity

among disabled people aged over 16 will be monitored using appropriate sections from the Active People survey commissioned by Sport England. Appropriate sections from the Taking Part survey commissioned by the Department for Culture, Media and Sport will be used to monitor this for disabled children under 16.

Improving business, transport and employment opportunities

for disabled people will be monitored using the appropriate sections in the Office for National Statistics Opinions Survey, which the Department for Business, Innovation and Skills will consult to report on progress, and the appropriate sections in the National Travel Survey, commissioned by the Department for Transport.

In addition, the results of the first Life Opportunities Survey are expected in autumn 2010. This is a new national survey from the Office for National Statistics sponsored by the Office for Disability Issues. It aims to collect information on people's life opportunities, covering areas such as work, education, social participation and the use of public services.

The survey also aims to identify the reasons why people are not able to take part in work or leisure activities that they would like to. It will inform understanding of how disabled people access key services, how transport can improve access, and whether people can access the services and opportunities they want. It will also be an important data source for monitoring improvements for disabled people, and improving the evidence base relating to the disadvantages faced by different sub-groups of disabled people. The results of the survey will be used to inform future policy development.

We will continue to engage with disabled people, and their organisations, including exploring options with Equality 2025 on the scope, substance and sustainability of all aspects of the Games.

We will also continue to work across government departments, with the 2012 family, with 2012 sponsors and with other stakeholders to build on these initiatives and further challenge obstacles to accessibility and inclusion.

Endnotes

- 1 www.culture.gov.uk/reference_library/publications/5161.aspx
- 2 Equality 2025 is a group of disabled people which advises government on how to achieve disability equality. It was set up in December 2006 in response to the Government report 'Improving the life chances of disabled people'. Equality 2025's members offer a diverse range of skills and experience from a variety of backgrounds. Together, the group has been appointed as an informed source of advice and expertise on disability issues. www.odi.gov.uk/equality2025
- 3 www.culture.gov.uk/reference_library/publications/6529.aspx
- 4 www.cabinetoffice.gov.uk/media/cabinetoffice/strategy/assets/disability.pdf 2005
- 5 www.odi.gov.uk/research/annual-report.php#roadmap
- 6 'Disability Equality: How will we know we are making a difference?' www.officefordisability.gov.uk/docs/wor/new/ded-difference.pdf
- 7 www.london2012.com/documents/education/international-inspiration-report.pdf
- 8 www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_094358
- 9 www.dh.gov.uk/dr_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_094359.pdf
- 10 www.apprenticeships.org.uk
- 11 www.direct.gov.uk/en/EducationAndLearning/index.htm
- 12 www.culture.gov.uk/images/publications/tourismstrategyfor2012_fullreport.pdf
- 13 www.culture.gov.uk/images/publications/DCMS_Accessible_Tourism_Report.pdf
- 14 www.london.gov.uk/shaping-london/london-plan/docs/london-plan.pdf
- 15 www.london2012.com/documents/oda-transport/accessible-transport-strategy-accessible-pdf.pdf

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