

Activity Alliance has developed these 10 principles to support providers to deliver more appealing opportunities for disabled people.

## The 10 principles

During research published in our **Talk to me report**, disabled people told us:

### Principle 1

#### My channels

Use communication channels that I already trust e.g. social media, local media.



### Principle 2

#### My locality

Travelling to get to activities can be a significant barrier for disabled people. I would much prefer opportunities to be closer to home.



### Principle 3

#### Me, not my impairment

Many people do not identify with being disabled and are put off by advertising that focuses on disability.



### Principle 4

#### My values

Everyone has values. Understanding what my values are and linking an activity to these can make taking part more appealing.



### Principle 5

#### My life story

As people grow older our values change. Keep me interested over time through new ideas.



### Principle 6

#### Reassure me

Some disabled people fear standing out and need to be reassured that any activity we attend will be welcoming and suitable for our needs.



### Principle 7

#### Include me

Some disabled people need to know we are good enough to take part. Providers should make sure that people with varying ability levels feel included in sessions.



### Principle 8

#### Listen to me

Disabled people can be limited by our impairment and should be able to discuss our needs in a safe and private environment before starting an activity.



### Principle 9

#### Welcome me

An unpleasant first experience can prevent anyone from taking part again. Ensure my first experience is enjoyable so I'm likely to return.



### Principle 10

#### Show me

Engage disabled people who are already involved in your activity to promote it to others.



[activityalliance.org.uk](http://activityalliance.org.uk)



AllForActivity



ActivityAlliance