



Creating Champions Together

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Disability Sport Events



Presentation

- Brief history
- Creating pathways
- Championships
- PR/ Fundraising
- Recent Funding Success
- Why support?
- Benefits



Brief History

- Formed in 1961 as British Sports Association for the Disabled
- Disability Sport England in 1997
 - 12 national championships
 - Flora London Wheelchair Marathon
 - Fundraising and PR initiatives
- Disability Sport Events in 2005
 - Events division of umbrella body



Creating Pathways

- Sport emphasis
 - Health
 - Education
 - Participation
- National Governing Bodies
- Profiling System
 - Fair competition
- Volunteer structure
- Events programme
 - Grass roots to international



Championships

- 3 Swimming events- Juniors, Open Long Course, Short course
- 2 Athletics- Juniors, Open International
- Table Tennis
- Boccia
- Snooker
- 2 Mini Games (North & South)
- London Wheelchair Marathon



PR/ Fundraising

- Raise all our own funds
 - Sponsorship, Fundraising Initiatives, Trusts
- Provide information
- Raise awareness
- Produce marketing material
- Organise fundraising/PR events
 - Manchester Abseil
 - London Marathon runners
 - Nationwide Awards night



Funding Success

- Nationwide £1million support package
 - Regional athletics/ swimming
 - Part funding of National athletics/ swimming
 - Officer post- to support Regions
 - Junior Awards continued
- Nationwide AGM initiative
 - 1 million votes cast in a member incentive campaign
 - £100,000- new officer, more bursaries for athletes and volunteers



Why Support?

- Sport
 - Accounts for 2% of gross domestic product
 - 2.5% of total consumer expenditure
 - UK sport expenditure will increase 15% by 2010
 - Disability sport is more successful than non-disability sport!



- Disabled people
 - A market waiting to be captured
 - 1 in 4 households in the UK includes a disabled person
 - 8.6 million people with disabilities in the UK
 - Combined spending power of £40 billion each year!
 - 25% take part in sport, of which 11% take serious participation



Benefits

- Branding
 - Event & publicity
- Staff involvement
- Community Involvement
- Investing in future talent
 - you could be helping someone achieve their dream



Quotes

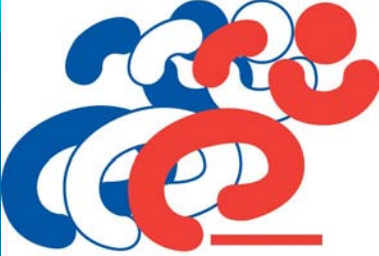
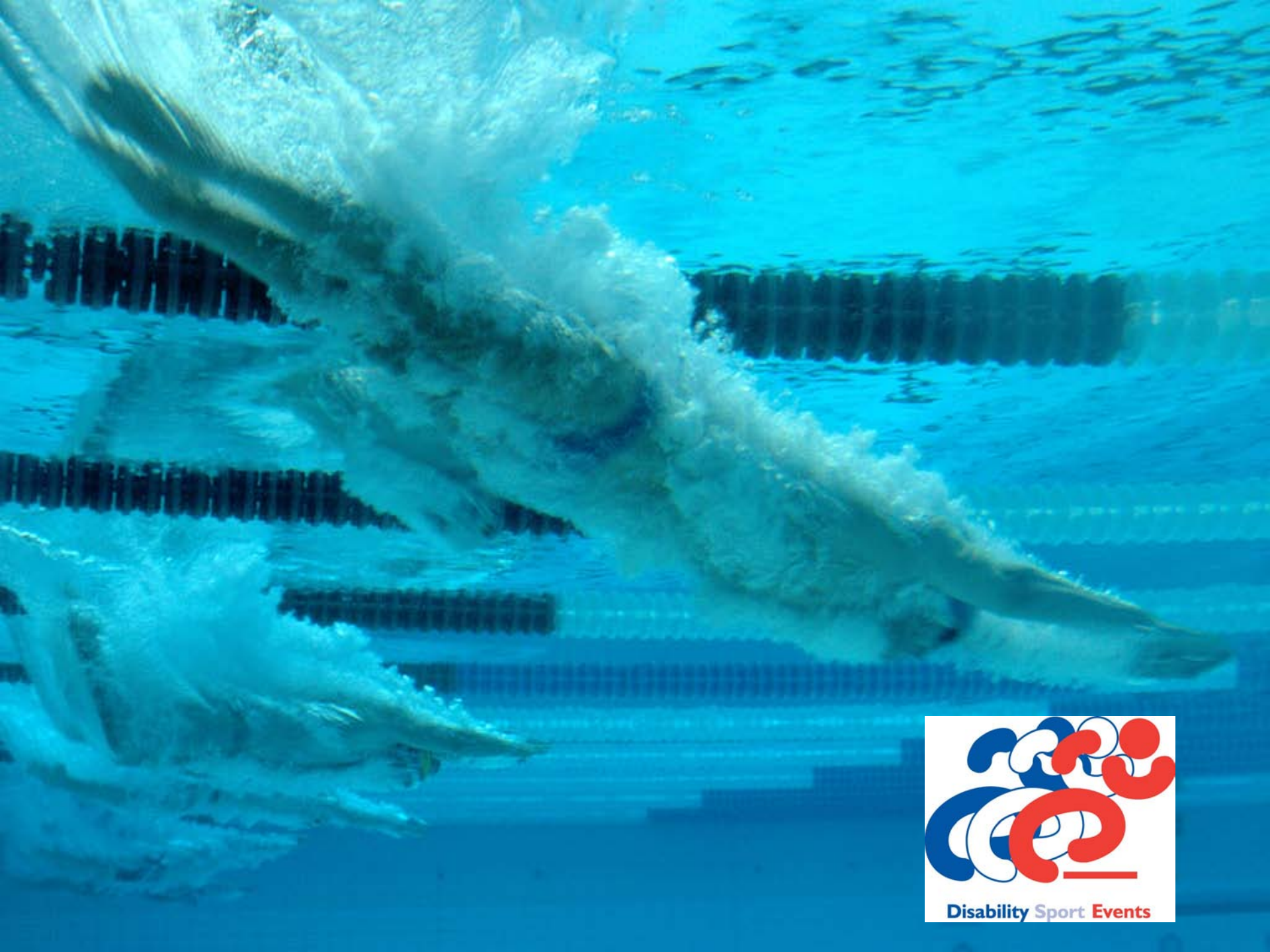
“Without the support that DSE give to disabled swimmers, I would not be the swimmer I am today.”

Claire Warne, Swimmer- 13 Years old

“All the kids work really hard to qualify for a place at the Nationals. For most of them that is their first major competition. There isn't a single person who could say they don't enjoy the Blackpool.”

North West Athletics Team





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