



Creating an inclusive club and organisation

We Are Undefeatable Case Study

Creating Inclusive Environments

Clubs and organisations provide activity to over 15 million people every week, catering for a huge range of individuals. Increasingly we are seeing these clubs and organisations provide a varied activity programme that is supporting a much broader audience.

Creating the right environment for those with long term health conditions in clubs and organisations doesn't mean you need to change everything you do, create new sessions or get specialised training. Being an inclusive club is about looking at the small ways that you can support individuals to take part at their level and their own time.

In this short guide we showcase what one club has done to be inclusive and other top tips for your club and workforce.





Showcasing Portsmouth Triathletes

Club Matters met with Portsmouth Triathletes in 2019 to hear about some of the things that they have done to ensure that they provide an inclusive environment for those with long term health conditions. You can see their video [here](#) and their top three tips are:

Always aim to provide a friendly, supportive atmosphere where everyone feels they fit in

- *Key to creating an inclusive environment is making sure that people feel comfortable before, during and after the activity. This isn't just about the activity you provide but the all the people that come in contact with across the session!*

Everyone's needs are different, encourage people to do as much or as little as they want

- *It is not always necessary to create new sessions in order to ensure that people can be involved. When designing your sessions you can think about how people can take part of their own time and achieve as much as they feel they can do*
- *Asking someone what they want to achieve is a really good starting point and checking in with them throughout the activity as well as the day after – even if its just a well done!*

Remember that the social aspects of your sessions are as important to people as the activity itself

- *One of the great things that the club have seen is that people find tea and cake part of the session as one of the most important reasons that they come back..*
- *Creating a social atmosphere around the physical activity opportunity is a great way to get to know people better, make them feel welcome and also provide a different experience to just being active*



Club Matters top tips

Stay in touch with people before, during and after a session

- If someone lets you know they are planning to attend, drop them a text or message to re-assure them on what to expect when they turn up and contact you if they have any questions
- Make sure there someone to meet people at the start of the session
- During the session make sure someone checks in to find out how they are feeling
- After you can send them a text or message to just thank them and re-assure them about wanting them to come back!

Adopting a 'friendly club' approach to everything that you do

- Ensuring that members, coaches, committee and parents all understand the type of behaviours that the club or organisation should be demonstrating. This is particularly important in competitive environments!

Club welcome packs and inductions

- Having a welcome pack visible on websites or available at the club can really help people feel at ease with what they can expect to happen when they turn up
- Having dedicated individuals who welcome people to the club and can show them around at the start will make a big difference to how people feel!

Supporting your coaches and volunteers

UK Coaching have partnered with We are Undefeatable to put together a really useful guide for how your coaches and volunteers can ensure that sessions are inclusive!

[Click here to access the guide](#)

Activity Alliance 10 Principles

Activity Alliance have worked with providers and participants to show to create activities and communications that are more appealing and attractive

[Check out the video here](#)

Further club support is available from the Club Matters website and includes a wide range of resources, toolkits, video case studies, infographics and workshops!

<https://www.sportenglandclubmatters.com/>