BIRMINGHAM INCLUSIVE SPORTS FEST (BISF) 2019

UNIVERSITY OF BIRMINGHAM (JUNE)
DOUG ELLIS SPORTS CENTRE (SEPT)
What is BISF?

Open to all, this free event provides a range of 'have-a-go' sports and activities, inspirational stories and a marketplace for individuals to sign-up & discover other Inclusive health & wellbeing services and resources.

With the Commonwealth Games coming to Birmingham in 2022, BISF is helping to showcase and celebrate the range of diverse opportunities to be active in the city!

The History of BISF...

- **2013**: 137 participants
- **2014**: 145 participants
- **2015**: 174 participants
- **2016**: 219 participants
- **2017**: 224 participants
- **2018**: 500 participants
- **2019**: 571 participants
Who was involved?

- Ackers Adventure
- Activity Alliance
- Albion Foundation
- Aquarius
- Aston Villa FC
- Bilston Tennis Club
- Birmingham Children’s Trust
- Birmingham Mind
- British Canoeing
- Bounce Back Rebound Therapy
- Cerebral Palsy Sport
- Cycling Projects
- Dwarf Sports Association UK
- Edgbaston Foundation
- Envolve Wellness
- Freewheelin' Wheelchair Dance Group
- KIDS Charity
- Midland Mencap
- Omega Outdoor Adventure
- Orion Swimming Club
- Rethink Mental Illness
- Revolution Gymnastics Club
- The Active Wellbeing Society
- Yardley Hockey Club

...and where did they come from?

Most common postcodes:

- B14 (Kings Heath)
- B31 (Northfield)
- B30 (Bournville)
- B32 (Frankley)

Interestingly...

33% of participants said they were willing to travel over 40 minutes for sport and physical activity.

29 event volunteers!
How did people hear about the event?

- Social Media: 29
- Emails and Newsletters: 16
- Health Professionals: 6
- Word of Mouth: 20
84% of participants had tried a new sport.

- Garden Games
- Wheelchair rugby
- Canoeing Ergo
- Wheelchair Abseiling
- Visually Impaired Football
- Gymnastics
- Disc Golf
- Archery
- Inclusive Tennis
- Table Cricket
- Hockey
- Race Running
- Adaptive Cycling
- Powerchair Football
- Wheelchair Basketball
- Boxercise
- Visually Impaired Football
- Table Cricket
"We brought some of our Girl Guides. They had a great time trying out new sports and it was also good for them to be part of an environment where difference was celebrated and completely normalised."

"Our daughter enjoyed many sports. It gave her the opportunity to raise her confidence and self esteem and she has decided to join a hockey team and swimming squad."

"My son has an LTC (juvenile arthritis) and it was a lovely opportunity to show him you can do anything you want to. He specifically said he thought it was lovely that there were people with all different kinds of disabilities there."

"Can I just say thank you to you and the support staff for organising and running the day. We had a fantastic time and my little boy loved the activities."

"Thank you for a great event yesterday. We got a lot of sign ups and a lot of people having a go. The volunteers were also fantastic, as was the venue."

100% of participants said, having participated in BISF, they liked the sports and activities and want to do more.
100% said that based on their experience and the overall idea of inclusivity, they would attend more events like this.

100% of parents and carers saw the benefit of attending BISF.

"A most enjoyable day yesterday also widening my eyes to the significant range of organisations promoting wellbeing in our broader community."
"They get to try something they may never have tried before!"

100% would recommend BISF to other schools & groups.

"Giving our service users the opportunity to try different activities and for them to feel included."

"They get to experience a lot of new things, a new environment and new people!"
Give it a go! At our September event we introduced a loyalty card system. As attendees tried each different activity they collected a stamp, and with a full loyalty card, they were eligible to receive a free future session at one of the sports on offer. The loyalty cards were a success as all attendees loved the idea. We will be bringing it back next year!
Our BISF volunteers

29 individuals volunteered at BISF this year!

What did they do?

- Event setup/logistics
- Marketplace support
- Front of house - welcoming and registering guests
- Car park stewarding
- Insight and feedback support
- Activity delivery

What did they gain?

- Improved skills and knowledge
- New contacts
- Discovered local opportunities available at the university
- New friendships
- Work experience
- Opportunities
**Why volunteer at BISF?**

- **100% enjoyed their role as a volunteer**
  
  "It was great to see different activities and to see participants enjoying themselves!"

- **100% said they are likely to volunteer again in the future**
  
  "A very rewarding experience and a pleasure to see so many people enjoying themselves on the day."

- "The experience was amazing, can't wait to do it all again! The staff were really friendly, helpful and made me feel at ease."

- "I enjoyed learning about the different sports, speaking to participants and helping whilst gaining experience."

"It was delightful to see able-bodied young people supporting and encouraging children and young people with disabilities to try out a new sport for the first time and also find out how they can then get involved with that activity on an ongoing basis, such as joining a team or a club. We were also very happy that we had lots of interest in adopting and fostering with us from families who attended BISF 2019."

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Natalie Loon, Corporate Parenting Manager at Birmingham Children’s Trust
Our follow-up process

We picked-up the phone to talk to a number BISF participants a few months after the event...

"We spoke to Ackers Adventure after BISF in June and have booked in to do Disc Golf. We are also looking into doing basketball too! We would absolutely love to come along next year!"

"We really enjoyed BISF, we'd never been before so we didn't know what to expect. Would definitely be interested in attending next year and will bring along abled-bodied people and invite friends with their young children too."

"We found BISF very useful and enjoyable. We signed up for tennis sessions afterwards and would be interested in Boccia. This year was our second year at BISF, next year will make it the third!"
What did our partners and stakeholders think?

42.86% rated the event **EXCELLENT**
57.14% rated the event **GOOD**

100% would be interested in supporting BISF and Sport Birmingham events again in the future!

"Spread awareness of my organisation, raise the profile of mental illness in the world of disability and inclusion and hopefully future collaboration with third sector partners."

"Seeing people having fun and getting stuck in, trying new things, the joy shown by people participating and watching made it all worthwhile. The feeling of camaraderie was brilliant."

"Part of the aim of our club is to promote inclusive sport and to give everyone the chance to participate. By taking part we have raised the awareness of the opportunities our club provides."

"Raising awareness in a fun way, most positive energy, most profound messages that people with disabilities share the same aspirations as everyone else, if not more, as they have more strength in them!"

"It provides a place where people can see and try out a variety of inclusive sports to see what they enjoy and find out what is available locally that might be of interest to them."

"Seeing people having fun and getting stuck in, trying new things, the joy shown by people participating and watching made it all worthwhile. The feeling of camaraderie was brilliant."
To find out more and to get involved with the upcoming Birmingham Inclusive Sport Festival visit: www.sportbirmingham.org/inclusive-sports-festival
Or contact Sport Birmingham: info@sportbirmingham.org | 0121 296 5190

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#BISF19