

Media Release

Embargoed

6th April 2010

Interactive is Launched

Interactive – disability equality in sport was today officially launched as the new brand for London Sports Forum for Disabled People.

Interactive reflects the organisations core remit to work across London in partnership with sport and physical activity providers and the health and disability sectors to achieve the vision of disability equality in sport.

The new brand provides a modern identity for the organisations future and completes a two year transformation that has seen Interactive become the key agency in London to ensure disabled people can be active.

Tracey McCillen, Chair of Interactive said “Interactive is a memorable, energetic, modern and accessible identity. It encapsulates the organisations ethos and vision as we enter a new and exciting chapter in our work to achieve disability equality in sport”.

In May 2010, Interactive, in partnership with the Greater London Authority (GLA) and NHS London will launch the new five year, London wide strategy, ‘Inclusive and Active 2’, to get more disabled Londoners active. ‘Inclusive and Active 2’ was recently recognised within the new national strategy London 2012: a legacy for disabled people, as a key driver to increase disabled Londoner’s participation in sport and physical activity.

Stewart Lucas, Chief Executive of Interactive said “Interactive was a light bulb moment for us, as it fully articulates our remit and moves us into the modern day. Through ‘Inclusive and Active 2’, Interactive will continue to work with our partners to change perceptions and attitudes towards disabled people in sport, and to ensure that being active is seen as a viable lifestyle choice for disabled people”.

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Notes to editor

Interactive, formerly London Sports Forum for Disabled People

Interactive is the lead strategic development agency for sport and physical activity for disabled people in London, funded by Sport England, EFDS and London Councils. Our vision is to achieve an active and inclusive capital. We ensure disability equality and inclusion are at the heart of grass root sport in London. Our role is to influence and support mainstream sport providers and policy makers to ensure they create, deliver and sustain inclusive opportunities for disabled people. We use our expertise and influence across London to advocate inclusive sport and inform and advise disabled people on how they can get involved, at all levels, in sport and physical activity in London. In partnership with the Greater London Authority (GLA) and NHS London, we lead the London wide strategy 'Inclusive and Active 2'.

www.interactive.uk.net

'Inclusive and Active 2'

'Inclusive and Active 2' is a London wide strategy co-owned and led by the Greater London Authority (GLA), NHS London and Interactive. Its vision is active disabled Londoners. It identifies targeted outcomes to increase opportunities for disabled people to participate in sport and physical activity at the level of their choice. The success of the strategy relies on a plethora of organisations across London to adopt the strategy and implement an action plan to achieve the targets relevant to them.

Sport England

Sport England invests National Lottery and Exchequer funding in organisations and projects that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport. Sport England is committed to creating a world-leading community sport system, and has set specific and measurable targets to achieve by 2012/13:

- One million people doing more sport
- A 25% reduction in the number of 16- to 18-year-olds who drop out of at least five key sports
- Improved talent development systems in at least 25 sports
- A measurable increase in people's satisfaction with their experience of sport
- A major contribution to the delivery of the five hour sports offer for children and young people.

www.sportengland.org

English Federation of Disability Sport (EFDS)

The English Federation of Disability Sport is the umbrella organisation for the development of sport for disabled people in England. Key areas of expertise include:

- Providing advice, guidance and information on sport for disabled people
- Actively campaigning and lobbying to raise the profile of disabled sportswomen and sportsmen
- Influencing and supporting partners across the delivery system of sport to be more inclusive and to provide a greater range and quality of sporting opportunities for disabled people
- Attracting additional funds to sport for disabled people
- Working with partners to empower disabled people to take a more active role in all aspects of sport and physical activity
- Developing and rolling-out national programmes to improve access to sport and physical activity by disabled people, such as the Inclusive Fitness Initiative
- Providing a range of inclusive, high quality training and coaching opportunities to increase the number of disabled people involved in sport and physical activity
- Providing a comprehensive calendar of Disability Sport Events to increase the number of disabled people participating at all levels of the player pathway, and support the identification and development of talented performers

London Councils

London Councils is committed to fighting for more resources for the capital and getting the best possible deal for London's 33 local authorities. Much of our work consists of lobbying the government and others on behalf of our member councils, not just for a fair share of resources, but also to protect and enhance council powers to enable them to do the best possible job for their residents and local businesses. We develop policy and do all we can to help our boroughs improve the services they deliver. We also run a range of services ourselves, all designed to make life better for Londoners. For instance, we distribute nearly £28 million in grants each year to voluntary groups in London. London Councils is a cross-party organisation, funded and run by our member authorities to work on behalf of them all, regardless of political persuasion. Our members - all 32 London boroughs, the City of London, the Metropolitan Police Authority and the London Fire and Emergency Planning Authority – fund our work through subscription.

www.londoncouncils.gov.uk

The Five PRO-ACTIVE London Partnerships

The PRO-ACTIVE London Partnerships are not-for-profit organisations with the aim of increasing participation in sport and physical activity in the capital. They undertake sub-regional work (North, South, East, West, and Central) connecting regional and national policy with local delivery and work collaboratively on pan-London projects.

www.pro-activelondon.org