

# The 10 Principles

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

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.

For more information about applying the 10 principles to your activities, please visit: [activityalliance.org.uk/ten-principles](https://activityalliance.org.uk/ten-principles)