



**AITC**

ACTIVE IN THE COMMUNITY



# Slough Disability Sports Taster Event - Let's Play & Connect

Presented by,

Adam Howard ( Head of Physical Activity ) &

Vishnu Vijayakumar ( Sports Development and Senior Lettings Officer )

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# Agenda

- An Introduction to AITC: Who We Are and What We Do
- Wheels For All
- Slough Disability Sports Taster Event
- How you can help?
- Event Overview

## Who are Active in the Community?

Active in the Community CIC (AIC) is a not for profit, community interest company, founded in 2017.

AIC has two main services, “Community Health” and “School Lettings”.

Community Health is our projects, programmes and events that are delivered for the community within local settings to improve individuals physical, mental and social well being.

School Lettings is our facility management service, we fully manage the facilities within 12 school sites and 3 community venues. A separate proposal on this service can be made available upon request.

We currently operate across Buckinghamshire, Hertfordshire and Berkshire.

# AITC mission statement

***We aim to make physical activity accessible and affordable for all. Focusing on those that have the biggest barriers to being physically, mentally and socially active.***



# Project case studies

Below are some examples of AITC's recent project delivery, with further details regarding Wheels for All on the following slide.

- Forever Cycling
- Forever Active East Herts
- SASC
- Hertford Wellbeing Hub
- Physical activity by Stealth
- Physical activity for Men & BME
- Ladies only swimming
- HAF Camps
- Wheels4All
- Children & Young people
- Herts3Cycle & Bike Recycles
- Festivals
- Junior Park run
- GO TRI events
- Masters Football Leagues
- School Development Days

# Wheels4All

## What is the project?

Wheels For All is an inclusive cycling program, aimed to remove barriers to cycling, especially for those with disabilities.

Run with regular volunteers at Marlow Athletics Track, these sessions provide a safe environment for all abilities to enjoy cycling.

With our range of adapted cycles from; Trikes, quads, wheelchair carriers, hand bikes, tandem and children's trikes, there is something



# Slough Disability Sports Taster Event

- Aim: Our programme seeks to offer people with disabilities the opportunity to engage in a variety of sports activities. Additionally, it aims to expand by providing weekly sessions for all participants at our facilities.
- Why:
  - Limited active physical activity sessions
  - Lack of proper disability sports awareness
  - Impact of COVID-19 isolations
  - Absence of nearby activities





# Event Objectives and Target Audience

## 1. Event Objectives:

- Promote Inclusion: Foster an inclusive community where people of all abilities can participate in sports.
- Encourage Participation: Motivate individuals with disabilities to engage in regular physical activity.
- Raise Awareness: Highlight the importance of sports and physical activities for individuals with disabilities.

## 2. Target Audience:

- Individuals with Disabilities: Primary focus on children, youth, and adults with physical and intellectual disabilities.
- Families and Caregivers: Engage families and caregivers to support their loved ones in participating.
- Local Community: Involve the local community to create a supportive environment.
- Sports Enthusiasts and Volunteers: Attract volunteers and sport enthusiasts

# Programme Design

## Taster session

- One-off free event to reach out to potential participants
- Duration: 3 hours
- Featuring 4 different sports activities

## Sports-specific coaches

- Experienced sports coaches

## Accessible Venue

- Herschel Grammar School Sports Centre:  
Centrally located
- Only double hall in the borough
- Fully accessible facilities

# Activities



- Wheelchair Rugby
- Berkshire Banshees Wheelchair Rugby Club



- Disability Football
- Brentford FC



- Multi-sports
- Brentford FC



- Inclusive Cycling
- Active in the Community

# How you can help?

- Promote on social media, newsletters, and email communications
- Display our event posters at your facilities and community centers.
- Use our marketing materials to assist in promoting the event.
- Inform your networks, local schools, and community groups about the event.
- Reach out to your contacts in disability services to boost participation.

# Event Overview

- Date: Friday, 16th August, 2024
- Time: 10:00 am - 1:00 pm
- Venue: Herschel Grammar School Sports Centre, Berkshire, Northampton Ave, Slough, SL1 3BW
- Age Requirement: 8 and above
- Wheelchair Rugby, Disability Football and Multi-sports will run concurrently in 2 x 1 hour slots. ( Booking Required )
- Inclusive Cycling - Open try out session



Thank you

Any questions please contact:

Sports Development and Senior Lettings Officer  
Vishnu Vijayakumar

[vishnu.vijayakumar@aitc.org.uk](mailto:vishnu.vijayakumar@aitc.org.uk)

07826270747