Plan

How can we make it easier for everyone to join in?

This question is important because...

It is very easy to arrange an activity without realising that the way you have set it up creates hidden barriers to involvement for certain groups. These barriers may be practical (cost, equipment, transport, timing, cultural norms) or emotional (heightened anxiety at the thought of going into a leisure centre or meeting new people). Below are some ideas on how you can identify and avoid these barriers.

Research

The report published by the University of Strathclyde tells us that projects which were *purely* community or place based (eg working with participants from a defined geographical area or a care home) and those which were *purely* condition-based (eg working with people who have poor mental health) were more likely to recruit truly inactive people than those that used a combination of these approaches. However, this success was equally dependent on the quality of projects' relationships with communities and referrers and their ability to communicate what the activity was about.

Key messages

✓ Ask people what would make it easier for them, or people they know, to join in. Also ask organisations that already work with this group.

✓ The criteria you set (eg referral process or open access, place-based or condition specific) will influence who your project can reach.

The Scottish Government
Riaghaltas na h–Alba

LEGACY 2014
XX COMMONWEALTH GAMES
SCOTLAND

SPIRIT OF 2012

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How can we make it easier for everyone to join in? (continued)

- ✓ On a practical level you may be able to make your session much more accessible by, for example:
    - → helping with the cost of sessions, appropriate clothes or equipment
    - → finding out what time of day or week is most likely to suit people
    - → providing extra staff or trained volunteers to help supervise children in the swimming pool
    - → running sessions in the local community rather than at the leisure centre, or providing some subsidised transport
    - → offering some women-only sessions
    - → promoting the session in a range of languages to suit the local population
    - → ensuring all your materials are easy to understand: use a clear font, don't use too many words and only use plain language; include images to show what you are describing; include a phone number and e-mail address and encourage people to get in touch if they have any questions
    - → encouraging people to bring someone with them the first time they come.

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