

Aspire2

inspired
by 2012

Fulfilling Potential Making it Happen

Issue 1 · August 2013

Lord Coe: "We have a real chance to make a difference."

BPA parasport website live

Feeling inspired?

channel 4 has talent

Shooting star!

How Emily's BuDS have paved her way to success
See page 28

Photograph: Steve Lovelle



Contents



- 4 **Get inspired**
The Young DPULO Ambassadors
- 6 **Opinion: The Legacy's for life, not just for the Games**
The Minister for Disabled People
- 8 **So what's this Legacy thing anyway?**
What you always wanted to know but were afraid to ask
- 12 **Interview: We have a real chance to make a difference**
The Lord Coe interview
- 16 **I can do that**
The British Paralympic Association's Deloitte Parasport website
- 18 **Are you kidding?**
Facts about the Paralympics
- 19 **Quiz: Are you inspired?**
Test your knowledge with our Paralympic quiz
- 20 **Interview: Boris's thoughts on the Paralympic Legacy**
Views from the Mayor of London
- 22 **Inspiring Peterborough**
How the Games inspired change in Peterborough
- 24 **Interview: Talented, intelligent and a sporting superstar**
Sophie Christiansen
- 28 **We're on our way to Stoke Mandeville**
BuDS and councils working together in Buckinghamshire (cover story)
- 30 **Finding New Faces**
The Channel 4 Paralympic presenter story



Contributions

Editor

James Pool

Design

Ryan Hall
Roger Carter

Cover photography

Steve Lavelle

Aspire2: Fulfilling Potential - Making it Happen is owned and published by the Department for Work and Pensions. Photographs of the Paralympics throughout the magazine are used with permission of DCMS and ODA were not already credited.

The publisher, authors and contributors reserve their rights in regards to copyright of their work. No part of this work covered by the copyright may be reproduced or copied in any form or by any means without the written consent of the publisher.

Although the author and publisher have made every effort to ensure that the information in this magazine was correct at press time, the author and publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

Thank you to all of the organisations that provided content for the publication.

© Crown copyright 2013



Department
for Work &
Pensions



Get inspired!

Young DPULO Ambassadors

Did anybody really think that the country would stop for the Paralympic Games? But it did. Both disabled people and non-disabled people collectively held their breath, or had that nervous feeling in their stomach when yet another British Paralympian went for Gold. But the great sport that everyone enjoyed was only part of the story.

- ? Young DPULO Ambassadors have been asked to work with DPULOs to get more young disabled people involved and working with their local DPULOs. They will be:
- Acting as champions to inspire young disabled people to be more involved in DPULOs to make sure DPULOs have a future;
 - Working with DPULOs to see how they can help disabled young people move from education into work;
 - Championing young disabled people being more involved in their local communities and build on the Paralympics Legacy; and
 - Helping DPULOs to make more of their social media presence

All over the country something much bigger was happening and this magazine tries to give a flavour of the inspirational effect of the Paralympics. Both leading up to the Games and carrying on a year later.

One of the most noticeable changes was how people have become more aware of disabled people. They have a better understanding of disability issues and the barriers that disabled people face. The impact of the Games on attitudes has been huge. It has changed people's lives and hopefully, will continue to do so for some time.

One way it has changed lives is how we, as young disabled people, are seen by our friends and others people of a similar age. When growing up, not only do you have the same worries as all young people about what people think of you as a person; you also worry about what others think of your disability. One of the positive aspects of the Games has been the very real change in attitudes towards disabled people. We now feel more confident in who we are and that must never be broken.

It's important that this Legacy continues to change perceptions across the nation and raise awareness of disability as a whole in a positive light.

But we mustn't stop there. *The Paralympic Legacy* must be used to encourage and raise disabled people's self belief and confidence to pursue their ambitions and dreams (no matter what they are).



Back row: Chandos Green, Rachael Johnston, Esther McVey MP Minister for Disabled People, Ellie Bamber, Mathew Hall. Front row: Louise Hunt and Sophia Erskine.

? DPULOs (Disabled People's User Led Organisations) are organisations run by disabled people for disabled people. They work, in different ways, to remove the barriers that prevent disabled people's inclusion in society.

"The message that the Games has left behind is something not to be taken for granted and I have been inspired more than ever to carry this message through the work I do to support young people as they progress into the future."

Young DPULO Ambassador

More information on ambassadors and strengthening DPULOs can be found at <http://odi.dwp.gov.uk/odi-projects/user-led-organisations.php>

London 2012 a Legacy for Disabled People (April 2011) can be found at <http://odi.dwp.gov.uk/odi-projects/2012-legacy.php>

If you want to get in touch with the Young DPULO Ambassadors message them on their Facebook page **Young DPULO Ambassadors**.

Opinion

The Legacy's for life, not just for the Games

One of the really exciting things about being Minister for Disabled People has been the chance to build on the huge success of the London 2012 Paralympic Games. I want to make sure that the Games leave a lasting Legacy for disabled people.

I know the Games had a really positive impact on the way that people think about disabled people. The Games have encouraged many people to think about disability differently.

We have already seen a lot done as part of the Legacy in the year since the Games. But there are still many more chances to use the Games to make more changes that would be good for disabled people in years to come.

This magazine is part of what government is doing to help build the Legacy. When you read it you will see that the Legacy is about what disabled people themselves can achieve in all areas of their life.

This is not just a job for government alone. It is about working together with disabled people and organisations like the British Paralympic Association, and Channel 4 to make the Legacy a success.

Part of the Legacy is about sport, and getting more people, including disabled people, doing some kind of sport or activity at any level. You'll find information in the magazine about the work of the British Paralympic Association and the parasport website. You can use the website to find out about your local sports clubs and how you can join.



I believe that the success of the Games was not just because of the wonderful Paralympic sporting achievements, but because disabled people were part of the whole event. They were athletes, spectators, and Gamesmakers. I believe that the Legacy is about ensuring that goes on.

I will always remember the success of the Paralympics and the excitement of the Games. It has inspired me to work harder to make sure that there is a lasting Legacy for disabled people.

Esther McVey

One area where I want to make a difference is getting more disabled people, including young people, involved in what goes on where they live. I have selected six Young DPULO Ambassadors across the country to work with organisations led by disabled people. I want to get more young people involved in what those organisations do, and how they do it. So if you are not already working with your local disabled people's organisations why not get involved and make a difference. The Young DPULO Ambassadors have helped us put this magazine together, and provided the questions for Lord Coe and the Mayor of London.

I hope you like this magazine. It would be great if you could use some of the ideas in it. Above all I hope that it inspires you to build your own personal Legacy from 2012.

So what's this Legacy thing anyway?

The Young DPULO Ambassadors asked Government the tricky questions about the Paralympic Legacy that everyone wants to know the answers to.

What exactly is the Paralympic Legacy? In terms of what has already happened and future plans?

Since the Games last summer, a lot has been achieved towards the Legacy. But that doesn't mean that there isn't any more that can be done. We all need to use the inspiration of the Games to make sure that there is a lasting Legacy for disabled people.

Legacy means doing things that are going to have a real and positive effect on the lives of disabled people, now and in the future. There is a lot that is happening, and it's described in the Fulfilling Potential Action Plan which was published in July. It includes things like: improving access to transport; more opportunities to get involved in sport; and getting people to think positively about disabled people.

The Legacy is not just about what Government is doing. All across the United Kingdom, the Games have inspired different people in different ways including: volunteering, doing some sport, and getting involved with local disabled people's organisation. It is impossible to capture all of that activity, but it is important to recognise the impact the Games have had.

Fulfilling Potential Action Plan can be found at <http://odi.dwp.gov.uk/fulfilling-potential/index.php>



“More disabled people are taking part in sport than in 2005 when London won the bid to host the Games.”

For The Legacy report 'Inspired by 2012' and more information on the Olympic and Paralympic Legacy go to www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games



What is being done to continue the positivity that came about from the Paralympics and Olympics?

The Paralympic Games proved that showing disabled people on television in a positive way can change public attitudes to disability.

TV companies can continue to play an important part in changing attitudes to disability. They can increase the numbers of disabled people working in television. They can make sure that more disabled actors and presenters appear on television.

Over the next five years there will be a number of high profile sporting events. We want TV companies to use these events to build on the positive coverage of disability.

Since the Paralympics, the interest in disabled sport has increased. For example, the number of swimmers attending the North West disability swim squad has doubled and the coach gets more enquiries every week. If this is the case for all sport, how are the governing bodies going to deal with the increased demand?

More disabled people are taking part in sport than in 2005 when London won the bid to host the Games. The latest figures

show an increase of 46,600 (2.8%) over the past year with Paralympic sports like horse riding and athletics growing in popularity.

£493 million has been given to the National Governing Bodies from 2013 to 2017 to give a year on year increase in the number of people playing sport. Sport England has agreed to get more disabled people to take part in disability sports. Money has been given to 7 national disability sports organisations and the English Federation of Disability Sport to help get more disabled people to take part in sport and make popular sports work with and for both disabled and non-disabled people.

How is the Paralympic Legacy is going to be used by the government to ensure disabled people are respected when changes are being made that affect us?

The Government wants to use the inspirational power of the Games to make sure there will be further changes. Fulfilling Potential, the Government's new strategy for disabled people, and the Legacy want the same things: that disabled people, of all backgrounds and ages, can fulfil their potential and play a full role in society. Most importantly, the Government thinks that disabled people must be involved in developing the disability strategy.



How can we as young people be a part of the Legacy?

Being part of the Legacy is not just about the big things the Government wants to do. It is also about disabled people being inspired by the Games to do something themselves.

That can be something that would be included in the big Legacy plans, for example, getting involved in issues where you live; trying a new activity, or sport; or doing something to improve attitudes towards disabled people.

You can create your own Legacy. It can be anything that the Games have inspired you to do personally such as setting up a business, volunteering, or living independently.

Whether it's a big idea or a small idea, if it is inspired by the Games, why not have a go?

The Legacy of the Games and of those who made it happen, has been massive. What do you feel needs to be put in place to continue this Legacy, as we as a nation go forward into the next Games in Rio?

All too often people look at things and only see where it has gone wrong. The Games changed that for a few weeks in August and September we saw what was Great in Britain. We need to keep reminding everyone what disabled people CAN DO and not what they can't do. We must use every chance we have to do this.

Over the next four years, there are a number of major events that will help to show disability sport in the UK at its best. We can also use these events to build on the positive coverage of disability, and the way it changed what people thought about disabled people. They include:

- 2013 London Anniversary Games;
- 'One Extraordinary Day' on 7 September 2013, the first of an annual Festival of Disability Sport, combined with the Mayor's Liberty Festival.
- 2014 Glasgow Commonwealth Games;
- 2014-16 Wheelchair Tennis Masters;
- 2015 Swimming World Championships, Glasgow;
- 2016 Rio Olympic and Paralympic Games; and
- 2017 the IPC World Paralympic World Cup and the World Athletics Championships.

“Joined my local gym and know of others who have joined their local swimming club.”
Young DPULO Ambassador



Lord Coe Interview

We have a real chance to make a difference

What do you see as the Legacy of the Paralympics and what does it mean for disabled people?

I think the most important Legacy from the Paralympics would be to build on the change in perceptions we saw as a result of the Games. I think this is summed up by the way we organised the Games - right from the start we decided to organise the Olympics and Paralympics in parallel and on an equal footing. There were some areas where there were differences, and we took those into account, but overall we gave both events the same amount of importance. I think that sums up what we are aiming for with the Paralympic Legacy - disabled people are an integral, vital part of our society and not an add-on.

We have a real chance to make a difference - there's a window of opportunity to build on the great things we saw last summer.

Lord Coe

Why do you think a Paralympic Legacy is important?

We have a real chance to make a difference - there's a window of opportunity to build on the great things we saw last summer.

How are you going to keep the positivity that came about from the Paralympics and Olympics going for many years to come?

I don't think it's down to just me - it's for everyone to help build on last summer. It's for businesses to see disabled people as prospective employees with great contributions to make to their companies. It's for people commissioning art to be open to the amazing work by disabled artists that we saw so much of last year. It's for the media to promote disabled people in front of the cameras. It's for the average person on the street to be open and willing to engage with disabled people. It's really for everyone to do their bit.

Now that the Olympics and Paralympics are over how do you think the way society sees disabled people has changed?

I certainly think there was a change and polls conducted after the Games backed this up. I think people stopped seeing just a disability - I think last summer opened a lot of people's eyes to the achievements and personalities of disabled people, and started to build a more positive approach to disability.



An IPSOS MORI survey immediately after the Games showed that 81% of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public.

Even more significantly, over half said that their own attitudes had changed. This effect appears to have been sustained. The ONS Opinion Survey (March 2013) showed that 53% of people said that the Paralympics has had a positive impact on the way they themselves viewed disabled people.



What do you think can be done to maintain this change using sport and generally in society?

We need to ensure Paralympic sport keeps the great profile and visibility it got last summer, so I'm delighted that Channel 4 will be continuing with their coverage as we head towards the Rio Games in 2016. It's also great that shows like The Last Leg have moved to a prime time slot and that disabled people like Ade Adepitan are now mainstream presenters.

We have already had the London Anniversary Games where there was a whole day of Paralympic sport back at the Olympic Stadium. We've also got the IPC World Athletics Championships in 2017 and a range of other disability sport championships before then. But that's just one aspect of helping to maintain the change - we need to promote disabled role models not just in the sporting world, and I know DWP are doing work in this area.

What do you see as the main issue for disabled people in society and how do you feel that the story of the London 2012 Paralympic Games has changed that?

I think there are a lot of well-informed people who could probably answer that question better than me - I can only speak from my point of view. I would say though that I don't think there is just one main issue. It strikes me that there are still issues around the visibility of disabled people, the awareness people have of disabled issues and the attitudes people have. I think the Paralympic Games helped shine a light on these areas and more, but it would be naïve to say that everything's changed completely and the world is suddenly great for everyone. We do have an opportunity though to make a difference.





Following the success of the Olympics and Paralympics do you expect more sports now to be held in London or do you expect them to be held around the country at regional centres e.g. swimming at Ponds Forge Sheffield with Sheffield being more accessible for teams such as Scotland

There are already a huge number of big sporting events planned for the next ten years. UK Sport's Gold Event Series is aiming to hold 70 major sporting events around the UK over the next ten years. A lot of these are outside London, such as the Rugby League World Cup, which will be held at locations across England and Wales later this year, the IPC World Swimming Championships

in Glasgow in 2015, not to mention the Commonwealth Games next year also in Glasgow. The Games have left London and the South East in particular with some great facilities, but I would like to see sport taking place all over the country.

The DWP role model campaign features video clips of a wide range of successful disabled people, including Paralympians, business people, entrepreneurs, students and artists talking about their aspirations, achievements, and the barriers they have overcome.

www.youtube.com/user/rolemodelsinspire



Will the funding and promotion of the services that are available through sports for disabled people be ring fenced?

There is dedicated money available for disability sport at all levels – from grassroots community projects to funding for elite athletes. We've seen funding for Paralympic sports increase by 43% for the period running up to Rio, compared with what it was for the four years before London 2012, so that's a great foundation to help build on the fantastic success Paralympics GB had last year. But it's also an indication that disability sport has a big profile now and that it's seen as hugely important to safeguard the future of disability sport.

Due to the success of the Paralympics, and Olympics why couldn't this be an annual event within the UK and be aired on TV?

Well, it would be great in many ways, but I'm not sure that we can put on something of the scale of the Games every year! It would be great to see more of the Olympic and Paralympic sports on TV and in the media, rather than just once every four years, which is what it can feel like at times.

Do you think it is realistic and achievable to expect Paralympic sport to continue and eventually become as high profile as Olympic sports?

Yes, I do. We've already seen the profile of Paralympic sport skyrocket over the last year and we now see Paralympic sports alongside Olympic sports, such as at the Manchester Great City Games in May, and this summer at the Olympic Stadium for the London Anniversary Games. I think people now realise how great Paralympic sport is, and they want to see more of it – that's fantastic for the future.



I can do that

Deloitte Parasport is a free online tool designed to inspire, educate, inform and signpost disabled people, and those interested in disability sport, to high quality sporting opportunities.

Visit our website at www.parasport.org.uk and find out which sports best suit you with our Sport Self-assessment Wizard, then put your postcode into our Club Finder and locate sports clubs in your area, now with over 3,000 clubs listed.

For handy tips and advice about trying sport for the first time, or getting back into it, visit www.parasport.org.uk



Martin's story

In August 2007, Martin set up his own Wheelchair Basketball club, the Derby Wheelblazers, for players of all ages and abilities in the Derbyshire area. But the club is about more than just playing sport: "If you want, it can have nothing to do with basketball. It's about people developing as people, not just as players – there's something to be had out of it for everybody," Martin says.

Keen to attract more players, Martin made contact with Deloitte Parasport and submitted Derby Wheelblazers to the online Club Finder section: "New members are our lifblood. So for people to be able to search the Parasport website and feed through to us, that's what we need... Also, people don't necessarily know what a particular sport is – so even before looking at the Club Finder, they can find out all about various sports and whether they'll be interested in them."

Martin says that Parasport has a huge part to play in the development of disability sports: "It all comes down to awareness. Who does what, and where? Without the Parasport website, finding out can be difficult."

As new members signed up, the Wheelblazers joined the Great Britain Wheelchair Basketball Association League, winning promotion from two divisions in as many years. They have also developed a healthy youth section along the way: "It's more about recreation and having fun at the moment, but we are aiming to develop a competitive junior squad over the next few years."

That extends to the senior players too, as the wheelblazers' coach Simon explains: "We've got very fit guys here, some potentially brilliant players, but they also come here because they love the club. There's a great social side to it..."

Watch Martin tell the Derby Wheelblazers' story at www.parasport.org.uk/wheelblazers



"We've got very fit guys here, some potentially brilliant players, but they also come here because they love the club."

Simon at Derby Wheelblazers

Are you kidding?

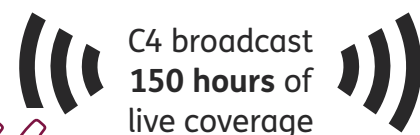
Facts about the Paralympics



tickets were sold for the Paralympic Games 2012



tweets during the Games using the word Paralympics



C4 broadcast 150 hours of live coverage

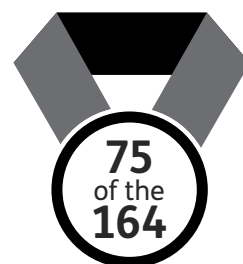
From 1960 until 1976 the Paralympics was only for people with spinal injuries



The first time that the **Stoke Mandeville Games** took place overseas was in **Rome in 1960**. The **Rome Games** are now thought of as the first Paralympic Games

July 28, 1948

16 former service personnel took to the lawns at Stoke Mandeville Hospital for an Archery contest
The Games were born



competing countries in 2012 won at least one medal

It has made me look for more opportunities for more children in my swimming club to compete, for example, making contact with other clubs to set up friendly galas.

Young DPULO Ambassador

You can find out more about the 2012 Paralympics and the history of the Paralympics at www.paralympic.org/paralympic-games/london-2012 and www.paralympics.org.uk/games/the-games



inspired by 2012

Quiz | Are you inspired?

- Who won GB's first Paralympic Gold medal in 2012?**
 - Sarah Storey
 - Ellie Simmonds
 - Hannah Cockroft
 - Barney Story and Neil Fachie
- How many medals did the Paralympic GB team win in 2012?**
 - 132
 - 120
 - 96
 - 78
- How many players can be on the court in a game of wheelchair rugby?**
 - 4
 - 5
 - 6
 - 7
- How many sports are played at the Paralympic Games?**
 - 15
 - 20
 - 25
 - 32
- How many Gamesmakers worked at the 2012 Paralympics?**
 - 10,000
 - 15,000
 - 20,000
 - 25,000
- How many countries completed in the 2012 Paralympics?**
 - 204
 - 164
 - 75
 - 206
- Who established the Paralympic Games?**
 - Sir Ludwig Guttman
 - Sir Stoke Mandeville
 - Lord Sebastian Coe
 - Sir Philip Craven

Score 6-7 – Inspired and clever too!

Score 4-5 – Inspired and probably answered a question or two wrong so you wouldn't be thought of as a know it all.

Score 2-3 – Inspired and ready to do something

Score 0-1 – Inspired and knows you don't need to know all this stuff to do something for the Legacy

Answers – 1:a, 2:b, 3:a, 4:b, 5:c, 6:b, 7:a



Interview | Boris's thoughts on the Paralympic Legacy



What do you see as the Legacy of the Paralympics and what does it mean for disabled people in London?

It's now a year on from the final tear-sodden, juddering climax of London's glorious summer and Londoners continue to reap the benefits of hosting the Games. Since 2012, billions of pounds of investment has poured in to the city driving jobs and growth, East London's regeneration has been brought forward by decades and the former Olympic Park's 8 venues, including the spectacular stadium, have long term secure private sector futures.

In a practical sense the billions of pounds we're spending on transport infrastructure has made a big difference to accessibility on the underground and on London's buses. Crucially we know that London's historic sell-out Paralympics shifted people's perception of disability for the better, underscoring the essence of what the Games stand for. In no small part this was down to the mainstream visibility that was achieved

through Channel 4's excellent coverage. This year on the Queen Elizabeth Olympic Park we host the Paralympic Champions Event as part of the Sainsbury's Anniversary Games, and London has already secured the 2017 Paralympic Athletics World Championships.

Why do you think a Paralympic Legacy is important?

It was vital that, as well as sparking a change in attitudes, we saw a tangible Legacy for disabled Londoners. The Paralympics demonstrated what can be achieved when accessibility is embedded as a goal from the outset. The Olympic Park and the venues were designed to be fully inclusive. For example as a result of carefully designed seating, disabled spectators were able to have the same experience as anyone without worrying about whether their view was about to be blocked by a sports fan in the row in front leaping to their feet.

The pioneering design standards used are now being applied to the new homes and neighbourhoods being constructed on the site, which includes a commitment to 10 per cent wheelchair friendly homes. We are working with planners and developers to apply these standards to new developments across the city.

London's transport system also benefited from £6.5 billion of investment bringing new links, improved reliability and better accessibility including new lifts and step free access at stations like King's Cross and Stratford, to wheelchair access on all 8500 London buses. We know there is more to be done and new infrastructure will certainly be designed with this in mind,

for example the New Bus for London is fully accessible and Crossrail will dramatically improve accessibility to key locations.

How are you going to keep the positivity that came about from the Paralympics and Olympics going for many years to come?

One of the most affirmative outcomes of the Games was the friendly welcome that greeted our visitors, which was in a large part due to our magnificent volunteer army that helped show off the very best of this city. It's my aim to continue this spirit of community mindedness by increasing volunteering opportunities and we are working with the tourist industry to ensure London's hotels, restaurants and tourist attractions continue to give disabled visitors the best possible experience of the city. There are some great examples of inclusive thinking, take 'Up at the O2', which includes a hair raising wheelchair tour over its roof.

What do you think can be done to maintain this change using sport and generally in society?

The extraordinary medal haul from Paralympic Team GB was the icing on the cake coming after extraordinary Olympic sporting success. Golden performances such as Jonnie Peacock's blistering 100m sprint or Ellie Simmonds' dazzling displays in the pool, created a crop of inspirational role models. It was always a key aim of the Games to get more people active whatever their age or ability. In London, we've invested over £16million to develop sports projects and will invest a further £6million over the next two years.

So far we've helped nearly 80 sports facilities, trained 13,000 coaches and invested in numerous great sports projects, in a range of disciplines, all aimed at getting people active. Every single scheme we fund must set out a clear plan to involve disabled people.

Next month we'll also be hosting an annual festival of disability sports, now combined with the Liberty Festival of Deaf and disabled arts, both to be held on Queen Elizabeth Olympic Park. This will see the return of boccia, goalball and that most fearsome of sports, wheelchair rugby, to name a few.

What do you see as the main issue of disabled people in society and how do you feel that the story of the London 2012 Paralympic Games has changed that?

It is my aim as Mayor to help all Londoners to grasp the opportunities that come from living in this great city without facing prejudice, ignorance or institutional barriers. It's worth pausing to remember the scepticism that we saw in the run up to the Olympic and Paralympic Games. Many gloomsters thought that London couldn't pull it off, that the trains would let us down and that generally we couldn't cut the mustard. As history now documents, this simply couldn't be further from the truth and the resounding success of the Paralympic Games played a huge part in this.

I hope that for all Londoners this once in a lifetime event proved that everyone has a positive contribution to make, that striving for your personal best pays dividends and that their city is a better place as a result.

“Watching the huge achievements of the Paralympic athletes was an epiphany moment for me. I felt we needed to harness this sense of achievement and use it to be the force behind a programme of change in Peterborough.”

Irene Walsh



For more information about Inspire Peterborough or to get involved
www.inspirepeterborough.co.uk



inspired
by 2012

Inspiring Peterborough

Inspire Peterborough is using the power of the Games to inspire, change and enhance the lives of disabled people of all ages and abilities in Peterborough.

Peterborough City Council Cabinet Member Irene Walsh says: “Watching the huge achievements of the Paralympic athletes was an epiphany moment for me. I felt we needed to harness this sense of achievement and use it to be the force behind a programme of change in Peterborough.”

Inspire Peterborough was set up as a partnership between Peterborough City Council, Dial Peterborough, and other local organisations immediately after the 2012 Olympic and Paralympic Games. Its aim is to increase the choice of disability sports, and inspire disabled people of all ages to have better life outcomes through sport, leisure activities and volunteering.

DIAL Peterborough is the city’s information, advice and liaison organisation for disabled people, their families and carers. Bryan Tyler, Disability Forum Manager, says: “It has been a great experience working in partnership with the Council and being able to bring so many new opportunities to local people.”

Inspire Peterborough has gone from strength to strength in

providing new opportunities for sporting and leisure activities for disabled people of all ages. One of the great Inspire Peterborough success stories has been the collaboration between Peterborough City Council and a host of organisations from the voluntary and business sector.

Back in April 2013, Inspire Peterborough joined forces with Bannatynes Health Club and established a Tuesday Balance and Co-ordination class led by GM Carl Paper, and Fitness Manager Richard Dainty. Those sessions were so successful that Age UK are getting in on the act and teaming up to provide Exercise Classes for the over 55s. Those sessions will work in conjunction with the Balance Classes and the times of the sessions will be extended to accommodate new clients.

But if that wasn’t enough, Inspire Peterborough, Peterborough City Council and the Rotary Club will be launching a brand new initiative at the club, “Memory Cafes” for people with Dementia, their families and carers. It is hoped that the Bannatynes based “Drop in Café” will begin in September.

Interview

Talented, intelligent and a sporting superstar: What more could Sophie Christiansen want?



Apart from your sporting success, which must be difficult to top, what is your lasting memory of the London Paralympic Games?

At the equestrian events, the 10,000-strong crowd was told to wave, instead of clap, for safety in case the horses were scared of the applause. This was so strange to witness as it was like the whole world had been put on mute, but I could still feel the excitement and anticipation in the air! At the end of my third and final competition it was clear that my horse would not mind, so as I came out of the arena my brother and cousins shouted "We love you, Sophie!." The whole crowd just erupted into cheering. I still get emotional thinking about it! This will always be my lasting memory of the Games.

What do you think has been learnt from London 2012, and what do you think will be your personal Legacy from London 2012?

My personal Legacy is the improved perception of disability. The UK definitely are the world leaders in putting Paralympic sport on a par with the Olympics, shown by the record breaking ticket sales and the creation of new disabled sports stars.

The Paralympics showed people that life is about what you CAN DO and not what you can't. I hope that the perception of disability is maintained at this level. More Paralympic Sport in the media, especially on television, would help continue this Legacy.

The Paralympics certainly came of age in London and I think that the Legacy over all will be tested in Rio. I hope that the profile of the Paralympics will continue to increase globally.

A vast number of people have been inspired by what happened during London 2012. What would you like the lasting Legacy from London 2012 to be?

I hope that the lasting Legacy will be to encourage people to go out and achieve their dreams. London 2012 showed people what can be achieved if they put their mind to something, regardless of adversities.

I hope that people affected by disability have been inspired to fulfil their potential in life, to live independently by seeking employment and fighting to live the life they imagined. It is not easy, however, this only makes achievement more rewarding.

What change will you look for in 10 or 20 years time to know that 2012 has had a lasting impact?

The changes that will demonstrate a lasting impact of 2012 would be more disabled people in employment and living independently. Public transport being more accessible would enable this to happen. The Social Model is key to achieving this, changing society to help disabled people reach their potential.



What is the social model of disability?

The social model of disability says that the barriers that disabled people face are not caused by their impairment but by people's attitudes, inflexible organisations; or the environment.

For example, it is not a person's impairment that stops them using a building or service, it is the fact that the buildings or service, have not been designed to be accessible to all of them.



I have been really lucky in my sporting career as I have been a Lottery Funded athlete since I was 14.

Sophie Christiansen



How important is participating in sport in your day to day life?

I definitely believe that I would be more affected by my disability without sport in my life. Being fit reduces the limitations Cerebral Palsy puts on my body so that my day to day life is made easier. For example, I have not had access to NHS physiotherapy since I was 19, but my sport acts as therapy, which is the reason that I started riding in the first place. I believe that sport helps everyone to keep fit and healthy, even more so for those with a disability. Another Legacy that I would like to see is more disabled people involved in grassroots sports.

What have been the biggest barriers to achieving your success in sport and in work?

I have been really lucky in my sporting career as I have been a Lottery Funded athlete since I was 14. Obviously the journey has not been easy and 2012 was the hardest year I have faced.



Work, on the other hand, has been more challenging for me as the barriers have been partly due to my disability. I have been to job interviews where they mentioned about placements in other areas of the country which would have not been possible for me. It also takes me longer to complete work and this has meant that my employer needs to be understanding and flexible. I believe though that the benefits of me working for them outweigh the challenges, in terms of motivating my colleagues and what I can bring to the organisation.

You're now a role model for young and old disabled people. Who were role models that inspired you?

From when I watched Tanni Grey-Thompson win gold medals at the Sydney Paralympic Games on television, I wanted to follow in her footsteps. Not only was she at the top of her game in sport but she was a brilliant ambassador for getting disability sport into the mainstream. I now admire her for her political work and she has become one of my mentors.

What would you want people who think of you as an example to take away from your story and experiences?

I hope that people take away from my stories and experiences, the importance of remaining determined and focused on their goals, but also having fun. My journey has not been an easy one, and I have met with my fair amount of challenges, however all the hard work has been worth it, to achieve what I want in life and to make it unique.

And finally, what are your hopes for Rio 2016?

My London 2012 horse will be too old to compete in Rio, so I will have to build up the same partnership with another one. You can never guarantee successes from one competition to the next, especially in equestrianism, as you are working with another athlete. My aim is to do my best to repeat my 2012 achievements at the next Games, but you can never predict what can happen.

I hope that people take away from my stories and experiences, the importance of remaining determined and focused on their goals, but also having fun.

Sophie Christiansen



We're on the way to Stoke Mandeville

In January 2012, BuDS (Buckinghamshire Disability Service) began working in partnership with Buckinghamshire County Council and Aylesbury Vale District Council's Olympics and Paralympic events team to advise them on disability issues.

As part of that work BuDS wrote and distributed an access guide, covering all types of disabilities, for large events. They also provided a guide with maps and clear information for disabled people and carers.

The guide was sent to the County and District Councils, Tourist Information Centres, Parish Councils, and libraries. The Guide was also available on the BuDS' website, both Buckinghamshire County Council and Aylesbury Vale District Council linked to the guide from their websites.

As a Legacy of the Paralympic Games, BuDS proposed a signposted, accessible pathway route from Stoke Mandeville

Stadium into Aylesbury town centre. They helped to design the route, and provided the engineers with advice relating to the needs of disabled people.

The hard work from Transport for Buckinghamshire and BuDS made sure that the Stoke Mandeville Way was open for use in time for the launch of the Paralympics.

BuDS intend to keep working with partners to develop the pathway into the first universally accessible route in the UK.

For more information about BuDS or to get involved, visit <http://buds.org.uk/site/content/home>

BuDS wanted to make sure that disabled people themselves had maximum opportunity to take part in the Paralympic celebrations here in Bucks - the historic home of the Paralympics, and we were delighted to work with councils and others to achieve this.

BuDS



"I have always been told I can do whatever I set my mind to. I attended mainstream school and am presently at college studying animal management."

Emily Mclean

Emily's story...

When I was four months old I developed a large cyst in my brain. I had surgery to insert a drain into the cyst but by then the cyst had already caused damage to my brain. I have cerebral palsy affecting three of my limbs, and a left sided weakness. I have always needed a wheelchair and special splints to help me walk. After more surgery in 2008 I suffered a setback when I lost some of the mobility I did have and it has left me with chronic pain,

I have always been told I can do whatever I set my mind to. I attended main stream school and am presently at college studying animal management. The bigger the animal the better!

Like my sisters, I have achieved my bronze and silver Duke of Edinburgh award and am working on my gold. I am also a Brownie leader.

My greatest passion though is wheelchair basketball, I was introduced to this in 2007 and it soon became clear that I was good at it. For the last three seasons I have been awarded a scholarship to help fund my training and development as a player.

I play all round the country and for several teams, my women's team came third in the championship playoffs and I have won bronze playing for South England at the school Games.

I train several times a week alongside other Paralympians and although I did not make it to last year's Paralympics Games I am working hard to make it to Rio in 2016.

Emily lives locally to the Stadium and uses the Stoke Mandeville Way daily, not just to get to sports events but also for school and shopping trips.

Channel 4: finding the new faces

The Paralympic Games were a fantastic opportunity for Channel 4 to discover new talent and ensure that our coverage of the Paralympic Games had authenticity and a level of expertise that would help audiences really understand and enjoy Paralympic sport.

“Many of the Paralympic presenters and reporters are now working with Channel 4 to continue their careers on television.”

The new team of presenters and reporters played major roles in our coverage. They came from a huge variety of backgrounds and included an ex-Royal Marine, a carpenter and a retired Paralympic swimmer.

But this is just the beginning

Following the Paralympics, Channel 4 committed a further £250,000 in the short term to ensure that disabled people appear in a range of different programmes across the Channel 4 schedule. We have already begun to feature some of our hugely talented Paralympic presenters in other programming including The Last Leg, Unreported World and Channel 4 News.

We believe there is an opportunity to go further, to build on our own track record as a media organisation that has long led the way in providing disabled people with a greater presence on-screen.

Arthur Williams

Arthur served as a Royal Marines commando 2005-2009 and was awarded the King's Badge for best marine in training.

After a car accident left him paralysed from the waist down, he was determined not to be labelled as a 'pen pusher'. So looking for a new profession in life, he turned to a childhood fascination and became a pilot, achieving his licence within eight months of starting.

He also took up sport and wheelchair racing, training alongside London 2012 T53 100m Gold medallist Mickey Bushell and winning the Birmingham Half Marathon in 2009. Then, after showing huge potential in hand-cycling, Arthur transferred to the British Cycling Paralympic development squad before applying for Channel 4's presenter talent search.

After 18 months of training Arthur co-hosted (with Georgie Bingham) the afternoon shows throughout the London 2012 Paralympic Games on Channel 4, winning over the viewers with his charisma, knowledge of the sports and passion for the Paralympics. Since then he has appeared with Peter Snow presenting D-Day: As It Happens, a real-time multiplatform history event on Channel 4 and c4.com, and in July presented The Plane that Saved Britain, a film about the Mosquito bomber, and co-presented eight days of live coverage from the IPC World Athletics Championships in Lyon.

For more information contact about the Presenters programme contact awalsh@channel4.co.uk





Get in touch...

We hope you found the magazine interesting and you have decided you CAN DO something. If you have, we would like to hear about it. We would also like to know what you think of the magazine.

You can email us at: fulfilling.potential@dwp.gsi.gov.uk

Or write to: **Office for Disability Issues (Aspire2)**
Department for Work and Pensions,
Caxton House,
6-12 Tothill Street,
London, SW1H 9NA

Next issue is due on 3 December 2013 and we will be looking at attitudes towards disabled people.

Let us know what questions you want answering about attitudes: email your questions to us and mark the subject line or envelope **Aspire2 Attitudes Q**.

ISBN 978-1-78153-613-1 – Aspire2 online magazine



Department
for Work &
Pensions