

Disability Awareness Day November 2010

Having Fun Together



Report

Margery Hitchman - Chair disAbility Matters

4th November 1967 - 30th November 2010



Slough Disability Awareness Day planning team would like to pay tribute to Margery Hitchman, founder member and long time chair of disAbility Matters.

Margery very sadly passed away on Monday 30th November in Wexham Park Hospital.

Margery was a crusader for disability rights and worked tirelessly on behalf of disabled people in Slough.

Margery will be greatly missed by all those who had the privilege to work alongside her.

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Background

The Disability Awareness Day came about as the result of work undertaken at the November 2005 "What's your Vision?" Community Care Forum, by a Physical Disability and Sensory Needs Workgroup. The workgroups ultimate vision was to make Slough the accessible town.

To move the vision forward, the workgroup agreed to run an awareness day which would raise the public's awareness about Physical Disabilities, promote the services and activities available to people with a Physical Disability and to inform the general public that having a disability is not a barrier to participation.

The workgroup agreed that in order to reach as wide an audience as possible and to engage on a meaningful level with members of the public, a first step towards realising the vision would be to create a disability focused annual event in the centre of Slough which would:-

- Inform the Disabled Community in Slough of the support services, leisure and social activities which are available to them in the borough.
- Showcase some inclusive activities in which both disabled and non-disabled people can enjoy together.
- Raise the profile and awareness of disability

In 2008, Slough Disability Awareness Day broadened its focus to include Learning Disabilities and Autism.



Staff from Montem Leisure Centre demonstrating disability friendly equipment.



Introduction

The third Annual Slough Disability Awareness Day which was held in the Queensmere Shopping Centre on Friday 12th November 2010.

Fiona MacTaggart, Member of Parliament for Slough, welcomed Slough residents to the day. The Mayor of Slough, Councillor Jagit Grewal also came along to support the event.

The day was funded by Berkshire Community Foundation's Quick Response Grant, Slough Social Fund, Slough Borough Council, United Voices and Slough Council for Voluntary Service.

Acknowledgements and thanks to the following organisations who provided instructors free of charge.

- Life Long Learning - yoga instructor
- Age Concern - seated exercise instructor
- Montem Leisure - fitness instructors

Thanks also to Queensmere Shopping Centre for providing the venue and Nancy Finch PR for her support.

The day was designed, planned and delivered by partners, Zoe Krawczyk, **United Voices**, Rosa Petrucci, **Age Concern**, Mary Kelly, **Slough Council for Voluntary Service**, Aimee Mennis, **Slough Borough Council** and Liam Toner, **Speedwell**. The purpose of the day was to raise awareness of the range of services and activities available for people with a disability, to inform the general public that having a disability is not a barrier to participation and that there are many activities that disabled and able bodied people can enjoy together and to promote community cohesion.

Activities showcased on the day were:

- Seated exercise sessions
- Yoga sessions
- Art workshops
- Bollywood Dance demonstrations and workshops
- Interactive computer games
- And a guest appearance from Nearly Diamond

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A lunchtime survey was taken to gauge public opinion. (see appendix 1)

237 people spoke to stall holders and took information about services (see appendix 1)

A number of local voluntary organisations participated in the day (see appendix 3)



Top: Liam Toner welcomes The Mayor of Slough, Councillor Jagit Grewal to the event

Bottom: Ajay Gill with Fiona MacTaggart, Member of Parliament for Slough

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Summary and Conclusions

The third Slough Disability Day proved to be the most successful yet in raising awareness within the disabled community of the range and diversity of leisure, sport and support available to disabled people in Slough. It also confirmed that an event such as this, help raise the general public's awareness about disability.

A rolling programme of activities drew in the crowds and provided entertainment for participants and an education for onlookers. 237 people spoke to stall holders and took information about the day.

Speedwell was particularly successful in promoting employment opportunities for disabled people within its organisation. They handed out 50 leaflets and explained the process that needs to be followed for someone to apply for a place in the workshop, to those who are looking for work or have a disabled family member who is doing so.

19 people were referred to one of the services present on the day and thirteen volunteers recruited. In addition thirty eight members of the public completed a lunch time survey and over whelmingly agreed that events such as Slough Disability Awareness Day went a long way to raise the public's awareness of disability.

The day was delivered on a very small budget, through a partnership of three local voluntary organisations (United Voices, Slough Council for Voluntary Service, Age Concern) Slough Borough Council and Queensmere Shopping Centre.

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In terms of achieving its outcomes, the day provided a rare opportunity for the disabled community to:-

- Celebrate
- Raise awareness of services available
- Raise public awareness
- Promote Community Cohesion
- And was excellent value for money

Recommendation

The planning team agree that while the 2010 event was the most successful yet, the day could be further improved (in terms of attracting the attention of the general public) by offering more activities (and noise) throughout the day.

Mary Kelly
Community Care Development worker
Slough Council for Voluntary Service

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Comments from the stallholders



Speedwell said:

“We had a busy day with a large number of visitors to our table; this was mainly because as well as wanting to contribute to Disability Awareness Day we were also trying to raise funds for workshop social activities through the sale of goods.

We met up with old friends from other agencies and support groups but were also able to explain more about Speedwell to the general public, considering we have been helping disabled people since 1979 it is surprising how few people are aware of us or know what we do.

50 leaflets were handed out and the process that needs to be followed for someone to apply for a place in the workshop explained to those who are looking for work or have a disabled family member who is doing so.

We are pleased to support Disability Awareness Day as, with limited funds to promote our service we need to use these type of events to raise our profile and hopefully signpost the local disabled community to us when they need help seeking employment.”

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Special Voices said:

“We all thought it was a great day, you could not arrange or buy that kind of atmosphere. As well as speaking to 77 people, to explain why we were all there to raise awareness of disabilities in Slough we collected 15 new parent/carers for Special Voices. As well as this 13 new volunteers signed up to shake a tin at Mencap's annual street collection. There were 25 nomination forms filled in as part of Sainsbury's Charity for the year so these were made aware of DAD as well.

These figures were just an added bonus for us we were just so pleased to be part of the day. We would all like to say thank you and well done for all the effort and hard work that was put into this event it certainly showed, same again next year?”

Mandy Gunn

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Parvaaz Project said:

“The Disability Awareness Day supported the aims of our organisation by highlighting the issues faced by people with disabilities.

Disabled people face social and environmental barriers to enjoy opportunities their non-disabled counterparts take for granted. The disability awareness day provided active inclusion to facilitate disabled young people’s participation in mainstream activities and provide interaction between disabled and non-disabled young people.

We believe that everyone has the same aspiration to exercise their right to enjoy an active healthy lifestyle regardless of their disability.”

Neeru Palhi

Button Bashing said:

“Disability Awareness Day has been one of the most rewarding things we have ever done. We learnt more from the people who took part in the games than they learnt from us.

Looking forward to being to being part of the day next year.”

James and Richard Tweedie



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United Voices said:

Disability Awareness Day is one of the most exciting events of the year for us at United Voices. Members get the opportunity to share with the public work they do in Slough for themselves and for each other. We believe everyone has the right to safely access and be a part of their community and enjoy the leisure activities available in Slough, Disability Awareness Day not only highlights what's going on it also lets you have a go!

We are proud to be involved in the organising and running of this event.

Zoe Krawczyk



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Slough Carers Support, Age Concern said:

“One of the aims for Slough Carers Support Service and Age Concern Slough and Berkshire East is to raise awareness on carers and elderly issues within the community and to make sure they are aware of their rights and the support available for them locally.



We met 69 people including Mental Health service users and had 5 referrals to the service.

“Slough offers better service to carers than other boroughs” and also suggestion for us to introduce an emergency card for carers to be carried in a key ring.”

Rosa Petrucci

Slough Council for Voluntary Service said:

A number of members of the public commented:

“Events like these are crucial in raising awareness and should happen on a more regular basis, at least 4 times a year (in an ideal world).”

Mary Kelly



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Other people said:

Slough Borough Council

“I thought the day was a great success. It showcased some of the very committed groups we have here in Slough, raised awareness on disability and above all, was an enjoyable event, I particularly liked the dancing! Having the opportunity to meet and talk to some of the individuals there on the day was a great way of helping people understand and learn more about those with disabilities, and encouraged people not to be afraid to ask questions.

I thought the Disability Awareness was a great event, and is definitely something that needs to happen more often. “

Noreen Mian



East Berks College

“This event will go towards some of the work the students are doing in their course, e.g. finding out what’s available in their local town.”

United Voices, Windsor

“What a great event! It certainly has impact. We could do with something like this in Windsor.”

Photos from Disability Awareness Day



Appendix 1

Lunchtime Public Awareness Survey Results

Did you know that Disability Awareness Day was happening today?

Yes No

Do you feel this event has raised your awareness of disability?

Yes No

Do you feel events like this are useful for raising awareness to the general public?

Yes No

Did you visit any stalls?

Yes No

Did you take any information?

Yes No

If yes, which ones?

United Voices	<input type="text" value="15"/>
Mencap	<input type="text" value="9"/>
Parvaaz	<input type="text" value="5"/>
Slough Community Transport	<input type="text" value="15"/>
Special Voices	<input type="text" value="10"/>
Slough Community Leisure	<input type="text" value="7"/>
Age Concern	<input type="text" value="11"/>
Speed-	<input type="text" value="15"/>
Slough Borough Council	<input type="text" value="7"/>
Slough CVS	<input type="text" value="7"/>

Appendix 2

Disability Awareness Day Visitor Survey

Gender

Male	Female	Total
79	158	237

Age

Under 18	18-40	41-60	60 +	Total
39	78	72	48	237

Ethnicity

Asian	Black	White	Other	Total
86	46	74	34	237

Disability

Physical	Learning	Sensory/ Autism	Parent Carer	No Disability	Total
51	35	36	59	55	237

Referrals (including self referrals)

19 new referrals

Appendix 3

List of organisations who took part in the day

- Carers Support
- United Voices
- Slough Community Transport
- Special Voices
- Slough Mencap
- Slough Council for Voluntary Service
- Age Concern
- Speedwell
- Joanna Scott, Artist
- Slough Community Leisure
- Two Left Feet
- Parvaaz
- Button Bashing
- Slough Life Long Learning

Disability

Awareness Day

November 2010

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Report produced by Mary Kelly and Lorna Allen, Slough CVS
December 2010