

HNS Annual Club licensing meeting Disability Access Officer

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Why access and inclusion matters

- ***Disabled people constitute the largest minority group***
- 12-15% = >1 billion disabled people worldwide (WHO stats)
 - 1% wheelchair users
 - 2% learning/intellectually disabled people
 - 15% Deaf or hard or hearing people
 - 3.5% partially sighted and blind people
- 1 in 4 people will experience mental ill-health
- Disabled people may have more than one 'disability'
- **>50% of disabled people have never attended a public or sporting event**



Why access and inclusion matters

- Disabled people are excluded by societal barriers
 - Physical, sensory, intellectual and *attitudinal*
 - **Most common being attitudinal barriers & stereotyping**
- Disabled people influence choice - family & friends
 - Provide new business opportunities
 - > Fan base & increased revenue
- >20% of any population will require good access at given time
 - Young and older fans
 - People who speak different languages
- **Accessible facilities and services benefit all of us**



Why access and inclusion matters

- Accessible stadiums are;
 - Customer focused and welcoming
 - Provide an inclusive fan experience for all
 - More sustainable & more financially viable
 - A legal requirement in many countries
- **Inclusive clubs and accessible stadia enhance reputation**
 - Appreciated by many stakeholders
 - Including customers, clients, fans and sponsors



Providing access & inclusion within football

- UEFA and CAFE CSR associate partnership
- CAFE providing support and guidance to:
 - National Associations, Leagues & their clubs
 - Local disability and equality NGOs
 - Disabled supporter groups
 - UEFA & CAFE Access for All Guide
 - CAFE Conferences

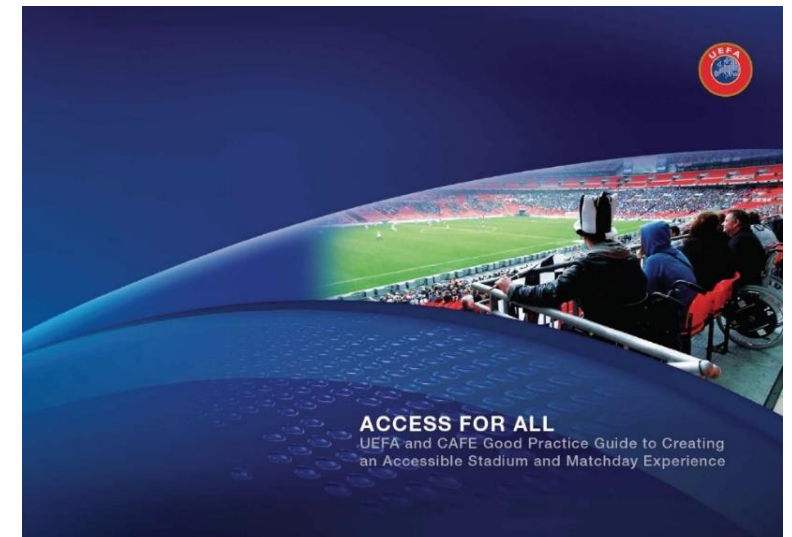
UEFA and CAFE Access for All

Good Practice Guide to Creating an Accessible Stadium and Matchday Experience – October 2011

- Available in 14 languages, including Croatian
- Sets out minimum European standards
- Practical solutions and guidance
- New and existing stadia



RESPECT



But we also need club based champions to promote change!

**New UEFA Financial Fairplay & Club Licensing criterion
Introduced 1 July 2015**

- *Disability Access Officers*
- *Local club based experts/advisors*



UEFA Club Licensing criterion - 35bis Disability access officer (DAO)

The licence applicant must have appointed a disability access officer to support the provision of inclusive, accessible facilities and services.

The disability access officer will regularly meet and collaborate with the relevant club personnel on all related matters.



RESPECT

Disability Access Officer (DAO) Implementation

- CAFE commissioned by UEFA
 - To support National Associations
- National Associations to;
 - Include criterion in club licensing rules
 - Provide advice & support to their clubs
 - Collate DAO and club access information
- CAFE to support DAO training workshops across Europe
- CAFE to share best practices and to collate access policies

Disability Access Officer (DAO)

Benefits

- Local club based dedicated Disability Access Officers
- May be employed, part-time or volunteer
- Working towards best practice accessible stadia standards
- Supporting & advising club departments & operations
 - Disabled fans and guests (ticketing, accommodation & services)
 - Dedicated contact point for disabled fans
 - Positive dialogue between disabled fans and club
 - Disabled employees and volunteers
- Providing expert disability and access advice and training across club

Disability Access Officer (DAO)

Key skills & experience

- Access & inclusion expert or basic knowledge & willingness to learn
- Good understanding of:
 - UEFA & CAFE Access for All guide and minimum standards
 - Local disability legislation & building regulations
 - Pan-disability understanding of accessible services
- Commitment to seeking & sharing best practice solutions
- Knowledge of local disability NGOs & their resources
- Able to inspire, motivate & to train & support colleagues
- **Able to promote & champion the needs of disabled people across the club!**

Disability Access Officer Responsibilities - access

- Assist club in fulfilling its access requirements
 - Planning inclusion year-on-year
 - New stadia developments
 - Improving existing facilities
 - Accessible services
- Providing accessible information
 - Getting to the stadium
 - Matchday facilities & services
 - Non-matchday (shop, museum, etc.)
- Employing disabled people



Disability Access Officer (DAO)

Responsibilities – inclusion

- Advice & support club & personnel including the board
 - Participation – access advice to disability football coaches
 - Matchdays - Disabled spectators, guests and VIPs
 - Encourage disabled people to attend matches (new fans)
- Provide disability awareness training to all staff
- Review access policies, facilities and services
- Forge relationships with local disability NGOs





RESPECT



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Disability Access Officer (DAO) Summary

- New UEFA FFP & CL criterion
- UK and Germany most established
- Organic process across Europe with CAFE support
- Employed by and responsible to the club
- Support and advise club on access & inclusion
- DAOs – may be paid, part-time or volunteers
- Champion change & access developments within club
- Not the same as the SLO role
- **Create Access & Inclusion for All with many more disabled people!**





CAFE

CAFE Week of Action



Total Football - Total Access

CAFE Week of Action | www.cafefootball.eu

About the CAFE Week of Action

Total Football, Total Access

- Success in Poland & Ukraine over last 3 years
- Disabled fans groups & clubs across Europe showing interest
- Including Croatian Football Association
- Working with clubs, leagues and national associations to celebrate access & inclusion
- Great opportunity to get involved, and promote inclusion and equality
- The CAFE Week of Action is a celebration of Total Football Total Access!

Success stories

CAFE Week of Action

- Positive media attention in Poland & Ukraine over the last 3 years
- Widespread coverage of pre-match ceremonies (TV & radio)
- Raising disability & inclusion awareness
- Creation of new disabled supporters groups
- Implementation of new accessible facilities & services at stadiums
- Appointment of high-profile ambassadors (players, VIPs)
- Spreading message of Total Football Total Access,
- **Creating access & inclusion for all**
- **Many more disabled people able to enjoy the beautiful game!**
- **Thank you!**

Thank you!



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