

The National Association of Disabled Supporters

Promoting a Level Playing Field for all Football Fans!



ANNUAL REPORT 2007/08

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PO Box 2909
Reading
RG1 9LD

Helpline: 0845 230 6237

info@nads.org.uk

www.nads.org.uk

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Chair's Report

The last 12 months has seen us gain considerable momentum and influence as we campaign for an equality of football supporter experience.

As your newly elected Chair, my first job along with the Trustees was to ensure that as an organisation, we developed the right strategy and relationships to move forward. To be honest I think we'd got a little stuck, somewhat stale and were not as representative as we should have been. A number of meetings took place to look at what we wanted to achieve, how best to move things on and how to focus on the issues that still affect disabled supporters week in and week out.

It was clear that we had to rebuild relationships with key stakeholders in football, to become more representative of all major disability groups and to reach out to disabled supporters throughout the leagues. I think we've made a very good start on all fronts, with membership rising rapidly and more of you engaging with NADS than ever before.

In the autumn, we published a short report, the **State of the Game** (Premier League). The aim was to summarise the current facilities and services available to disabled supporters, sharing areas of best practice and highlighting the access deficits that still remain.

This report had an immediate impact with you all, with the media and politicians taking a keen interest.

Some of you have felt that we were perhaps Premier League 'centric' and not considering supporters of clubs in the lower leagues. Please let me reassure you that that could not be further from the truth, with more than half of the NADS Board supporting lower league clubs. The Premier

League was just a good place to start, especially as their clubs have the most resources at their disposal.

We are now speaking with the football authorities and politicians and hope that a clear plan for change will unfold. NADS wants to see the football family come together and commit to equal access for all fans. We expect to see further improvements for disabled supporters building on the many areas of best practice that already exist at some clubs.

Another positive step forward was to invite representatives from the football authorities and governing organisations to a NADS meeting with the Trustees. It proved to be a constructive afternoon with many issues and ideas discussed on how best to move forward.

In November, we presented the State of the Game report to the All Party Football Group at the Houses of Parliament. The MPs were surprised at how much work still needs to be done and as a result an **Early Day Motion (EDM 615 - facilities for disabled supporters)**, was tabled in Parliament. To date 107 MPs have 'signed up' to this EDM and that is largely thanks to the incredible support shown by all the NADS members and disabled supporters who wrote to their MPs.

This has led to a number of questions and debates in both the Houses of Lords and Commons and a response from the **Rt Hon Gerry Sutcliffe, Minister for Sports** who wrote to the football authorities in February asking for their help to ensure that all grounds meet their obligations under the DDA. He also requested that they remind them of the Accessible Stadia Guidance, which was published in 2004 to help clubs undertake access audits to identify features which present barriers to people with disabilities and to develop effective solutions.



And just last week, I was called to give evidence on disabled supporter facilities to the Parliamentary All Party Football Group's Inquiry into Football Governance and met with Gerry Sutcliffe.

November was a busy month, as with the help of the Football Association, we also launched our **new logo at Wembley National Stadium**. The game wasn't quite as memorable for England fans as they failed to qualify for EURO 2008.

NADS is proud to head up the disabled branch of englandfans and has also been working with **UEFA** to improve disabled facilities in Europe. We were instrumental in the stadia improvements and accessible transport arrangements to the Luzhniki Stadium in Moscow for the Champions League Final this year. Audio described commentary was also provided at the EURO 2008 tournament for the first time ever.

In December I was invited, along with Janet Ireland, (NADS Treasurer) to Kidderminster Harriers as guests of the **Football Conference**. We were delighted to accept a donation from the Chairman of Football Conference, Brian Lee and his team for the second year running. NADS was also very grateful for the publicity provided by Setanta Sports who covered the game. For the record, the Harriers beat Cambridge United 1-0, so it was a happy place that evening, well at least for the home fans.

You'll find a more detailed summary of NADS and our key achievements over the last year within this report. I think the Independent Football Commission has best summed up the changes that we have implemented, in their recently published and last ever annual report. (They will be replaced by the Football Ombudsman this summer.)

'Up until early 2007, there seemed to be a large degree of stalemate between the football authorities and disabled fans. Thankfully, as a result of a variety of changes, the log-jam is now starting to clear.....'

'Recent meetings between the football authorities and disabled fans have been most encouraging. It is early days, but there now seems to be willingness for everyone to work together.'

'An example of the new found atmosphere of co-operation between NADS and the authorities, took place in January 2008 when the FA hosted an extremely impressive conference at Wembley Stadium. Most of the football authorities and stakeholders were in attendance, and there was an excellent show from the football clubs across England. It wasn't too long ago that this sort of event would have been unthinkable, such was the level of antagonism between various bodies.'

The first ever **Disability Equality Seminar** proved to be an incredible day with many of you taking part. Club representatives, disabled and non disabled supporters and the football authorities all came together to share areas of best practice and to discuss the challenges we still face. The FA plan to host a second seminar next year and I hope that even more of you will join us in what will be an important day in the football calendar.

Key note speakers on the day included **Sir Trevor Brooking MBE** who is Patron of the Level Playing Field and David Reubain, a disability lawyer who shared his expertise with delegates. The BBC sports presenter **Ray Stubbs**, compered the event. Presenters included Richard Stanford who gave an impassioned talk on the services provided at Wycombe Wanderers. Pete Bradshaw, Social Responsibility Manager at Manchester City also shared their impressive works in the community with the audience. VISA and RNIB launched the new Assistance Dogs Policy and told the delegates about the ongoing Soccer Sight project. NADS Secretary, Eleanor Ellison, provides an update later in this report.

What is evident is that there are lot of great things happening at club level with some providing an excellent service to their disabled supporters. Wycombe Wanderers, Norwich City and Ipswich Town immediately spring to mind and individuals such as Penny Ryan, a steward at Cambridge United. Penny is not alone, there are many other unsung heroes out there doing their bit each weekend.

Early spring saw the **Level Playing Field** campaign fortnight, which we'd launched at the Disability Equality Seminar. The Trustees decided to give it a theme this year, focusing on fans with sensory impairments. Our Administrator, Gary Deards, co-ordinated this event and provides a summary later in this report. So, I won't say too much more here other than, with your incredible support, it proved to be another successful campaign.

The other great achievement of this year has been the recruiting of a number of influential Vice Presidents and Honorary Officers.

Chris Bird, Chairman of Bird Consultancy and Andrew Shaw, Director of Football Conference have continued to show their

incredible support giving valuable strategic and media advice, with Chris Farnell, Senior Partner of IPS Law Ltd giving free legal advice. Most recently Phil Friend OBE, Chair of Radar has provided advice on Charity matters and Jim Froggatt, recently retired from the Football Licensing Authority, continues to progress the European equivalent of the Accessible Stadia Guide which will have a huge impact on disabled facilities in Europe and beyond.



NADS Vice President, Lord Faulkner of Worcester has been influential within the worlds of football and politics, both nationally and internationally, for many years and his support and friendship have already proved vital to our campaigning and lobbying.

Most recently, **Danny Wallace** ex-player for Southampton, Manchester United and Birmingham City has become the **first NADS Ambassador**.



Danny, whose own career was brought to an abrupt end due to Multiple Sclerosis, will be a real asset to as we continue to

promote NADS and disabled supporters issues. He was presented with a plaque to mark his new role by **Gordon Taylor OBE**, Chief Executive of the Professional Footballer's Association.

The progress we have made in moving the Charity forward and the credibility we now enjoy in football was highlighted when I was invited for a 'one to one' meeting with the new **Independent Chairman of the Football Association**. I met **Lord Triesman** in early March and was immediately struck by his commitment to the fans and their issues. We discussed the State of the Game, disabled facilities and services and the need for equality in the game. I felt reassured that he understood the challenges we face and he was very supportive of NADS values and works.



There is much still to do as we all continue to work together. We have a responsibility to support the clubs and to ensure that each continues in their evolving duty to provide equal access to all supporters - before we can all say that there is a **Level Playing Field for All Football Fans**.

In closing and on your behalf, I would like to thank the FA for their generosity in hosting the Disability Equality Seminar and Wembley National Stadium for providing such a prestigious free venue; the Football Foundation (with the FA and PL) for helping to fund our Administrator post; Lloyds TSB Foundation and the Goldsmiths Charity for funding our pilot State of the Game project,

the Football Conference, the Professional Football Association and the Saddlers' Company for their donations and all the companies and individuals that have so generously given their free services to NADS. You'll find a full list later in this report. Without them we would be unable to continue this important and valuable work.

Lastly, I wish to thank the Vice Presidents, Honorary Officers, Trustees and Co-opted representatives who are all volunteers. They give their time and resources freely and along with our Administrator, they have been a tremendous support to me this year. These incredible folk are at the very heart of this wonderful small Charity.

With warmest wishes

Joyce Cook, NADS Chair.

1. About NADS

The National Association of Disabled Supporters (NADS) was established in 1998 and is the only national registered charity representing all disabled football supporters. Our objective is to promote an inclusive agenda and ensure an equality of supporter experiences for all fans. NADS represents the views, issues and concerns of disabled football supporters to football and governmental authorities and provides independent advice on disability issues as they affect the football community. NADS also heads up the disabled branch of englandfans.

NADS is an umbrella organization recognised as the representative and co-ordinating body of all disabled football supporters and their carers/advocates. We estimate that more than 30,000 disabled fans regularly attend football matches in England and the success of the disabled branch of englandfans shows that this passion naturally extends to the national team.

NADS is regulated by the Charity Commission and is also a member of the Fundraising Standards Board. We prepare audited accounts each year and have an Inland Revenue charity reference number.

We are committed to following the Code of Governance as set out by the Governance Hub of the Charity Commission.

2. Key achievements to date

NADS conducted an appraisal of disabled facilities at all Premier League, Football League and Conference stadia at the invitation of the Football Foundation. This culminated in the publication of the findings in the "NADS Guide to Grounds" in 2002.

The charity played a pivotal role in the publication of "*The Accessible Stadia Guide*" which came into existence because NADS and the Football Licensing Authority identified a need for a minimum standard that all facilities should meet. The Accessible Stadia Guide was imbued into Part M of Building Regulations in 2004.

NADS initiated the pilot and first full implementation of the *Level Playing Field* campaign in 2004/05. The national disability awareness campaign is endorsed by the football authorities.

We published the State of the Game - Premier League (preliminary report) which was presented to the Parliamentary All Party Football Group in October 2007.

NADS worked with the Parliamentary All Party Football Group with an Early Day Motion (Facilities for Disabled Supporters EDM 615) tabled in December 2007. We have encouraged disabled supporters to write to MPs with 107 MPs signatures to date.

We were invited by the Football Association to consult on the FA Strategic 5 year plan on behalf of disabled supporters – 2008

NADS worked in partnership with the FA and leagues in delivering the first Disability Equality Seminar at Wembley with 120 delegates in attendance – 2008

3. Aims of NADS

- To be a voice for supporters of all disability groups
- To campaign for equality of supporter experience
- To enrich lives of disabled people through football
- To raise disability awareness

4. What make NADS unique

If you mention the word disabled, most people will first think of someone in a wheelchair. However disability is diverse and to ensure that we are truly representative and inclusive, NADS now has a Board of Trustees, Administrator and volunteers that reflect all major disability groups. In the last year, we have co-opted representatives for fans with learning difficulties, mental illness conditions and hearing impairments. They are now working alongside representatives with ambulant disabilities, visual impairments, wheelchair users and carers.

Further all involved are football fans supporting teams across the leagues and national sides. This is important in understanding the issues and challenges that disabled supporters face and gives us a unique understanding of the fans that we represent. We have taken care to encourage volunteers that bring the required skills and experience to the management team. This year, NADS has also recruited new Vice Presidents, Advisors and Patrons from the football, political, commercial, PR, disability and legal sectors. We are proud that these include Sir Trevor Brooking and Lord Richard Faulkner of Worcester.

5. Who we represent

It is estimated that more than 30,000 disabled fans regularly attend a professional football match and it is unknown how many more follow the game from home as 'arm chair' fans. There are currently around 60 Disabled Supporter Associations with varying levels of activity across the leagues. Experience has shown that disabled facilities and services tend to be better where there is a strong and open relationship between a club and their disabled supporters.

We currently have three tiers of voting membership; Football Clubs, Disabled Supporters' Associations and Individuals, plus non-voting affiliated organisations. Over 45 Football Clubs have joined NADS this year and it is our aim that all 92 professional clubs should become members. 30% of all Disabled Supporter Associations and Organisations have also joined and we are proposing a change to our Governing Constitution at this year's AGM to allow us to become even more inclusive. After considerable consultation, it has become apparent that some DSAs have been unable to register, as quite simply they do not have funds with which to pay the fees. We must be more accommodating and as such we hope our members will agree to the proposed membership changes. This will ensure that we can welcome all DSAs to the Charity and become truly representative and inclusive. Our associate and individual membership is also growing rapidly and our contact database now sits at almost 4000.

NADS also runs the disabled branch of englandfans representing both tiers of fans; those who follow the team at Wembley and those that travel away with England. All englandfans members are invited to join as affiliates, with some choosing to become full members. Currently there are almost 200 disabled englandfans members.

That said, NADS represents all disabled supporters, their carers and advocates and offers support to all stakeholders irrespective of membership status.

6. What we do

NADS works closely with the football authorities, national stadia, clubs, politicians, other disability charities and supporter organisations. We also attend forums, disability events and working groups related to disabled supporters.

NADS rebrand

In ensuring that we are identified as representative of all disabled supporters we decided at the start of this season that we should have a fresh new logo that emphasizes the inclusivity of the charity. NADS approached **Voysey Graphics Arts Ltd.**, the design gurus who gained recent notoriety for their alternative Olympic 2012 logo, to see if they would donate their services. They kindly came up with a number of suggestions and having consulted with various stakeholders we were delighted to launch the **new NADS logo** at Wembley, with the help of the FA in October.

Mediation and Advice

We are uniquely placed to act as mediators and advisors often providing an understanding link between disabled supporters and football clubs. NADS has the experience and strength of relationships to discuss issues and challenges that may occur and to offer advice and share best practice between clubs and stadia. Often a disabled supporter prefers to discuss an issue with NADS and will ask that NADS approach the club. This is understandable for various reasons which include; not wanting to fall out with the club, not being seen to appear ungrateful for facilities that do exist and being unable to confidently raise the issues at club level. Some disabled supporters will contact us as well as complaining to the club, venue or football authority.

Club and stadia disabled supporter information resource

NADS also provides a database of information of club and stadia disabled facilities and services and travel for disabled fans and their carers. We currently rely on feedback from the disabled supporters themselves and information provided by

clubs. It is important that NADS is able to review and update this database on a regular basis. For a disabled person accurate pre-travel information is vital in planning their journey. We have an adage that all information is important 'the good and the bad' so that a disabled person can plan for all eventualities. This can make a profound difference to the matchday experience of a disabled supporter, if they know what to expect. Every aspect from travelling to the ground, reaching the ground, disabled parking and 'drop off' points, access within the stadium, refreshment bars, disabled toilets and disabled seating and supporter provision must be included.

New Stadia Consultations

NADS also plays an important consultative role in the design and build of new stadia and stadia improvements with experience showing that this involvement has a real benefit. The **new Wembley** is an excellent example of a stadium that has incorporated the needs of disabled supporters into its design. NADS was consulted throughout the design, planning and building stages and was able to highlight the required facilities throughout. The result is a modern stadium with world class disabled facilities, standing as a benchmark of best practice to which others must aspire.

As part of the agreement, clubs that receive new build and improvement grants from the Football Stadia Improvement Fund are required to consult with NADS throughout. This is something that NADS would like to see extended to all new stadia and improvements and extensions of existing stadia regardless of grant funding.

Support and advice

Many clubs come to NADS for advice on issues ranging from disabled policies, ticketing, carer provision, disabled travel

and facilities and services. We are able to share our experience and knowledge in a positive and constructive way. Services include a NADS pro-forma policy document that many clubs have used and tailored to their own needs. We also offer advice and encourage clubs to produce accessible media and communications, including club publications, web sites and TV. Club contacts mainly include disabled liaison officers, ticket office staff and customer services personnel.

Disabled supporters often turn to NADS for advice on what is acceptable and reasonable and use our services to discuss their concerns and issues. We also receive positive feedback from disabled supporters about clubs and venues and their staff. NADS always passes this praise on to the relevant bodies as we understand the value and importance of positive feedback. Many clubs and their employees provide an excellent service sometimes in more challenging environments and older facilities. This can make a big difference to the overall experience of a disabled supporter.

Disabled Supporter Associations (DSAs)

Approximately 60 clubs now have DSAs or similar organisations. They vary considerably in their activities and duties, with some representing their disabled supporters at fans forums and to club representatives and others having a more social aspect to their agenda, organising events and parties for their members. Some have organised rooms and refreshment areas for their fans and some publish newsletters and run web sites.

Where DSAs exist there is almost always a better relationship between the club and their disabled supporters and facilities and services tend to improve considerably.

NADS aims that all clubs should have a DSA and offers support and advice to any fans wishing to start their own association. We also offer ongoing support to DSAs providing an information pack on setting up and running the association. NADS has begun to attend DSA meetings around the country which has proved very useful for both sides. It also strengthens relationships between disabled supporters and NADS.

Communications

NADS has a **0845 helpline and info@nads.org.uk** which is open to all supporters and clubs irrespective of membership. We currently take around 100 external calls and 150 emails per month. The calls and emails vary in content including; general disability questions, requests for information about venues and facilities, information about England fans, issues and complaints related to ticketing and carer provision, disabled policies and facilities and services. We answer each request and aim to do so within 7 days often getting back to people within 2 working days. The demand for these services is growing rapidly and we will need to increase our resources to continue to provide this service.

Unfortunately, we recently lost the services of our website hosts and are grateful for their previous support. The good news is that **Pan European Consulting Ltd** has come to our rescue generously donating their services. Going forward we will be able to provide a more user friendly, intuitive and interactive website with many more whistles and bells. It is important that users can share their experiences and information with us as easily and accurately as possible. This will be available by the end of this month, providing a vital service especially to disabled supporters, their carers and advocates and football clubs.

The website provides an information resource with a library of policy documents and advice, disability news and links to other disability organisations and information resources. It also holds a club database with details of their disabled facilities and services and dedicated contacts.

NADS also produces a **monthly e-newsletter** with the latest NADS, disability and football news and information. This is currently circulated to around 4000 contacts within the football family, in particular disabled supporters and those working directly with disabled supporters and disabled communities.

We have suspended the Gazzetta magazine in the short term, however as soon as funding allows (perhaps via a commercial sponsor) we plan to introduce a NADS annual with a mix of disability and football information and a season review including a summary of the Level Playing Field.

Level Playing Field

NADS also runs the Level Playing Field (LPF) campaign, which is now in its third full year with the first pilot in 2004/05. This campaign aims to raise disability awareness and provisions for disabled supporters. You can see a report of this year's campaign later in this document.

UEFA

We also have regular dialogue with **UEFA** and have raised various issues that affect disabled supporters who travel into Europe with club and country. NADS is in discussions to deliver several key projects in partnership with UEFA including a European network of disabled supporters, a European disability seminar (similar to the Disability Equality Seminar held at Wembley in partnership with the FA earlier this year)

and a best practice guide for disabled supporters for all 53 UEFA members.

7. Lobbying for change

NADS has a responsibility to campaign on behalf of disabled supporters, raising disability awareness and striving for an equality of supporter experience. It is also important that we encourage more disabled people of all ages and disability groups to get involved in football. Going to a game of football can quite simply be life changing for a disabled person.

We have many testimonies of how following football has had such a positive effect on the life of a disabled person, offering a sense of belonging, pride, passion and belief. Strides have been made over recent years to improve facilities for disabled fans that most of us take for granted – as simple as equal access to tickets, a decent view, under cover and seated with your own fans, accessible toilets, bars, club shops, museums and accessible media (club TV and literature) and web sites. In most cases however there is still a clear deficit between the matchday and overall supporter experiences of disabled and able-bodied fans.

State of the Game

NADS recently published a preliminary review of the Premier League with an overview of disabled seating provisions and audio descriptive commentary for the visually impaired and a more detailed focus of disabled facilities and services on a cross section of 4 Premier League clubs. This document has served to provide a snapshot of the deficits that remain within football in terms of supporter equality.

A way forward now needs to be defined involving all agencies and NADS has recently proposed a plan to achieve this.

What is important is that this project is seen as a positive long term solution for clubs and that financial and multi-agency support will be provided where needed. It is also vital that best practice is shared and celebrated where it already exists. The project will need to be tailored to each individual club and the outcome should ensure that clubs meet their evolving duty under the DDA Part 3 by reach an equality of supporter experience in line the best practice guidance Accessible Stadia Guide and the NADS Blueprint including.

All Party Football Group - APFG

NADS meets regularly with members of the APFG to discuss the issues and challenges for disabled supporters. An Early Day Motion 'Facilities for Disabled Supporters (EDM - 615)' was tabled on 18th December 2007 and this has been signed by 107 MPs to date with the **Rt Hon Gerry Sutcliffe, Minister for Sport** writing to the football authorities to ask for their support in requesting that clubs meet the Accessible Stadia Guidance. We are also discussing the need for a central fund for disabled supporter improvements at football clubs. Several questions have been tabled in both the Houses of Lords and Commons and most recently the NADS Chair gave evidence on disabled supporter facilities to the **APFG Inquiry** into football governance.

Media and Public Relations

NADS is working with the media in a positive way. Our aim through the media (local and national) is to promote disability awareness (encouraging more disabled people to follow football) and to promote good works and best practice as we work together for equality within football. This year; NADS took part in the **Victoria Derbyshire Radio 5 Live, Radio 4s You and Yours' programme** and has appeared on several local radio shows. We have also

appeared in, newspaper, magazines and website articles.

8. The Future

NADS looks to the future with excitement and a firm belief that together with the football family we will reach an equality of supporter experience. This must include all areas of being a football fan both on a match-day and as an 'arm chair' supporter following your team.

Every professional club should provide an equality of supporter experience and working together with NADS, disabled supporters, football authorities and politicians - we believe this is achievable. We will need to share areas of best practice and expertise, finding tailored solutions for each club and their stadium. It will take commitment and patience from all involved and the support of all fans.

It is important that we encourage more disabled people to follow the beautiful game and ensure clubs see disabled fans as valued customers with a market worth.

It is evident that there is a need for research into the numbers of disabled people with an interest in football and what is needed to encourage them to attend matches. There should also be a focus on several key areas including;

- the ageing population and the demand this will place on disabled facilities
- how many disabled children follow the game
- the ethnic diversity of disabled supporters

NADS also recognises the importance of encouraging more disabled children to follow football as supporters and players and we hope to establish a youth branch of NADS in the next 18 months.

9. NADS Management Team

Board of Trustees

NADS is run by a Board of Trustees as elected by the membership with a Chair, Vice Chair, Treasurer, and Secretary.

Since 1 February 2007, NADS has had the benefit of a paid part-time Administrator (25 hours per week) who assists the charity in raising disability awareness and other day to day administration functions. This post is funded with a 5 year sliding scale grant provided by the Football Foundation, topped up by the Football Association and Premier League in years 1 and 2.

The Trustees act as volunteers in carrying out all NADS works with the support of the Administrator. The Board also has the power to appoint Co-opted members. These are individuals who for one reason or another are not currently Trustees but who bring in specific skills or awareness of disabilities not represented on the committee.

Administrator

The NADS Administrator reports directly to the Chair. The duties include updating policy and governance documents, maintaining the charity's contact database, records and minutes of all Trustee meetings, manning the NADS helpline and info@nads.org.uk, disability awareness, coordinating the Level Playing Field campaign, fundraising and other general administrative duties.

Patrons/Vice Presidents/Advisors

NADS has also recruited outside specialists to advise the charity in areas where the Management Executive Committee and Trustees feel there is a need. These areas include football, politics, commercial, media and PR, legal, disability and charity arenas.

Most recently, **Danny Wallace** ex-player for Southampton, Manchester United and Birmingham City has become the **first NADS Ambassador**.

10. Level Playing Field (LPF) campaign update – by NADS Administrator and LPF Co- ordinator, Gary Deards

This disability awareness campaign is now in its fourth year with over 80 professional clubs taking some part this year. The campaign runs over a 2 week period each season and provides a platform for clubs to showcase their disability works in the community, disabled football teams and to promote their disabled supporters facilities and services.

Feedback from clubs after last year's campaign included requests for more notice and support. In particular they wanted banners and other support materials, more information, menus of ideas and template text/articles for their publications, along with logos in pdf format. We have been able to provide most of these, although campaign banners and materials currently remain beyond our budget.

Next year, with the hope of increased funding, we would like to provide this basic level of marketing materials support. However we are clear that there is a strong value in keeping the LPF club driven. It is important that clubs see the campaign as something positive that they can control and take full ownership of in their communities.

For the 2007/08 season we gave the LPF a theme for the first time with the aim of raising awareness of sensory impairments. This proved to be a good decision with clubs keen to find out more about how to better support their sensory impaired supporters. Several clubs told us that they wouldn't use the sensory impaired theme as they already had audio described commentary but the campaign provided an incentive to encourage them to advertise this service more widely.

We were delighted to visit Cambridge United during the campaign and present an award to one of their long serving stewards who looks after the club's

disabled fans - Penny Ryan was nominated by their disabled supporters and has worked with them for over 15 years in all weather conditions. The club said "She is an excellent steward and very loyal with a good understanding of disabled supporters needs. As a club we appreciate we do not have the newest of stadiums, but we do try to provide a good service. This is only possible with the help of people like Penny who always has time for a chat with the supporters and makes long serving supporters and new feel welcome at the Abbey Stadium."



Some clubs used the halftime period to showcase their visually impaired teams and how they play football, which was enjoyed by all supporters. It was particularly powerful this season with the Blind Squad heading out to represent Great Britain in the Beijing Paralympics.

NADS sees this as an important part of the Level Playing Field as it breaks down barriers, encourages discussion and improves awareness overall. We also have a responsibility to promote disability football and encourage disabled supporters to get involved.

We intend to continue the "theme" approach in 2008/09 and hope to use the next campaign to highlight the issues faced by supporters with learning difficulties.

11. Soccer Sight update – by Eleanor Ellison, NADS Secretary and RNIB

RNIB Soccer Sight is a national project that is designed to improve access to football games, services and facilities for blind and partially sighted people.

The project is supported by the Football Foundation, HBOS Foundation and 'V', a new youth volunteering charity that allows us to create the opportunity to establish a formal volunteering service for young people across the country.

The main focus of the project has been to provide each Soccer Sight football club with a dedicated commentary service that brings the game alive for blind and partially sighted people and the provision of playing opportunities for young blind and partially sighted footballers.

During the 07/08 season the project has started work with 11 new clubs and launched the service at 6 of those clubs, Exeter, Plymouth, Nottingham County, Nottingham Forest, Ipswich Town and Norwich City. Each of these clubs now have a team of commentators and regional coaching courses are being run to ensure ongoing coaching opportunities to work with blind and partially sighted footballers.

The project has also been able to advise other clubs including Brentford, Fulham, Gillingham and Northampton Town to develop the scheme at their clubs and the project has provided trained commentators for the new Wembley stadium.



12. Treasurer's Report – by Janet Ireland

Results for the Year

It has been another trying year for NADS financially as we continue to operate without major core and project funding and spend a considerable amount of our time on trying to raise finance.

However, despite this and thanks to the hard work of the NADS committee, who are volunteers, we have continued to support the football authorities and provide informal advice to many football clubs as well as to disabled supporters generally.

Fundraising activities

We have received two very welcome project funding grants from the Lloyds TSB Foundation (£5000), the Goldsmiths Charity (£2,000) and donations from organisations and individuals that have enabled us to work on certain specific projects.

We also continue to receive part funding for the Administrator post from the Football Stadia Improvement Fund. (Year 2 of a 5 year funding scale, topped up in years 1 & 2 by the FA and PL.) The FA also pay the expenses for an electronic notetaker for our hearing impaired representative.

In December 2007, MBN Promotions held a fundraising luncheon at the Grosvenor Hotel in London with Harry Redknapp, Jim Smith & comedian, Al Murray. NADS is receiving some of the proceeds raised from this event which will go towards our central office running costs.

Unfortunately, the current climate for raising charitable funding is extremely difficult and we have yet to secure significant core and key projects funding. Our limited resources are considerably stretched with some volunteers not claiming their full expenses and Trustees meetings held bimonthly and provided a free venue can be found. This is less than ideal and it is crucial that a funding source be identified to ensure that the charity can

continue to support its members and the football family and to continue campaigning for equal access for all fans.

We have our own 'web shop' – www.buy.at/nads - where anyone can support NADS by purchasing goods from major retailers on-line and whereby NADS will receive commission. NADS can also accept on-line donations which attract Gift Aid via our website – www.nads.org.uk - and at Just Giving - www.justgiving.com/nads

We continue to encourage supporters to raise funds by running marathons and holding fundraising events. Thank you especially to those that did so this year and if you are interested in raising money for NADS, please get in touch.

If there are any companies or organisations willing to support NADS with sponsorship, donations or in-kind resources please contact our Administrator, Gary Deards via our **helpline 0845 230 6237** or by email at info@nads.org.uk

We will be delighted to discuss possible partnerships with you at your convenience and can provide you with further detailed information about NADS and our specific funding requirements and branding opportunities.

Finally, I am pleased to submit a summary of our financial position in conclusion of this report.

NADS is regulated by the Charity Commission and is also a member of the Fundraising Standards Board. We prepare audited accounts each year and have an Inland Revenue charity reference number.



STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2007

| | Notes | 2007 £ | £ | 2006 £ | £ |
|------------------------------------|-------|-----------|---------------|-----------|---------------|
| Incoming resources | | | | | |
| Subscriptions | | 1,745 | | 2,132 | |
| Donations | 2 | 14,374 | | 22,004 | |
| Donation – promotional armbands | | - | | 1,762 | |
| Audit visit | | 120 | | - | |
| | | <hr/> | 16,239 | <hr/> | 25,898 |
| Other income | | | | | |
| Advertising | | 350 | | - | |
| Administrator funding | 3 | 9,458 | | - | |
| | | <hr/> | 9,808 | <hr/> | - |
| Investment income | | | | | |
| Interest received | | | 462 | | 380 |
| | | | <hr/> | | <hr/> |
| Total incoming resources | | | 26,509 | | 26,278 |
| | | | <hr/> | | <hr/> |

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2007

| | | 2007 | | 2006 | |
|--|-------|--------|----------------------|---------------|----------------------|
| | Notes | £ | £ | £ | £ |
| Total incoming resources | | | <u>26,509</u> | | <u>26,278</u> |
| Expenditure | | | | | |
| Direct charitable expenditure | | | | | |
| Postage | 4 | 2,156 | | 944 | |
| Catering and food | | 59 | | 73 | |
| Stationery etc | | 260 | | 909 | |
| Telephone and internet | | 908 | | 460 | |
| Travel | | 5,208 | | 3,606 | |
| Depreciation | 5 | 2,029 | | 2,020 | |
| Printing, artwork etc | 6 | 11,905 | | 8,707 | |
| Carers and interpreters | | 1,251 | | 837 | |
| Training | | - | | 300 | |
| Subscriptions | 7 | 311 | | 209 | |
| Website maintenance etc. | | 215 | | 1,924 | |
| Advertising | | - | | 768 | |
| Sundries | 8 | 346 | | 132 | |
| Contribution to charitable event | | - | | 409 | |
| Promotional armbands | | - | | 1,762 | |
| | | | | <u>24,648</u> | <u>23,060</u> |
| Management and administration | | | | | |
| Administrator | 3 | 9,919 | | - | |
| Accountancy | | 911 | | 852 | |
| | | | <u>10,830</u> | <u>852</u> | |
| Total expenditure | | | <u>35,478</u> | | <u>23,912</u> |
| Net (deficiency) surplus for the year | | | (8,969) | | 2,366 |
| Unrestricted fund brought forward | | | <u>16,717</u> | | <u>14,351</u> |
| Unrestricted fund carried forward | | | <u>7,748</u> | | <u>16,717</u> |

BALANCE SHEET AS AT 31 AUGUST 2007

| | | 2007 | | 2006 | |
|----------------------------|--------------|--------|--------------|--------|---------------|
| | Notes | £ | £ | £ | £ |
| Fixed assets | 9 | | 1,445 | | 3,286 |
| Current assets | | | | | |
| Debtors | 10 | 175 | | 215 | |
| Bank balance | 11 | 10,044 | | 14,917 | |
| | | <hr/> | | <hr/> | |
| | | 10,219 | | 15,132 | |
| Current liabilities | | | | | |
| Creditors | 12 | 3,916 | | 1,701 | |
| | | <hr/> | | <hr/> | |
| Net current assets | | | 6,303 | | 13,431 |
| | | | <hr/> | | <hr/> |
| Net assets | | | 7,748 | | 16,717 |
| | | | <hr/> | | <hr/> |
| Unrestricted fund | | | | | |
| General purpose fund | | | 7,748 | | 16,717 |
| | | | <hr/> | | <hr/> |

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2007

1. Accounting policies – The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Charities Statement of Recommended Practice.

2. Donations of £1,000 or more have been received from the following:

| | £ |
|-------------------------|-------|
| Lloyd George Management | 2,500 |
| DRA Johnson | 4,500 |
| Blues Mobility | 4,000 |
| Football Conference | 1,000 |
| Goldsmiths Charity | 2,000 |

3. Costs of the administrator commenced from 23 January 2007.

Income towards the funding of the new post of administrator has been received from:

| | £ | £ |
|--|-------|--------------|
| Stadium Improvement Funds | | 5,500 |
| Football Association | | 2,500 |
| Premier League | 2,500 | |
| Less: Amount carried forward for the period to 31 January 2008 | 1,042 | |
| | ————— | 1,458 |
| | | ————— |
| | | 9,458 |
| | | ————— |

4. Postage includes an amount of £1,252 for a Gazetta mail shot.

5. Depreciation is provided to write off the cost of fixed assets over a period of four years.

6. Printing costs etc are in respect of the Gazetta and Level Playing Fields and includes art work etc.

7. Payment for subscriptions have been made to Football Supporters Federation £50, Fundraising Standards Board £50 and Just Giving £211.

8. Sundry expenses includes hire of venues £127.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2007 continued

9. Fixed assets as at 31 August 2007

| Cost | Web site £ | Sundry equipment £ | Total £ |
|-----------------------|------------------|--------------------------|--------------|
| At 1 September 2006 | 8,078 | - | 8,078 |
| Additions | - | 187 | 187 |
| | <hr/> | <hr/> | <hr/> |
| | 8,078 | 187 | 8,265 |
| | <hr/> | <hr/> | <hr/> |
| Depreciation | | | |
| At 1 September 2006 | 4,792 | - | 4,792 |
| Charge for year | 2,020 | 8 | 2,028 |
| | <hr/> | <hr/> | <hr/> |
| At 31 August 2007 | 6,812 | 8 | 6,820 |
| | <hr/> | <hr/> | <hr/> |
| Net book value | | | |
| At 31 August 2007 | 1,266 | 179 | 1,445 |
| At 31 August 2006 | 3,286 | - | 3,286 |

Adopting the policy in writing the fixed assets off over a period of four years, there may be some value in assets still retained which are not reflected in the balance sheet amounts of £1,445.

10. The debtor is payment in advance for telephone service charge.
11. The bank balance is made up of number 1 account £7,046 and number 2 - administrator account £2,998.
12. Creditors are made up of donation in advance from FA Premier League for period to 31 January 2008 £1,042, administrator £1,417 and general expenses £1,457.

13. Acknowledgements

Special thanks for in-kind donations also go to:

For loans of venues and hospitality for NADS meetings:

Wembley National Stadium Ltd.; Derby County FC; Chelsea FC; Liverpool FC; Manchester United FC; Sheffield United FC; West Ham United FC; Royal School for the Deaf and Communications, Manchester

For new logo and graphics

Voysey Graphic Arts Limited

399 Gosbrook Road
Cavesham
Reading
Berkshire
RG4 8ED
Tel: 0118 9472504
<http://www.vgaltd.co.uk>

For legal advice

IPS Law LLP

5 Ridgefield
Manchester
M2 6EG
Tel: 0161 830 4710
www.ipslaw.co.uk

For media and PR

Bird Consultancy

New Church House
34 John Dalton Street
Manchester
M2 6LE
Tel: 0161 839 4846
www.birdconsultancy.co.uk

For seminar guidance

The Media Group

1 Wilford Business Park
Ruddington Lane
Nottingham
NG11 7EP
Tel: 0115 969 4600
www.themediagroup.tv

For accessible website design

Pan European Consulting Limited

Suite 49, Clayton House,
59 Piccadilly,
Manchester
M1 2AQ
Tel: 0845 225 1232
Fax: 0845 225 1240
<http://www.pecdesigns.co.uk>

If you would like this document in alternate formats, such as large print, please contact Gary Deards, NADS Administrator at info@nads.org.uk or 0845 230 6237