

## **Suggested Club Activities for the “Level Playing Field Weeks of Action 2014” Campaign**

During past campaigns, participating clubs have come up with many innovative ideas.

Below you will find some of those ideas and some new suggestions of activities you could do.

### **Ideas for your match day programme**

- Ask your disabled supporters to provide a “Match Day in the Life of...” article. This could include the support they receive from a PA, the transport they use, pre-planning if necessary, their own feelings and excitement as the kick off gets closer and they arrive at the ground etc. Perhaps they could also include why they support your club and what going to football means to them (you could ask your own DSA/Supporters Trust to arrange this).
- Editorial in match day programme featuring disabled supporters and/or your Disabled Supporters Association
- Programme front cover designed by local SEN school and/ or local disabled artist
- Running a template article provided by Level Playing Field.
- Advertise all the facilities you have for disabled supporters (you will be surprised how many fans may not be aware of what you offer) e.g. detailing accessible drop off points, how to book accessible parking, where any rest points are in the stadium, local dial a ride arrangements, where the accessible toilets are located, any storage points for wheelchairs, scooters and walking frames for ambulant disabled people able to transfer safely and comfortably to a standard stadium seat and how disabled supporters can get tickets to future matches.
- An article giving a Fans View point on the Accessible Services that you offer and perhaps how those services means that more disabled fans are attending matches. A Fans view on any of the items included in the bullet point above, although that list is not exhaustive.
- An article based on your club being against disability discrimination and disability hate crime and asking fans to be more aware of disabled supporters. We know of countless instances of fans being abused because they asked the people in front to sit down so they could see.

## Ideas for match day

- Consider providing complimentary tickets for local disability group's/organisation's, SEN schools to encourage new customers/spectators and highlight the accessible services you offer to them.
- Players to warm up wearing t shirts which mark the LPF 'weeks of action'.
- Invite local disability organisation to provide pre or half time entertainment e.g. signing choir, disabled dance/ drama group
- Invite your DSA/ disabled football team or SEN school to take part in a flag parade at half time.
- Chose a disabled junior supporter as your team mascot/ flag bearer for your chosen match.
- Speak to dial-a-ride in your local region. Set up a match day service if you do not already have one set up and advertise to the local disabled supporters and community
- Half time announcements and/or presentation on the big screen on Weeks of Action match day drawing attention to the awareness campaign and the services that you offer.
- Opportunity to launch new disabled facility/ies, DSA, DSA logo at half time with a presentation with sponsor etc.
- Opportunity to present a 'disabled fan of the year' award

## Ideas for your website

- Add disabled fans articles to you club website. You could ask some of your disabled supporters to do a report on their experience of attending a specific match at both a home and away game. Level Playing Field can provide you with a template. You could also include this in a match day programme.
- Set up a web page for your DSA if you do not already have one.
- Set up specific web pages for disabled supporters to access all the information they need- consider adding this information if it already exists in alternative formats.
- Add the Level Playing Field weeks of action press template to your website for the duration of the Campaign adding in some of the work that your club does for its disabled supporters.
- Provide a link to your club's page on the LPF website [www.levelplayingfield.org.uk](http://www.levelplayingfield.org.uk) where we provide information on disabled supporter facilities at your ground and fans leave comments.

## Other ideas you could use

- Set up and run a Disabled Fans Forum with local disabled supporters and associations meeting club officials. Invite a player(s) to attend. Maybe bring in local disabled artists, poets or writers in residence to explore diversity themes. Consider asking them to design a new club DSA logo.
- Promote your local DSA and club disabled facilities through TV/Radio/Press articles. Involve the club press office.
- Use Social Media to keep supporters informed of your events – Tell us @lpftweets so we can share your news.
- Consider bringing in a celebrity commentator to provide audio description commentary for blind and partially sighted fans
- Photo opportunities – Level Playing Field can provide you with our logo to use on promotional material. You can contact Rachel Nickless at [info@levelplayingfield.org.uk](mailto:info@levelplayingfield.org.uk) or on 01244 893584 for the logo.
- Invite a player from your club to attend an event with disabled supporters or a school assembly at a local SEN school.
- Give disabled supporters an informal tour of the club to meet the 'behind the scenes' staff and show them all the accessible facilities and services the club offers.
- Any other innovative ideas you may have.

There are many permutations to the above list and we would welcome all your suggestions, so that we can share them with other clubs.

Many thanks for your kind consideration in agreeing to take part in this year's Level Playing Field weeks of action.