

levelplayingfield.org.uk

**Level
Playing
Field**

For disabled sports fans

Club Campaign Pack

Unite For Access

For disabled sports fans

Saturday 24 February
to Sunday 10 March | **2024**

Unite for your team
Unite for your fans

Unite For Access

23%

of disabled fans feel they are unable to attend certain sports or sporting venues, because they are inaccessible.

2023 Level Playing Field Annual Fan Survey

Live sport brings people with little in common together in stadiums across the UK, to collectively support their team.

They are strangers for most of the week, but for a short period of time they are neighbours, friends, and family caught up in the euphoria - and sometimes heartache - we all know live sport can bring.

This is not always the case for disabled sports fans.

The ability to drive change is not the responsibility of just one individual, but the whole community - this has been the belief of Level Playing Field over years of successful campaigns.

This year and beyond, the charity is excited to bring this expectation to reality through 'Unite For Access'.

Sport is a unique and vital part of the social tissue that binds communities and brings about a sense of belonging, and disabled people must not be excluded from this because of their disability.

Therefore, Level Playing Field calls on all clubs and supporters, disabled and non-disabled, to Unite for Access.

Over the years the annual Level Playing Field campaign has seen hundreds of sports clubs, associations, and organisations, along with thousands of supporters, celebrate good access and inclusion throughout live sport by pulling on t-shirts, rolling out banners, and sharing disabled fans' stories.

But we know that there is still so much to do.

We want clubs and supporters to continue the fantastic, vital support for the Unite for Access campaign, but that alone is not enough.

The charity is asking clubs and supporter groups to pledge their support and to actively participate in the campaign to improve access and inclusion for disabled sports fans.

History has shown that we are strongest when we work together... for your brother, sister, father, mother, friend, or for the stranger - let us all Unite for Access.



Unite For Access

Not just another campaign – According to the UK Parliament, disability is the largest minority group in any population with 16 million disabled people in the UK, although at times it is underrepresented.

The charity has seen how powerful it can be when sport unites behind its community and has a common goal of tackling inequality and injustices.

This is why the Unite For Access campaign is so important – a campaign owned by all – delivering meaningful change for disabled sports fans together.



How to get involved

Social media

Join the social media campaign by sharing images of your club's dedicated matchday, examples of good access at the stadium, and positive fan experiences. Don't forget to tag Level Playing Field and use the hashtag **#UniteForAccess**

Each club can request a personalised graphic. Level Playing Field recommends posting it across social media platforms, tagging the club's disabled supporters' association or supporter group.

Dedicated matchday

Level Playing Field offers a range of branded matchday physical assets to help your club raise awareness for the Unite For Access campaign.



Player t-shirts
(for warm-ups)



Manager's
badge



Fan badges
(packs of 25)



Scarves

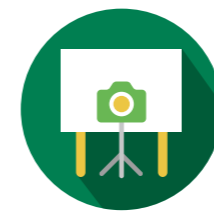


Photo board



Flag

Get in touch with Level Playing Field to register for the campaign, or request a form to order physical assets.

We are eager to see how everyone marks the occasion, and please provide details on whether you require separate packs for different teams at your club.

Please email: info@levelplayingfield.org.uk



25.5%

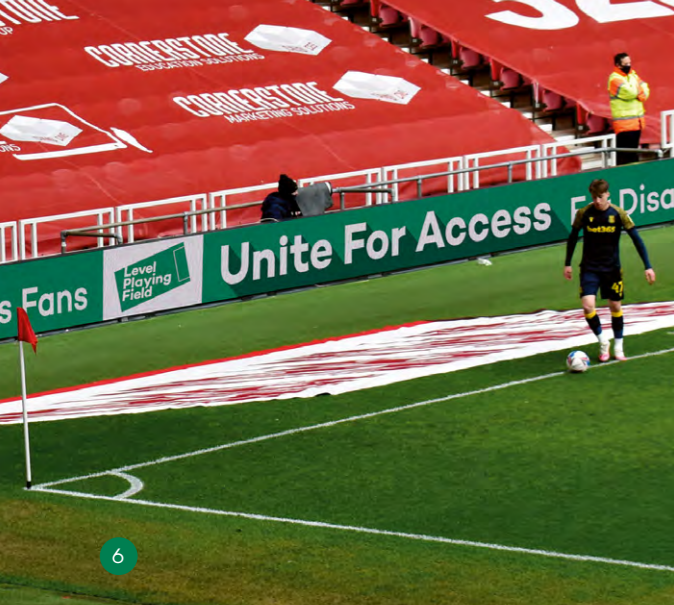
of disabled sports fans said that the 'attitudes of others' are a barrier when attending live sport.

2023 Level Playing Field Annual Fan Survey





#UniteForAccess



Website and media

Many disabled fans avoid watching their favourite sports team live because of the barriers they face in and around the ground.

The following actions can help to inform fans about some of the accessible services and facilities that you offer as a club, which they may have been completely unaware of. This is a great way to get involved in the campaign and can encourage more disabled fans to attend live sport.



An article explaining why your stadium is accessible



An article featuring a new/current accessible feature at the stadium



Level Playing Field section in matchday programme

Fan engagement



Hold a Q&A with a disabled fan, or similar activity, on access and inclusion at the club. This can be shared across the club's website, social media platforms, and matchday programme.

Clubs could also involve a player with the fan Q&A - discussing the importance of accessibility and live sport.

Disabled supporters' association members and club foundation disability team players have also been invited in the past.

If you would like assistance with your Q&A, or other campaign activity, please email: info@levelplayingfield.org.uk



Up to **70%** of disabilities are non-visible.

Leeds University



**Unite for your team
Unite for your fans
Unite For
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