

Level  
Playing  
Field

#WeeksOfAction



Club Campaign Pack

29 February –  
15 March 2020

# Level Playing Field

## Weeks Of Action 2020

In its 16<sup>th</sup> season Level Playing Field's (LPF) annual Weeks Of Action campaign looks to shine a light on the positive work being done by Clubs, DSAs, Fans and other organisations towards access and inclusion.

The main aim is to drive a greater matchday experience for disabled fans and to encourage more disabled fans to watch the 'beautiful game'.



50%

"50% of disabled people have never participated in leisure or sports activity" Centre for Access to Football in Europe, 2017

## Level Playing Field



Level Playing Field promotes a **positive** and **inclusive** experience for disabled sports fans.

The key objective of the **#WeeksOfAction** is to raise awareness of good access and inclusion and how it benefits disabled fans and the wider community.

You can **#Tweet** or **Post** during the Weeks of Action or hold an event.

## How To Get Involved

1. Select one or more of the options overleaf or choose your own activity
2. Let **LPF** know what your doing and when
3. Request campaign material from **LPF**
4. Host event or Media activity
5. Share photos of your activities with **LPF**



# Level Playing Field

## 4 Ways To Get Involved...

1

**Host a matchday** event or activity that recognises access and inclusion at your club.

2

**Use your matchday programme, club magazine or website** to promote the good work being done at your club for disabled fans.

3

**Organise a non-matchday event or activity** at your club for your disabled fans to attend. You could use this as an opportunity to get your clubs disabled fans together.

4

**Create a video** that highlights the positive role your club plays for your disabled supporters. Or you could interview a disabled fan about their experience.

## Social Media Campaign

### Spread the word!

For the 2020 Weeks of Action we're once again looking to create a real buzz on social media and encourage you to join the digital campaign.

We are urging you to post your messages of support for the campaign, as well as details of your Weeks of Action activities on social media and we have provided a template for you to use:

*'We are pleased to support @lpftweets Weeks Of Action 2020 - celebrating good access & inclusion for disabled fans!'*

We have also included some social media images which you're free to use in your posts. Available on request from:  
**ben@levelplayingfield.org.uk**



[@lpftweets](https://twitter.com/lpftweets)



[@ Level Playing Field](https://www.facebook.com/LevelPlayingField)



[@levelplayingfielduk](https://www.instagram.com/levelplayingfielduk)

**Level  
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**#WeeksOfAction**

**Get Involved**

**“A period of celebration & inspiration”**

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