



Level Playing Field's

Weeks of Action

2022

Saturday 26 February - Sunday 13 March

Club Campaign Pack

www.levelplayingfield.org.uk

Stephen Miller

Level Playing Field ambassador

3 x Paralympic Champion



Welcome to this year's Level Playing Field's Weeks of Action campaign pack.

As a football supporter, it feels good to be back where we belong in the stands, and I'm excited about seeing this year's Level Playing Field Weeks of Action be celebrated in front of your fans.

It's been a tough year for everyone, and never has the importance of watching live sport been so prevalent. For some disabled fans, returning to watch live sport has given them the opportunity to connect with their community through a shared passion of watching your team win, lose or draw. Football is a powerful thing and can improve a person's overall well-being.

This Level Playing Field campaign, in its 18th year! The charity will use the Weeks of Action campaign to continue to drive the message of good access and inclusion for disabled fans through a period of celebration of which we invite all clubs, disabled supporters associations (DSAs), fans, and other organisations to celebrate their disabled fan base and delivering the vital message of access for all.

Campaigns such as Level Playing Field's Weeks of Action is a vital tool in bringing about equality and inclusion for disabled fans. It serves as more than shining a spotlight on access for two weeks. It maintains the message of unity and drives a legacy and commitment to improve access and inclusion for the largest minority group in the UK, disabled people.

Last year, despite the pandemic, the Level Playing Field campaign exceeded every measure. Clubs were innovative in using social and traditional media in participating in last years campaign. We also saw DSAs hosting online events, and fans celebrated by sharing their experiences of attending live football pre-pandemic.

Last year was predominantly an online campaign and to see clubs sharing content to their followers was great to see, and long may that continue. Still, this year I am looking forward to seeing matchday activities back, and I can't wait to see what clubs in England and Wales have planned to celebrate their disabled supporters for this year's Level Playing Field Weeks of Action

It has been 18 months like no other, and this years campaign is a chance to celebrate being back together and being connected through our shared passion - watching live sport as one.

Weeks of Action

In its 18th season, Level Playing Field's 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 to encourage more disabled fans to watch the 'beautiful game'.

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

This year's theme

Welcoming back fans

Last year we focussed on the importance of live sport after a Level Playing Field survey revealed 62% percent of fans said it would have a huge impact on their mental health if they were unable to return to live sport.

According to the latest Level Paying Field survey, 73% of fans said they would want to return to live sport right away after the pandemic.

This year, we're celebrating the return of supporters!

73%

of fans wanted to return to football straight away after the pandemic





How to get involved

1 Social media

Join the social media campaign by sharing examples of good access and positive fan experiences using the official campaign hashtag: **#ForDisabledSportsFans**

2 Dedicated matchday

We offer a range of matchday items to help your club raise awareness for Level Playing Field and access and inclusion, including...



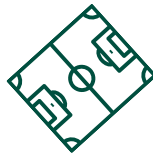
Players warming up in Level Playing Field branded t-shirts



Pre-match pictures with Level Playing Field photo board



Managers wearing Level Playing Field badges



Level Playing Field logo on LED pitch parameter board



Level Playing Field section in matchday / virtual programme



Virtual mascot (inc. DSA members)



Social media GIFs / images (tag club DSA)



Level Playing Field branded captain's armband*



Level Playing Field branded corner flags*

*coming soon



How to get involved

3 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 or a brief news article, explaining why your ground is accessible, highlighting accessible facilities some of your disabled supporters may not have known you had, could change a fans life and is a great way to get involved in the campaign...



An article explaining why your stadium is accessible to all



Publishing / sharing club access statements



4 Fan engagement



An idea to involve your supporters...

Access Q&A with fans to share across media platforms and matchday programmes.

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

DSA members and club foundation disability team players have also been invited in the past.

Level Playing Field can provide a Q&A template.

Level Playing Field

For disabled sports fans

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