



**Level  
Playing  
Field**  
For disabled sports fans

**Level Playing Field**

**Weeks of Action 2021**

**Club Campaign Pack**

**Saturday 27 February - Sunday 14 March**



# #WeeksOfAction

In its 17th 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 #WeeksOfAction is to raise awareness of good access and inclusion and how it benefits disabled fans and the wider community.

With the suspension of supporters in stadia earlier this season, this year's theme focuses on 'the importance of live sport' on supporters wellbeing.



## The importance of live sport



Throughout the year we have seen clubs support their community and it is crucial that we continue to celebrate the good work that continues to be done up and down the country.

# 62%

Sixty-two percent of fans have said that if they were unable to return to live sport this season, they fear it would have a huge impact on their own mental health.

# How to get involved?

## 1 Social media campaign

**We'll be looking to create a real buzz on social media!**

Join the digital campaign by sharing and posting content of good access and fan experiences using the official hashtag #WeeksOfAction.

## 2 Match day

Match day activation is an important way to raise awareness of access and inclusion and tackle barriers that disabled fans face. You can promote #WeeksOfAction on a matchday by:



**Players warming up  
in LPF t-shirts**

**LPF logo on LED  
parimeter board**

**Section in matchday  
programme**

**Pre-match photos  
with LPF flag**

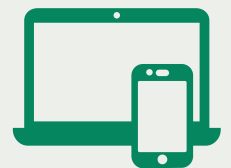
**Managers wearing  
LPF badges**

**Level Playing Field  
corner flags**

## 3 Website & Media

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

The following actions and news articles 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

- Q&A with fans and share across media platforms and matchday programmes.
- You could get a player involved with the Fan Q&A discussing the importance of accessibility and live sport.
- Level Playing Field can provide a Q&A template.







# For Disabled Sports Fans

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**#WeeksOfAction**