

ANNUAL REPORT 2009/10 AND ACCOUNTS FOR THE YEAR ENDED 31 AUGUST 2009

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Registered Charity No: 1079740

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Disabled fan before the match - photo by Paul Smith

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President's Forward

"The last year has seen considerable progress in a number of areas as NADS has extended & contributed to raising the bar in insuring that issues and challenges faced by disabled supporters are addressed. In her Chair's Report, Joyce Cook has set out a number of these achievements.

We are greatly helped by our honorary officers and amongst these it is a real plus to have the two Dannys (Wallace and Mills) working with us. My thanks to all those who are helping in this valuable work.

The fact that we have been able to create a new charity The Centre for Access to Football in Europe (CAFE) is testimony to the impact made by NADS. There is a desperate need for these initiatives in many parts of Europe.

The three facts I referred to in my forward last year are still relevant. The need for NADS and the fantastic work done by Joyce Cook and her team continues. The great need for funds also continues. This issue needs to be resolved if NADS is to continue the vital work in which it is so deeply involved."

With best wishes

Dani Ber

David Bernstein, NADS Honorary President



Chair's Report

Welcome to the 2009/10 Annual Report which will give you a good overview of NADS ongoing campaigning, works and disability awareness projects on behalf of all disabled supporters. As I reach the end of my first term as NADS Chair it seems appropriate to reflect on the last 3 years and the many tremendous successes of the NADS Board of Trustees, Administrator, co-optees, volunteers and members.

It's fair to say that NADS has been through a period of considerable change over the last three years; to be honest we'd somewhat lost our way and were out of touch with members, disabled supporters and key partners. We needed to re-establish some crucial relationships, gain influence and respect across football and the political arenas and reengage with those we represent. I'm proud of the work of the Board of Trustees on all these fronts and our ever growing membership proves that we are back on track and can build on the good works of the NADS founders.

We now have a firmly respected position within football and have gained a respected political voice with the All Party Parliamentary Football Group endorsing our recommendations in their Report on English Football and its Governance. NADS has met with the Equality and Human Rights Commission (EHRC), the Minister for Sports and Secretary of State and a number of key Lords and Baronesses and Members of Parliament to discuss the continuing issues and challenges faced by disabled supporters.

NADS leads on a number of disability awareness initiatives including the Wigan based Never Watch Alone Initiative (NWAI), a buddying scheme for learning disabled supporters, as well as the NADS Level Playing Field weeks of action each season. We also work closely with a number of likeminded disability charities and organisations including Kick it Out, Mencap and Changing Places, Guide Dogs for the Blind, Action for the Blind, RNIB, the National Deaf Children's Society, DisabledGo, Whizz Kidz, Embrace, Stadium Communities and others. Thank you to all, for your ongoing support.

Alongside this we have enhanced our reputation within the game by recruiting highly respected Honorary Officers along the way including NADS President, David Bernstein (Chairman of Wembley), Sir Trevor Brooking, Lord Richard Rosser of Ickenham and ex-players Danny Wallace and Danny Mills. Danny Mills has joined up with Danny Wallace this year as our second ex-professional player – you can never have enough Dannys ©! Both are brilliant role models who take every opportunity to raise awareness for disabled fans with Danny 'M' raising much needed funds for NADS with his Brighton wheelchair marathon earlier this year.

David Bernstein and his fellow Honorary Officers (you'll find a full list at the end of this report) are tremendous ambassadors and advocates for disabled supporters. They are always more than willing to dedicate their precious time, energies and expertise to our cause and I warmly thank each and every one of them on behalf of the NADS members for their unwavering support and friendship. Quite simply we couldn't do it without them.

It is through the successes of NADS in the UK that we have gained European recognition advising UEFA on disabled supporter provisions for EURO 2008 and the UEFA and Champions League Finals in 2008 and 2009. In 2008, we won the European Football Supporters Award and in August 2009, UEFA dedicated their Monaco charity award of 1 million Swiss Francs to establish a new charity to continue NADS works across UEFAs 53 member associations. The Centre for Access to Football in Europe – CAFE is now up and running. I'm proud to be taking a lead on this work as its Managing Director with the support of David Bernstein as Chairman along with several of the NADS Vice Presidents and Danny 'M' and 'W'. CAFE has made a good start alongside the European Football Family to further our ambitions across Europe and beyond. We've come a long way.......

It's been another extremely busy year for the NADS team and perhaps one of the biggest successes we've seen has been the increasing numbers of disabled fans prepared to challenge the current unequal situation at some clubs to the benefit of all of us. This is something that is to be applauded, as it is only through constructive complaints, positive feedback and the sharing of good practice that we can effect lasting and meaningful change. To this end, NADS has produced a 'How to Complain' help sheet which is available on the website or on request. We can all sense the change that is afoot and that is a good thing that we should each be proud of – disabled fans, club staff, the football authorities, the EHRC and government. However there is still much to do and we mustn't become complacent as we each play our part in ensuring an inclusive and equal future for all fans.

Probably our best kept secret is that NADS operates on an absolute shoestring, with football providing funding of only £20k last year and less still so far secured for this coming year. We have one part-time member of staff and everything else is down to volunteers and the generosity of a number of companies, organisations and individuals who provide in-kind support and donations. There are so many of you now doing your level best to support us - to each and every one of you a very huge thank you.

When compared with our peers inside football and across the disability sector, it's just amazing how much we've managed to achieve and on how little. We punch well above our weight. To be honest, it's unfair on everyone involved and things have got to change on this front, and soon.

It is vital that disabled people are empowered and able to lead on improving equal access and disability rights. NADS is a great example of an effective user-led organisation affecting change. We must be able to continue and it's time to show us the respect we deserve, to acknowledge our important works and unwavering support to the football family, key stakeholders and our members.

Again, we call on the Football Authorities to provide NADS with realistic and secure funding. We are all exhausted with some of us having to volunteer unsustainably long hours to keep NADS afloat but we all remain resolute and absolutely determined to deliver equality – a Level Playing Field - for the many thousands of dedicated disabled fans that remain so loyal to our beautiful game.

In closing, I also wish to thank the many individuals (you know who you are) who work extremely hard on our behalf and often behind the scenes. Your ongoing commitment, friendship and support are hugely appreciated by us all.

I wish you all a great summer and should you chose to re-elect me as your Chair for the next 3 years, I will be honoured to continue working with you all next season.

With warmest regards

Joyce Cook, NADS Chair

About NADS

The National Association of Disabled Supporters (NADS) was established in 1998 and is the only national registered charity representing all disabled supporters – football and other sports. Our objective is to promote an inclusive agenda, raise disability awareness and enhance health and well-being through football, and to ensure an equality of spectator experience for all fans.

NADS represents the views, issues and concerns of disabled football supporters to football and governmental authorities and provides independent advice on disability issues as they affect the football community. NADS also heads up the disabled branch of englandfans.

NADS is an umbrella organization recognised as the representative and co-ordinating body of all disabled football supporters and their carers/advocates. 45 Football Clubs have joined NADS and it is our aim that all 92 professional clubs should become members. We have 48 Disabled Supporter Association (DSAs) members (16 full and 32 associated members) and 6 affiliated group members representing more than 22,000 disabled supporters. Individual associate membership is also growing rapidly, currently sitting at 4,600. We estimate that 30,000 disabled fans regularly attend football matches in England. The success of the NADS disabled branch of englandfans shows that this passion naturally extends to the national team with Wembley National Stadium standing as a beacon of good practice.

If you mention the word disabled, most people will first think of someone in a wheelchair. However disability is diverse and to ensure that we are truly representative and inclusive, NADS has a management Board of Trustees and volunteers that all reflect the diversity of disabled people. All are football fans supporting teams across the leagues and national sides. This is important in understanding the issues and challenges that disabled supporters face and gives us a unique understanding of the fans that we represent.

It is considered good practice across the service industry, including local council and sports governing and representative bodies such as London 2012, that there should be a user-led consultation or representative group such as NADS for diversity and equality strands. It is a good practice that is well proven and NADS has a significant membership that reflects our pan-disability expertise and detailed understanding of equality and good access.

Most stakeholders understand that where complex discrimination (such as unequal access and disability abuse) still exists then it is imperative that a user-led representative body or organisation is in place to ensure ongoing and meaningful consultation and direction. The newly formed EHRC recognised this significance by deciding to maintain a disability directorate within the new Commission structure. It is also important to empower minority groups such as disabled fans and there is no better way than through an organisation such as NADS which is led by disabled fans for disabled fans. It is recognised as absolute good practice that disabled people should represent themselves as empowered user-led groups.

There are around **12.4 million disabled people in the UK with a spending power of £91 billion per annum**. It is estimated that at least 30,000 are currently active disabled fans regularly attending a professional football match and it is unknown how many more follow the game from home as 'arm chair' fans.

We firmly believe that there is a significant opportunity for clubs to recruit new customers or fans from among the disabled community along with their families and friends. Providing an inclusive stadium with equal facilities which enable disabled fans to sit together with their own fans, families and friends makes good business sense. NADS has many examples of achievable good design solutions for existing and new stadia and is working with the football and sporting family to promote further supporter/spectator inclusion.

Aims of NADS:

- To be a voice for all disabled supporters and spectators
- To campaign for equality of supporter experience
- To enrich the lives of disabled people through football and other sports
- To raise disability awareness



Key achievements for 2009/10

- NADS was invited to meet with the Equality and Human Rights Commission and gave a detailed overview of the **State of the Game**. As a result, the EHRC and the football authorities are continuing to work together in co-operation with NADS to improve access and equality for disabled football fans.
- This season's NADS Level Playing Field (LPF) weeks of action were a great success with clubs and disabled supporters associations up and down the country raising disability awareness. This year's campaign focused on Ambulant Disabled Supporters.
- Early 2010 saw the continuation of regional Fans Forums with NADS going "on the road" in the South West to hear disabled supporters views and let you know what we have been up to.
- NADS, the Federation of Stadium Communities and the Wolverhampton Deans School are jointly running a pilot study – Football for All. This project, funded with an Awards 4 All Big Lottery Grant, looks at how to encourage newly disabled people to attend sports matches. We are aware of the many benefits of being part of the match day experience which can often be life-changing for a disabled person, breaking down barriers, raising self-esteem and promoting inclusion and well-being. Football has a powerful voice and can reach out to people like nothing else.
- NADS acted as a consultant to the recent Football League Disabled Fans
 Mystery Shopper project and supported the resultant 4 regional Customer Services
 Seminars presenting the key issues and challenges for disabled supporters.
- UEFA awarded their Monaco Award for 2009 to enable the set up of the Centre for Access to Football in Europe – CAFE. This new organisation, which is outward facing to Europe and independent of NADS, is building on the work undertaken by NADS in the UK.
- NADS has exceeded previous years with a further increase in membership for 2009/10. We are extremely proud of this achievement, which gives us the mandate and expertise to directly represent more than 22,000 pan-disabled supporters.
- The Wigan 'Never Watch Alone' Initiative went from strength to strength with the local charity Embrace taking over the day to day management. This is a buddying project that brings together fans with learning difficulties and non-disabled fans on match days and encourages lasting friendships beyond match days and working alongside other fans groups.

- We continue to represent disabled spectators of all sports and sit on the London 2012 Olympic Delivery Authority Built Environment Access Panel. NADS has recently been appointed as the primary user-led advisors to the London Organising Committee for the Olympic Games, LOCOG, London 2012. We also continue to give user advice to cricket and rugby.
- NADS sits on the Inclusivity Advisory Group for the England 2018 bid. NADS sees
 a successful Bid as a tremendous opportunity for disabled supporters and improved
 access to football in this country. As such, NADS and its members have
 passionately supported and promoted the Bid.
- NADS continues to hold an important user-led consultative role in the design and build of new stadia and stadia improvements with experience showing that this involvement has a real benefit. This requires a great deal of resource and probably accounts for the biggest share of our ongoing works. In the last 12 months NADS has been advising on new stadia, stadia developments, improvements and advice at more than 39 clubs and football venues. We currently receive no reimbursements for this area of work and have to meet our own resource and travel costs.
- NADS has implemented an Access Audit programme for clubs who wish to commission access audits. We have secured special rates with a team of consultants who specialise in sports stadia access with reference to the Accessible Stadia Guide, the DDA and good access in general. Each consultant is listed with the National Register of Access Auditors (NRA) as an accredited Access Auditor and Access Consultant. To find out more please contact NADS at stadia@nads.org.uk



Treasurer's Report



Results for the Year

It has been another trying year for NADS financially. We continue to operate without major or secure core and project funding and spend a considerable amount of our time on trying to raise finance.

However, despite this and thanks to the hard work and dedication of the NADS Board of Trustees, the Administrator and volunteers, we have continued to support the football authorities and to provide user-led advice to football, cricket and London 2012 as well as to disabled supporters generally.

You will find a roll call at the end of this report. Please do accept our apologies if your name does not appear, there are so many of you now doing your level best to support us - to each and every one of you a very huge thank you.

Fundraising activities

The Football Association provided us with £10,000 funding donations for June 2009-June 2010 and met our expenses for an electronic note taker to ensure that our meetings were fully accessible. Alongside this we continue to receive part funding for the Administrator post from the Football Stadia Improvement Fund.

We also secured a Big Lottery Funding – Awards 4 All - Grant of £10,000 towards our Football for All pilot project.

Ambassador, Danny Mills has chosen NADS as one of his special charities raising much needed funds for us by taking part in the Brighton Marathon using a wheelchair to further raise awareness. Funds are still coming in as we go to press but Danny has told us that he expects to raise around £5000 for NADS which is tremendous. Thank you Danny.

As well as these kind and very welcome donations and awards we have received various donations from organizations and individuals that have enabled us to carry on with our important works and campaigns throughout the year.

Our limited resources are considerably over stretched and it is crucial that a secure funding source be identified to ensure that NADS can continue to lend its considerable support its members and the football family and to continue campaigning for equal access for all fans.

I would like to say a very special thank you to everyone who has helped us to raise money in the last 12 months. Your generous support is vital to all we do and I am proud to include the NADS Roll of Honour 2009/10 listing our kind benefactors at the end of my report.

If there are any companies or organisations willing to support NADS with sponsorship, donations or in-kind resources please contact our Administrator, via our **helpline 0845 230 6237** or by email at info@nads.org.uk

Finally I am pleased to submit a summary of our financial position in conclusion of this report with a full copy of accounts from 1st September 2008 to 31st August 2009.

Janet Ireland, NADS Treasurer



NADS is regulated by the Charity Commission and is a member of the Fundraising Standards Board. We prepare audited accounts each year and have an Inland Revenue charity reference number.

THE NATIONAL ASSOCIATION OF DISABLED SUPPORTERS ACCOUNTS – 2008/09

CHARITY INFORMATION FOR THE YEAR ENDED 31 AUGUST 2009

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J Cook (Chair) J Polk (Vice Chair)

J M Ireland (Treasurer) J Dodd (Secretary) Elected 25 June 2009

J Garbett L Hutchings Elected 25 June 2009

K Graham E Ellison Resigned 25 June 2009

P Jamieson R Hovey Resigned 25 June 2009

G Deards Elected 25 June H Dudley Resigned 25 June 2009

2009

V Archibold Resigned 25 June 2009

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REPORTING ACCOUNTANT Kathryn Woods ACA

Kavanagh Woods Consulting Ltd

Ash Grove, Royles Head Lane

Huddersfield

BANKERS Lloyds TSB plc

14 Church Street

Sheffield S1 1HP

CHARITY NUMBER 1079740

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE NATIONAL ASSOCIATION OF DISABLED SUPPORTERS

I report on the accounts of the Association for the year ended 31 August 2009

Respective responsibilities of trustees and examiner

As the charity's trustees, you are responsible for the preparation of the accounts; you consider that the audit requirements of section 43(2) of the Charities Act 1993 (the Act) do not apply. It is my responsibility to state, on the basis of procedures specified in the General Directions given by the Charity Commission under section 43(7)(b) of the Act, whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit option on the view given by the accounts.

Independent examiner's statement

In connection with my examination, no matter has come to my attention;

- i) which gives me reasonable cause to believe that, in any material respect, the requirement
 - to keep accounting records in accordance with section 41 of the Act; and
 - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act

have not been met; or

ii) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Kathryn Woods, ACA Reporting accountant Kavanagh Woods Consulting Ltd Ash Grove, Royles Head Lane, Huddersfield, HD3 4TU

1st April 2010

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2009

	NI 4	2009		2008	
Incoming Resources	Notes	£	£	£	£
Subscriptions Donations Fundraising	2	2,505 20,573 572		2,075 2,107 13,739	
Funding, grants	3	<u>1,922</u>	<u>25,572</u>	<u>4,365</u>	22,286
Other Income					
Administrator funding	4	10,375	10,375	19,802	19,802
Investment Income					
Interest Received			110		306
Total Incoming resources			<u>36,057</u>		<u>42,394</u>

STATEMENT OF FINANCIAL ACTIVITIES (continued) FOR THE YEAR ENDED 31 AUGUST 2009

Incoming Resources	Notes	2009 £	£ <u>36,057</u>	2008 £	£ 42,394
Expenditure Direct Charitable Expenditure					
Postage Catering and Food Stationery Telephone Travel Accommodation Depreciation Printing, artwork etc Carers and interpreters Subscriptions Website maintenance and email newsletters Sundries Legal and Professional	5	360 112 588 1,530 6,506 1,183 45 548 917 147 993 377 0	13,306	457 138 521 1,445 5,112 437 1,311 1,991 456 347 800 21 235	13,271
Management and Administrator Accountancy	tration	17,053 0	17,053	17,000 <u>762</u>	17,762
Total expenditure			30,359		31,033
Net surplus for the year			5,698		11,361
Unrestricted fund brought fo	orward		19,109		<u>7,748</u>
Unrestricted fund carried for	ward		<u>24,807</u>		<u>19,109</u>

THE NATIONAL ASSOCIATION OF DISABLED SUPPORTERS

BALANCE SHEET AS AT 31 AUGUST 2009

		2009		2008	
Fixed Assets	Notes 7	£	£ 89	£	£ 134
Current Assets Debtors Bank Balances	8	0 <u>25,526</u> 25,526		1,667 21,018	
Current liabilities Creditors and accruals	9	<u>808</u>		22,685 3,710	
Net current assets		<u>2</u>	<u> 24,718</u>		<u>18,975</u>
Net Assets		<u>2</u>	24,807		<u>19.109</u>
Unrestricted Fund General Purpose Fund		<u>2</u>	<u>24,807</u>		<u>19,109</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2009

- 1. Accounting policies The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Charities Statement of Recommended Practice.
- 2. Donations of £1,000 or more have been received from the following:

	£
The Football Association	10,000
Football Conference	1,000
Mark Bradley Projects Ltd	1,500
The Football Association towards information leaflets	2,300
European Football Supporters Award	5,143

- 3. During the year the Funding grants have been received from The Kick it Out Campaign £700 towards disability awareness events and from The Football Association £1,222 towards access communication/interpreters fees.
- 4. Income towards the funding of the post of administrator is made up as follows:

The Football Stadia Improvement Fund 10,375

- 5. Depreciation is provided to write off the cost of fixed assets over a period of four years.
- 6. Subscriptions are made up of:

	£
Federation of Stadium Communities	10
National Council for Voluntary Organisations	42
Information Commissioner's Office	35
Fundraising Standards Board	50
The Football Supporters' Federation	10
	<u>147</u>

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 AUGUST 2009

7. FIXED ASSETS

	Website	Sundry Equipment	Total
COST	£	£	£
	0.070	407	0.505
At 1 September 2008 and 31 August 2009	<u>3,378</u>	<u>187</u>	<u>3,565</u>
DEPRECIATION			
At 1 September 2008	3,378	53	3,431
Charge for year	0	<u>45</u>	<u>45</u>
At 31 August 2009	<u>3,378</u>	<u>98</u>	<u>3,476</u>
NET BOOK VALUE			
At 31 August 2009		<u>89</u>	<u>89</u>
At 31 August 2008	<u>-</u>	<u>134</u>	<u>134</u>

- 8. The bank balances are made up of Number 1 account £19,487 and Number 2 Administrator account £6,039
- 9. Creditors and accruals comprise amount accrued in respect of administrator services to 31 August 2009 £709, and general expenses £99.



NADS Roll of Honour – 2009/10

The following individuals and organisations have generously raised funds and made kind donations to NADS in 2009/10.

Cheshire West and Chester Council (c/o Jeanette Dodd); Premier League; Star (Supporters Trust Reading); Sheffield United DSA; Joyce Cook; Jackie Newing; Jack Pegram; John Garbett; Alun Francis; Alistair Price; Paul Jamieson; David and Stella Munn; Colin Street; Thomas White; Gary Deards; A Montgomery; G Clayton Hewston; Steve Powell; The Gawthorpe Family; D Wooliscroft; Colin Lunt; Peter Swanson.

We also received £10,000 from the FA, £10,000 grant from the Football Stadia Improvement Fund, £1200 from Directgov and £1000 from the Football Conference.

Special thanks for their generous in-kind donations also go to:

For loans of venues and hospitality for NADS meetings: Wembley National Stadium Ltd; West Ham FC; Liverpool FC; Milton Keynes Dons FC; Bristol City FC

For legal advice - IPS Law LLP, Tel: 0161 830 4710, www.ipslaw.co.uk

For media and PR - Bird Consultancy, Tel: 0161 839 4846, www.birdconsultancy.co.uk

For accessible website design - Pan European Consulting Limited, Tel: 0845 225 1232, http://www.pecdesigns.co.uk

For annual accounts - Katherine Woods, ACA, Kavanagh Woods Consulting Ltd Ash Grove, Royles Head Lane, Huddersfield

For 'In-Touch' data management system – Customers Really Matter Limited, Tel: **0845 310 9973**, http://www.customersreallymatter.co.uk/

Thank you for your continued friendship and generous support.

Please accept our apologies if your name does not appear; there are so many of you now doing your level best to support us - to each and every one of you a very huge thank you.

BOARD OF TRUSTEES	NAME:	Appointed (re-appointed):	Re-Election date:
Management Trustees:			
Chair	Joyce Cook	2007 AGM	2010 AGM
Vice Chair	Jamie Polk	2007 AGM	2010 AGM
Treasurer	Janet Ireland	2008 AGM	2011 AGM
Secretary	Jeanette Dodd	2009 AGM	2012 AGM
<u>Trustees:</u>	Keith Graham	2009 AGM	2010 AGM
	John Garbett	2009 AGM	2010 AGM
	Leigh Hutchings	2009 AGM	2010 AGM
	Gary Deards	2009 AGM	2010 AGM
Co-opted members:	Rex Burton		
Administrator:			
Self-employed	Jackie Newing	July 2009	Ongoing

	NAME:	Appointed:
HONORARY OFFICERS	AND ADVISORS:	
President:	David Bernstein (Chairman Wembley National Stadium)	2008
Vice Presidents: Politics, football,	Lord Richard Rosser of Ickenham	2009
Football, commercial	Andrew Shaw (Board member of the Football Conference)	2007
Football, media and PR, commercial	Chris Bird (Chairman of Bird Consultancy)	2007
Football, legal	Chris Farnell (IPS Law)	2007
Disability, charities	Phil Friend, OBE (Chair RADAR)	2008
Stadia Access and Design	Jim Froggatt (FLA retired)	2008
Ambassadors:		
Football, ex-player	Danny Wallace	2008
	Danny Mills	2009
Football, England amputee team	Steve Johnson	2009
Patron Level Playing Fie	ld campaign:	
	Sir Trevor Brooking	2006