

THINK - Football is for Everyone

“Don’t make my disability
your excuse”



It's time there was a
level playing field



Level
Playing
Field



AWARDS
FOR ALL

Why be accessible and inclusive?

- **Business case**
 - New/untapped market
 - It's good for business & "Everyone wins when access is better"
 - Being a fully accessible venue raises your brand awareness and increases revenue
- **Ethical case**
 - It improves social inclusion - supporting football & attending live matches is an integral and vital part of our culture and tradition
 - Fans are increasingly diverse/more representative of our wider multi cultural society & naturally include many more disabled people
 - Many football clubs and stadia provide activities and facilities outside of match days and are at the heart of local community life
- **Legal case**
 - Meet requirements of the DDA/Equality Act and appreciate this is a continuing and evolving duty
 - Many guidance documents available from football's own "Accessible Stadia Guide" and the FA/Premier League/Football League guidance documents on disability
 - Disability occurs when a person is excluded from something that other people in society take for granted i.e. it might be the chance to attend an event, access a service or get involved in an activity
 - I am not disabled, however you might disable me if you fail to remove physical, sensory, intellectual or attitudinal barriers