

The National Association of Disabled Supporters

Promoting a Level Playing Field for all Football Fans!



Joyce Cook – Chair

FSOA Conference

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NADS

- Established 1998, registered charity
- >60 Disabled Supporters Associations
- Represents >30,000 pan-disabled supporters
- Campaigns for equal access
- Shares information and good practice
- Provides user-led consultation/advice
- Meets regularly with football, government & EHRC
- Advising London 2012, England 2018 and other sports



Background Information

- Only 3% of the population is born with a disability (or 17% of disabled people)
- 15% of the population is Deaf or hard of hearing (9 million)
- 1% of the population uses a wheelchair (approx $\frac{3}{4}$ million)
 - only 5%-7% of all disabled people
- 2 million partially-sighted/Blind people < 18% have no sight
- 1.5 million people (or 2 %) in the UK have a learning difficulty
- 1 in 3 learning disabled people say they have no friends
- Many disabled people have more than one disability
- Disabilities can be hidden or visible
- Mental illness is the most common disability and 1 in 4 people will be effected by this during their lifetime



Why be accessible and inclusive?

- Moral case – social inclusion
- Legal case – DDA/Equality Act
- Business case – new/untapped market



Moral case – 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 multicultural society
- naturally includes 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



Moral case – social inclusion

- 50% of all disabled people have never participated in leisure or sports activities
- 97% of Europeans believe something should be done to ensure better integration of disabled people
- 93% of Europeans express the desire to dedicate more money to the removal of physical barriers that complicate the lives of disabled people

Statistics provided by European Disability Forum



Legal case – DDA/Equality Act

- The Disability Discrimination Act (DDA) 1999
 - giving disabled people equal rights
- The DDA – Part 3 2005 - goods and services
 - disabled people not to be treated less favourably
 - requirement for reasonable adjustments & removal of physical barriers
 - continuing and evolving duty
- Equality Act 1st October 2010



Legal case – DDA/Equality Act

- Disability occurs when a person is excluded from something that other people in society take for granted
- 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

The Equality Act 2010

What the new Act means for you



**Equality and
Human Rights**
Commission

Purpose of the Act

Strengthening, harmonising and streamlining 40 years of equalities legislation:

Strengthening: improving the effectiveness of equality legislation

Harmonising: providing the same levels of protection from discrimination across all the protected characteristics and all sectors, where appropriate

Streamlining: simplifying and consolidating approximately 116 pieces of separate equality legislation



**Equality and
Human Rights
Commission**

Protected Characteristics

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion and belief
8. Sex
9. Sexual orientation

Where does the Act apply?

- **Services and Public Functions**
- **Premises**
- **Work**
- **Education**
- **Associations, including Political Parties**



**Equality and
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Prohibited Conduct - expanded protection

- Direct discrimination, including by association and perception such as partner, parent, carer
- Now includes a person with an association to someone protected
- And someone wrongly thought to have a protected characteristic
 - e.g. mistakenly thought to be gay and treated less favourably because of that belief

Prohibited Conduct - expanded protection

- Indirect discrimination now covers all characteristics
- It occurs when an unjustifiable provision or practice is applied to everyone, but it places people with a protected characteristic at a particular disadvantage
- Excepting pregnancy and maternity discrimination
 - treated as indirect sex discrimination

Prohibited conduct – expanded protection

- Harassment
 - unwanted conduct related to a protected characteristic which violates a person's dignity
 - creates an intimidating, hostile, degrading, humiliating or offensive environment which causes the person to be treated less favourably

Prohibited conduct – expanded protection

- Third party harassment
 - extended to protect employees from harassment by customers, clients, etc & applies to all protected characteristics
- Discrimination arising from disability
 - where treatment is not proportionate - e.g. a food outlet might ban dogs but must allow assistance dogs
- Duty to make reasonable adjustments

Statutory codes of practice

October 2010: Employment; Services, Public Functions and Associations; and Equal Pay

TBC 2011: Further and Higher Education and Schools

TBC 2011: Public Sector Equality Duty

Under discussion: Housing and Premises; Transport.



Legal case – DDA/Equality Act

- Equality Act 1st October 2010 strengthens DDA
- Ensure that your club meets its legal requirements
- Provide a safe and inclusive service within the law
- Service providers have a legal duty to think about access and removal of barriers
- Making reasonable adjustments reduces liability and any risk of a compensation expense/payment
- Risk damage to club reputation if you do not comply



NRAC Access Audit – it makes sense

- National Register of Access Consultants and Auditors (NRAC)
- NRAC was established in 1999 as a project of the Centre for Accessible Environments
- Initially funded by central government; Dept. for Work and Pensions (DWP), Dept. for Communities and Local Government (DCLG), Dept. for Transport (DfT) and the EHRC continue to support the Register
- All are observers of the NRAC Advisory Group



NRAC Access Audit – it makes sense

- Qualified and indemnity insured professionals
- Ensures you to meet your legal obligations/mitigate risks
- Makes good business sense - proactive not reactive
- Provides accreditation – e.g. Kick it Out Equality Standards and other kite marks
- Being a fully accessible venue raises your brand awareness and increases revenue



NADS Access Audit programme

- Supplied by NRAC registered Access Consultant
- 3 day audit including match day, all areas of club
- Review of disability policies, detailed written report, guidance and disability awareness training
- Ongoing support/advice included
- Specially negotiated rate for NADS members

For more information contact NADS



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Good access – it's good for business

- Approx 12.4m disabled people in the UK
- 1 in 4 families has a disabled person
- 6 in 10 people know a disabled person close to them
- Disabled people have an annual spending power of £91bn



Good access – it's good for business

- Accessibility is an important commercial consideration
- Disabled people can and do influence choice
- Don't let your club lose potential business - including families & friends of disabled people

Everyone wins when access is better



A few key challenges

- All fans should be able to sit with their fellow fans
 - disabled fans should not be placed between 2 sets of fans
- All fans are customers and should have choice
 - able to sit together with their family and/or friends
- When training your stewards
 - learning disabled fans may need extra customer support
 - walking aids & medical equipment are not lethal weapons – common sense always applies



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Everyone wins when access is better

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