Today‘s topics

• About CAFE and our works
• Regulations & guidance in European football regarding accessibility
• Accessible stadiums – An overview
• Accessible infrastructure
• Accessible /inclusive communication
• Accessible services
• Stewards, stadium regulations and other important considerations
• Summary & call for action
About CAFE and our Works
About CAFE

• Founded in 2009, UEFA Monaco prize

• UEFA CSR Core partner

• Works to improve access and inclusion using the unique power of football

• Promoting the employment of disabled people within football

• UEFA Financial Fair Play and Club Licensing - DAO

Photo: CAFE Week of Action Mascot ‘MaxAccess’
CAFE – Working towards an accessible and inclusive football

• Support and guidance in making stadiums more accessible: UEFA & CAFE Access for All Guide
• Stadium access appraisals
• Audio Descriptive Commentary (ADC) Programme
• Guidance in creating a Disabled Supporters Association (DSA)
• International CAFE Conference
• European DAO Network Group
Supporting the football family

CAFE

- National FAs / leagues
- Clubs
- Disabled fans
- FIFA
- Stadium owners / architects
- Academic research
- UEFA / UEFA CSR
Regulations & guidance in European football regarding accessibility
UEFA Infrastructure Guidelines & CLFFP regulations (2018 edition)

• Oblige clubs to have the following facilities (Article 24)
  • Accessible refreshment and catering facilities
  • Accessible toilets (1 per 15 wcu spaces)
  • Accessible seating with unobstructed view

• Stadiums should comply with local legislation & building regulations and seek to meet requirements in UEFA and CAFE Good Practice Guide to Creating an Accessible Stadium and Matchday Experience “Access for All”
Each wheelchair user space should have an adjacent companion seat

<table>
<thead>
<tr>
<th>Seated capacity of stand or stadium</th>
<th>Number of wheelchair user spaces (same for easy access seats)</th>
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<tbody>
<tr>
<td>Under 10,000</td>
<td>Minimum of 6 or 1 per 100 seats (whichever is greater)</td>
</tr>
<tr>
<td>10,000 to 20,000</td>
<td>100 + 5 per 1,000 seats above 10,000</td>
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<tr>
<td>20,000 to 40,000</td>
<td>150 + 3 per 1,000 seats above 20,000</td>
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<tr>
<td>40,000 or more</td>
<td>210 + 2 per 1,000 seats above 40,000</td>
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What makes a stadium accessible? – An overview
Barriers for fans at your stadium – Open question

• Which barriers do disabled people face at your stadium / club (from the moment of ordering tickets to the stadium & return)?
  • Wheelchair user and ambulant disabled people
  • Deaf and hard of hearing people
  • Blind and partially sighted people
  • Learning disabled people
Accessible Stadia (1)

- Accessible and inclusive information
- Accessible and inclusive ticketing policies
- Accessible parking and drop-off points
- Accessible signage
- Trained staff, stewards and volunteers
- Accessible entrances

Photo: Accessible identifiable signage for elevator access
Accessible Stadia (2)

• Accessible seating options
• Accessible media zones & hospitality / VIP areas
• Accessible concessions
• Accessible toilets
• Emergency evacuation procedures / Emergency announcements
• Accessible services for differently disabled people
Video ‘Inclusion@RB Leipzig’

Video: Accessible services at RB Leipzig

Video Link
Accessible Infrastructure
Getting to the venue

• Accessible parking – minimum 6% of overall parking

• Drop-off and pick-up point

• Barrier-free routes from private & public transport arrival points

• Rest points (benches) along route

Photo 1: Accessible parking
Photo 2: Signage with strong colour contrast
Making the way to the stadium accessible

- Wheelchair loan service
- Transport to the stadium & home; transport from the parking
- Avoid trip hazards along access routes
- Tactile wayfinding & paving
- Accessible signage

Photo 1: Stadium transport service
Photo 2: Potential trip hazard
Circulation

- Wide obstacle-free pathways
- Ramped routes (low gradient, with handrails)
- Stairs
- Resting areas
Viewing areas

• Wheelchair user spaces
• Easy access seats
• Adjacent companion
• Available across the stadium
• Adequate sightlines
Wheelchair-accessible toilets

• Minimum of 1 per 15 wheelchair user spaces
• Clear space of 2200mm x 1500mm
• Transfer space & transfer bar
• Accessible equipment (tap and toilet flush systems, bins etc.)
• Emergency cord and reset button
Other accessible toilets

- **Changing places toilet:** Larger space with specialised lifting equipment; Height adjustable changing bench
- **Other toilets:** Accessible locks/bars and support rails
- **Mobile changing places:** Specialised vehicle which contain changing places

- Photo: Changing places toilets  
- Photo: Lower urinal with support rails in toilet block  
- Photo: Mobile changing places van
Food and beverage

• Low level counter
• Priority queue
• Seating options for people with limited mobility
• Space for wheelchair users at tables
• Images of items on menus
• Forward-facing cash registrar

Photo: Refreshment kiosk with a lowered counter
First aid, Emergency evacuation and egress

- Accessible first aid rooms
- Plan/procedures for disabled people to evacuate from all levels and areas
- Trained and knowledgeable stewards
- Audible and visual information
Accessible communication
Accessible website / communication

• Accessible to people using assistive technologies (screen readers, voice-to-text)
• Alternative text for images, zoom options
• Labelled buttons and input fields
• Sufficient colour contrast
• Provide information in various formats
• Work with digital accessibility experts
Accessible ticketing (1)

• Equal ticketing policy

• Clear and easy-to-find ticketing information

• Accessible ticketing purchase

• Colour blind friendly information – do not rely on colour

Normal color vision  Colour Blind simulation
Accessible ticketing (2)

• Providing access information for each seat

• Digital venues

Photo: Access information for each seat given at ticketing portal
Providing access information on your website

Accessible travel options to / from stadium
Ticket collection point
(Access) routes around & within the stadium (lifts etc)

Accessible entrances, parking, drop-offs
Accessible viewing areas (qty, view)
Accessible services (ADC, sensory rooms, assistance etc.)

Accessible Toilets / changing places
Concessions (payment)
Emergency evacuation & stadium regulations (dogs)
Providing access information for the stadium surroundings

- Mapping out a city digitally (e.g. Access Earth, Tur4all, Wheelmap)
- Using real-time satellite data to determine accessible car parking around stadiums
- Using bar codes (e.g. NaviLens) and/or ibeacons to guide fans

Photo: Map of stadium & surroundings indicating accessible facilities (shops, restaurants, toilets)
How to make your stadium accessible: Services
Audio Descriptive Commentary (ADC)

- Two technical solutions
  - Via FM frequency and personal radio
  - Via dedicated headset
Inclusive stadium & museum tours

Photo: Inclusive stadium tour at GNK Dinamo

Photo: ‘Touching the treble’ – Inclusive museum tour at Celtic Fc
Accessible services & facilities for deaf & hard of hearing fans

• Sign language interpreter

• Assistive hearing devices (e.g. induction loops)

• Audible and visual information

• Alternative formats of documents

Photos: Signage showing induction loops
Video: Sign language interpretation

Video Link
Sensory viewing rooms

• Photo: Inside the Arsenal sensory room

• Photo: View on pitch from Watford sensory viewing room
Memory kits for fans with dementia

- Football memories kits for fans with dementia /Alzheimer
- Memory matches
Sensory packs

• For supporters with autism and other sensory processing disabilities

• Potential content:
  • Club branded earmuffs
  • Mini soft / stress football
  • Drywipe menu and pen
  • Autism awareness card
  • Club branded bag
  • Colouring in set

Photo: Fan wearing club branded earmuffs
Photo: Branded drawstring bag with sensory pack
Autism hours & Matchday journey in pictograms/graphics

**GETTING THERE**

1. Today I am going to the football. First, we will take the car, bus or train. Then walk to the stadium.

- **BUS**
- **TRAIN**
- **CAR**
- **WALK**

**WATCH OUT FOR**

2. When we get there, I will need to watch out for cars and crowds of people. There will be police and stewards there to help.

- **CARS**
- **CROWDS OF PEOPLE**
- **POLICE STEWARDS AND POLICE, DOGS**
Winter packs

• Heatable blankets, rain ponchos for winter period
How to make your stadium accessible?
– Other important considerations
Prevention of non-inclusive behaviour

• Reporting of disability discrimination (phone line & e-mail)
• Ensure disabled spectators have unobstructed sightlines
• Ensure disabled viewing platforms are not overcrowded
Other important access considerations

• **Guide & assistance dogs**

• Temporary injuries

• Matchday buddies & volunteers

• Adaptation of security & stadium regulations (allowing walking aids, guide dogs etc.)

• Training of stewards

• Provision of access stewards / volunteers for home & away games

*Photo: Fan with guide/assistance dog at a stadium*
Key areas for support by stewards

- Advising on stadia & accessible facilities
- Safety and evacuation
- Proper searching techniques
- Ingress and Egress
- General support and welcoming
- Monitoring use of accessible services and facilities

Photo: Security check of a wheelchair user
Summary & call for action
Tips and tricks- How to start

• Listen, read (e.g. local disability legislation and best practice documents, CAFE DAO portal)

• Learn from your colleagues

• Analyse the status of your stadium / website / club in terms of accessibility
Tips and tricks – How to start

• Partner up (e.g. with a local Disability NGO, exchange with foreign DAOs) → Conduct ‘mini access appraisals’

• Collect feedback from disabled fans & invite them to your games

• Consider all differently disabled fans

• Create a mini-plan for the next 2 years (5 major improvements)

Photo: Potentially hazardous priority lane with steep ramp
Tips and tricks – How to start

• Create access policies / stadium regulations

• Train stewards & other customer-facing staff in disability inclusion and etiquette

• Publish access information
Tips and tricks – How to start

• Create awareness days (such as CAFE Week of Action 2020- 7 to 15 March 2020)

• Make noise about your activities

• Inform your disabled fans about access improvements
Setting priorities

• If you were invited to the boardroom tomorrow to explain activities to improve access and inclusion, what would be the 5 activities / improvements of the highest priority you would suggest?

• Explain the requirements to make those improvements happen and explain whether the related costs are low cost or high?

Photo: There’s no such thing as not having enough time. There’s only what you make as a priority
Your topics / questions

Photo: Man standing in front of a huge question mark
Let’s make football accessible to all!

"Together we can help to improve the lives of many disabled people around Europe through football"