



1st CAFE Conference

'Total Football - Total Access'

24-25th September 2011

Venue: Wembley Suite, Wembley Stadium - Wembley, London



Centre for Access
to Football in Europe

Conference Agenda

FRIDAY 23RD SEPTEMBER

Arrivals / check-in to hotels

Evening free, at leisure.

SATURDAY 24TH SEPTEMBER

Registration

refreshments served

8:30-9.30

Welcome ceremony

David Bernstein, CAFE Chairman and Patrick Gasser, Senior Manager, FSR, UEFA.

9.30

Total Football - Total Access - Total Inclusion

Joyce Cook, CAFE Managing Director.

Delivering accessible stadia

Ben Veenbrink, UEFA Expert Panel Stadium Construction Management and Director, Euroborg Stadium, Netherlands.

Designing inclusive stadia for the future

David Keirle, Chairman, KSS Design Group (architects).

Accessible stadia solutions - panel discussion

Ben Veenbrink; David Keirle; Ian Smith, Inspector, Football Licensing Authority, UK;
Peter Swordy, Senior Operations and Centre of Excellence Manager, Wembley National Stadium.

COMFORT BREAK - refreshments served

11.15-11.45

UEFA EURO 2012 - delivering an accessible tournament

Pedro Correia, Head of EURO 2012 Planning, Ticketing & Admission Services Operations.

Announcing the UEFA EURO 2012 Respect Inclusion Project

Dariusz Dziekanowski, Founder and President of the Polish Association of Former Players and Respect Inclusion Project Ambassador.



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SATURDAY 24TH SEPTEMBER continued ...

Respect Inclusion - Football with No Limits - a project overview

Elena Karpukhina, CAFE Eastern European Development Officer;
Nataliya Skrypka, Director, National Assembly of Disabled People, Ukraine;
Konstancja Tanjga, Project Coordinator, Integracja, Poland.

Council of Europe - sports and social inclusion - disability action plan 2006-15

Sonia Parayre, Deputy Executive Secretary, Directorate of Youth and Sport, Conseil de l'Europe.

LUNCH SERVED

12.30-14.00

CLUBCAFE - together we are more

Joyce Cook, CAFE Managing Director.

Empowering disabled fans - establishing a self-advocacy network

Keith Ferguson, CAFE Western European Development Officer; European disabled fans group representatives.

Never Watch Alone Initiative - coming together through sport

Michelle Ryan and Michael Burns, Embrace, Wigan UK.

Sharing fan solidarity

Dirk Vos, Director, Football Supporters Europe.

COMFORT BREAK - refreshments served

15.00-15.30

The players view - why all fans matter

Danny Wallace (Manchester United and England); Paul Elliott (Chelsea, Pisa and Celtic);
Dariusz Dziekanowski (Polonia Warsaw, Legia Warszawa, Celtic and Poland); Danny Mills
(Leeds United and England); Tony Higgins (Hibernian and FiPro World Players' Union);
Piara Power, FARE Director (adjudicator).

Launch of new UEFA / CAFE good practice guide

Ben Veenbrink and Joyce Cook.

CLOSE and stadium tours (pre-booked)

16.30

Evening Free

at leisure



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SUNDAY 25TH SEPTEMBER

Welcome

refreshments served

8.30-9.30

The role of the access (disability) officer

Cathy Long, Head of Supporter Services, English Premier League.

Access (disability) officer - the challenges

Marco Rühmann, Project Manager, Fan Affairs, Bundesliga and Ulrich Hofmann, Disability Liaison Officer, Bayern Munich FC.

New supporter liaison officer role

Antonia Hagermann, Head of European Development, Supporters Direct.

Providing an inclusive welcome - accessible information

Gary Deards, Vice Chair and Lead for Stadia Development, Level Playing Field.

Seeing the game differently - audio described commentary

Martin Zwischenberger, ORF TV, Austria and audio commentator co-ordination at EURO 2008.

COMFORT BREAK - refreshments served

11.00-11.30

Total Football - Total Access - Total sense

CAFE Film - The Derby County Story

Anything is possible - finding inclusive solutions at existing stadia

Tom Glick, CEO, Derby County FC, ex-Senior Executive, NBA, USA.

Inclusive solutions - panel discussion

Tom Glick and Keith Marson, Disability Liaison Officer at Derby County;
Alun Francis, Disability Liaison Officer, Arsenal FC, Jim Frogatt, CAFE, Advisory Group and Inspector (retired), Football Licensing Authority.

Conference Round-up and close

LUNCH SERVED and stadium tours (pre-booked)

13.00-14.00



Centre for Access
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Total Football - Total Access

In August 2009 UEFA announced the great news that its Monaco Charity Award for 2009 would be dedicated to the creation of a new organisation to establish and promote equal access in European football stadiums.

CAFE - Centre for Access to Football in Europe has been created to promote and ensure equal access across UEFA's region. CAFE is providing support, guidance and advice to all of our partners and stakeholders. These stakeholders include the EC (through CEN), UEFA as the governing body, national Football Associations and their leagues and member clubs, EURO partners, disabled supporters, their advocates, carers and personal assistants, disabled supporter groups, other national and European diversity and supporter networks, disability Non Governmental Organisations (NGOs) and other interested organizations.

CAFE's aims are inclusivity and equality of experience, and because football embraces diversity in all its forms, CAFE is working with the football family to raise disability awareness more widely throughout Europe. Part of our mission is to empower disabled people to exercise their rights.

It's a big challenge, and people may wonder why this is important. It is recognised that supporting football and attending live matches is an integral and vital part of European culture and tradition. Football supporters are increasingly diverse and are becoming more and more representative of the wider multicultural European society. This naturally includes many more disabled people who wish to attend football matches.

Importantly the local football community gains a greater understanding of diversity with football stadiums reflecting the wider and inclusive society that they serve. In addition, many football clubs and stadia provide activities and facilities outside of match days and are at the heart of local community life. It is also reasonable to expect an increasing number of disabled people to work within football and as such, clubs and stadia as employers should ensure an accessible working environment.

A barrier free environment is vital to ensuring an equal experience and opportunity for all disabled people. Without good access the basic human rights of disabled people are compromised or removed and their right to expression and freewill immediately becomes more restricted.

Disabled people have the right to enjoy football, sports and all forms of entertainment and social life in the same way as everyone else. By using the powerful voice of football CAFE wants to promote and implement those basic European values among European citizens and organizations.



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Our Vision

A lot of people might ask a question 'why good access is so important?':

There are more than 80 million disabled people living in the European Union alone - equivalent to the populations of Belgium, the Czech Republic, Greece, Hungary and the Netherlands combined. In other words, more than 10% of the population. One in four Europeans has a family member with a disability. Six Europeans out of ten know someone, in their close or more distant circles, who is a disabled person. People with reduced mobility represent more than 40% of the population.

You might find it shocking that 50% of all disabled people have never participated in leisure or sport activities. Moreover one third of the disabled population has never travelled abroad or even participated in day-excursions because of inaccessible venues and services.

According to statistics 97% of Europeans think that something should be done to ensure better integration of disabled people into society and 93% of Europeans express their desire to dedicate more money to the removal of physical barriers that complicate the life of disabled people .

Accessibility is essential for disabled people to be able to exercise their rights and participate fully in society. In fact, in some countries, any lack of access to the built environment is considered a form of discrimination.

Europe is promoting a "Design for All" approach to the built environment so that buildings and public spaces are readily usable by as many people as possible and accessible to all . Despite the diversity in the specific technical solutions, at a functional level disabled people have similar accessibility requirements across Europe.

Moreover, accessible built environments are economically attractive; functionally they are more flexible and the infrastructure more sustainable as there is less need for expensive adaptations at a later stage. Disabled people should be seen as valued customers with good access not only considered a moral issue but also good business sense.

Access is a basic human right and a fundamental pillar of social justice. Social justice is about the acceptance of people as individuals and about access to fair and equal opportunity to participate fully in social life. A truly accessible environment is one where people are freely able to express their independence, and where all barriers to integration have been removed.

CAFE estimates that at least 500,000 disabled people within the extended UEFA European region are likely to be active football supporters with many more aspiring to become match going supporters. Disabled people have the right to enjoy football, sports and all forms of entertainment in the same way as everyone else. This applies to football at all levels.

More and more disabled football supporters wish to travel to football matches and tournaments both at home and abroad. As access improves, more and more disabled people will feel able to attend major tournaments like EURO 2012 alongside their fellow supporters.

By inspiring many more disabled people to attend live matches and to get involved in local volunteering activities, CAFE aims to stimulate social inclusion, encourage interaction between citizens and contribute to intercultural learning and bring to the fore both Europe's diversity and unity.



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Total Football Total Access Total Sense

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*The Conference Agenda is subject to change

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