

1st CAFE Conference - Total Football - Total Access

Wembley Suite, Wembley Stadium, London

24-25th September 2011

List of speakers and panel experts (in running order)

David Bernstein – CAFE Chairman

As the former Chairman of Manchester City Football Club, David has vast experience in the business of stadia. Under his leadership the club enjoyed its most successful period in recent years including a move to the City of Manchester Stadium and financial stability.



As a Director of the Wembley National Stadium Board for 5 years, David played an integral role in the successful delivery and opening of the fully accessible stadium and in June 2008 he was appointed Chairman.

David was appointed as Chairman at the Football Association (England) in February 2011 and is President of Level Playing Field (National Association of Disabled Supporters) in the UK.

In his opening speech as the new FA Chairman, David Bernstein said: 'I am a great believer in widening participation and diversity in football. As you may be aware, I am President of the National Association of Disabled Supporters (Level Playing Field) and I will be offering as much support as possible in making sure that football is open to all, drives out prejudice and discrimination and properly reflects and respects the diversity of our game.'

Patrick Gasser – Senior CSR Manager UEFA – Football and Social Responsibility (FSR) Unit



Patrick Gasser heads UEFA's Football and Social Responsibility (FSR) Unit. He joined UEFA in 1999, when he began working in the National Associations Division, supporting football development in Eastern Europe.

Before coming to UEFA, Patrick worked for thirteen years at the International Committee of the Red Cross (ICRC), both in the field and in the Human Resources Department at the headquarters in Geneva. He worked in areas affected by conflict in Africa, Asia and Europe where he had a broad range of responsibilities that included directing relief and protection operations and managing media contacts.

Patrick graduated from the School of Economics and Business Administration in Lucerne and also earned a post-graduate degree in Human Resources there. He earned a certificate in Human Resources Management from the University of Geneva and a diploma in Sociology, Politics and Management of Sports from the University of Lausanne and a diploma of Advanced Studies in Corporate Social Responsibility at the University of Geneva, class of 2010.

Joyce Cook – CAFE Managing Director

As CAFE's Managing Director and Founder Director, Joyce heads up the team responsible for the day to day management of CAFE and its projects.



She is also Chair of Level Playing Field, a UK charity representing disabled football supporters and providing guidance to other sports such as cricket, rugby and Olympics 2012. Joyce is a disabled football fan and travels extensively to matches across Europe.

Joyce is also a member of the Interim Board at FARE (Football Against Racism in Europe) and a previous on-topic director at Football Supporters Europe. She sits on the board of a number of diversity and access groups including Women in Football, the FA Disability Equality Advisory Group and Kick it Out's Equality Advisory Group.

She has provided expert advice, consultation and representation to various sports and sporting events and groups. These include; the London Olympic Delivery Authority's Built Environment Access Panel, established to provide expert strategic and technical advice; LOCOG, the management company of London 2012; the Inclusivity Advisory Group for the England 2018 bid team; UEFA Cup and EURO Finals and Poland 2012, FIFA Rio World Cup 2014 and expert panel, sports strategy development, Equality and Human Rights Commission.

Ben Veenbrink - member of UEFA's Expert Panel on Stadium Construction and Management

Ben Veenbrink is one of Europe's leading stadium experts, with more than a decade of experience in stadium development and stadium operations & management. For several years he was a member of the management team of Amsterdam Arena and currently he is the director of the Euroborg stadium complex in the Netherlands.



Since 2006, Ben has been a member of UEFA's Expert Panel on Stadium Construction and Management. In his UEFA role, he is involved in the development and delivery of stadia for Euro 2012 in Poland and Ukraine.

Ben runs his own consulting firm, The Stadium Consultancy, and has been involved in numerous stadium projects worldwide, including venues for EURO and World Cup

tournaments from 2000-2014. In order to further professionalize the stadium and event management sector Ben founded the Event & Venue Management Institute together with 2 industry professionals, aiming to train and deliver 'tomorrow's venue managers today'.

David Keirle – Chairman, KSS Design Group

David Keirle is a founding member and Chairman of KSS one of the leading sports architecture and design practices.



Over the last 30 years, David has been involved in a large number of stadium projects, including the Chelsea Village stadium complex, the City of Manchester Stadium, FC Porto Stadium, the new Amex Security Stadium in Brighton, the new Stadium for Maccabi Haifa, the new Stadium for French Football League 2 Club, Le Havre AC and the new Stadium for Tottenham Hotspur.

David is an avid sports fan and spends a large part of his spare time attending live sporting events. David is passionate about designing and creating memorable venues and experiences for both competitors and fans.

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

Pedro has a strong background in financial and project management systems in major international environment. He has been actively involved in the organisation of different projects namely on the football competitions side, taking on different operational on site roles. Pedro is fully familiar with the Football Championships having worked on the side of UEFA, FIFA and Asian Football Confederation.



As a Portuguese with a passion for football, his aim for UEFA EURO 2012™ is to help in the promotion of football and deliver a high quality service to all the stakeholders. Disabled are included in one of these target groups and Pedro has strived to achieve improvements for each tournament that passes.

Ian Smith – Inspector, Football Licensing Authority

A chartered surveyor and Inspector with the Football Licensing Authority, Ian is a former local authority building control manager with 20 years' experience in dealing with building control, public safety and access issues at sports grounds.

Ian has been with the Football Licensing Authority since 2002 and has contributed to FLA Sports Grounds and Stadia Guides and the 5th edition of the Guide to Safety at Sports Grounds (Green Guide). The FLA is co-author of the Accessible Stadia Guide, UK

Peter Swordy - Senior Operations & Centre of Excellence Manager, Wembley Stadium, the FA Group

To follow

Dariusz Dziekanowski - ex-player, Ambassador and TV Pundit

A former Polish football player and trainer, Dariusz graduated with a Masters degree from the Academy of Physical Education in Warsaw. He started his career in 1973 at Polonia Warsaw and played at several Polish Premiere League Clubs including Legia Warszawa, Gwardia Warszawa and Widzew Łódź. He won the Polish Cup in 1985 and 1989 and the Polish Championship in 1994. From 1989 to 1992, Dariusz played at Celtic Glasgow and moving to Bristol City from 1992-94.



Dariusz won 62 caps for his country scoring 20 goals in his International career. In 1986, he was selected for the Polish team for the World Cup in Mexico. Following a successful playing career, Dariusz worked at the Polish Football Association as a junior national team coach from 2002-2006 becoming the second coach of the seniors' national team from 2008-2008. Dariusz is now an expert football pundit and TV commentator and founder and President of the Polish Association of Former Players.

Most recently, Dariusz has been appointed as the EURO 2012 Respect Inclusion project Ambassador.

Danny Wallace – ex-player and Ambassador

A CAFE Ambassador, Danny is an ex-footballer, having played professionally for England, Southampton, Manchester United and Birmingham City before retiring early with the onset of unexplained injuries.



He was later diagnosed with Multiple Sclerosis. Danny has written an autobiographical book about his experiences and has also set up the Danny Wallace Foundation to raise money for Multiple Sclerosis research. He is also an Ambassador for Level Playing Field and 'Kick it Out' in the UK.

Paul Elliott – ex-player, Ambassador and TV Pundit

Paul Elliott became Chelsea's first ever black captain in 1991. He also played for Aston Villa, Luton Town and Charlton Athletic, as well as Italian clubs Pisa Calcio and Bari and spent two years in Scotland with Celtic



Since retiring in 1993, Paul has worked as an Ambassador for Kick It Out and as a broadcaster for Channel 4 and ITV in the UK. In 2003, he was awarded an MBE for his services to youth football and anti-racism initiatives.

His work takes him around Europe with roles at UEFA, the FARE network and domestically with the Equality and Human Rights Commission and the Professional Footballers' Association where he advises on a range of issues surrounding equality and diversity in the game.

Danny Mills – ex-player, Ambassador and TV Pundit

Former England International, Danny Mills enjoyed a successful career playing for a number of English Premier League and Championship clubs including Manchester City, Leeds United and Middlesbrough. A long-standing knee injury eventually led to his early retirement from the game in the summer of 2009 at 32.



Danny became a Patron of the UK based charity ASBAH - Association for Spina Bifida and Hydrocephalus in 2002 after losing his son Archie to the condition. Whilst still playing he dedicated his spare time to fundraising and raising awareness. Since retiring Danny has been able to dedicate more time to his charity works and has become an Ambassador to both Level Playing Field in the UK and CAFE at a European wide level.

Tony Higgins – FiPro (specialising in politics, education and anti-discrimination)

Tony Higgins became chairman of the players' union at the age of 25, ultimately becoming secretary before moving to FIFPro (the World Players' Union) where he has special responsibility for politics, education and discrimination issues.



His time spent with the players' union combined with his playing career mean Tony has been involved in professional football for around 40 years. Tony spent most of his playing days at Hibernian in the 1970s, a time when players had no contractual rights even at the end of their contracts and it was this that sparked a real interest in the rights of professional football players.

Tony has been instrumental in all the changes to players' contracts both domestically and internationally, and was involved in the discussions that resulted in the Freedom of Movement in 1980 and the Bosman case in 1985.

Piara Power - Director, Football Against Racism in Europe

To follow

Elena Karpukhina, CAFE Eastern European Development Officer

Elena comes originally from Russia, but now lives in Kiev, Ukraine. She has been an active participant of football fan initiatives since 2000. Elena is an official representative of the Krylya Sovetov (Samara, Russia) fan club in Europe.



In 2008, after moving to Ukraine, Elena was awarded the Cup for contribution to fans' initiative in Ukraine. Sports have always been Elena's passion. She travels a lot, visits other countries, football games and tournaments of all levels, and meets different fans and initiatives. CAFE gave her an opportunity to make her hobby become her profession.

Elena used to work as Corporate Communications Manager and as a consequence developed strong relations with mass media, business communities and associations that can influence public opinion and can help promoting interests of disabled people in order to raise public awareness of the problems that disabled fans experience every day.

As CAFE Eastern European Development Officer Elena is responsible for CAFE's development work, support and is the co-ordinator for the EURO 2012 Respect Inclusion Football with No Limits project in Ukraine and Poland.

Nataliia Skrypka - Executive Director of the National Assembly of Disabled People of Ukraine

Nataliia originally trained as a Teacher of Physical Culture and Sports, Physical Therapy and worked for more than 8 years as a physical therapist in pediatrics in Ukraine and Belarus. With experience in managing various All-Ukrainian projects on disabled people's rights, she is the co-author of the methodological guidelines on rehabilitation of disabled people.



Since 2006, Nataliia has been the Executive Director of the National Assembly of Disabled People of Ukraine, is a Board Member on the issues of disabled people at the Cabinet of Ministers of Ukraine and the assistant-consultant to the Head of the Committee of Verkhovna Rada of Ukraine on pensioners, veterans and disabled persons.

Konstancja Tanjga

Konstancja studied English Philology and Organisational Management and completed a post graduates trainers course at Gdansk University. She speaks 5 languages and has worked as a coach and coordinator for various youth volunteering projects.



Konstancja was recognised for her achievements by the President of the National Polish Bank and Ministry of Foreign Affairs.

Sonia Parayre - Deputy Executive Secretary of the Enlarged Partial Agreement on Sport, Council of Europe



Mrs Sonia Parayre is a Council of Europe staff member presently working in Strasbourg as Deputy Executive Secretary of the Enlarged Partial Agreement on Sport. This Partial Agreement provides a platform for intergovernmental sports co-operation between the public authorities of 34 member states and aims at fostering dialogue between public authorities, sports movement and NGOs.

Among her activities, she is responsible for coordinating a pan-European programme promoting diversity and fighting against discrimination in and through sport. This programme will cover all grounds of discrimination listed in human rights treaty such as the European Convention on Human Rights, i.e. discrimination based on ethnicity, gender, disability, religion, sexual orientation, etc.

Sonia Parayre is a French lawyer who joined the Council of Europe in 2000. She was previously co-Secretary of the Secretariat of the European Charter for Regional or Minority Languages and worked in several departments of the Directorate General of Legal Affairs, the Directorate General of Human Rights, the Parliamentary Assembly and the Council of Europe Field Office in Kosovo. Sonia Parayre has lectured in several Universities in Europe, notably the University of Paris Sorbonne, and has written articles in international law and human rights law.

Keith Ferguson, Western European Development Officer, CAFE

Keith has been Secretary of the Heart of Midlothian Disabled Supporters Club for more than 15 years travelling extensively to matches in Scotland and across Europe. He is an ambulant disabled fan.



Keith brings a well-rounded experience to his role previously working for the Citizens Advice Bureau and having spent many years working within the logistics industry in Europe. He has been an independent advocate for the Murray Foundation, which is a registered charity supporting people who have been affected by limb loss in Scotland.

Much of Keith's involvement to date with regard to access to sports stadia and the challenges for disabled supporters has been on behalf of his own club's fans. Joining CAFE has allowed Keith to fulfil his ambition go further in supporting disabled fans and creating better conditions in football stadia across Europe.

Michelle Ryan and Michael Burns, NWAI



Michael works with the help of the Social Services Employment Service at a local supermarket in Wigan, UK and has been there for just over 8 years. He gets on well with his colleagues and enjoys the independence a job allows him to have.

His hobbies are rugby, football, swimming, shopping, travelling and music. Michael follows both Wigan Warriors and Wigan Athletics where he goes to the games with his buddies. Michael loves attending both home and away games and enjoys spending time with his friends. Michael was most recently at Wembley when the Warriors won the cup. He hopes to be there early next year to watch the Athletics team do the same.

Cathy Long - Head of Supporter Services at the English Premier League

Cathy Long is Head of Supporter Services at the Premier League. She manages a wide range of projects covering stadium and fan issues and is particularly interested in improving the stadium experience for all fans.

She works closely with the Access Officers at Premier League Clubs and is establishing a new on-line training resource in access issues for Club staff. Cathy's previous experience includes consultancy for the Football League and Premier League and setting up the England Fans' Embassy at Euro 2000. She has written about football for a number of publications, co-edited a book on Liverpool FC and its role in the city (Passing Rhythms, pub. 2000.) and contributed to various other books on football and its fans.



Marco Rühmann – Project Manager Fan-Affairs, Bundesliga

After graduation in 2000, Marco spent a year working in community services with disabled people before training as a teacher in Dortmund. In 2008, he completed a Masters degree in sports science at Bochum and Paderborn specialising in sociology, medicine, pedagogic and training.



In 2008, Marco joined the DFL (Deutsche Fußball Liga) as project manager for fan-affairs.

Ulrich Hofmann, Disability Liaison Officer, Bayern Munich



Ulrich sustained a spinal injury in 1984, as a result of a car accident during his military service. He then trained as a teacher in Regensburg before studying economics at the University of Munich.

Ulrich became a project manager and Board Member at an association for the rights of disabled citizens before joining the Board of the disabled fan club at Bayern Munich. He is now CEO and has been the club's disability liaison officer since 2005.

Antonia Hagermann – Head of European Development, Supporters Direct

After studying law at the Humboldt University in Berlin, Antonia did a Masters in Sport Management and the Business of Football at Birkbeck, where her dissertation comparing ownership and governance models in the Premier League and the Bundesliga was commissioned by UEFA. Prior to joining Supporters Direct, Antonia worked for the Football Association in London.



Antonia also works with the European Commission, other pan-European bodies, Leagues and National Football Associations in an advisory capacity. In her role, Antonia is managing the implementation of the section in UEFA's Club Licensing Financial Fair Play (FFP) Regulations requiring the appointment of a Supporter Liaison Officer at every club participating in UEFA competitions, working together with the UEFA club licensing team and all 53 UEFA member associations.

Gary Deards – Vice Chair, Level Playing Field and CAFE Advisory Group

Gary is a Chartered Tax Advisor and runs his own accountancy and tax practice in the UK. Gary, a wheelchair user, is Vice Chair of Level Playing Field (LPF) – the trading name of the UK's National Association of Disabled Supporters (NADS). Gary has been involved with LPF/NADS since 1999 and supports Reading FC attending most home and away games.



Gary heads-up LPF's Stadia Development team and represents LPF on the Access & Inclusion Task Group at Wembley Stadium. He also coordinates LPF's work with the Football Licensing Authority and Football Foundation in approving the disabled facilities at clubs receiving Football Foundation grant awards.

Gary previously sat on the FA's Disability Equality Advisory Group and was a member of the CIRIA working group on their UK "Designing for crowd behaviour" guide. He is a member of CAFE's Operational Advisory Group offering his technical understanding and user-led knowledge on stadium accessibility.

Martin Zwischenberger – TV and Radio Commentator



Based in Vienna and Graz, Austria, Martin works as a journalist and commentator for Austrian TV. He provides most of the audio-descriptions on TV (football, Formula1, Ski –races, Ski-jumping, etc.) starting this work one year before EURO 2008 in the Austrian soccer league. Martin has worked for many radio stations in Austria, Slovenia and the Czech Republic as a moderator and journalist and also as an actor in Graz.

He then worked alongside UEFA to deliver audio-described commentary during EURO 2008 and implemented this service within Austrian football clubs, transmitting all national and international matches. Martin has also worked as a press officer for Austrian teams at matches across Europe with experience in Ukraine and Poland.

Tom Glick – Chief Executive Officer, Derby County FC

Tom Glick joined Derby County in January 2008 as Chief Executive Officer. His responsibilities include all business operations of the Club, its Stadium and training facilities, the First Team and Youth Development Academy.



Tom has twenty-three years of experience as a sports management professional and has held executive positions at both the team and league levels. Prior to joining Derby County, he served as Chief Marketing Officer for the New Jersey Nets of the National Basketball Association (2006-2008). Prior to that was a two-year stint at the National Basketball Association (2004-2006), working in their league headquarters in New York City, as Vice President, Marketing & Team Business Development.

From 1999-2004, Tom served as Senior Vice President of Sales & Marketing of the Sacramento River Cats of the Pacific Coast League, a Triple-A baseball league. The River Cats led all of Minor League Baseball in attendance during his five seasons, drawing more than 800,000 fans each season, and became the Minor League's top seller of merchandise.

Tom was also the General Manager of two other Minor League Baseball teams, including the record setting Lansing Lugnuts (1996-1999) who were the first Single-A or Double-A team to draw more than 500,000 fans in a season, a feat they went on to repeat in four consecutive seasons.

He is a two-time winner of Sports Business Journal's *Forty Under 40* award.

A native of Colorado Springs, CO, Glick earned his B.A. in government from Cornell University. He and his wife Maria reside in Derby and have three children – Chuck, 21, Ted, 19, and Maisy, 14.

Keith Marston – Disability Liaison Officer, Derby County FC



Keith retired from Derbyshire (Police) Constabulary in 1995, having served on the road policing unit, and latterly in their Training School as a Law Instructor. He joined Derby County FC in the Visitors Centre prior to the completion of the new stadium in July 1997.

Initially working as a clerk with the Disabled Liaison Officer, Keith assisted with the introduction of the Disability Discrimination Act ensuring the club's compliance with the legislation. In 2004, Keith became the DLO and formed an exciting relationship with the National Association of Disabled Supporters, now known as Level Playing Field. Keith has overseen the continued development of disabled facilities at the club with the instillation of external lifts, the match day buggy system, etc. He runs a continual assessment of accessible services to ensure on-going improvements to the disabled supporter experience.

Alun Francis, Disability Liaison Officer, Arsenal



After completing residential special education from the age of 5 to 18, Alun got a late taste of mainstream education at his local college of further education. Alun then joined the Civil Service with the then Department of Environment & Transport and more importantly married (Carole) and had two sons Matthew and Joshua.

Towards the end of his time in the Civil Service, Alun joined the Department of Transport's Mobility Unit and worked on policy for disabled people in the areas of public transport and the pedestrian environment as well as the transport elements of the UK Disability Discrimination Act (DDA). Since then Alun has continued to work in the area of disability policy and campaigning firstly with the now defunct Access Committee for England, then with RADAR (the Royal Association for Disability and Rights, UK).

In November 2004, Alun joined Arsenal FC as their first ever Disability Liaison Officer was involved in the Clubs move to the state of art Emirates Stadium in 2006. He has since formed a Disability Liaison Team to help support his role and to deliver a high level of service to disabled supporters and visitors to the stadium. In 2010, the Disability Liaison Team received RADAR's Accessibility Provider of the Year Award.

Jim Froggatt - CAFE Technical Director and Inspector (retired), Football Licensing Authority



Jim, an architect by profession is now retired after serving for more than 20 years as an Inspector at the Football Licensing Authority, UK. He is the author of the Accessible Stadia Guide and editor of the Guide to Safety at Sports Grounds (Green Guide), UK. He has considerable experience in the provision of access requirements for new and existing stadia both within the UK and overseas.

Jim sat on a number of sports stadia guidance working parties both in Europe and the UK and he most recently advanced the CEN 315 technical report which was published in 2009. Jim, a Level Playing Field Vice President, has provided technical advice on stadia design and access.

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