

Accessible Sports Stadia Management Guidelines

2016 Edition



Disability
Sport NI

www.dsni.co.uk

Disclaimer

The views expressed in this guide are not intended to take away or diminish the responsibility of the user to comply with current or future legislation. The guidance and recommended standards are intended to complement requirements for Building Regulations, Town Planning Requirements or Licensing, not to replace or override them.

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This publication supersedes Disability Sport NI's Access to Sports Stadia for People with Disabilities: Design and Management Guidelines (2015 Edition).

Image Credits

Disability Sport NI and the Inclusive Sports Facility Advisory Group would like to thank Hearing Dogs for Deaf People.

**This document is available in
alternative formats on request**

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Overview

Overview

Introduction

Disabled people in Northern Ireland are half as likely to attend a live sports event in Northern Ireland as non-disabled people, with only 17% attending an event compared to 33% of non-disabled people (DCAL Continuous Household Survey 2014/15). This is partly due to limited or poor accessibility at most of Northern Ireland's stadia, but it is also because of a lack of proactivity in managing accessible use of stadia by people with disabilities.

Although this situation can be addressed through the inclusive design of new stadia, it is also equally important for stadia operators to proactively plan for the inclusive use of stadia by disabled people.

This management guide has been produced by Disability Sport NI to promote a greater understanding of how the inclusive management of stadia and the development of inclusive stadia spectator plans can ensure that people with disabilities will have a quality spectator experience.

Disability Sport NI Design and Management Guides

This guide is one of a series of four design and management guides produced by Disability Sport NI:

- Guide 1: Accessible Sports Facilities Design Guidelines (2016 Edition)
- Guide 2: Accessible Sports Facilities Management Guidelines (2016 Edition)
- Guide 3: Accessible Sports Stadia Design Guidelines (2016 Edition)
- Guide 4: Accessible Sports Stadia Management Guidelines (2016 Edition)

In addition, the following two Guidance Notes have been produced for smaller facilities:

- Disability Sport NI Sports Pavilions Guidance Notes
- Disability Sport NI Boxing Facilities Guidance Notes

The guides and guidance notes aim to promote a greater understanding of inclusive design and management and encourage designers and sports facility/stadia operators to embrace optimum levels of good practice in terms of access for people with disabilities.

By implementing the recommendations in these guides designers and sports facility/stadia operators can ensure that people with disabilities have a quality experience, increasing over time the number of people with disabilities regularly participating in sport and active recreation or attending sporting events.

All guides and guidance notes are available from the Disability Sport NI website www.dsni.co.uk

About Disability Sport NI

Disability Sport NI is Northern Ireland's main disability sports charity working with people who would like to participate in sport and active recreation.

We work with people with physical, sensory and learning disabilities of all ages, and with schools, disability groups, sporting organisations and clubs to ensure that everyone can gain from the health, social and education benefits of sport and active recreation.

We believe that every person with a disability has the right to participate in all aspects of life and are committed to building a more inclusive society where people with disabilities have the same opportunity as non-disabled people to lead a full, active and healthy lifestyle through sport and active recreation.

We also work closely with Sport Northern Ireland and Governing Bodies of sport to ensure that talented disabled sports people have the same opportunity as their non-disabled peers to train, compete and excel in their chosen sport.

Find out more about the work of Disability Sport NI at www.dsni.co.uk

Inclusive Sports Facility Advisory Group (ISF Advisory Group)

This guide has been produced with the support of the ISF Advisory Group, which is a forum established by Disability Sport NI consisting of representatives of the following disability organisations in Northern Ireland who are committed to ensuring that sports facilities and stadia are inclusive of people with disabilities. The ISF Advisory Group is facilitated by All In Access Consultancy under contract to Disability Sport NI.

- Disability Sport NI
- IFA Inclusive Supporters Association NI
- Royal National Institute of Blind People (RNIB)
- Action on Hearing Loss
- Blind Sports Network NI
- Disability Action
- Inclusive Mobility and Transport Advisory Committee (IMTAC)
- Mencap
- Guide Dogs NI
- NI Deaf Sports

The advisory group was established on 20th April 2016 and includes the functions of the now dissolved Inclusive Stadia Advisory Group.

Endorsements

This guide has been developed by Disability Sport NI and endorsed by:



How To Use This Guide

This guide is divided into the following eleven sections, each providing recommendations on how to implement a key area of inclusive stadia management:

- 1 Transport and Parking
- 2 Accessible Communications
- 3 Ticketing and Pricing Policy
- 4 Match Commentary/Audio Description
- 5 Non-standing Policy
- 6 Assistance Dogs Policy
- 7 Provision for People who are Deaf, have a Hearing Loss or Tinnitus
- 8 Management of Accessible Toilet Facilities and Changing Places Toilet Facilities
- 9 Training Plans for Staff and Event Stewards
- 10 Emergency Evacuation Strategy
- 11 Inclusive Stadia Spectator Development Plans



Guidance Signpost

Guidance Signposts are denoted throughout the document, which provide relevant cross-references to existing inclusive management standards.

Sections

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Sports Stadia Management Policies and Procedures

- 1 Transport and Parking
- 2 Accessible Communications
- 3 Ticketing and Pricing Policy
- 4 Match Commentary/Audio Description
- 5 Non-standing Policy
- 6 Assistance Dogs Policy
- 7 Provision for People who are Deaf,
have a Hearing Loss or Tinnitus
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and Changing Places Toilet Facilities
- 9 Training Plans for Staff
and Event Stewards
- 10 Emergency Evacuation Strategy

Overview

Accessible design and technical standards alone will not constitute accessibility, or attract spectators with disabilities. Management policies and procedures are an integral part of overall stadia accessibility. The development and implementation of management policies and procedures is required to ensure that stadia facilities take full account of the needs of people with disabilities.

Recommended Standards

- Appoint a dedicated Stadium Disability Liaison Officer (SDLO) to manage and oversee all issues relating to disability access. The SDLO will act as a contact point for visitors and supporters with disabilities and for members of stadia staff. The SDLO should have a dedicated phone line and email address.
- Provide a stadium mission statement or charter that will define management's: commitment to providing equal access for visitors, spectators, supporters, staff, stewards and volunteers with disabilities; training plans; and identification of staff and event steward responsibilities.

1 Transport And Parking

Overview

When attending an event, people with disabilities and older people will require convenient access to and from stadia, including short walking distances and direct routes of travel. Adequate public transport, parking facilities and parking policies are essential to a quality spectator/visitor experience and will be a key factor in a person's decision to make return visits. On event days, Park and Ride or secondary transport measures may be required in addition to accessible parking provision within or close to stadia. Any such provision should be accessible to meet the needs of people with disabilities and older people.

The careful management of accessible parking areas is essential to overall visitor experience. To ensure that drivers and passengers with disabilities can access stadia conveniently, accessible parking provision should be designated as close as possible to ticket holder wheelchair user spaces and ambulant accessible seats and provided as close as possible to stadia entrance points, both on and off-site. In stadia, this may include internal mobility scooter parking and buggy parking.

Recommended Standards

- Provide an event management plan (Traffic/Travel/Access) in relation to transport infrastructure and parking, in consultation with the relevant authority bodies, to include:
 - The allocation of responsibility for event management to a trained designated person(s).
- Provide pre-event communications of up-to-date information on journey options for people with disabilities and older people e.g. using pre-event media communications, including social media, website, e-newsletter, tickets and supplementary information along with tickets.
- Strategies to interlink public transport provision (bus and rail) and Park and Ride facilities, with supplementary low floor shuttle facilities, for event and non-event days.
- Provide a proactive external and internal parking strategy for event and non-event days, including designation of permanent and temporary accessible parking close to accessible viewing provisions.
- Develop a flexible proactive policy on how to manage scooter provision in stadia and how to accommodate scooter users attending events:
 - Where booking is required, as part of the booking process ticketing staff should establish whether mobility scooter users require scooter access to a wheelchair accessible viewing space/platform, or whether they will require parking and transfer.
 - Where it may not be feasible for larger scooters to access viewing areas, provide a means by which mobility scooter users can get to their seat with a minimum requirement to walk any distance e.g. by providing assistance and means of transfer from the external scooter parking area.
- Policy is needed to reflect that buggies can be a problem in large crowds, but that children with disabilities (often older children with disabilities) will require use of their buggy at all times. Security information and instruction for use of internal buggy parking areas is required.



Guidance Signpost

- ▶ See Section 1.1 of Disability Sport NI's Guide 3: Accessible Sports Stadia Design Guidelines (2016 Edition). Getting To and From the Stadium - Transport.
- ▶ Inclusive Mobility: A guide to best practice on access to pedestrian and transport infrastructure. Department for Transport: **Section 2.4** Walking distances; **Section 3.12** Road crossings; **Section 4.1** Pedestrian crossing points; **Section 6.1 - 6.2** Bus stop overall design; shelters; flags; seating; timetable information; **Sections 8.4.7 - 8.4.9** Platforms: rail services.
- ▶ Providing Accessible Parking: A good practice guide. The Baywatch Campaign (NI). Inclusive Mobility and Transport Advisory Committee (IMTAC) in Northern Ireland. Available to download on: [http://www.imtac.org.uk/downloads/Parkingguide\(finalversion\).pdf](http://www.imtac.org.uk/downloads/Parkingguide(finalversion).pdf)
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL: **Paragraph 13.19 d** Management of Accommodation for Disabled Spectators (Arrival and Admission), p.166.
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL: **Paragraph 13.19 g** The Needs of Elderly Spectators, p.167.

2 Accessible Communications

Overview

It is important to have a comprehensive strategy for accessible communication and an accessible booking system to assist spectators and supporters club members with disabilities. Inclusive marketing and the provision of accessible information is required and should be in place from the point of initial advertisement and ticket booking for home and away spectators. The opportunity to provide logical, clear information and to utilise it to direct people with disabilities towards further accessible information should not be overlooked. Match day programmes should be accessible to all spectators, including people with disabilities.

Recommended Standards

- Consider effective methods of communication to assist people with disabilities e.g. ticketing information available by telephone, textphone, Next Generation Text Service, Talk By Text, SMS and email; a designated accessible helpline to provide information on event day parking; and an efficient call routing system. Avoid premium phone rates.
- Develop an accessible website and carry out user testing prior to going live. Consider the inclusion of positive imagery of people/spectators with a range of disabilities as part of an inclusive marketing policy for stadia. Where provided, website virtual tours should be subtitled, have a BSL/ISL signed commentary to assist people who are deaf, have a hearing loss or tinnitus and have audio description for people with sight loss.
- Integrate communication procedures in conjunction with spectator development plans e.g. regular stadium podcast relaying information about forthcoming events and information about match day facilities for each sport. This should be used to highlight the provisions in place to assist people with disabilities on event days e.g. match commentary services and where to obtain headsets, availability and process for obtaining match day programmes in alternative formats, associated costs etc.
- Ensure plain English, clear typeface and size is used as standard and provide information in alternative accessible formats, including Easy Read on request e.g. downloadable maps and audio programmes.
- Develop stadium specific accessibility leaflet(s), including information about journey requirements for getting to and from the stadium (taking into account acceptable walking distances).
- Consider the use of technology to facilitate wayfinding in and around stadia for people who are blind or partially sighted e.g. downloadable apps.
- Information about the use of strobe lighting during events should be given at time of booking, displayed on tickets and announced at events.



Guidance Signpost

- ▶ British Standards Institute: Publicly Available Specification PAS 78:2006. Guide to Good Practice in Commissioning Accessible Websites.
- ▶ RNIB Soccer Sight. **Printed information and websites**, p.9-12.
- ▶ See It Right - Making Information Accessible to People with Sight Problems. **Creating Accessible Websites**, p.81-94.
- ▶ Mencap's Make It Clear. Mencap Communication Guide.
<http://www.advocacyproject.org.uk/wp-content/uploads/2014/06/make-it-clear-apr09.pdf>

3 Ticketing and Pricing Policy

Overview

An accessible booking system is essential. The process of ticket booking and distribution can be used to relate information about stadium specific accessibility and key features of the stadium. This may include verbal information, information on tickets and the provision of additional supplements with tickets.

Cost can be a barrier for some people with disabilities in attending events; for example, people may need to bring a carer with them to attend events. The cost associated with this additional assistance can prevent many people with disabilities from becoming regular spectators. Pricing policy for stadia should encourage spectators with disabilities to attend events.

Recommended Standards

- Develop a ticketing and pricing policy, to include:
 - A waged/unwaged pricing policy where possible. If this is not possible, offer ticket concessions to spectators with disabilities.
 - Ticket concessions should not be exclusive to wheelchair users.
 - Provision of an accessible booking system which has various booking methods, to accommodate the needs of people with a range of disabilities e.g. provision of a SMS text number for people who are deaf.
 - Provision of additional information along with tickets e.g. stadium specific accessibility leaflets(s), distributed to home and away spectators.
 - Careful coordination of ticket booking and seating allocation to enable a disabled person's family and groups of spectators with disabilities to block book, avoiding the potential for separation during events and to ensure proximity to Changing Places toilet facilities.
 - Introduction of a companion ticketing scheme, whereby concessionary tickets are issued to essential carers. **Note:** the allocation of two seats may be required to enable a person to be accompanied by their assistance dog.
 - Awareness of ticketing staff with regards to flexible seating locations where persons accompanied by assistance dogs can be seated.
 - Awareness of ticketing staff with regards to the booking and use of quiet areas/sensory viewing room(s).
 - Flexible ticketing and management of viewing areas, to enable increased availability of standard seating tickets in the event that wheelchair or companion viewing spaces are not booked or occupied after a certain time.
 - Reasonable deposit fee for match commentary headsets and handheld mobile captioning devices. Permit season ticket holders and supporters club members to purchase match commentary headsets/portable hearing enhancement systems, and at reasonable cost e.g. within stadia shops.



Guidance Signpost

- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL. **Paragraph 16.29** Tickets and Programmes, p.213.
- ▶ Briefing Paper. Concessionary Charging Policy. Disability Action. 2012.

4 Match Commentary/Audio Description

Overview

Access to match commentary and digital broadcasts can benefit all stadia spectators, including people with disabilities. In-house match commentary should be more comprehensive and descriptive than general radio station commentary and needs to describe events within stadia e.g. describing half-time displays/entertainment.

Recommended Standards

- Match commentary and digital broadcast available throughout stadia viewing areas and available to home and away spectators will assist facility management to maximise viewing options throughout stands.
- Provide information to home and away spectators with disabilities prior to match day i.e. inform spectators with disabilities of the commentary facility available, where to obtain headsets on arrival and whether a deposit is required. Display information on stadia screens on match days.
- In direct consultation with RNIB NI, stadia management should consider match commentary/audio description provisions, such as:
 - Visual Awareness training for commentators so that they acquire an understanding of audience needs.
 - Match day programme read out by the in-house match commentator 15 minutes before kick-off.
 - Equipment accessible to people who are blind or partially sighted, people with learning disabilities and people with limited manual dexterity i.e. easy operation.
 - Radio commentary equipment that ensures best practice and quality delivery:
 - Operate in the Licence free 863 to 865 Mhz Band with sixteen selectable channels.
 - Be totally portable and self-contained in flight cases to allow use in other venues for away games.
 - Have the facility to accept at least two commentators simultaneously and be able to connect to line level inputs to allow the venue PA system to be broadcast.
 - Be compatible with personal neck induction loops and users' own personal headsets from MP3 Players with a 3.5mm jack.



Guidance Signpost

- ▶ Access for All V.01. UEFA and CAFE Good Practice Guide to Creating an Accessible Stadium and Matchday Experience. 2011. **Section J:3** Audio description commentators, p.79.
- ▶ RNIB Soccer Sight. **Providing a service for blind and partially sighted fans:** The commentary service; Commentary equipment; Recruiting a commentator; Audio programmes, p.14-15.
- ▶ RNIB Soccer Sight. **Managing the scheme**, p.17-18.
- ▶ Soccer Sight has been established at Windsor Park since 2006 with a partnership between IFA and RNIB NI. Both organisations have experience of the technology and managing the service.

5 Non-standing Policy

Overview

Spectators attending events do so in the reasonable expectation that they will have an unobstructed view. The enjoyment of wheelchair users, older people, people with hidden disabilities and people of small stature (including children) attending an event will be significantly impacted upon, as they will be unable to see if those in front stand up. They may choose not to return. If spectators stand in seated tiers, stadium management may be unable to accommodate people with disabilities in seated areas of a stadium, which could have implications in terms of DDA legislation.

Persistent standing in seated tiers during the course of an event raises issues of customer care, crowd management and safety. Standing in seated tiers should be strictly prohibited.

Recommended Standards

- Develop a non-standing policy and include measures to prevent and address persistent standing (taking into account that some spectators may have a natural tendency to stand at key moments during an event) e.g. steward communications with spectators within stands and within seating sections/tiers.

- Management should educate and persuade spectators (home and away) about the stadium's policy on why they should sit. Provide information on the measures that will be taken against persistent offenders e.g. communicate through the stadium website; communicate with clubs/promoters; display clear rules on tickets; include information on promotional materials and programmes.
- Event stewards trained and briefed to assist with implementing the policy.

6 Assistance Dogs Policy

Overview

Assistance dogs will wear an identification bib, harness/jacket and tag when they are working, making them easy for staff to identify. While assistance dogs are commonly associated with a 'guide dog' for people who are blind or partially sighted, they can also be used by a wide range of individuals with other impairments such as 'hearing dogs' for people who are deaf or have a hearing loss and 'service dogs' for people with physical disabilities. An assistance dog provides a specific service to its owner and greatly enhances their owner's ability to lead a more independent lifestyle. Consideration to suitable and adequate facility provision for the dog will impact on its owner's overall visitor experience and will be a key factor in their decision to make a return visit. An assistance dog has no responsibilities in the event of emergency evacuation.

Recommended Standards

- Develop and implement an 'Assistance Dogs' policy for stadia, to include:
 - Information regarding the designation of an 'external dog spending facility' and internal provision of a safe and secure supervised area.
 - Staff awareness re: location of the spending area and the requirement for it to be checked and maintained regularly.
 - Event day arrangements should be agreed with the assistance dog owner by stadia management as far in advance as possible e.g. during the booking process where applicable.
 - Stadia personnel awareness and an understanding of duties under the Disability

- Discrimination Act with respect to assistance dogs, for example:
 - The Chartered Institute of Environmental Health has confirmed that assistance dogs should be allowed access to food shops and restaurants and that there is no conflict with hygiene laws.
 - Assistance dogs are highly trained working dogs and have well established toileting routines so are unlikely to foul in a public place.
 - Assistance dogs are likely to be exempt from ‘no dogs’ policies which normally apply in food shops or restaurants.
- Advertising the policy:
 - Ensuring the policy is circulated to and understood by all stadia personnel.
 - Ensuring the policy is clearly advertised to the public.
 - Ensuring that stadia personnel and visitors are informed about the availability of assistance dogs facilities.
- Use of Assistance Dogs UK signage prominently displayed at stadia entrance points. **Note:** entrance stickers are available on request from Assistance Dogs UK:
<http://www.assistancedogs.org.uk/contact/#form-sticker>
- Permission for Guide Dogs NI to conduct orientation training for guide dog owners within stadia grounds and within a stadium.
- Promotion of the use of the Guide Dogs NI’s My Guide service, whereby a blind person can be accompanied by a sighted volunteer companion for the duration of their visit to stadia.



Image 1 - Assistance Dogs UK signage to be prominently displayed at the sports facility entrance - (image courtesy of Hearing Dogs for Deaf People)



Guidance Signpost

- ▶ Guidance on the provision of spending facilities for guide dogs and other assistance dogs. The Guide Dogs for the Blind Association (Guide Dogs).
- ▶ <http://www.assisteddogs.org.uk> and <http://www.hearingdogs.org.uk>
- ▶ RNIB Soccer Sight. **Provision for guide dogs**, p.16.
- ▶ Contact Guide Dogs NI directly regarding staff training in relation to supporting a guide dog owner and their guide dog.
- ▶ See Appendix A of Disability Sport NI's Guide 2: Accessible Sports Facilities Management Guidelines (2016 Edition) - Management Policy Templates.

7 Provision for People who are Deaf, have a Hearing Loss or Tinnitus

Note: spectators who are deaf may wish to be seated in an area together, as opposed to being dispersed throughout the stadium.

Recommended Standards

- In direct consultation with deaf organisations, stadia management should consider provisions for people who are deaf, have a hearing loss or tinnitus, such as:
 - The option (not mandatory) for event goers to disclose a hearing loss on arrival so that they can be located by staff and event stewards, or by SMS, should an emergency announcement be made.
 - Subtitled and BSL/ISL signed commentary of virtual tours e.g. museum or website virtual tours. Stadia museum virtual tours, captioned photos, seating plans and audio description features are helpful for first-time and returning stadia visitors, particularly as seating allocation can potentially vary, between tiers and between stands on different event days.
 - Large screen subtitles and BSL/ISL signing of key stadia information, speeches and songs.

- Regular testing of hearing enhancement systems and staff trained in the operation of hearing enhancement systems.
- Public and emergency announcements displayed on large screens/electronic scoreboards.
- The provision of registered interpreters on request and with adequate agreed notice given as policy. Procedures put in place for the advance booking of registered interpreters e.g. for stadia tours.
- Management and technical teams working with interpreters to ensure suitable delivery of the service e.g. display on large screens to relate specific match-play action and to supplement public address announcements, such as in the event of emergency etc.



Guidance Signpost

- ▶ BS 8300:2009 +A1:2010. **Paragraphs 9.3 - 9.3.5** Audible communication systems, p.69-73.
- ▶ Loop and infrared systems for people managing public services. Action on Hearing Loss factsheet.
- ▶ Hearing Loops: A Guide for services. Contact Action on Hearing Loss.
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL. **Paragraph 13.5 a-e** People Who Are Deaf or Hard of Hearing, p.156-157.
- ▶ The National Registers of Communication Professionals Working with Deaf and Deafblind People - <http://www.nrcpd.org.uk>

8 Management of Accessible Toilet Facilities and Changing Places Toilet Facilities

Overview

Management of accessible toilet facilities and Changing Places toilet facilities in stadia is required to prevent and discourage misuse of facilities by people who do not require use of designated accessible facilities. Sensitive stewarding is required.

A Changing Places toilet facility is not the same as an accessible toilet. It is a 12m² room equipped with a height adjustable adult-sized changing bench and hoist system that enables severely disabled people, including those with profound and multiple learning disabilities to comfortably use a toilet with assistance.

Recommended Standards

- Develop and implement policy in relation to accessible toilet facilities and Changing Places toilet facilities, to include:
 - Steward management of each wheelchair accessible toilet zone in an associated concourse.
 - Management by event stewards to provide assistance on entering and exiting units and to prevent misuse by non-disabled people.
 - Awareness of event stewards that some people have hidden disabilities.
 - Staff and event stewards on hand to direct people with disabilities to the nearest available accessible toilet area, including advice on independent/assisted use locations and left or right hand transfer options.
 - Regular inspection and cleaning of accessible toilet facilities and all necessary accessories e.g. waste disposal bin.
 - Procedure for acting on emergency assistance alarms quickly and efficiently. Alarms wired to the stadium control point will ensure that alarms are acknowledged in the event that individual alarm beacons are not seen or heard.
 - Regular inspection of fixtures and fittings, e.g. grabrails and wall-mounted changing units should be regularly inspected to assess structural integrity.
 - Display of clear instructions on the use of equipment adjacent to each item in Changing Places toilet facilities.

- Provision of information on the type of sling connector and the types of sling that are compatible with stadia installed hoists and tracks in Changing Places toilet facilities.
- Ticketing policy which enables seating allocations for families within proximity of Changing Places toilet facilities if required.



Guidance Signpost

- ▶ Good Loo Design Guide. RIBA Enterprises and Centre for Accessible Environments. 2004. **Management Issues**, p.45-46.
- ▶ Changing Places: the practical guide. Changing Places Consortium. <http://theaccessofficer.files.wordpress.com/2013/11/changing-places-a-practical-guide.pdf>

9 Training Plans for Staff and Event Stewards

Overview

As many non-disabled people may not regularly come into contact with people with disabilities, they may feel unsure about how to interact and communicate appropriately. Staff and event stewards should be trained to be fully aware of policies and procedures provided to meet the needs of people with disabilities in a stadium; and considering the range of disability types i.e. physical (wheelchair users and people with mobility disabilities), sensory, learning, mental and hidden.

Disability Inclusion/Equality Training is designed to provide staff and event stewards with the knowledge and understanding they require to provide a better level of service to people with disabilities, including home and away spectators; and will also help them to feel more comfortable when interacting with people with disabilities. This in turn will create a relaxed and friendly environment for people with disabilities using stadia facilities.

Recommended Standards

- Develop and implement training plans, to include:
 - The requirement to undertake Disability Inclusion/Equality Training within staff training plans.
 - Necessity for event stewards to complete training before officiating at an event.
 - Training on access related policies and procedures e.g. a stadium's emergency evacuation strategy, use of Soccer Sight etc.
 - Regular training of relevant staff in the use of communication aids like textphones and loop systems.
 - Management procedures for the provision of assistance:
 - Management of accessible control barrier, turnstile systems or entry points to enable efficient entry.
 - Stewards positioned on approach and at accessible entrance points to provide assistance in opening manual doors/gates, to facilitate ticketing processes and to assist people with disabilities from unintentionally entering standard turnstiles.
 - Provision of a fast-stream line to assist people with autism or older people who may find queuing problematic.
 - Stewards on hand at all times to assist with wayfinding and orientation.
 - Awareness that older people can often have arthritis, slower understanding, hearing, sight or breathing difficulties, which may not be obvious and they may require additional assistance.
 - Steward awareness that people with disabilities may require to carry food for medical reasons and this should not be confiscated.



Guidance Signpost

- ▶ Training can be provided by a number of disability organisations, including Disability Sport NI and Disability Action. Sighted guiding training and training in how to look after a guide dog when in the care of staff can be provided by Guide Dogs NI.
- ▶ <http://www.rnib-business.org.uk/training-overview>
- ▶ Assisting people with epilepsy - <http://www.epilepsyaction.org.uk/info>
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL. **Paragraph 13.19 b, c, d, f** Management of Accommodation for Disabled Spectators, p.165-167.
- ▶ BS 7000-6:2005. Design management systems. Managing inclusive design. Guide.
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL. **Paragraph 8.7** Management of Concourses, p.79.
- ▶ RNIB Soccer Sight. **Staff training**, p.17.
- ▶ Contact Action on Hearing Loss for information on deaf/hearing loss awareness training and hearing loss-specific access audits.
- ▶ Dementia Friends training - <https://www.dementiafriends.org.uk/>
- ▶ Contact Guide Dogs NI for information on guide dog ownership and sight loss training, including accessibility for people living with sight loss.

10 Emergency Evacuation Strategy

Overview

As stadia are used by people with disabilities, stadia management should as part of its broader emergency evacuation strategy give detailed consideration as to how people with disabilities will be efficiently evacuated in the event of an emergency. Excellent staffing and stewarding in the event of emergency is critical and should be integral within staff and event steward training policies.

Recommended Standards

- Develop a safety plan based on risk assessment which includes specific provision for the co-ordinated evacuation of older people and people with a range of disabilities on event and non-event days e.g. people with learning disabilities, people with mobility disabilities, people who are deaf etc. Include procedures for checking areas where people with disabilities may be alone and unaware that an emergency situation has occurred.
- Consider the needs of assistance dog owners during emergency evacuation, given that the dog has no responsibility or role to assist its owner in the event of emergency. Consider that the dog may be located with its owner, or away from its owner in a designated secure area during an event. Permit Guide Dogs NI to carry out orientation training within stadia to familiarise guide dog owners with the location of escape routes and exit points.



Guidance Signpost

- ▶ The Fire Safety Regulations (Northern Ireland) 2010. DHSSPSNI.
- ▶ BS 9999:2008. Code of practice for fire safety in the design, management and use of buildings.
- ▶ BS 9999:2008. Section 9, **Paragraphs 46 - 46.12** Evacuation of disabled people, p.246-251 (including the use of emergency evacuation plans).
- ▶ Fire Safety Law: The Evacuation of Disabled People from Buildings. DHSSPSNI. 2011.
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL. **Paragraph 13.19 a and 13.19 f** Management of Accommodation for Disabled Spectators (Good and Safe Design and Awareness), p.165.
- ▶ Inclusive Design Standards. Olympic Delivery Authority. **Section 20** Emergency egress, p.48-50.
- ▶ Consult directly with Guide Dogs NI regarding the evacuation of assistance dog owners and on staff and event steward/volunteer training relating to their evacuation.
- ▶ The Northern Ireland Guide to Safety at Sports Grounds. DCAL. **Paragraph 13.19 g** The Needs of Elderly Spectators, p.167.

Section

11

Stadia Spectator Development Plans

11 Inclusive Stadia Spectator
Development Plans

11 Inclusive Stadia Spectator Development Plans

Overview

In order to attract spectators with disabilities, stadia management needs to proactively plan for the inclusion of people with disabilities. Effective consultation with people with disabilities is crucial to the successful development and implementation of truly inclusive stadia spectator development plans. Proactive spectator development planning is an integral part of overall stadia accessibility.

Implementation by stadia management of recommended standards within Disability Sport NI's Guide 3: Accessible Sports Stadia Design Guidelines and Sections 1-10 of this guide will assist in establishing some of the structure for an Inclusive Stadia Spectator Development Plan, however the recommended standards below should also be applied.

Recommended Standards

- An inclusive stadia spectator development plan should be put in place in conjunction with local disabled people, disability groups/organisations and inclusive supporters associations. To develop spectator and visitor inclusion, the plan should take into account the following:
 - The appointment of a dedicated Stadium Disability Liaison Officer (SDLO) with responsibility for developing and implementing the inclusive spectator development plan.
 - The establishment of an Inclusive Supporters Association which can act as an advisory forum on disability and access issues.
 - Ongoing delivery of Disability Inclusion/Equality Training as outlined in Section 9 of this guide: Sports Stadia Management Policies and Procedures - Training Plans for Staff and Event Stewards.
 - Provision of communication procedures in conjunction with stadia inclusive spectator development plans e.g. regular stadium podcast.
 - Development and implementation of proactive marketing initiatives designed to attract new spectators with disabilities, their friends and peers.
 - The use of positive imagery of spectators with disabilities in stadia marketing materials.

- Organisation of stadia tours targeted at disability groups and their members, to show them the accessibility features adopted and to provide reassurance that a stadium can accommodate their needs:
 - Special schools, adult centres, targeted disability sports groups and organisations should be encouraged to partake in stadia tours. This should actively encourage visits with family and friends on event days and initiate word of mouth amongst the disability community.
 - Where a stadium tour is provided, management should design the tour to ensure that people with disabilities can participate fully, including access to pitch side using a firm, level surface (or with shallow ramped gradients where a change in level is unavoidable) and with a toilet provision within proximity (40m maximum recommended). If access is permitted onto the pitch as part of the tour, an accessible rest space using a suitable surface finish that will assist wheelchair users and people using mobility aids should be considered.
 - Stadia tour guides should be aware that a simple description can assist people who are blind or partially sighted.
 - Suitable equipment e.g. portable hearing loops should be provided for use during stadia tours.
- Development and implementation of a feedback tool to obtain spectators with disabilities' comments on visitor experience and accessibility of facilities. Mechanisms for feedback should be provided in a range of accessible formats, including telephone, textphone, Next Generation Text Service, Talk by Text, SMS, email and plain English/Easy Read online surveys.



Guidance Signpost

- ▶ Contact Action on Hearing Loss for product solutions - <http://www.actiononhearingloss.org.uk/shop.aspx>

Appendices

Appendix A Guidance Signpost Bibliography

Appendix B Useful Websites

Appendix C Useful Resources

Appendix A

Guidance Signpost Bibliography

Access for All V. 01 UEFA and CAFÉ Good Practice Guide to creating an Accessible Stadium and Matchday Experience.

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The Baywatch Campaign (NI). Inclusive Mobility and
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[http://www.imtac.org.uk/downloads/Parkingguide\(finalversion\).pdf](http://www.imtac.org.uk/downloads/Parkingguide(finalversion).pdf)

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The Fire Safety Regulations (Northern Ireland) 2010.
Department of Health, Social Services and Public Safety (NI).

The Northern Ireland Guide to Safety at Sports Grounds (2007).
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Appendix B

Useful Websites

www.actiononhearingloss.org.uk (formerly RNID)
Action on Hearing Loss. For product solutions:
www.actiononhearingloss.org.uk/shop.aspx

www.ageuk.org.uk/northern-ireland
Age NI - charity combining Age Concern NI &
Help the Aged in Northern Ireland

www.adni.org.uk
Assistance Dogs Northern Ireland

www.assistancedogs.org.uk
Assistance Dogs UK - A voluntary coalition of assistance dog organisations

www.autismni.org
Northern Ireland's Autism Charity

www.bisfed.com
Boccia International Sports Federation

www.cae.org.uk
Centre for Accessible Environments

www.changing-places.org
Changing Places Consortium

www.colourblindawareness.org
Colour Blind Awareness

www.cyclingireland.ie
Cycling Ireland

www.dementiafriends.org.uk
Dementia Friends. An Alzheimer's Society initiative

www.disabilityaction.org
Disability Action

www.dsni.co.uk
Disability Sport NI

www.efds.co.uk
English Federation of Disability Sport

www.epilepsy.org.uk

Epilepsy Action Northern Ireland

www.fei.org

Federation Equestre Internationale

www.fig-gymnastics.com

International Gymnastics Federation

www.guidedogs.org.uk

Guide Dogs for the Blind Association

www.hearingdogs.org.uk

Hearing Dogs for Deaf People

www.ibsasport.org

International Blind Sports Federation

www.imtac.org.uk

Inclusive Mobility and Transport Advisory Committee

www.iwrf.com

International Wheelchair Rugby Federation

www.itftennis.com/wheelchair

International Tennis Federation (wheelchair)

www.ittdream.com

International Table Tennis Federation's Social Responsibility Program

www.levelplayingfield.org.uk

Level Playing Field (Promoting Good Access For All Fans)

www.mencap.org/northernireland

Mencap Northern Ireland. The Voice of Learning Disability

www.niassistancedogs.btck.co.uk

Northern Ireland Assistance Dogs

www.nrac.org.uk

National Register of Access Consultants

www.nifrs.org

Northern Ireland Fire & Rescue Service

www.nrcpd.org.uk

The National Registers of Communication
Professionals Working with Deaf and Deafblind People

www.rnib.org.uk/accessiblewebsites

Royal National Institute for Blind People

www.rnib-business.org.uk/training-overview

Royal National Institute for Blind People

www.sailing.org/disabled

Official Website of World Sailing (Para World Sailing)

www.sportscotland.org.uk

Sports Scotland

www.uci.ch/para-cycling

Union Cycliste Internationale (Para-cycling)

www.ukgymnastics.org

UK Gymnastics

www.worldparavolley.org

World ParaVolley

www.worldrowing.com/para-rowing

World Rowing (Para-rowing)

www.communities-ni.gov.uk

Department of Communities

www.finance-ni.gov.uk/topics/building-regulations-and-energy-efficiency-buildings

Department of Finance (Building Regulations)

www.planningni.gov.uk

Department for Infrastructure (Northern Ireland Planning Portal. Planning NI)

www.infrastructure-ni.gov.uk/topics/public-transport

Department for Infrastructure (Public Transport)

Appendix C

Useful Resources

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Notes



Disability Sport NI

Unit F, Curlew Pavilion
Portside Business Park
189 Airport Road West
Belfast BT3 9ED

Telephone: 028 9046 9925

Textphone: 028 9046 3494

Email: email@dsni.co.uk

www.dsni.co.uk



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