

**Meeting Between Disabled Supporters Association Member
And Bristol Rovers Football Club Limited
Regarding Improvements for Visually Impaired Fans**

Held on Tuesday, 26th April 2022

Present:

Phil Gingell – Visually impaired Member of the Disabled Supporters Club

Kenny Chinanwa - Business Support Services Manager at WECIL (West of England Centre for Inclusive Living)

David Bright – Head of Sales at BRFC

Ethan Clarke – Marketing Executive at BRFC

Key Takeaways:

Accessibility in ticket purchasing:

- Ticket purchasing through Ticketmaster can be a hassle for visually impaired fans
- If it is hard to adjust Ticketmaster checkout, look to implement over the phone ticket purchase options
- This will negate the problem and evidence of this working well is apparent within other clubs

ALT Text:

- Missing ALT Text on Emails and socials.
- ALT text provides a written description to accompany images/graphics to allow screen-reader to explain what the image/graphic is to visually impaired fans.
- Without ALT Text, the screen-reader will just say “graphic” or “image” causing big issues for visually impaired fans
- Simple to implement – from now ensure all graphics in emails, tweets etc. have ALT text.

Specialised Audio Commentary:

- To further enhance the experience of visually impaired fans, explore the option of having specialized audio commentary.
- This will provide as up to date as possible commentary, meaning fans are more entwined within the experience of the ground and game.
- Examples of clubs doing this successfully with qualified volunteers is apparent.

General Accessibility Walk-Around:

- Meeting Kinny has provided us with an excellent contact regarding identifying further accessibility improvements within the stadium.
- Arrange a Stadium walk-around to compile a list of potential improvements.