

Colour Blind Awareness in Sport

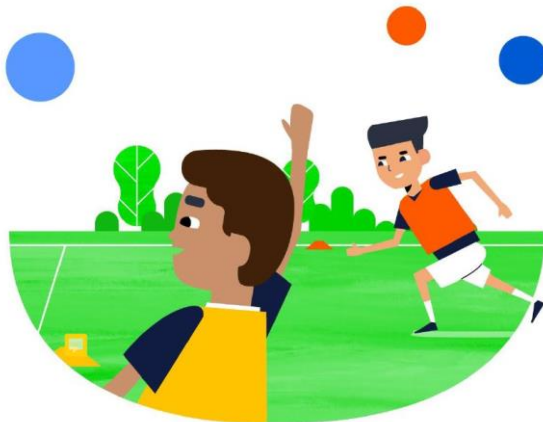
January 2020



Colour Blind Awareness CIC



- Colour Blind Awareness is a Community Interest Company (a non-profitmaking NGO) founded by Kathryn Albany-Ward in 2009.
- The organisation provides support to colour blind people and their families, advises businesses, teachers and schools, lobbies Governments and promotes awareness through the media.
- We have been working within sport since 2015, primarily advising the football industry across Europe including UEFA, National Associations, Governing bodies, Leagues and Clubs.
- Following our success in football we are now expanding our reach to other sporting organisations such as FIFA and to other sports including rugby (Union and League), lawn tennis and even croquet!



Our notable achievements in sport



- We created the first guidance on colour blindness in sport (football) for The Football Association (FA) and UEFA in 2017 which is available in 8 languages <http://www.colourblindawareness.org/colour-blindness-and-sport/guidance-documents/>
- We are a FSR partner of UEFA, advising across the organisation and supporting National Associations in areas such as coach education, ticketing, stadium safety, kit selections, Euro 2020 event team etc. <https://www.uefa.com/insideuefa/social-responsibility/uefa-partners/>
- We worked with the Sports Ground Safety Authority to create the first advice on colour blindness for sports venues, published as Annex C to the 6th Edition of the 'Green Guide' <https://sgsa.org.uk/wp-content/uploads/2018/10/Annex-C-Guidance-on-colour-vision-deficiency.pdf>
- We provide advice to the Council of Europe – for example we have official Observer status on the Standing Committee for the European Convention on Spectator Violence and are a contributor to ProS4+ <https://pjp-eu.coe.int/en/web/security-safety-sport/home>
- We audit host venues, for UEFA in particular, including all of the host venues for Euro 2020
- We create guidance for National Associations/Governing Bodies and Clubs e.g. FA/Premier League/English Football League Briefing Notes



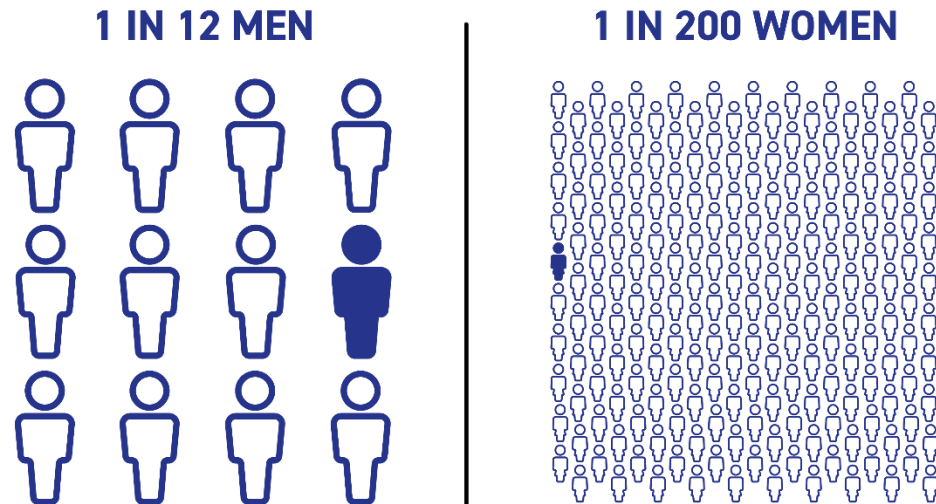
- In 2019 we assembled a Collaborative Partnership (TACBIS – Tackling Colour Blindness In Sport) with National Football Associations (Iceland, Portugal and Romania), The European Football Development Network (EFDN), Oxford Brookes University and Danish Football club Randers FC to successfully secure EU Erasmus+ funding to investigate the prevalence of colour blindness in football players and to identify barriers to their progression. This project will last for 3 years and commence in January 2020 https://eacea.ec.europa.eu/sites/eacea-site/files/results_scp.pdf (at No.79)
- In 2019 we won a UEFA Foundation for Children Award <https://uefafoundation.org/news/winners-of-2019-uefa-foundation-for-children-awards-announced/> which is being used to promote awareness of colour blindness in education via a joint project with Premier League Communities and The FA PE team, to harness the skills within Club Foundations to take the message of colour blindness into mainstream education where colour blind children are largely unsupported
- We speak at International conferences and deliver training sessions across a range of subjects at all levels and across different sports – e.g. Centre for Access to Football in Europe (CAFE) Conferences in Paris (2015) and Bilbao (2018), Special Olympics Europe and Eurasia Conference, Prague 2018, EFDN Conference, London 2019

What is colour blindness?



Colour blindness affects 1 in 12 men/boys and 1 in 200 women/girls (c.300 million worldwide)

- Humans see colour through three types of cone cells in the eye which absorb red, green and blue light respectively. With colour blindness (colour vision deficiency, CVD) one cone type doesn't function normally or at all.
- Most types of colour blindness involve defects in red or green cones, meaning many colours, not just reds and greens, can appear the same.



Types of colour vision deficiency

Simulations of the three types of colour blindness can be seen below



Normal colour vision



Severe green deficiency - deuteranopia



Severe red deficiency - protanopia



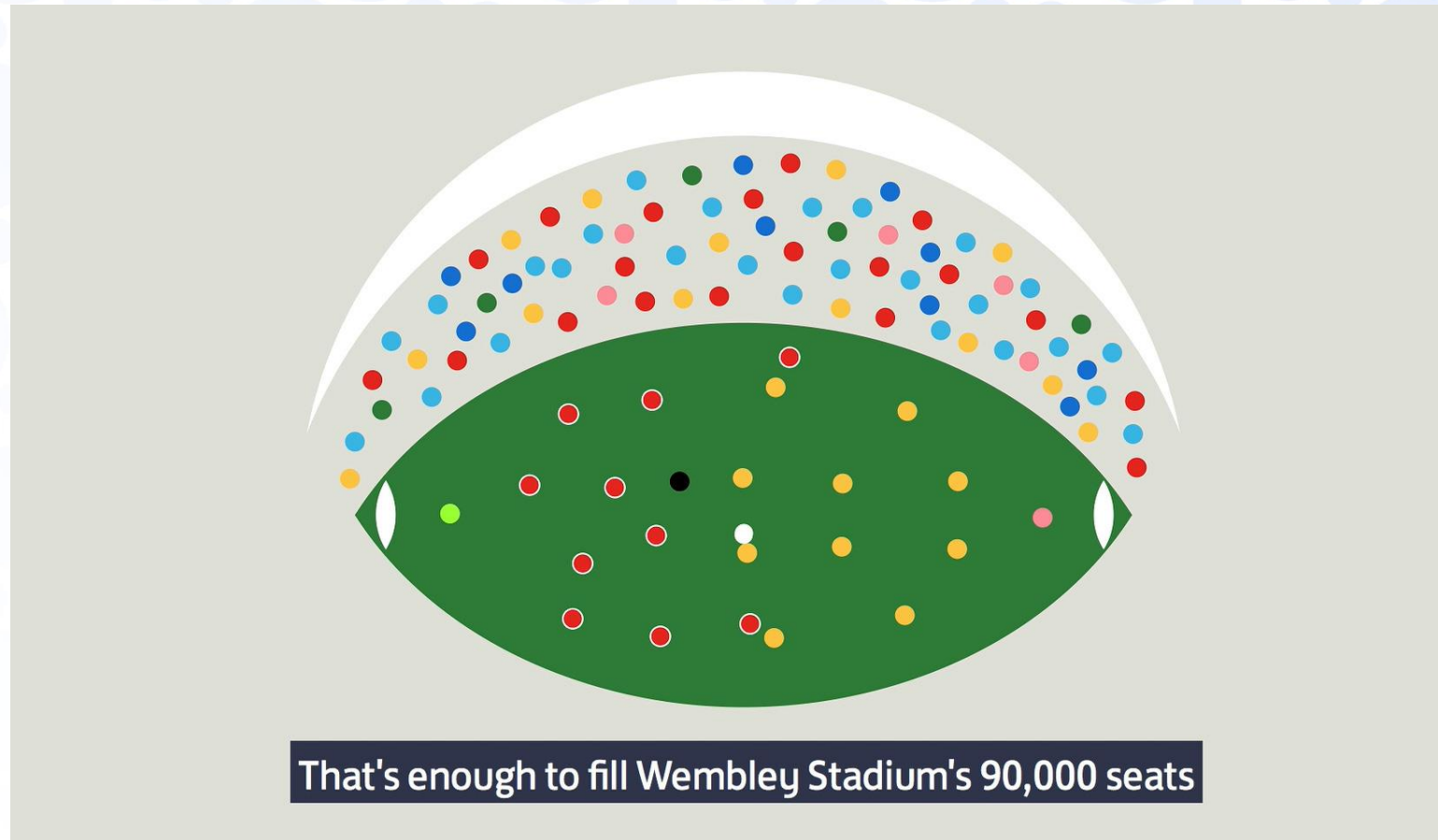
Severe blue/yellow deficiency - tritanopia

Why is colour blindness relevant to sport



The infographic video at the link is focussed on football but explains more about the condition and the areas of sport where it has the greatest impact

<https://www.youtube.com/watch?v=GomZ8HA76nQ&t=4s>



Important issues arising for event organisers - spectators



As colour blindness affects 4.5% of people, it's important for event organisers to be aware colour blind spectators may

- experience difficulties in seeing and understanding wayfinding information, including public transport maps, stadium plans, parking information, colour-coded transport routes and disabled access information
- be unable to see emergency signage and equipment against some background surface colours
- struggle to see/tell teams apart due to kit clashes or see athletes against the pitch/track - for example, the red track used for the London 2012 Olympic games made it difficult for colour blind spectators to follow athletes on TV coverage, whereas a blue track would have avoided this issue
- experience difficulties understanding information on websites and in using ticketing portals
- be unable to read crucial information such as allergen information at concessions/in hospitality areas or read safety or other information on 'big screens' or notices
- be unable to see sponsor information, such as logos or information on advertising hoardings
- be unable to distinguish between stewards and volunteers because different coloured hi-vis jackets appear to be the same colour
- be unable to understand some TV graphics

Important issues arising for event organisers – on field and employees



- Players and athletes, coaches and officials such as referees with colour blindness can have problems
 - distinguishing equipment, for example - a competition ball against the pitch e.g. FA cup ball 2014/15, pink cricket ball (used in night/day Tests 2018) particularly under floodlights
 - in seeing/understanding crucial information such as corner flags, line markings, pitch-side substitution boards and information in dressing rooms
- There are also potential implications for other employees including stewards and volunteers, members of the event planning and operations teams, members of the emergency services etc. who may not be able to understand colour-coded project planning or triage information, training information, emergency evacuation and stadium plans, equipment in the control room and accreditation information – see www.thesimexseries.org for more information.
- Creating an inaccessible event could have a commercial impact upon broadcast revenue as some broadcasters are aware that colour blind spectators will turn off coverage of sporting events which they cannot follow – e.g. BT Sport, BeInSports, Sky Sports and the BBC are already aware of the potential implications <https://www.bbc.com/news/world-44535687>

For further information please contact

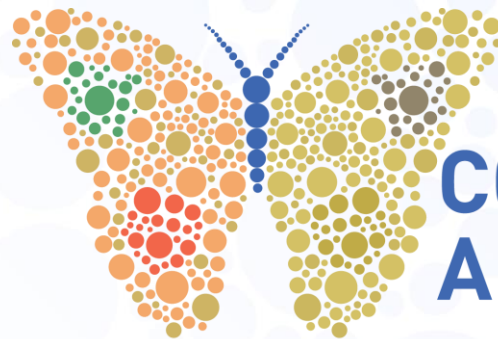


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**COLOUR BLIND
AWARENESS**

www.colourblindawareness.org