

COLOUR BLINDNESS — GUIDANCE FOR SUPPORTER LIAISON OFFICERS & DISABILITY ACCESS OFFICERS

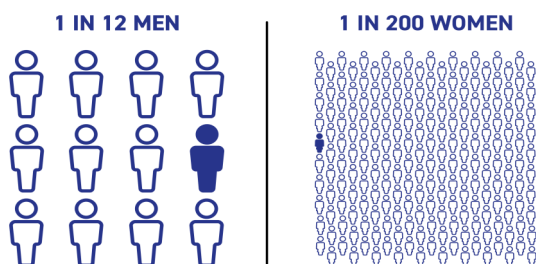


Normal colour vision



Colour blind simulation

Colour blindness (colour vision deficiency, CVD) is one of the world's most common inherited conditions. Statistically it affects:



That's approximately 300 million people worldwide!

WHAT IS COLOUR BLINDNESS?

We see colour through three types of cone cells in our eyes, which absorb red, green or blue light. With colour blindness one cone type doesn't operate normally. Most types of colour blindness involve defects in red or green cones, meaning many colour combinations can be confusing.

WHY IS IT AN ISSUE IN SPORT?

Almost 33 million people in Europe have some form of inherited CVD. Many are undiagnosed or unaware they have it. For people with no deficiency it can be hard to imagine the difficulties this can cause but everyday in sport we use signs, symbols and maps, we visit websites and use smartphones.

Colour blindness is a particularly important issue in sport as colour is key to distinguishing between players and athletes and in seeing kit and equipment. All of these activities can be more challenging when the difference between colours isn't obvious.

On a matchday, for example, CVD can affect up to 6% of people in a football stadium including:

- Players
- Coaches
- Fans
- Staff e.g. stewards
- Media
- Emergency services

WHAT SHOULD SLOs & DAOs CONSIDER?

SLOs & DAOs can work with fans and clubs to raise awareness of CVD to ensure the fans' matchday experience is not compromised.

Addressing colour blindness means applying some basic principles to the way information is designed and presented and being aware that:

- Information given in colour alone may not be accessible for up to 5% of people.
- Solutions are usually simple and common sense, such as adding text, symbols, shapes and patterns.
- Club colours don't need to change, being accessible is about how colours are used.



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AREAS FOR CONSIDERATION

When fans visit your website ensure:

- Information about the Club, including merchandise, is accessible.
- Fans with CVD can easily select and purchase tickets independently.
- Public transport and directional/wayfinding information is not provided using colour alone.

At the stadium ensure information is legible for colour blindness fans, such as:

- Wayfinding signs and stadium plans.
- Stand, block, row and seating information.
- Signage for amenities.
- Emergency and first aid signage and information.
- Merchandise/concession/allergen information.
- Information in matchday programs and Club apps.

On the pitch, SLOs & DAOs can help ensure CVD fans and players can:

- Easily distinguish between:
 - the kit colours of both teams;
 - outfield and goalkeeper kits;
 - team kits and match officials;
 - players' kit and the colour of the pitch.
- See the ball.
- Understand information on substitution boards.
- Read information on big screens.

WHAT CAN SLOs & DAOs DO TO HELP CLUBS?

- Organise training on colour blindness to raise awareness amongst staff and to support colour blind employees.
- Arrange a stadium audit to identify safety and security issues.
- Involve the club's community and academy to raise awareness of CVD amongst fans/players/coaches/parents and employees.

HOW CAN SLOs & DAOs SUPPORT COLOUR BLIND FANS?

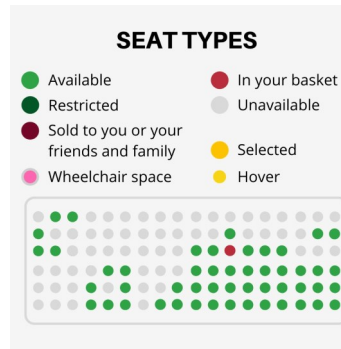
Colour blind fans want to know SLOs & DAOs will support them:

- If they are having problems distinguishing between colours either on or off the pitch.
- To be able to purchase tickets independently.
- To ensure stadiums are accessible, including safety and security issues.
- By giving advance knowledge of potential kit clashes.
- By helping them to access adequate recompense when 'colour blind' kit clashes happen.

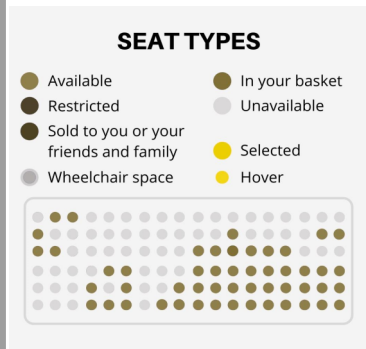
FURTHER INFORMATION AND RESOURCES

For more information, training, stadium audits and further resources see the Colour Blind Awareness website [here](#). A checklist for SLOs & DAOs is available [via SD Europe](#) and [CAFE](#).

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The totem sign above is a good practice example because it does not rely on colour alone to provide wayfinding information.

SLOs & DAOs can help by being ambassadors on colour blindness for their clubs and engaging with CVD fans by:

- Using newsletters and social media to demonstrate the steps your club is taking to address their concerns.
- Asking CVD fans what they want from your club – don't expect them to approach you otherwise.
- Liaising with supporter groups.
- Liaising with club officers to remove barriers.
- Approaching players to raise awareness – some will have friends and family members with CVD.