

# Accessibility Report 2025

St Mirren Football Club

I Am Me Scotland

Prepared by  
C Burt-Wilson  
November 2025



OUR TOWN OUR TEAM SINCE 1877



## **ST MIRREN**

St Mirren Football Club was founded in 1877 and is based in Paisley. The stadium has a capacity of over 8000 and is sited on Greenhill Rd. The club is majority supporter owned with St Mirren Independent Supporters Association (SMiSA) owning a 51% shareholding. Kibble own 27.5% also helping support St Mirren to grow as a business by offering staff time and commercial expertise. The other 21.5% is split among several hundred small shareholders. The day to day operations of the club are managed by the Chief Operating Officer, Keith Lasley.

## **I AM ME SCOTLAND**

I Am Me is a Renfrewshire based charity, operating since 2013 (2015 as a Charity). The small team of 4 staff work with a range of partners across Scotland to raise awareness of disabilities and hate crime. The Charity has recently launched a new Disability Friendly initiative, which creates a network of Disability Friendly partners across Scotland, supporting disabled people to remain socially active within their communities.

## **INDEPENDENT REVIEW**

St Mirren approached I Am Me Scotland with the ambition of becoming Scotland's first Disability Friendly stadium. To help establish a benchmark, it was agreed that the charity would carry out an independent review of ticketing and accessibility within the stadium, with the aim of better supporting disabled supporters and fostering a culture where everyone feels valued and included. I Am Me Scotland has undertaken this review voluntarily and remains fully independent, having received no payment for the work.

# INCLUSION



There was clear recognition of St Mirren's role and its ethos of placing people and the local community at the heart of decision-making. It was vital that supporters were actively encouraged to take part in the review, ensuring that their voices—those most impacted—could help shape the club's approach to accessibility.

St Mirren staff established a review panel comprising club personnel, Supporter Liaison Officers (SLOs), and supporter representatives. A Trustee from I Am Me Scotland was invited to chair the panel, which convened three times throughout the review process—covering the introduction, feedback session, and final report presentation.

To gather wider input, I Am Me Scotland organised two supporter workshops, promoted through St Mirren's social media channels, offering fans the opportunity to share their views, experiences, and suggestions for improvement. Additionally, an online survey was distributed via email and social media, broadening engagement and encouraging wider participation from the supporter community.

In addition to the workshops and online survey, supporters were invited to share their views directly with the I Am Me team via email, and several one-to-one discussions were arranged to further enhance opportunities for participation.

To gain deeper insight into the match day experience, the I Am Me team also conducted a mystery shopping exercise. This was followed by a walk-through of the stadium to identify areas of strength and highlight potential improvements in accessibility.

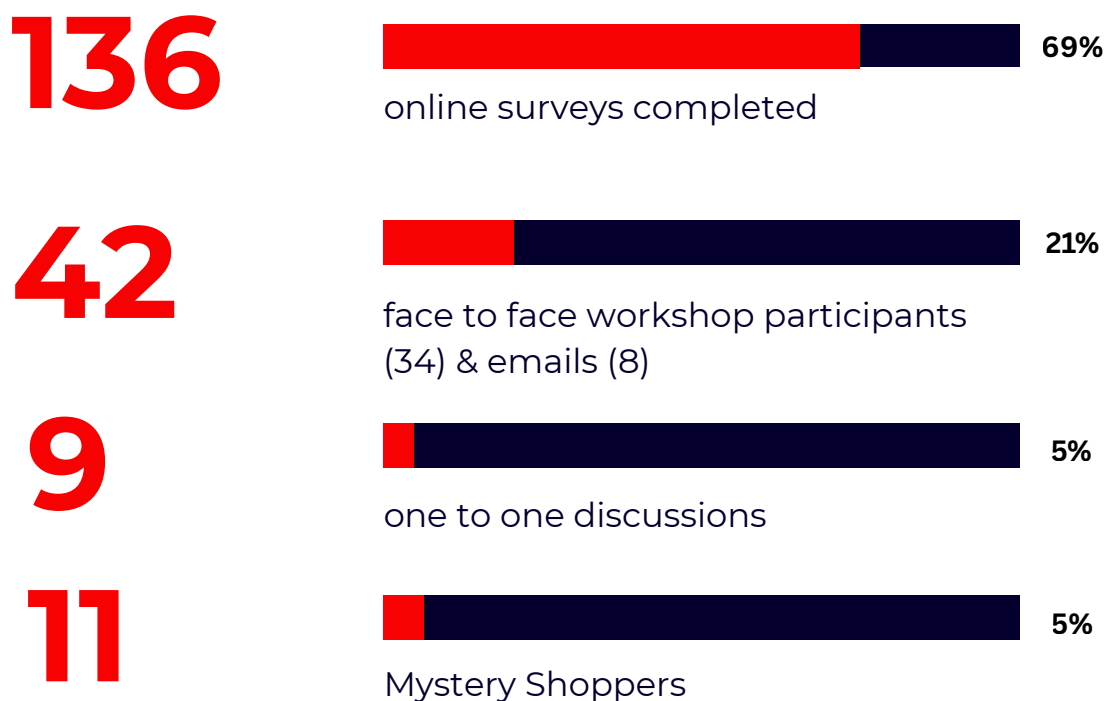
## ACCESSIBILITY

Accessibility is defined as the term used to describe how a product, service or place can be easily used by as many people as possible. It is about making things usable to all people, whatever their age, abilities or disabilities.

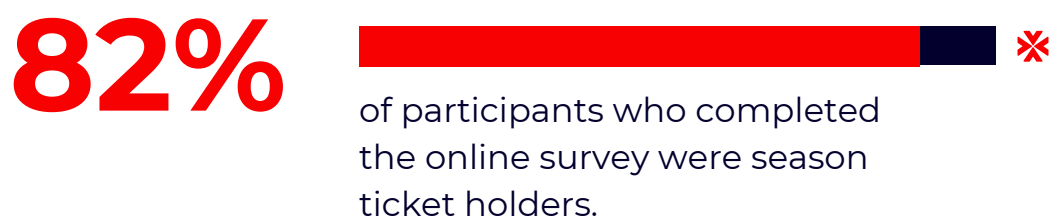


# ENGAGEMENT

In total 198 people participated in the accessibility review. This included the following:



# SEASON TICKET HOLDERS



The workshops, emails and one to one engagements included season tickets holders, carers/companions, fans who attend games on a one to one basis and stakeholders who are involved in the running of the club (including SLO's, DSO, members of SMDSA, SMISA, ticketing staff, operational managers and Board representatives.






# SUMMARY

All respondents completed every question in the survey, reflecting the strong personal investment supporters have in the club. While a range of concerns were raised, there was also a wealth of constructive ideas and suggestions, demonstrating a clear willingness to help the club enhance its accessibility.

Discussions frequently highlighted the real-life impact on disabled individuals who felt unfairly treated in relation to ticketing accessibility. Many of these concerns were accompanied by practical suggestions, further underscoring the commitment of supporters to driving positive change.

In addition to the challenges related to ticketing access, supporters expressed a desire for the Disabled Supporters Association to be more visible and better structured, as many were unsure how to join, access parking, or use the viewing platform. There was an understanding that many support roles within the club are carried out by volunteers and may depend on their availability. It was acknowledged that increasing membership of the Disabled Supporters Association could help strengthen its structure and enhance its role within the club.

This report brings together all feedback received throughout the review and outlines a series of recommendations informed by the ideas, suggestions, and discussions held with supporters, staff, and other key stakeholders. Each recommendation includes short-term, mid-term, and long-term actions for the club to consider, with the overarching goal of enhancing accessibility and setting a new standard across football in Scotland.

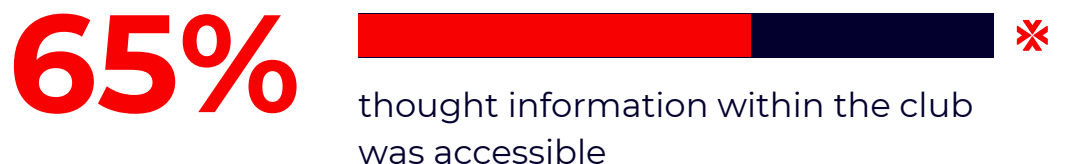
-  **Easily implemented**
  -  **Mid Term Implementation**
  -  **Long Term / Discussion Required**
- 
-  **Completed**
  -  **In Progress**





# INFORMATION ACCESSIBILITY

Of the 136 who completed the online survey:



Workshops and further comments highlighted:

- Some people did not receive the club emails.
- Back button & search button for website is needed to help navigation.
- Not all fans can access digital content, suggestion for monthly newsletter with key information.
- Notice boards would be useful in each stand with key information, including who SLO's and DLO's are.
- It was difficult to find accessibility information on the website.
- Some confusion with different websites and social media pages.
- More large print/pictorial signage around stadium (e.g. toilets, pie kiosk, exits, accessible entries)
- There was limited awareness of how to become a Disability Association member, or what activities the association were responsible for. Unsure how to contact and some emails going unanswered.



# INFORMATION ACCESSIBILITY RECOMMENDATIONS

The review findings would recommend the following:

- Disability Supports Association (SMDSA) to be more visible and provide information in an accessible format, including a monthly newsletter\* which can highlight key information, key dates, but also some of the accessibility improvements that have taken place. The DSA should seek to increase membership and formalise structure of the group, ensuring people are able to find out information about membership, booking of the platform and disability parking. SMDSA need a contact email (which can be accessed by more than one member). IP
- The club installs information boards in each stand with information about SLO's, DLO's, Parking, Upcoming Games and other key information (e.g. SMiSA membership)
- Information Posters on toilet doors, highlighting campaigns (prostate cancer awareness, autism awareness month etc) IP
- Communication cards and prompts are available at ticketing office, kiosks and with stewards to help aid communication, if required (I Am Me can support with these). ✓
- Large print/easy read menu available at kiosks (I Am Me can provide these for free). ✓
- Website has accessibility page with all information in one place.
- Webpage is upgraded to include search button.
- Welcome back to season email sent with key dates and information (parking, ticket purchasing, updates etc). Copy email posted on information boards and in newsletter.

\*If newsletter is required to be posted, the individual can pay a monthly subscription to cover postage cost.

**Questions - Is there commentary headphones for people who are visually impaired? Is there a hearing loop?** IP

# P

## PARKING ACCESSIBILITY

Of the 136 who completed the online survey, 18 use the accessible parking, 11 did not know this was available and 107 use other parking in or around the grounds.

Workshops and further comments highlighted:

- Supporters are unsure of the car parking arrangements and are often directed to car park spaces which are away from the stand they are seated in. This can mean painful/uncomfortable walks before reaching the correct stand.
- Supporters who have a parking pass are unable to find disabled parking spots as these are taken by other people.
- Parking at the dome is not available any more.
- Would be helpful to have a designated drop off point at the stadium to enable people with limited mobility to get dropped off at games.
- Cones used to secure spaces, but unable to get out the car to move the cone (due to limited mobility).
- Different Stewards every week so no continuity.
- Numbered bays should be available for permit holders, with other bays available for pay as you go parking.
- More information on how to book parking, how the permits work and how to access disabled parking.
- Supporters are happy with the parking permit fee.
- Highlighted the safety of fans moving from the car park to the stand, with cars crossing the pavement to park outside ticket office.
- Stadium buses and police cars are taking up parking spaces near the stadium.

# P

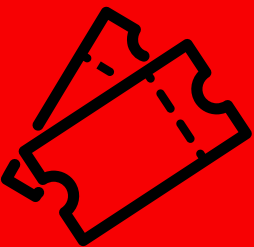
## PARKING ACCESSIBILITY RECOMMENDATIONS

### FINDINGS

The review findings would recommend the following:

- • Volunteer parking attendants used for games, to help consistency when ensuring accessibility / parking rules are followed. **IP**
- • Numbered bays for permit holders, marked disabled bays and pay as you go parking clearly marked or numbers allocated upon booking.
- • Information on parking available clearly on the website and displayed within the stadium (including permits, pay on the day and disability parking)
- • Discussions required with Local Authority\* with regard to road safety and traffic management (discuss potential for pedestrian crossing and safety bollards). **IP**
- • Assess potential for handrails/barriers to be used to create safe walkway from car parks to stadium.
- • Potential for drop off bay, which can be used for people with limited mobility/wheelchair users etc.
- • Police Cars / Stadium buses to be parked further from stadium to allow more spaces to be utilised as accessible spaces. **IP**
- • Potential for yellow car park to have allocated disability spaces for platform users (annual or booking fee for use of spaces)
- • Map car parking (diagram) for website to highlight what parking / car parks are available.

\*It is recognised that St Mirren are the biggest (weekly) event holder in Paisley, with match day attendance bringing thousands of people into the town on a regular basis. It may be beneficial for the club to seek official partnership with Renfrewshire Council to facilitate regular communication with regard to infrastructure, road safety and economic development.



# TICKET ACCESSIBILITY

Of the 136 surveys completed, 33 people use an accessible ticket.

24%



of respondents are concession ticket holders

73%



of all respondents think that proof should be required to access a concession ticket.

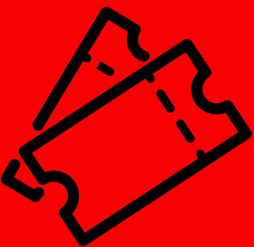
72%



of all respondents think concession tickets should **NOT** be limited.

There was a recognition for all the work that the club does to support people to attend matches. Further comments and workshop discussions included the following points:

- Disabled people are currently unable to book tickets online and often have to come to the ticket office or try and get through on the phone when booking tickets.
- Concession ticketing criteria is not inclusive and does not recognise individual circumstances.
- People are being asked to discuss private and personal details at the ticket window (in public).
- Ticket office is only open at certain times and does not recognise individual circumstances (e.g. work hours, ability to travel independently).
- Potential for current policy and practice to be discriminatory.
- 'Carer' description does not recognise a persons' independence / dignity (companion ticket or plus one could be used as alternative).
- Nimbus cards are currently not acceptable as proof of disability/support required.
- Need to publicise any changes in timely and inclusive manner.
- More concession tickets for away/cup games and an easier booking process.

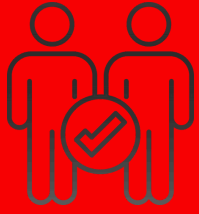


# TICKET RECOMMENDATIONS

The groups discussed ticketing and potential solutions/ideas and the review findings would recommend the following:

- Concession ticket policy to be reviewed and any updated policy to be discussed with disability/accessible steering group before implementation. ✓ IP
- Send letter to concession ticket members who may be impacted by any policy/pricing changes. IP
- Concession tickets available to book online (with proof of concession uploaded)
- If unable to book online, dedicated phone line and appointment times made available to ease booking process, but also provide a meeting area ensuring dignity and respect during the process. IP
- Carer ticket to be renamed carer/companion in recognition that an individual may not bring a carer but will require support. (Companion cards unable to be utilised without Concessionary card holder being present and must be seated in the same stand - higher rate mobility OR Personal care required or Carers Letter\*) IP
- Nimbus card accepted as proof of concession, or proof of ADP, PADP, AFIP, CDP, BD\*/CVI Certificates, audiology report showing 75-80 dBI or less, or, headed consultant/social work letter. ✓
- For all non lifelong disabilities, the above documentation should be supplied every 3 years. ✓
- Have early bird window (set timeframe) available for concession bookings to ensure the process can be properly staffed/managed. ✓
- Benchmark ticket prices with other clubs (any increase in costs should be impact assessed per group). ✓
- Number of concession tickets are **not** restricted. ✓
- Ticket office hours and booking options made available online and on stadium noticeboards.
- Potential for disabled wheelchair users to request alternative stand, if weather conditions will adversely affect them on the day (based on availability).
- If paperwork is required, an interview time provided (face to face or via TEAMS) at a time that is suitable for the club and the individual.

\*Individual cases can be discussed on a one to one basis with the club, if required.



## CARER TICKETS

There are currently 33 wheelchair users and 118 ambulant disabled ticket holders. Carer tickets are currently utilised by 113 people.

During the review workshops, it was highlighted that some disabled people, particularly those who do not need personal care, prefer the term companion.

**A carer can be defined as a person who provides regular and substantial care to a person with a disability. Not everyone who requires a carer will receive carers allowance.**

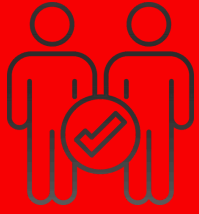
**.A companion in the context of a disability is a person who provides support, which can range from essential help with daily tasks and mobility to social and emotional support.**

To help shape future policy, a tailored survey was sent to past and current users of 'carer' tickets.

Participants were asked their views on:

- Whether the carer/companion ticket holder should be seated within close vicinity to the person they are supporting.
- What information should be provided to the club in order to access a carer/companion ticket?
- How often should this information be provided?
- How should the information be provided?
- If the number of tickets available should be limited.
- If there should be a charge, or if these should be free
- Whether the ticket should be referred to as a carer ticket, companion ticket or carer/companion.

48 people participated in the survey. 100% of participants were season ticket holders, with 73% of these currently accessing a carers ticket.



# CARER / COMPANION TICKETS

**50%**

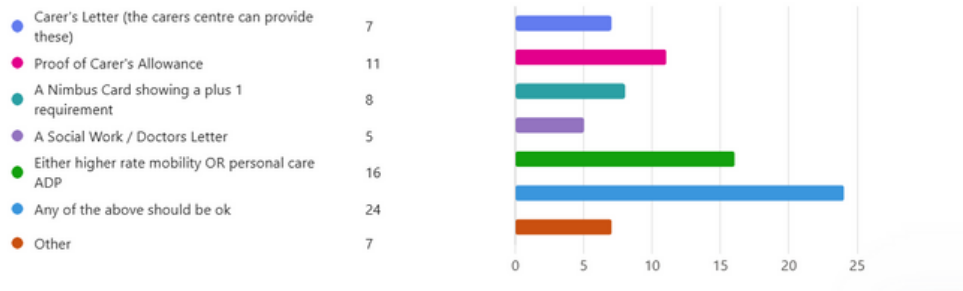
stated that their carer/companion is not always the same person. 50% stated their carer/companion did not change.

**90%**

believe that the carer / companion should be sitting next to the person they are supporting (or in very close proximity). 4% were unsure.

**92%**

of respondents agree that evidence should be provided to access a carer/companion ticket. 8% did not think proof should be required.



## FINDINGS

**46%**

believe this should be provided only once for a lifetime disability and 48% think every 1-3 years for all other conditions.

**58%**

would like to provide this evidence online, with 15% preferring a meeting time inside and 19% happy to come to the ticket office.

**58%**

did not think that tickets should be limited. 23% were unsure.

**58%**

felt the tickets should be free with 42% stating they would be happy with a small charge.

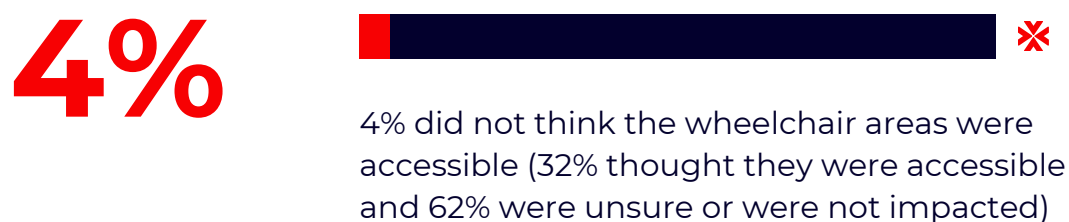
**52%**

of respondents preferred the wording carer/companion, with 35% preferring companion and 10% preferring carer, 3% suggested other, such as PA or Support Worker.



# STADIUM ACCESSIBILITY

Of the 136 online participants, the majority felt the stadium was accessible. Further comments on stadium accessibility are included below.



## FINDINGS

- Some people noted having to bang/kick the doors for someone to open them to allow access for disabled ambulant and wheelchair users.
- Stewards are currently having to take tickets or phones to the turnstile scanners for anyone coming via accessible entrances.
- It can be difficult and uncomfortable for older/less mobile people to stand while waiting on queues to get into the grounds.
- Sometimes the stewards / children are seated or standing in front of supporters which can block their view.
- Sitting and standing can be difficult due to the folding seats.
- Bags are checked by security with no disability awareness training and can be insensitive when removing personal items.
- Need small ramp to access the wheelchair platform.
- Stewards and staff could be better trained on how to support disabled people, recognising not all disabilities are visible.
- Better signage around the stadium to help identify accessible areas (toilets, entrances, exit's etc).
- Disabled supporters unsure of fire evac plan, use of evac chairs.
- Grab rails on stairs and at seating to help with mobility.
- Handrail support at end of each row to help when going up and down stairs.
- Tannoy can be difficult to understand (not very clear)



# STADIUM ACCESSIBILITY RECOMMENDATIONS

The majority of respondents felt the stadium was accessible and highlighted the following potential improvements, which may help encourage more people to attend the stadium, as well as supporting current fans:

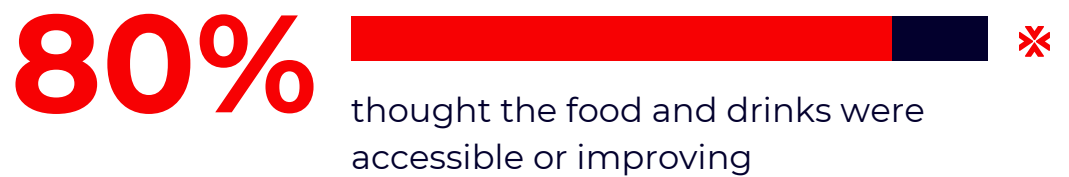
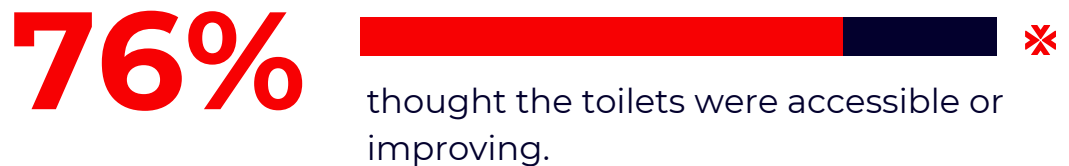
## FINDINGS

- Entrances and exits for disabled people could be more clearly marked/manned and stewards better trained on hidden disabilities. Door bell available for accessible doors? ●
- Handheld scanners made available for stewards to facilitate accessible entry to the grounds. ●
- Railings or handrails set up for supporters queuing. ●
- Security/Stewards to be aware they could be blocking someone's view. Children also standing at front (blocking view) ● ✓
- Handrails at the seating/stair area to support people with mobility difficulties (maybe accessible section of stadium, providing option or U bars at end seats - see link at end of report) ●
- A card could be supplied by the club to help identify supporters who will be carrying medical supplies (sometimes steward empties bag out which has included colostomy bag, sprays etc) - see template at end of report. ● IP
- Need small ramp to access the wheelchair platform (portable ramps available at low cost) ●
- Stewards and staff undertake disability awareness training. ● IP
- Increased signage across stadium, highlighting toilets, entrances, exits, kiosk etc. ●
- Turnstile entrance number marked on ticket, to ease match day congestion? ●
- Folding wheelchair to be stored near entrances, which can be used if someone requires additional support (available from charity shops, or could partner with shop mobility) ●
- Fire exit plans to be displayed within the stand and disability evacuation plans made available to supporters on request. ●
- Recognition that turn styles may be too tight for some supporters and Stewards being aware of alternatives. ● IP
- Discussion with Renfrewshire Council roads department regarding safety of supporters accessing the grounds (potential for pedestrian crossing/traffic management and bollards/railings to create safe walkways). ● IP



# FACILITIES ACCESSIBILITY

The majority of the 136 online respondents thought the facilities were accessible, or had noted that they were improving.



There was a lot of support for the facilities and services within the stadium, in particular the helpfulness and friendliness of staff was noted many times. Other comments from the surveys and workshops included:

- Cistern in W1 accessible toilet is usually empty.
- Lighting in accessible toilet M3 too dull for people with visual impairments.
- Grab rails in toilets (non accessible toilets) would help older people to use the standard toilets.
- Unable to get back to seat with drink/pie if using walking aids (crutches, walkers etc).
- Accessible toilets are frequently used/abused by other supporters, which can result in mess on floor and limited access for those who need them.
- Difficult to stand for long time while waiting at food kiosk.
- Hospitality seating not aligning with stadium seating for people with mobility difficulties (struggle to get to their seat after hospitality).
- Water fountain would be good, to get access to free water.
- Pie sports assistance not consistent. Would be good to know there will be assistance at each game, but also if the order could be delivered at half time.



# FACILITIES ACCESSIBILITY RECOMMENDATIONS

Recommendations from the review includes:

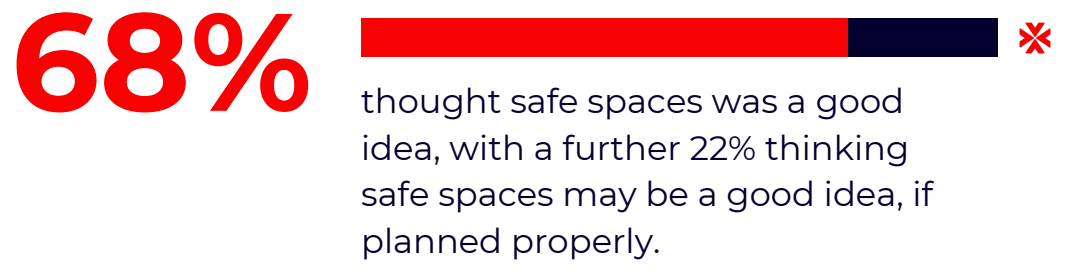
- • Pie Sports to be consistent at every game and to take orders from concession ticket holders, but also ask companion if they require anything, or if they are able to get their own (some may not be able to leave person they are supporting).
- • Volunteer young people recruited from local schools to assist people with limited mobility to return to their seat with their order (working towards Saltire Awards/DoE).
- • Accessible toilets to be RADAR key available only (need to ensure this is well communicated - Stewards to hold spare RADAR key to assist with accessibility). Ensure red cord not tied up.
- • Accessible toilets to include coat hook, shelf and full length mirror to be STOMA friendly compliant (possibility of box of gloves and disinfectant wipes)
- • Potential for floor markings at lowered kiosk counter, highlighting accessible service area.
- • Seating to be provided at kiosk area, to enable supporters with limited mobility/health conditions, to rest while waiting (Buddie benches, which can be used as safe spaces)
- • Accessibility in hospitality to be considered when taking bookings. **IP**
- • Food kiosk to have accessible menu\* (laminated A3 available on wall area and on counter for ease of ordering). **IP**
- • Pie Sports staff provided with Laminated menu cards or key card menu (flashcards) which can aid communication). **IP**
- • SLO and DSO to be more visible within the stadium on match days, to provide support, if needed. **✓**
- • Cistern & Lighting to be fixed in accessible toilets.
- • TV's to be installed at kiosks (quiet space to watch the game, if required).
- • Quiet area allocated in family stand (and branded) -can be used by people needing a quieter experience (also service /guide dogs)
- • Possibility of cup holders/trays in wheelchair platform for hot drinks/food (clip on trays - see link at end of report) **IP**
- • Poncho's available for wheelchair users (to purchase, if required)?
- • Fresh drinking water available (drinking fountain/tap)

\*I Am Me can assist with easy read laminated menu cards and communication aids



# SAFE SPACES

Safe spaces for people to access if they feel unwell, lost, overwhelmed or just need a quiet space.



FINDINGS

- A safe space could be created at the bench area adjacent to the kiosk, where people can go if they are feeling unwell, lost, overwhelmed, or just need a bit of space/time. These spaces could be advertised as a safe space and monitored by kiosk staff and stewards to ensure support can be provided, if required. There was strong support for this idea, with suggestions to name the benches **'Buddies Benches'**.

There is potentially an opportunity to work in partnership with Men's Shed or Community Payback team to develop the benches. - widening opportunity for people to attend?

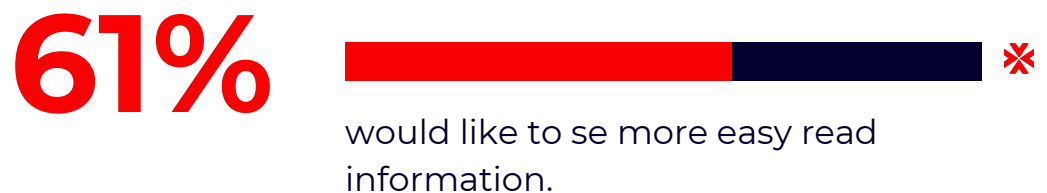
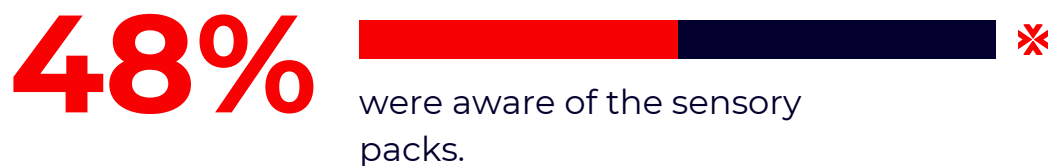
- This question also highlighted some discussion around a quiet space for people to watch the football (e.g. someone with autism, who may want a quieter experience, or younger children who may not be accustomed to loud crowds). It was discussed that a sensory room would not be suitable however, a quiet space (marked) within the family stand, where no drums/equipment is permitted) could be considered.
- Defib / First Aid information displayed inside notice boards in each stand. Staff trained on Mental Health First Aid. Research into number of blind/braille users to analyse cost v benefit of providing braille information (menu etc).




# SENSORY PACKS & EASY READ INFORMATION


Sensory packs have been developed by St Mirren Charitable Foundation and are made available for booking.

Easy read information usually consists of larger print, reduced text and the use of pictorial information.



Sensory packs are available via the Charitable Foundation. These need to be booked in advance of the game and include items such as headphones and sensory toys.

- The bags can be used by adults or children who may require additional support on match days. It is advised that the bags are made available for on-the-day bookings also. It is also suggested that anti-bac wipes are included within the bags, enabling users to ensure that suitable hygiene is considered before use. 

- Easy read information is relatively easy and low cost to implement and it is suggested that consideration is given to including easy read information such as: 

- menus
- key information such as fire procedures and first aid provisions.
- communication cards for staff/stewards
- communication cards for inclusion within the sensory packs.

\*I Am Me Scotland can assist with the development of communication prompts, cards and sensory packs.



## OTHER (SMDSA)

Stuart McCabe (Chair) and Steven Holgan (Secretary) from SMDSA completed a walk/wheel around with John Needham (Chairman) Lynsey McLean (General Manager) and Keith Lasley (Chief Operating Officer). The results of this were forwarded to I Am Me for inclusion in the review.

### FINDINGS

- Could we investigate funding of "buttons" to operate the double doors throughout the stadium? (Grants may be required)
- Lighting in certain areas of the car park could be improved **IP**
- Could we facilitate access to the "Home" car park from the "Away" end (in case of need) for disabled fans?
- Could we make it clearer who should park in each of the 9 allocated Car Park spaces (Name/Car Reg)?
- Longer term could Disabled Toilets be provided nearer the Disabled platform?
- Can we remove the High Chairs from the Disabled Toilets? **✓**
- Can a sign be provided asking for the Baby Changing shelf to be folded away after use? **IP**
- Investigate giving level access to the Disabled Platform (uneven due to raised wooden flooring)
- Could Stuart be provided with the rates for advertising boards so that he might seek a sponsor? **IP**
- Could more fans/companions be accommodated on the platform to help meet increasing demand?
- Should we introduce fixed seating for companions? **IP**
- Supply cup holders on the disabled platform
- Could we provide wet weather protection for fans in the front row seats (if they are unable to get access to the platform)?
- JN to introduce Stuart to Council CEO to better organise transport to Away matches **IP**
- Stuart to investigate a way of paying for the Disabled buses that doesn't entail payment of VAT **IP**
- JN to introduce Stuart to Fraser Robertson to ensure all 150th Anniversary events are accessible and advertised as such **IP**

# CONCLUSION



Supporter engagement, including the sharing of personal experiences and their impact, has played a key role in shaping the content of this review. First-hand accounts have helped identify areas where accessibility within the club can be improved.

The St Mirren Disabled Supporters Association (SMDSA) has an opportunity to grow in membership, visibility, and activity (current membership includes 19 people). Establishing a more formal structure and a clear plan outlining the group's goals and approach would strengthen its role. I Am Me Scotland will continue to support SMDSA in the coming months, with the aim of helping it achieve charity status, develop a formal framework, and create an accessible membership process. A more formal partnership between the club and SMDSA would be beneficial, ensuring that membership is actively promoted to all disabled supporters and/or their carers. While current membership largely focuses on mobility-related needs, adopting a pan-disability approach would enhance representation and provide a valuable voice in future policy decisions and accessibility developments.

Supporter feedback highlighted that not all fans have access to digital platforms, and some may face challenges with digital literacy. A suggestion was made to introduce a monthly newsletter that could be emailed or posted to members and supporters, helping to keep everyone connected with the club. This newsletter, potentially developed by SMDSA, could include useful information such as details for carers, disability transport options, accessible parking, and ticketing updates. There was also a recognised need for physical information boards within the stadium to ensure non-digital supporters remain informed and engaged.

# CONCLUSION



The review also revealed dissatisfaction with a policy change that was perceived to have been introduced without prior consultation. Supporters expressed a desire for the club to engage with fans before implementing any changes that could affect individuals/groups. This consultation could take place through a fan steering group—acting as an advisory body—or through SMDSA, provided its membership reflects a broad range of disabilities.

The current disability ticketing policy presents disadvantages and imposes additional barriers for disabled individuals. It is recommended that the policy be further reviewed and revised to ensure disabled supporters are not treated less favourably than others, nor required to meet conditions that lack understanding of the diverse and variable nature of disabilities and health conditions.

Although the review has identified many areas that could be improved, the majority of these are easily implemented and have a low cost associated.

In addition to the suggestions for improvement, there was a clear sense of dedication, investment, and pride in the Club. This was especially evident in the recognition of the extensive community-focused initiatives and the wide range of accessibility measures that are already in place. It was noted that the 'Help a Buddie' tickets could be used to support different groups, such as foodbank and refugee and asylum seekers, including unaccompanied young people (via Who Cares).

Finally, the review has clearly demonstrated St Mirren's strong commitment to ensuring that all supporters can enjoy their connection with the club. To foster a continued positive and inclusive relationship, the club is encouraged to conduct annual supporter satisfaction reviews and actively involve fans in policy decisions that may affect individuals or groups.

# DISABILITY FRIENDLY



Following St Mirren reviewing the recommendations, with an aim to agreeing what can be implemented and what requires further consideration, I Am Me will assist with the development of an accessibility policy. This will coincide with the I Am Me team delivering 'Disability Friendly' training to the club staff and volunteers.

The training will consist of an overview of Disability (including hidden disabilities), highlighting the barriers that people can face and the importance of inclusive working practices.

Once training has been completed, the club will be recognised as the first registered Disability Friendly football club in Scotland.

St Mirren will identify a Disability Champion, within the club staffing team, who will be responsible for ensuring that all current and new staff and volunteers receive access to the training and that the club are continuing to support disabled people to feel valued, respected and included.

I Am Me will continue to link with the Disability Champion to ensure training and resources are available to staff and volunteers.

DISABILITY FRIENDLY



St Mirren Football Club

# NEXT STAGES



It is recommended that St Mirren carefully review the outlined recommendations, considering which actions can be implemented in the short term, which require planning, and which may need further discussion—particularly in relation to practicality, cost, and overall benefit.

Additionally, it is advised that supporters be invited to join an annual review group to assess the impact of any changes and identify ongoing needs.

I Am Me Scotland will continue to work in an advisory and support capacity with the St Mirren Disabled Supporters Association (SMDSA), helping to strengthen its role within the club.

## THANKS

I Am Me would like to thank St Mirren for providing this opportunity undertake this accessibility review. The team have been provided with the access, support and assistance required to enable them to openly assess all areas of the club. There was a recognised and strong support for the club from all participants and a genuine desire for the club to be the best it can be.

## RECOGNITION

As part of this review, I Am Me Scotland looked at many of the other Scottish Football Clubs and would like to commend St Johnstone Football Club in an accessibility policy/statement that is clear, available and easy to read. This provided a helpful benchmark when assessing good practice already in place in Scottish Football Clubs.



# Making Accessibility Easier



OUR TOWN OUR TEAM SINCE 1877