

SIMON DAY

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Seconded by Roger Titford



I have seen many changes at Reading Football Club over the years, some good, some bad. One of the best companies I worked for had 'Love Change' as one of its values. Something I still remember and try to do to this day. Reading Football Club needs to change to bring fans back on board and I truly believe that STAR can help the Club to see this and listen. I would like to see more done to help disabled fans and encourage more to come, especially those with invisible disabilities. As a hearing aid user I struggle massively on match days. The tannoy system is so bad I cannot wear my hearing aids. To be honest, I don't mind that so much, but it doesn't make me feel included at times. But, the food and drink counters in the concourses should have hearing loops – ideally all but if not at least some. Another suggestion I have is accessible toilets. As far as I know there are only 'disabled' toilets – and not many of those. It is not just physically disabled people that need a different toilet. Just a few examples are those with a stoma bag, or IBS, or on the autistic spectrum. That's only three and there are plenty more. The club needs to be more inclusive of its diverse fanbase.

Another thing I would love to change is the food outlets outside the stadium which I realise may be a pipe dream! Blue Collar changed the whole matchday experience and it would be amazing to have them back. I'm sure I remember the Club saying that things would be reviewed so if this is raised enough maybe we can drive a change back to Blue Collar.

Finally, one of the smallest things that makes the biggest difference is communication; from STAR and from the Club. I can't directly do anything to change the communication from the Club but I would love to help with communications from STAR. I write communications for my works disability diversity group and also assist the communications team so it would be great to share my experiences and skills.