

NDCS Press release

For release: ASAP

Codnor Boys FC and GFC Codnor pledge to be deaf friendly

Codnor Boys FC and GFC Codnor , a local *FA Charter Standard Club* have become one of England's first 'deaf friendly' football clubs by signing up to the NDCS Deaf Friendly Football Club Pledge. By signing the pledge recently launched by the National Deaf Children's Society (NDCS), the Club has committed to opening up the sport to deaf people.

The Deaf Friendly Football Club Pledge is part of a ground-breaking NDCS project designed to make football more accessible to all deaf children. The pledge has been developed to ensure that FA Charter Standard Football Clubs are Deaf Friendly and are committed to creating equal playing and coaching opportunities for deaf people.

Hayley Jarvis, NDCS Sports and Leisure Activities Manager explains:

“We know there has been a severe lack of football opportunities available from grassroots to elite level for deaf children and young people in the UK in the past. Deafness makes it harder for children to communicate which can be very isolating. Many deaf children and young people find it difficult to participate in football because clubs are not set up to provide good communication.

The Deaf Friendly Football Club Project is revolutionising the sport at all levels for deaf children and young people. Every football club that shows its commitment to deaf children by agreeing to sign the pledge will meet with NDCS' dedicated Football Development Officer and receive expert knowledge and resources to aid the club in being truly deaf friendly. We are delighted that Codnor have signed the pledge, and committed to giving deaf people an equal opportunity to play football.”

Wayne Griffiths, Codnor's Disability Head Coach, says:

“Codnor Boys FC and GFC Codnor are proud to have signed the Deaf Friendly Football Club Pledge. We are looking forward to developing our playing and coaching opportunities for deaf people in our community and ensuring we help them reach their full potential in the sport. We are committed to supporting deaf footballers and ensuring that the Club and its officials are Deaf Friendly.”

Resources that will be provided to clubs that sign the Pledge include the opportunity to take part in NDCS’ unique Coaching Deaf Footballers course, developed with support from the Football Association, a British Sign Language for Football course, a coaching DVD, practical support and assistance from NDCS volunteers, and help in promoting any deaf friendly football activities.

Thirty football clubs have already signed the DFFC pledge and are now working with NDCS, including Arsenal, and Manchester United.

The NDCS Deaf Friendly Football Club Project is being funded with the help of a £211,608 grant from the UK’s largest sports charity, the Football Foundation, which invests money from its partners – the Premier League, The Football Association, and the Government – into good causes. Funding for the project has also been provided by Phonak UK and Sportsmatch.

If you would like to join Codnor Boys FC or GFC Codnor then please contact Wayne Griffiths on 07970 277335 or email wanner2@aol.com.

For more information on how you, your child or your club can get involved please contact NDCS Football Development Officer by email at football@ndcs.org.uk or phone: 0121 234 9820 (v/t). You can also find more details at www.ndcs.org.uk/football .

-Ends-

Notes to editors

Photos available on request

For further information please contact:

Philippa McIntyre, NDCS Media Relations Officer
Tel: 020 7014 1149

Email: philippa.mcintyre@ndcs.org.uk

Rory Carroll, Football Foundation Communications Manager

Tel: 0845 345 4555 ext 4280 or 07710 274 285

Email: rory.carroll@footballfoundation.org.uk

The Deaf Friendly Football Club Pledge requires the following commitments:

- To ensure that the whole club is deaf friendly
- To promote effective communication
- To ensure that the club officials recognise the abilities of all deaf footballers and develop their game to help them reach their full potential
- To create equal playing and social opportunities for deaf footballers

The Deaf Friendly Football Club project will help clubs achieve these commitments in the following ways:

- Offer club coaches and officials the opportunity to take part in the unique Coaching Deaf Footballers course, produced in partnership with the FA
- Provide club with resources, including the DFFC Coaching Deaf Footballers DVD
- Add club details to our database of deaf Friendly Clubs. This will be accessible to all through our website
- Provide opportunities for the club to access NDCS volunteers, including communicators
- Help support and advertise any deaf friendly activities the club may organise
- Find possible links and partnerships to local deaf organisations and clubs
- Offer support and guidance from the NDCS Football Development Officer

About the NDCS

- The National Deaf Children's Society (NDCS) is the national charity dedicated to creating a world without barriers for deaf children and young people, by supporting them, their families, and professionals working with them.
- Three babies are born deaf every day and 90 per cent of deaf children are born to hearing parents with little experience of deafness.
- There are 35,000 deaf children in the UK.
- Parents with concerns about their child's hearing can contact the NDCS Freephone Helpline on 0808 800 8880 (voice and text) or email helpline@ndcs.org.uk open 10am – 5pm Monday to Friday, or access the website at www.ndcs.org.uk
- The NDCS uses the term 'deaf' to mean all types of deafness, including temporary deafness such as glue ear which affects one million children aged 0-8 years-old every year.

About the Football Foundation

- The Football Foundation is dedicated to revitalising the grass roots of the game, constructing modern football facilities, developing football as a force for social cohesion and as a vehicle for education in communities throughout the country.
- Funded by the Premier League, The Football Association, Sport England and the Government, the Football Foundation is the nation's largest sports charity with a £45m budget going straight into the heart of football.

- Since its launch in July 2000, the Football Foundation has funded over 4,000 projects worth over £500m
- For more information visit www.footballfoundation.org.uk

About Phonak UK

- Phonak is a prime supplier of hearing instruments to children through NHS Audiology departments. Phonak is also a world leader in wireless communication solutions to adults and children. From its office in Warrington, Cheshire, Phonak also distributes products to hearing healthcare professionals across the United Kingdom and the Republic of Ireland.
- For further Phonak product information please visit www.phonak.co.uk.