

Question 1: Which of the three options do consultees favour, and why?:

The Everton Foundation favours Option 2: An increase in audio description to 20% for all channels required to provide access services.

As a provider of sporting opportunities for blind and partially sighted people, as well as training and education, The Everton Foundation is committed to championing the rights of our service-users in all aspects of society. We strongly believe that audio description gives individuals with sight loss the opportunity to enjoy television and other forms of visual media/arts, much more comprehensively than ever before. With advancements in this type of technology we feel that 20% of AD provided by all channels is a fair requirement for socially responsible broadcasters and public arts/sports venues.

Question 2: Do consultees have any further suggestions for future access service provision? If so please provide the rationale for these suggestions:

As a charity operating within the professional sports sector, we at The Everton Foundation would like to see a closer consultation between AD providers and professional sports clubs, to implement a minimum requirement and standards towards the use of Audio Description at sporting venues. Many of our service-users would like much better access service provision made available at local sporting venues here in the North West.

Everton Football Club would be happy to take part in any consultation or pilot projects in relation to this.

Comments: