

Breaking Down the Barriers

What is a barrier?



Physical Barriers

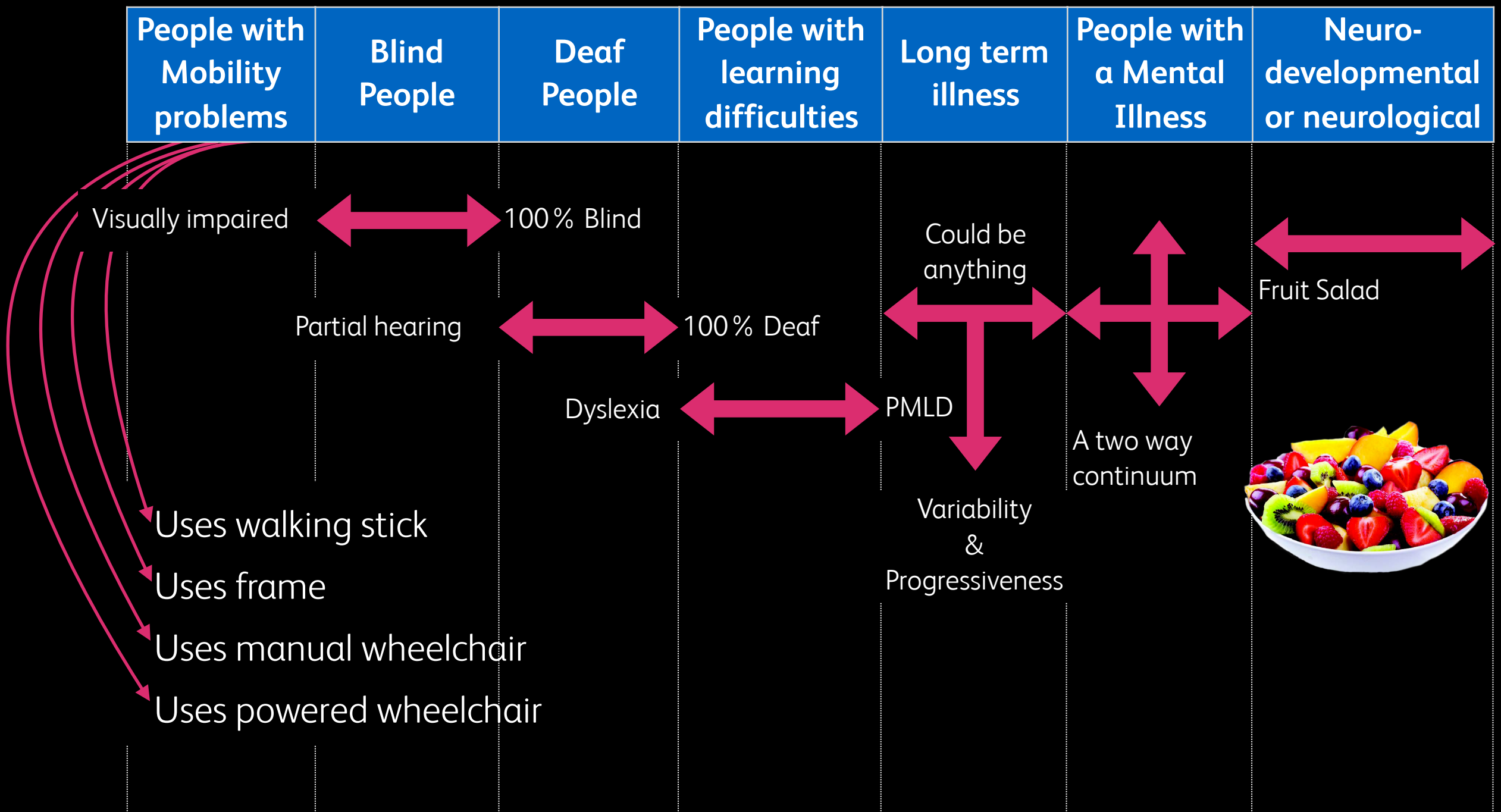
What is a barrier?



Attitudinal Barriers

Physical Barriers

Being Inclusive



What is a barrier?



Physical Barriers

- Environmental Barriers
 - Stairs
- Informational Barriers
 - Small text
 - No alternative formats
 - No sign language or palantype



Attitudinal Barriers

- Prejudice
- Discrimination
- Ignorance
- Patronising behaviour
- Refusing to help
- Not allowing assistance dog
- Hate Crimes

Accessibility - first steps

Means considering and budgeting for access before you do **anything** else

- 📌 Importance of budgeting for access - so many reasons
- 📌 Crucial items for budgeting
 - ★ Sign language interpreters/ palantypists/ loops/ IR etc.
 - ★ Live Audio Description
 - ★ Alternative formats for Information
 - ★ Front of house
 - ★ Mobility issues

Accessibility in Marketing

Means doing your marketing right

📌 Targeting

- ★ Reaching a wider audience

📌 Legibility of printed materials

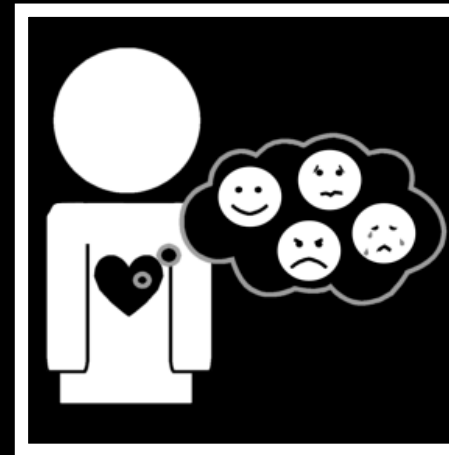
- ★ Fonts - size and spacing

- ★ Backgrounds and colours

- ★ Using Symbols (Pictos)

- ★ and Bonnington,

Easy on the i, Photo Symbols etc



Accessibility in Marketing

Means doing your marketing right

- 📌 Alternative formats for printed material*
 - ★ Large Print, Audio, Braille
 - 📌 Using own websites, apps and social networking sites effectively
(**WAVE** - wave.webaim.org)
 - ★ Make sure you use the alt tags in Twitter, Facebook, Instagram and even now in MS Word
 - 📌 Truth telling
 - ★ Accurately list access provision: what you have and what you do not have
- * see docs in download pack

Accessibility in booking

Means getting vital information during the booking process

- 📌 The Booking Form/Page itself
 - ★ Same issues as for marketing - keep it legible
- 📌 Ask about **Access Requirements** NOT Special Needs
 - ★ How do people know what to ask for?
 - ★ Tick boxes for some things, blank space for everything else

Accessibility at the venue

Indoor Venues - if not your own

- 📌 Check it out for yourself - never trust that it is truly accessible
- 📌 Parking Spaces - proximity to venue and enough blue badge spaces
- 📌 Public transport routes and times
- 📌 Directions to accessible entrances
- 📌 Access to all spaces, for all users, including toilets, cafe or other food service
- 📌 Facilitating quiet/er spaces

Accessibility of information

Means giving everyone the same access to information

📌 Alternative Formats for written info

★ Large Print, Audio, Braille

★ Read it out (specially with presentations)

★ Dyslexia Font  OpenDyslexic3

📌 Interpreting spoken information

★ Induction Loops/ Infra Red

★ Palantype

★ BSL Interpreters or SSE or Lip Speakers

📌 Easy Read or Symbol Supported

Assisted Performances or Screenings

- Sign language interpreted
- Palantype (speech to text)
- Captioned / sur/subtitled
- Subtitles relayed to iPad
- Audio description
- Relaxed showings
- Integrated access



Sign Language Interpreters

NRCPD

The National Registers of Communication Professionals
working with Deaf and Deafblind People



ASLI

Association of Sign Language Interpreters



A national charity since 1911

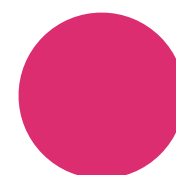
Palantype/ Speech to Text

NRCPD

The National Registers of Communication Professionals
working with Deaf and Deafblind People



[ubiquus]



Accessibility - keep at it

Monitoring and Evaluation = Continuous Improvement

- 📌 Ask the right questions
- 📌 Pass on any suggestions/ complaints to the team
- 📌 If in doubt, consult

End