

***Wales Council for Deaf People (WCDP)  
Top Ten Tips for Deafblind Awareness in Cinemas***

1. Become Deaf and Deafblind aware. Offer opportunities for your team to learn about the eight different types of deafness,
2. Consider how accessible your website is for Deaf, Deafblind & Hard of Hearing users (such as easy navigation, plain language and captions on audio/visual content),
3. Offer a good selection of screening times, offering accessible formats wherever possible. Separate screenings at unusual times may make Deaf, Deafblind & Hard of Hearing audiences feel excluded,
4. Work on your welcome - maintain eye contact and use a natural rhythm. Read WCDP's communication tactics on our website for more information,
5. Make sure your tickets and menus are clear and easy to read,
6. Consider your seating - including good eye lines, where subtitles are not obscured. Be aware, some Deaf Deafblind & Hard of Hearing visitors may want to reserve seats to maximise sound, ensure they are aware that reservations can be made,
7. Lighting in the cinema itself is also important, it can be helpful to show the way or to create a relaxed environment,
8. Install a hearing loop. Not all hearing aid users use loops, so as technologies develop, it's important to explore other options such as handheld devices, screens on the back of seats or smart glasses / goggles,
9. Budget for BSL translation at live events such as Q&As,
10. Connect with local partners and D/deaf community members to develop and promote your screenings.

Find more information at: <https://www.wcdeaf.org.uk/>