

Top Tips #1

Learning & Development

- Some venues are at the start of their accessibility journey and keen to learn from other venues. This is especially true if they are expanding into other art forms and reaching new audiences.
- **Recommendation: Engage with other venues and access consultants to implement good practice.**



Photo: Dan Pedler

Booking & Website Accessibility

- Include as much information as possible on the website including the running time, the venue, how far the car park is from the entrance, what the entrance is like, what toilets are there etc so that people are equipped to make a decision.
- **Recommendation: Ensure website accessibility, including screen reader compatibility, appropriate font size, and contrast settings.**



Travel & Venue Information

- Public transport accessibility challenges exist (e.g., buses not stopping).
- Providing information on transport options, including nearby bus stops and accessible routes, is essential.
- **Recommendation: Include clear travel and access information on the website, including routes from bus stops and parking options.**

Signage & Communication

- Clear, simple signage is essential, including directions to accessible toilets.
- Use plain English. It's better for everyone inc. neurodivergent people and those for whom English is a second language.
- Unclear signage means new audiences are left to ask for directions, which may feel uncomfortable.
- **Recommendation: Improve signage clarity and ensure key information is easy to find.**



Photo: Paul Blakemore

Human Signage & Staff Support

- Complement signage with well-informed staff to guide visitors.
- Staff should introduce themselves, state their role, and ask if assistance is required.
- Recognise that visual impairments exist on a spectrum; not all visually impaired individuals use canes or guide dogs.
- **Recommendation: Develop a strategy for 'human signage' with clear roles for staff and volunteers. Train staff to confidently and proactively engage with disabled visitors without making assumptions and embed confidence around language and approach.**

Photo: Paul Blakemore

