



Eight Key points to help you put on an accessible and inclusive heritage event

1 Planning

Think of your event like a journey with a beginning, middle and end. If you plan with details you will be able to make the experience more accessible to all.

We believe that access is for everyone and should be thought about right at the beginning of planning and putting an event together. Your event may be for families, young people, or elders, however, your audience may come from diverse cultural backgrounds and could have differing needs. Think about who you want to come to your event.

Three important questions to ask are:

Who are you excluding?

Why are you excluding them?

What can you 'reasonably' do to improve access and enhance their experience?

Make sure that you cost and book access support well in advance. This may not mean having to make 'big' or 'costly' changes, but it does mean thinking about what 'reasonable steps' you can take to improve access.

Local community group's access officers or local deaf & disabled people may be able to help you to improve access for your event. There is advice and support available for you

2 What kind of event is it?

- For example, trail, guided walk, talk, family activity or exhibition
- Be as imaginative as you can, think about creative approaches. The Accentuate Heritage Trail Blazing Toolkit, has been designed to give you some ideas www.accentuateuk.org/?location_id=2192
- You can do a lot with a little money

3 How will people find out about your event?

- Consider providing marketing materials in a range of formats including large print, website and social media.
- Try to use plain English, clear texts and fonts
- Include pictures and images
- Be clear about what you can offer and what you can't, this helps disabled people make informed choices
- Seek advice to ensure you are using the right access symbols.
- Build up a good mailing list, make contact with local group's of Deaf and disabled people.



Eight Key points continued...

4 How will people get there?

- Consider providing a simple map of the site including giving an idea of the size and scale of the site
- Consider providing information about local public transport, including trains, buses and taxis, let people know how far they have to walk and how much it might cost
- Consider forging links with local community transport providers

5 Meeting and greeting visitors?

- All of us are different. We all want to be treated with equal respect
- Try not to make assumptions based on appearances,
- You may not always be able to tell whether a visitor is disabled, some people will have hidden impairments
- Welcome every visitor in the same way, offer help and assistance to everyone who comes to your event
- Consider providing your staff and volunteers with Disability equality awareness training, so they have a broader understanding of the needs of Deaf and Disabled people

6 Venue and site access?

- Consider physical access for wheelchair users, families those with buggies
- Do you have good level access?
- Could you provide ramps?
- How many steps are there?
- Is there enough seating?
- Consider the signage?
- Consider the layout and lighting?
- Consider providing induction loops?
- How far will people have to walk on a trail, where are the stopping points?
- Where are the nearest accessible toilets?
- Where are the nearest refreshments?

7 Some low cost solutions?

- Consider holding object handling session
- Consider providing large print information books
- Consider blowing up photo's, with written descriptions
- Consider using music to enhance atmosphere – making simple MP3 recordings
- Consider providing magnifying glasses with torch provision



Eight Key points continued...

- Consider providing written notes of talks
- Consider involving volunteers to offer additional assistance
- Consider taking your event to a different setting – using an outreach box
- Consider buying a portable ramp – there are a variety of outlets including Lloyds pharmacy that sell low cost solutions
www.lloydspharmacy.com/en/mobility-daily-living/keeping-mobile/wheelchairs-accessories/
- When working with new materials or a new trail, try it out, practice how to use objects, photos so they become a natural part of your talk
- Consider creating your own audio trails and exhibition labels. Low cost devices such RNIB's *Penfriend's* or Mantralingua's *Discovery Pens* enable you to record your own labels using your own voice www.rnib.org.uk/shop or www.mantralingua.com

8 Gathering feedback from events to help you improve access

- Your visitors are the best people to ask how accessible your event is
- Consider linking into any local access or disability group's – ask people what kind of events they would like
- Consider involving disabled people to lead events

For further tips and resources look at the Accentuate Heritage resources pages of the Accentuate website:
www.accentuateuk.org/resources-accessible-heritage-events

By Liz Porter: Access and Heritage consultant for Accentuate Heritage.
E: Heritage@accentuateuk.org
www.accentuateuk.org