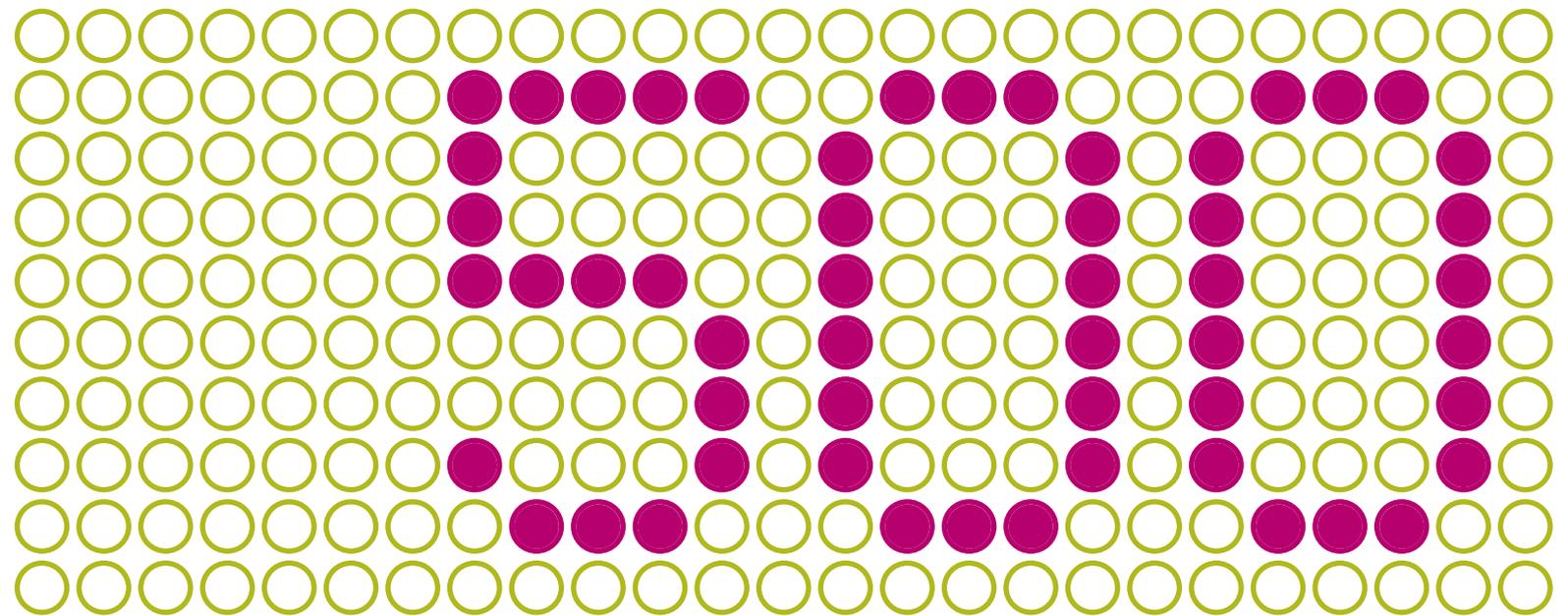


# The Accentuate story 500 days and counting



**“As the 2012 Olympic and Paralympic Games draw closer we have a once-in-a-lifetime opportunity to create a change in the way disability is viewed. Accentuate is a key part of this change, using the inspiration of the Paralympics to influence thinking and ways of working on a local, national and international level. Its range of projects reaches across sectors and silos to bring people together under a single aim – a permanent cultural shift.”**



**Ann Cutcliffe OBE**  
**Vice Chair of the British Paralympic Association, June 2011**

# Foreword

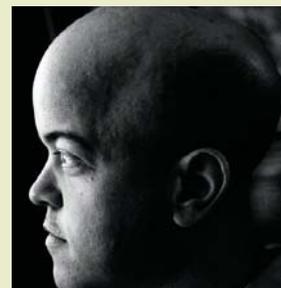
**I am so impressed with what Accentuate has achieved in its first 500 days.** Literally hundreds of opportunities have been created for disabled people – to have their work shown, to volunteer their skills, to visit cultural projects, and to gain access to employment opportunities. At the halfway mark, this project has shown it is about action, not just words.

**Disabled people are tired of nice words.** If we are to transform our society and take advantage of the once-in-a-lifetime opportunity presented by the Olympic and Paralympic Games they need effective actions. Of course, we need to remove barriers and invest in people. But this is not enough. Looking globally, Britain has so many of the right disability policies and services already in place. But we still have not witnessed the necessary breakthrough in the participation and prominence of disabled people.

In my opinion, the key is visibility. If children can see disabled kids in their school, then they will grow up with more understanding and less prejudice about disability. If we can watch disabled performers and sportspeople on our stages and in our arenas, then we will understand that disability is not incompatible with excellence and success. If disabled people themselves can observe that their fellow disabled men and women are not settling for second best, but are among the leading creative and athletic representatives of our country, then they will be inspired to strive and achieve.

**The time for pity and self-pity is past.** We cannot go on blaming other people if we fail to make a difference. We need, as a society, to recognise disability talent, to back that talent, to support that talent and to reward that talent. We have to set the very highest standards for ourselves, if we are to transform ways of thinking about disability, forever.

**Tom Shakespeare**  
Research Fellow,  
Institute for Policy  
and Practice,  
Newcastle University  
and  
Accentuate Ambassador



# 500 days and counting...

**In 2009, the seeds of change were sown at the launch of Accentuate. Since that time, the commitment of the cultural agencies, the funders, the project leaders and the many hundreds of individuals involved has been unwavering. New ideas, new ways of working and innovative projects have contributed to deliver some truly amazing results – how many other programmes have delivered many millions of pounds to the local economy, created hundreds of employment opportunities, and worked across the cultural sectors in a productive, cohesive way in just 500 days?**

Screen South, the regional Screen Agency for the South East, is the home of Accentuate. Screen South is proud to be brokering productive relationships not just in film and media but across the whole cultural and creative industries. One of the unique things about Accentuate is its ability to deliver results through some tangible joined up work. Accentuate is not about silos, it is about implementing radical innovations, developing transformational new approaches and ensuring that we maximise the value of these new solutions by learning, replicating and adapting successful approaches across the sectors.

The UK has some of the world's most talented disabled creatives and the role of Screen South and Accentuate is to help promote this talent, nurture it and ensure that we are able to maximise economic benefits for individuals and the UK as a whole.

At its 500 day mark, Accentuate has much to celebrate. None of this would have been possible without the dedication of many organisations and people and we would like to take this opportunity to thank them all for their extraordinary work. We know that there are challenging economic times ahead but if Accentuate can continue to grow and innovate, then the possibility of the cultural shift that we all first dreamt of will become reality.

**Sarah Dance, Executive Director  
Special Projects, Screen South**

**Jo Nolan, Chief Executive, Screen South**

## **Accentuate: an enduring legacy**

Legacy Trust UK is proud to be supporting Accentuate, and we are delighted with the progress the programme has made to date in championing new ways of working and in creating partnerships across a range of sectors to challenge attitudes towards disability. The projects we fund will create a lasting legacy from the London 2012 Olympic and Paralympic Games, and at this half way point in Accentuate's programme, it is clear that this legacy will be an enduring one for the South East region and beyond.'

**Moira Swinbank,  
Chief Executive, Legacy Trust UK**

# 500 days of inspiring change: why we need Accentuate

“Accentuate and Screen South are blurring boundaries and supporting new ways of thinking about disability. By promoting the skills, talent and leadership of disabled people they are using the inspiration of the Paralympic Games to have an impact across the cultural sector and beyond. From cutting-edge new technology, to showcasing opportunities for artists, to projects supporting disabled young people to bring their message right into the heart of Parliament; the scale and scope of the Accentuate programme is extraordinary.”

The Right Honourable Jeremy Hunt MP,  
Secretary of State for Culture, Media and Sport

**Images on opposite page:**

**Top left:** StopGap Theatre Company – part of Sync SE

**Top right:** Paralympic athlete Helene Raynsford

**Bottom left:** Shaun Newcombe and  
Caroline Cardus – Our View

# Why we need Accentuate



**Accentuate is a ground-breaking programme of 15 transformational projects. All seek to change perceptions by showcasing the talents of deaf and disabled people. Its ambition is to ensure lasting change by providing deaf and disabled people access to opportunities to lead and to participate. During its 1,000 day life Accentuate intends to do something that no other programme has achieved to date – create a cultural shift in the way society views disability. By celebrating excellence and realising creative potential it aims to produce positive change in attitudes towards the valuable contribution made by deaf and disabled people across the South East.**

The appeal of the London 2012 bid was its ambition to give The Games a lasting and meaningful legacy, inspired by the Olympic Creed... *“the most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle.”*



Participation, regeneration and community enhancement were central themes of the London bid. These are reflected in the Legacy Trust UK projects. Accentuate is the London 2012 Legacy project for the South East, funded by Legacy Trust UK, SEEDA and the Regional Cultural Agencies. Legacy Trust UK is an independent charity whose mission is to support a wide range of innovative cultural and sporting activities which celebrate the London 2012 Olympic and Paralympic Games and which will leave a lasting legacy in communities throughout the UK.

The South East’s cultural agencies eagerly seized the opportunity to collaborate on Accentuate, seeing that it could bring lasting and sustainable benefit to the region by promoting talent through access to opportunity. By ensuring access for disabled people to high-profile and innovative projects, Accentuate intends to positively influence how people think and feel about disability.

Accentuate is a particularly appropriate choice as a South East Legacy project. It is inspired by the unique heritage of Stoke Mandeville Hospital in Aylesbury, the birthplace of the Paralympic Movement, and through this connection provides a real and tangible link between the region and the 2012 Games.

*“Things are never black and white. Some things need to change more than others and some people/organisations/areas are ready for more change than others. I like the phrase 'cultural shift' because it takes into account the starting point and allows for individuals or groups to take on what they are ready for.”*

**Accentuate Project Partner**

# 1 vision...

# 15 projects...

# 1000 days...

Accentuate's aim of making change centres on a clear vision and a mindset of joined-up thinking to focus energy and ideas on the same goal. Achieving this goal requires trailblazing ways of working to generate the kinds of opportunities that will make a real difference.

**Accentuate has five key outcomes these are to make the South East a place that is:**

- 1 Progressive:** boosting the region's economy by unlocking the skills of disabled people and creating new ways of working. Bringing new opportunities for young people to work with others in the region and other countries competing in the 2012 Games.
- 2 Welcoming:** making the South East the UK's most welcoming and accessible region for overseas and domestic visitors to grow the visitor economy it is leading the way across the UK for making historic environments accessible to disabled people.
- 3 Excellent:** becoming an international leader in disabled and deaf cultural activity by recognising and showcasing the South East's wealth of talent, developing the skills of the disabled leaders of tomorrow and attracting world class events to the South East.
- 4 Recognised:** capitalising on the transformational moment in the South East's role in the pioneering Paralympic movement at Stoke Mandeville, showing positive role models that raise hopes and aspirations.
- 5 Celebrated:** ensuring the world's media recognises the talent and creativity of the South East and celebrates the skills and experience of disabled athletes and artists moving away from the 'tragic but brave' portrayal, to one based on 'achievement, ingenuity and success. Working closely with the Cultural Olympiad to ensure that this important programme is as accessible as possible.

## Six good reasons...

### 1 Together we can achieve more...

Bigger things are achieved by joining forces. Accentuate brings together sport, arts, tourism, business, film, heritage and education agencies and organisations to work towards a common goal, so they're talking to each other, finding shared ground and realising what they can achieve by working together.

*"The buy-in Accentuate is getting from senior officers in organisations and politicians is amazing."*

**Accentuate Partner**

*"We have seen real shift in the way stakeholders view disability. If they continue to work in a more connected way that will ripple out."*

**Accentuate Stakeholder**

*"The South East's exciting and influential Deaf and disabled organisations and artists produce groundbreaking work, gaining increasing national and international recognition. Accentuate is vital in achieving our mission of Great Art for Everyone by giving artists and organisations the opportunity to take risks, showcase their work to wider audiences, develop their artistic practice and shape their future plans."*

**Sally Abbott,**

**Regional Director, Arts Council England**

### 2 Because things need to change...

One in five<sup>1</sup> people of the UK's adult population is disabled. Many experience negative attitudes and harassment. They face physical, perceptual and psychological barriers which prevent their full participation. Government statistics<sup>2</sup> and research reports<sup>3</sup> all tell a similar story – that disabled people are disadvantaged in many aspects of life.

*"Accentuate is trying to make change, get political support and reach as many people and sectors as possible. It is a drop in the ocean compared to the challenge. It is huge, but that doesn't mean we shouldn't try."*

**Accentuate Project Leader**

### 3 It's relevant and timely:

The 2012 Paralympics will unite many different cultures, ideas and ways of working. It's a one-off opportunity to lead a cultural shift in attitudes and challenge ideas and approaches to disability.

*"I live with disability and I feel the discrimination, not just people's attitudes. It is about policy and how people structure their business. Some sectors have changed but the private sector is still very stuck in its ways."*

**Accentuate Project Officer**

Changing perceptions of disability is highly relevant in a region which has seen the largest net growth in disabled people across the UK in the past seven years. Over half a million people in the South East have a disability. Employment rates and educational attainment is lower amongst disabled people and they tend to live in areas of deprivation<sup>4</sup>.

*"As people with impairments – we are disabled by the barriers that prevent us from taking a full and equal part in society. We live with disability in our day-to-day struggle to combat discrimination – but it is a mark of the barriers society presents – not something we actively possess."*

**Colin Hambrook,**

**Accentuate Our View Core Group Member**



**Left:** *Because* by Colin Hambrook – Up-Stream

<sup>1</sup> Office of Disability Issues

<sup>2</sup> Office of Disability Issues

<sup>3</sup> Disability Living Foundation

<sup>4</sup> *Public Perceptions of Disabled People: Evidence from the British Social Attitudes Survey 2009*, Luke Staniland, ODI

# Why we need Accentuate

## 4 It's making economic sense

*"Investing in disabled people's skills is a win/win situation for government, creating massive dividends for the economy and delivering greater equality at the same time... there is an eager and willing pool of workers that employers must look to tap into".<sup>5</sup>*

Disabled people have skills and talents that can – and do – contribute to the economy. By providing opportunities for them to reach their potential and encouraging a positive attitude to disability amongst employers Accentuate is supporting regional economic progress. London 2012 will boost an already buoyant UK tourism economy valued at £115 billion. The domestic disabled tourism market is worth £50 billion a year – by improving access and visitor welcome in South East attractions and accommodation Accentuate is supporting regional tourism businesses to reap the benefits of 2012<sup>6</sup>.

## 5 It's putting principles into practice

Since Accentuate was first devised in 2008, the ideas and aspirations of disabled people have been its inspiration. Our View is a group of leading deaf and disabled individuals from sport, the arts, media and the public sector who sit at the heart of Accentuate and ensure the views and contributions of disabled people inform every level of the programme. Our View consists of 'Project People' who shape project delivery on the ground and 'Core Group' who act as a steering group casting a critical eye on the programme and providing vision for moving forward. This quality assurance positions Accentuate as a leader in best practice and a role model for the approach it wants all organisations to adopt.

Recently the Our View Core Group have worked together to produce a publication. Until now there has been limited in-depth discussion or analysis around the differences and commonalities between the disability arts and sports sectors. The Our View blog on the Accentuate website has been an invaluable resource in reflecting these perspectives and has created a space to enable the development of ideas and understanding.

<sup>5</sup> Social Market Foundation, 2007

<sup>6</sup> Visit Britain

**Above:** Sign Dance Collective – Sync SE



The fanfare greeting the 2012 Olympics and Paralympics highlights the potential to draw together many diverse communities (whether elite, emergent or aspirational) and to offer the possibility of change and real legacy.

*"The political fissures between disabled sportspeople and artists are well ingrained, and each have operated in silos in the past. London 2012 is seen as an opportunity to bring these two communities together."*

**Jamie Beddard, Our View**

## 6 Change needs to start somewhere

Accentuate is the first step on a learning journey. Although disability is now more positively represented in our society, changing minds and getting change adopted takes time and effort. Accentuate is a means for disabled people to gain the influence to change things. Many of those involved are now more aware of the need to engage at top level to motivate change. It's about keeping up the momentum, continually feeding the debate and gathering support and resources.

*"Things are never black and white. Some things need to change more than others and some people/organisations/areas are ready for more change than others. I like the phrase 'cultural shift' because it takes into account the starting point and allows for individuals or groups to take on what they are ready for."*

**Accentuate Project Partner**

*"I have learnt how much disability is linked to class: there is a real sense of how the public view disabled people. They are seen as the lowest of the low. This is an attitude that really needs to shift."*

**Accentuate Project Leader**

# 500 days and taking stock:

## Accentuate is making a difference

**“I support Accentuate’s belief that disabled people must be at the heart of everything we do, and applaud the work that it has already done in promoting and encouraging the talent of deaf and disabled children across the South East Region. I can't think of a more fitting body to provide a lasting and diverse legacy for your region than one that is inspired by the near iconic Stoke Mandeville Hospital. I look forward to its continuing success.”**

**Ed Vaizey MP  
Minister for Communication,  
Culture and the Creative Industries**

## Accentuate has not only met

Over the last 500 days Accentuate has:

### Supported regional business growth

- by generating £8,161,927 GVA towards a 2012 target of £9,227,000.

**GVA generated 1,000 day target: £9,277,000**



**GVA created after 500 days: £8,161,927**



- by creating over 40 jobs and 180 employment opportunities – many held by disabled people. This is far beyond the 2012 target of 20 jobs.

**Jobs target: 20**



**Jobs created: 43**



**Filled by disabled people: 23**



- The productivity of the region's workforce will be boosted through developing the skills of over 5,000 disabled people and improving the practice of over 1,300 businesses, local authorities and third sector organisations.

### Accentuate has created:

65 career progression opportunities

26 international commissions for South East disabled creatives

100 disabled creatives take part in Accentuate showcases

10,407 more visitors attracted to South East destinations

1,013 more visitors for South East accommodation

469 disabled people have improved their skills

# targets, but smashed them!

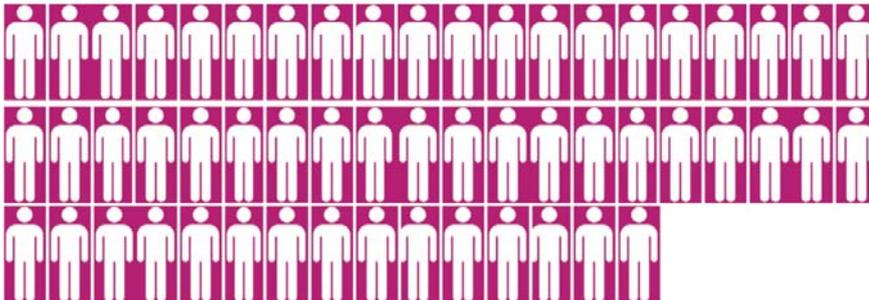
## Enhanced communities and increased participation:

- Accentuate's youth-centred projects will directly benefit 22,000 young people by enabling them to learn new skills, meet successful role models and receive expert mentoring.
- Over 500 volunteering opportunities have been created leading to new skills and qualifications.

**Volunteer target: 160**



**Volunteers engaged to date: 552**



**Volunteers gaining qualifications/skills: 164**



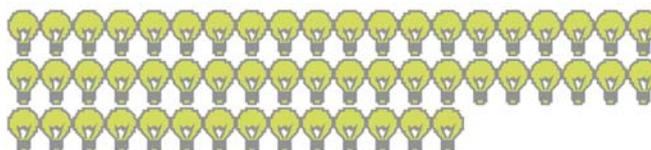
**Filled by disabled people: 69**



## Built capacity in the cultural sector:

- Accentuate is working with cultural organisations to build their skills and awareness about disability and to create new employment and volunteering opportunities for disabled people.

**1,000 day target: 1,364**



**After 500 days: 654**



## Accentuate has created:

**3,018 children and young people acquired new skills and confidence**

**512 businesses and 142 local authorities and third sector organisations benefit from improved knowledge of disability**

**24 toolkits to promote best practice in disability access**

**24 new networks to share learning**



## Accentuate is seeding organisational change

Accentuate is working with many of the region's major businesses and the voluntary sector. It's changing practice and perceptions:

*"Accentuate has changed attitudes enormously within the schools where we have worked. It makes me very proud to be involved in such work."*

**Accentuate Project Partner**

*"IPC is now a 'Sports Organisation' and not a 'Disability sports organisation. For some of our clubs it will have made a real shift in their thoughts and approaches. It has had a big impact on a few coaches."*

**Accentuate Partner**

*"LTUK is looking at disability more closely to see how our work with people with disabilities is looking. This stems from Accentuate's excellent job in the South East. One of the best examples of a shift is from a hotels/golf course hosting the Disabled British Open: now they really understand the value of making the hotel disability friendly."*

**Accentuate Partner**



Partners and stakeholders are learning a lot through Accentuate: it's creating more understanding about how and why different sectors – sports, arts, film, and heritage take different approaches to disability and that 'one model doesn't fit all'. It's fighting against silo thinking – disability issues can't be pigeonholed, they are better addressed through joined up thinking. Organisations are now more aware of the needs of disabled practitioners.

*"The disabled golf was good experience in learning about the needs of athletes for the facilities: next time round those venues and organisations will know what is needed."*

**Accentuate Partner**

*"Accentuate provides experiences that can be shared with others to educate. Behind the scenes it has seeded change."*

**Accentuate Partner**

*"For me sport is very structured – to do well you come away with a personal best and a sense of achievement straight away. With art it is completely different, so it has been a real eye opener."*

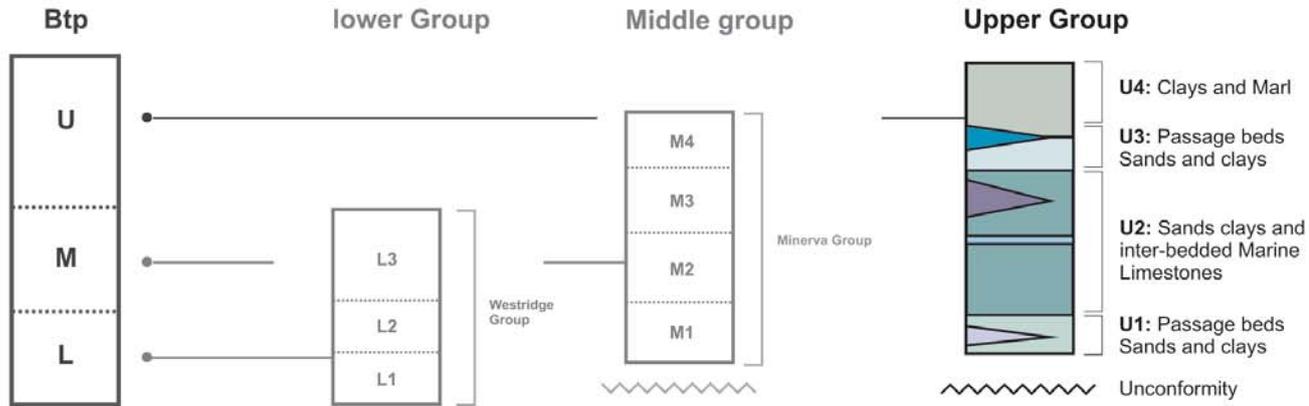
**Accentuate Partner**



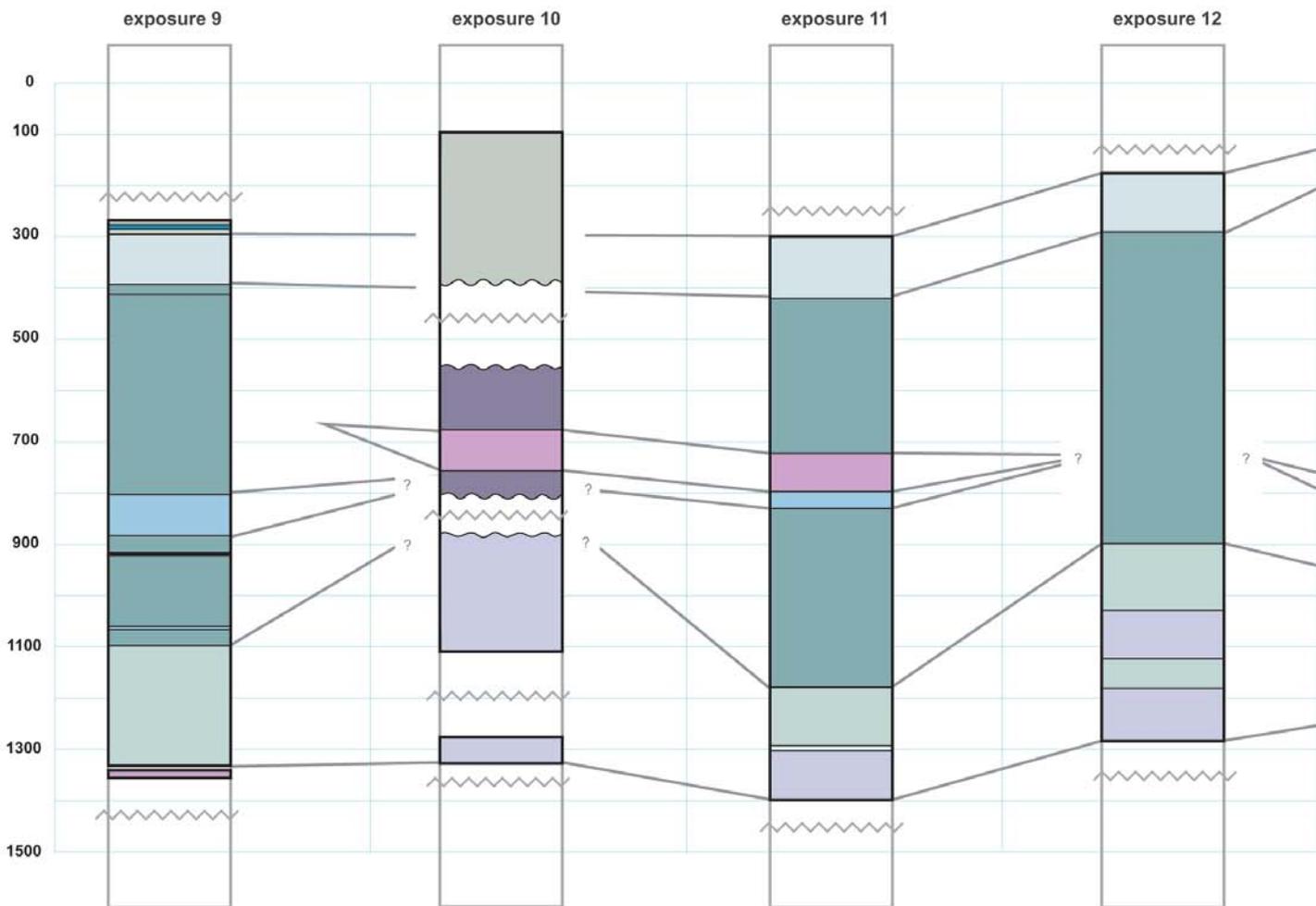
**Top right:** David Proud, actor and director – uScreen

**Above:** actor Mat Fraser and Paralympian gold medal winner Danny Crates

## Blue Touch Paper *Preliminary Stratigraphy (subject to revision)*



## Upper Group Exposure Correlations





**Stratigraphy**

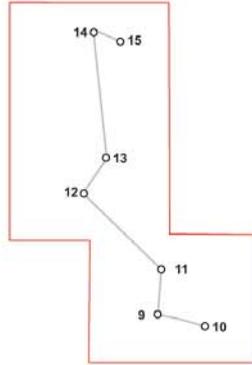
Esplanade Fm

Ryde Group inc  
Brading Limestone

**Petrology of note**

- EXTRUSIVE IGNEOUS ROCKS**
- B* Basaltic Rocks
- INTRUSIVE IGNEOUS ROCKS**
- G* Granitic Rocks (Unclassed)
- SEDIMENTARY ROCKS**
- Lst* Marine Limestone
- Lst* Impure Limestone
- Sand and clays

**Location Map**



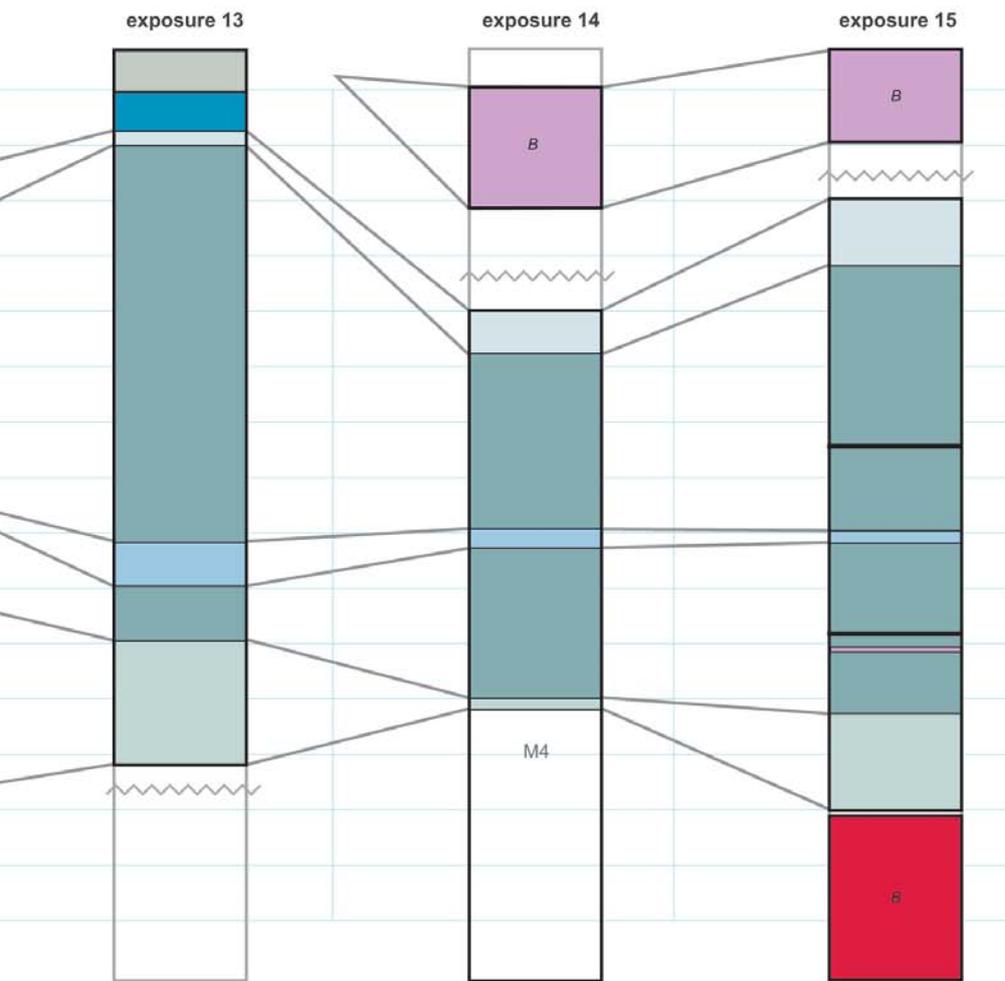
**Left:** Artist Jon Adams is Accentuate's Geologist in Residence.

Using Geological Society principles Jon is working on Look About, a unique mapping project that forms part of the Celebrate and Commission area of Accentuate.

We are proud that all Celebrate and Commission projects are also part of the Cultural Olympiad.

Jon's work on Look About will provide a geological perspective on the links, connections and disconnections that happen in the South East as a result of Accentuate and the Cultural Olympiad.

This image is a small fragment of the work in process and maps one part of the project Blue Touch Paper Carnival.



# 500 days of achievement



## Accentuate is ensuring that expertise is used and valued

Accentuate's influence on working practices was shown when Tourism South East asked Kristina Veasey, the Our View Project Person for Destination Zones, to give first hand advice on involving deaf and disabled people in improving access in the built environment across the tourism industry. The result is a valuable toolkit for improving disabled access.

*"Always involving users when ideas are first being formed is key to a successful outcome. The more that councils and organisations do this, the fewer problems there will be to iron out later, and money can be more effectively spent."*

**Kristina Veasey**

Accentuate's Creative Landscapes project in Hastings and Gosport further shows how disabled people's skills are being recognised and valued. A wide range of people in the two towns are involved in making Heritage Open Days more accessible and inclusive. A new role of Disability and Inclusion Member is now included on the Heritage Open Days Steering Groups in each town.

*"Working with the Disability and Inclusion Members has been invaluable for the Heritage Open Days project. They act as a challenge to the project partners, ensuring that improving access really does start to become central to our way of working."*

**Esther Gill, Outreach Manager, English Heritage South East**

## Accentuate is making the region more accessible

London 2012 Paralympic Games is expected to attract large numbers of disabled visitors. Accentuate is working with tourism businesses and agencies to bring in over 60,000 visitors to visitor and cultural destinations in the South East

It is ensuring that the region attracts these visitors by improving the accessibility and welcome of over 20 visitor attractions and accommodation providers.

Accentuate aims to have a wider strategic impact on the Tourism Industry and is pleased to sit on the DCMS Accessible Tourism Stakeholders Forum.

Improving infrastructure: Accentuate is improving disability access at six transport hubs and 20 visitor destinations.



## Accentuate is leading the way in accessing culture

Accentuate has created over 20 best practice toolkits and guides about increasing access to culture for disabled people.

### New Best Practice Tools

**1,000 day target: 4**



### New Best Practice Tools

**created after 500 days: 24**



**Top left:** Kristina Veasey – Our View

**Above:** *Doing Carnival* best practice toolkit – Celebrated

**Top right:** *Disabled British Open* by Steve Bailey – major event

**Bottom:** *Sensory Soundings* by Project Artworks – Creative Landscapes

## Accentuate is promoting excellence

Showcasing the excellence of regional deaf and disabled artists and creatives is changing attitudes. Accentuate's work with disabled and deaf artists is gaining recognition and exposure for their talent. New links are emerging as 24 new cultural industries networks are generated through Accentuate.

*"The key problem is the perception of disability arts as therapy or community-arts based movements. Accentuate is taking disability arts into the mainstream in a way that focuses on the art rather than the disability and gives prominence to work that will change the minds of mainstream organisations about what disability arts is and how they can engage with it."*

**Colin Hambrook,**  
**Editor, Disability Arts Online**

Accentuate builds on the progress made in the cultural sector on addressing the stereotyping and under-representation of disabled people. The under-representation of disabled practitioners in the cultural and creative sector combined with cuts in government funding means that they face an uncertain future. Accentuate wants its legacy to be a new dynamic group of deaf and disabled leaders who will carry out a lasting shift in attitudes.

*"There needs to be a substantial shift especially in relation to artists who are excluded due to the fact that the 'mainstream' arts world is very much about who you know and networking and contacts which very much excludes those with social and communication disabilities."*

**Accentuate Project Artist**



## Accentuate is showing positive role models

Positive coverage of the 2012 Paralympic Games is already leading to more positive perceptions of disabled people. But there still remains some unease about how society talks about disability. With 500 days to go to the 2012 Games now is an opportune moment to bring about a cultural shift, making the most of the 2012 Paralympic Games.

*"There is a strong need to shift the way society sees disability. There is an excellent opportunity to ride on the excitement and publicity that the Paralympic Games bring. There is still stigma around disability and it is difficult to create a common message around how to talk about it. Groundbreaking projects such as Accentuate really show that being disabled doesn't mean what it used to; it's just being abled in another way."*

**Accentuate Project Leader**

## Accentuate raises the game

The level of professionalism shown in the Disabled British Open Golf attracted significant international players and raised its quality to a level many other disability tournaments are unable to attain. Sky Sports extensive coverage alerted many people to Accentuate's role and ambitions and showcased the sporting talents of the region's best disabled golfers to a large international audience.

*"I think the Golf being televised by Sky has made a huge impact because it reaches a wide range of people, it shows our abilities rather than disabilities and there are some amazing people. I think because it is such a mainstream sport people can relate to it in a different way and respect the players."*

**Accentuate Partner**

# The 15 Accentuate projects

## Creating new opportunities: the 15 Accentuate projects driving change



**Each Accentuate project opens up new possibilities for disabled people which would not otherwise have happened. All push boundaries to bring about a shift in attitudes and perceptions and, critically, all 15 projects set out to change the way participants see themselves and how others view them.**

Accentuate's true strength comes from the synergies between these projects and their combined impact. It's this that transforms Accentuate from a collection of ground-breaking projects into a single movement and campaign for change. Accentuate is joining up the thinking.

Take the case of Hastings: here our Creative Landscapes project delivers new ways of working to make heritage more accessible. By linking this to Welcome All customer service training through our Destination Zones project we ensured that disabled visitors to Hastings got an acclaimed cultural experience and also received a first class welcome. Being greater than the sum of its parts is what gives Accentuate the ability to influence change at the highest level.

The 15 projects are incredibly diverse but all work towards Accentuate's central aim of creating a cultural shift.

Each project sits under one of our five outcomes, and many deliver across several of the programme's priorities. We've given you here just a taste of what these projects deliver: if you'd like to find out more, go to our website

[www.accentuate-se.org](http://www.accentuate-se.org)

### Outcome 1: Progressive

Disabled young people can face challenging circumstances. Encouraging a positive outlook, recognising that they can achieve what they set out to do, providing practical support though access to learning and gaining independence and confidence are the backbone of the Accentuate's projects for disabled young people.

#### 1: Realise! – Creative Junction

Disabled young people are developing their entrepreneurial skills through workshops, competitions and work placements with international corporate organisations.

#### 2: Campaign! – Creative Junction

As part of the on-going Campaign! project, 20 young people with communication needs and learning disabilities from the group Square Pegs, created a campaign to present what matters to them to MPs in the House of Commons, as well as their peers and school staff. Working with a group in Russia leads them to learn more about each other and their needs.

*“Autistic children often get bullied and on our project showed that we're not stupid, we have a voice and we are important... and that Square Pegs in general is a fantastic thing to be involved in.”*

**Young Participant**

**Above left:** Sally Booth, *Nets and rain* – Creative Landscapes

**Top right:** Oska Bright Films – uScreen

**Right:** Dr Tom Scutt, *Wheels of Glory* – Gaming!

**Far right:** Destination Zones – Tourism SE

### 3: Collaborations! – Creative Junction

As part of the wider Collaborations! project established artist Lynn Weddle, emerging artist Jack Bull and athlete Adam Simmons collaborated with Allsorts – a Lesbian, Gay, Bisexual and Transgender group for young people in Brighton. Photographic and mixed media workshops explored themes of identity: how they see themselves, how they feel others see them and how they would like to be seen.

*“This empowers this marginalised LGBT minority group, as the experiences that they face can be seen and their messages communicated through photography.”*

**Emma Welsh, Allsorts Youth Support Worker**

### 4: uScreen – Screen South



Screen South are building ground-breaking technology to create a cutting edge accessible website, providing young deaf and disabled

people (and non-disabled people) opportunities in film-making. Alongside the website, there are a whole range of inspiring live workshops, one of which lead to the production of an award-winning short film.

*“It’s an easy fun site to navigate around. A really exciting tool for aspiring young film-makers. I wish this had been around when I was a kid.”*

**Elaine Wickham, Head of Studies, Kent Film Foundation**

### 5: Gaming! – Creative Junction



Professional games designer Dr Tom Scutt (of Tomb Raider fame) created an innovative online game with students at Chalfonts School, South

Bucks. It aims to raise world-wide awareness of Stoke Mandeville and the Paralympics.

*“For our research on disability we went to Stoke Mandeville and actually played wheelchair basketball, so that’s where we got the idea to do wheelchair basketball for our game and it went on from there.”*

**Year 10 Student**

## Outcome 2: Welcoming

### 6: Creative Landscapes – English Heritage

As part of the wider Creative Landscapes project artists explored creative approaches and new events with deaf and disabled people in Hastings to make Heritage Open Days more accessible to disabled people. One commission enabled visually impaired artist Sally Booth, to take local heritage as her inspiration and she also led workshops that encouraged disabled people to discover their local heritage.

*“Creative Landscapes has sparked the imagination of so many people, both those working in the heritage sector and those beyond its traditional bounds. It has opened up conversations about what access to heritage really means that I and my team at English Heritage would perhaps never have explored without the inspiration behind the Accentuate programme.”*

**Andy Brown, English Heritage**

### 7: Destination Zones – Tourism South East (TSE)



TSE provides access audits and ‘Welcome All’ training for visitor destinations to improve facilities, accessibility and communication for

disabled visitors. The disabled market is worth an estimated £40bn p/a so the opportunity to increase visitor numbers is immense.

*“When people are planning their wedding guest list, they want all their family and friends to enjoy the day. For a function hotel, with a relatively small number of rooms, it has been a real differentiator for us that guests with mobility needs can stay overnight.”*

**Oliver Johnston, Little Silver Country Hotel, Tenterden**

# The 15 Accentuate projects

## Outcome 3: Excellent

### 8: Up-Stream – Arts Council England

Dada-South showcased contemporary live and visual artworks made by 10 disabled and deaf artists. Part of Brighton Festival 2011, this event was open to the public but targeted curators, commissioners and programmers to see extraordinary and stunning work by disabled and deaf people.

*“Being selected for Up-Stream is proof that my work is of quality and that I’ve been going in the right direction. In future I will have bigger ambitions to take my career as an artist and filmmaker to the highest level possible; embracing all the training and exhibition opportunities I can along the way.”*

**Gary Thomas, Artist, Up-Stream**

### 9: Sync South East – Arts Council England

ADA has developed Sync SE – a leadership programme to support and develop deaf and disabled people and disability arts organisations in the South East.

*“Through Sync SE I’ve grown in confidence, refined my focus, balanced my relationship with my own impairment... and made some fantastic contacts and friends that will stay with me for a long time.”*

**Sync SE participant**

### 10: Go Public – Arts Council England

Dada-South and Artpoint commissioned three public realm projects led by disabled and deaf artists. Bursaries for professional development, a debate on disability and the public realm increased their expertise in working in the public realm. This exposed the work of disabled and deaf artists to new and wider audiences.

*“The commission developed my artistic context and my understanding of art and culture It brought some incredible insights into how the exclusion of disabled people inhibits the development of an exciting contemporary society. My journey is one of pure fascination, curiosity and an increasing sense of identity. I wouldn’t change it for anything.”*

**Zoe Partington-Sollinger, Artist, Go Public**

### 11: Major Events – Tourism South East

Accentuate funding enabled major disability sporting events such as the Disabled British Open and IPC Shooting World Cup to be hosted in the South East. These events generate massive media coverage, including coverage on Sky Sports, and boost the visitor economy. By showcasing the achievements of disabled sports they highlight a positive social model of disability to a new audience.

*“The Disabled British Open is a fantastic example of how Britain can stage a World Class event for Disabled Athletes competing at the highest level. As a Nation we should be very proud of the awareness this event has created and the Legacy of opportunities within sport for disabled people.”*

**Jeremy Hunt MP, Secretary of State for Culture, Media and sport**

*“To hear that the Disabled British Open golf championships has encouraged disabled people to start playing golf for the first time is a wonderful achievement – and testament to the spirit of the competitors and will of the organisers.”*

**Maria Miller MP Minister for Disabled People**



### 12: Playground to Podium – EFDS and Sport England

Playground to Podium is a national project – Accentuate support a regional extension to the project which offers grants to emerging disabled athletes, sports clubs and coaches across a range of sports.

One example is Maidstone Utd FC where Accentuate funding is building the skills of 75 talented young players, 15 of whom are deaf, through high-class coaching to enable them to excel. “Football for All”, means Football for All.

## Outcome 4: Recognised

### 13: The Mandeville Legacy – MLA and Buckinghamshire County Council

The Mandeville Legacy project records the story of Stoke Mandeville as the birthplace of the Paralympic Movement. Working with disabled artists and school and community groups, it explores the impact of this life-changing movement, with histories of individual Paralympic athletes and improves access to Stoke Mandeville's historic archives to foster understanding of the story of disability in the region.

One of the projects sitting within the Mandeville Legacy is Driving Inspiration. Driving Inspiration brings together Paralympians and disabled artists to run workshops in schools, sharing their inspiring stories and work with the young people, encouraging them to reflect upon and develop their own ambitions, as well increased awareness of disability and deafness.

120 young people from Cressex School worked with dance theatre company Signdance Collective, visual artist Christine Wilkinson and Paralympic rower Naomi Riches, to produce a 10 minute performance and artwork.

*“Signdance Collective challenge the children in a way that is new to them. They have got children dancing who we would not have imagined would do it. A wonderful learning curve.”*

**Teacher**



**Above left:** Maidstone United FC Raiders – Playground to Podium

**Above:** Wheelchair polo, courtesy of Wheelpower – The Mandeville Legacy



## Outcome 5: Celebrated

Celebrated is funding new work and new opportunities for disabled creatives in the region as part of the Cultural Olympiad.

This inspiring work has included:

### 14: Celebrate – Doing Carnival

Strange Cargo's new publication for Mencap, commissioned by Accentuate, supports people with learning disabilities to join in local carnivals. It gives ideas for themes; making of costumes and props and music and advises on organising all aspects of a carnival.

### 15: Commission – ISAN Access Toolkit

Specialist company Attitude is Everything worked with ISAN (Independent Street Arts Network) to make outdoor art accessible to everyone. Their new Access Toolkit gives advice on working with deaf and disabled performers and audiences. This is so successful that it's been awarded the London 2012 Inspire Mark.

*“Now we've completed our second year of improving access, there are noticeably more disabled attendees at the festival than ever before.”*

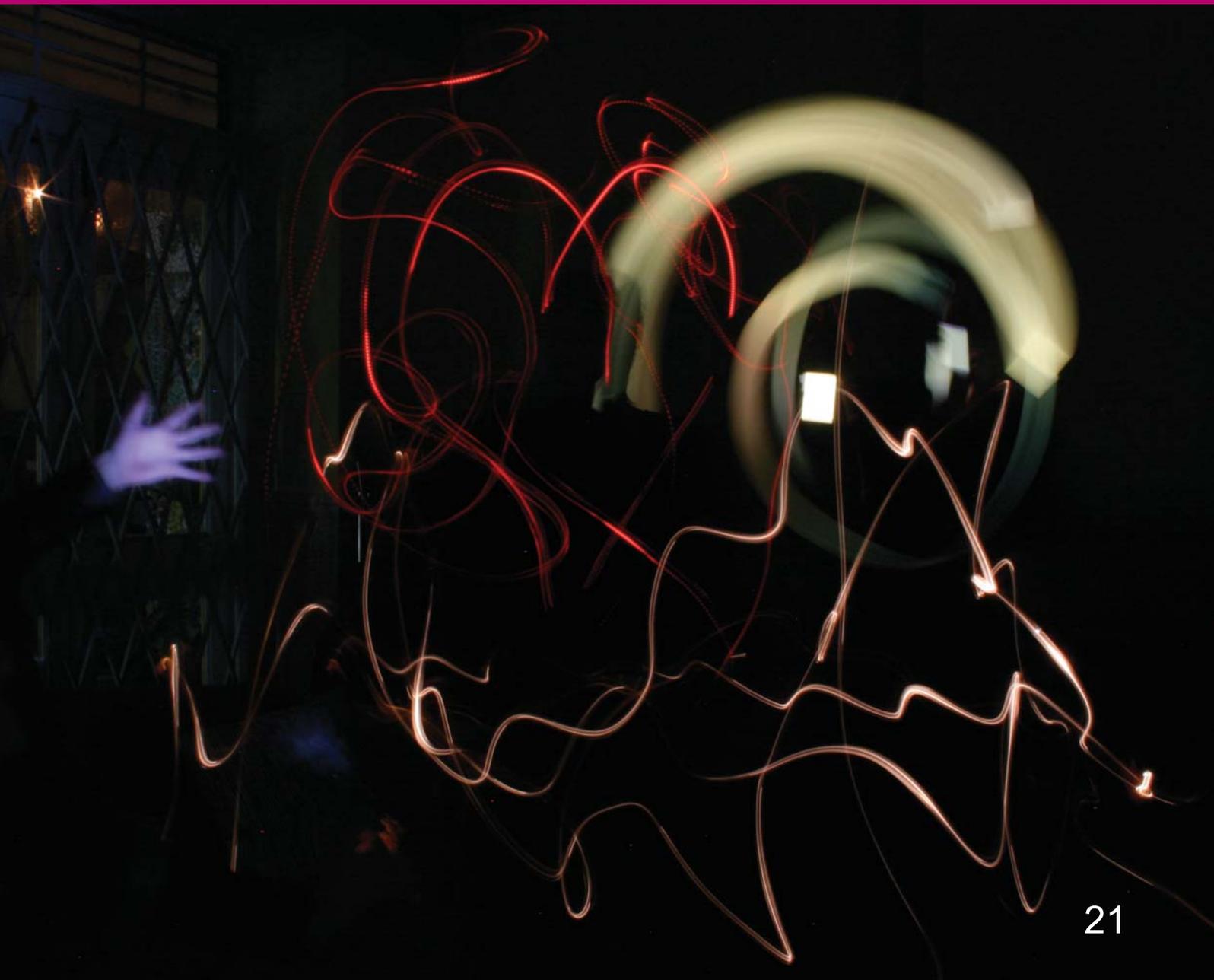
**Sian Thomas, Former Director,  
Winchester Hat Fair**

**Above:** Blue Touch Paper Carnival by Wade Smith – Celebrated

**“It’s about being  
in it for the  
long-term –  
not being a  
flash in the pan.”**

**Accentuate Partner**

# 500 days Accentuate... so what next?



# The next 500 days

**We know Accentuate is making a difference. We've shown what we can achieve in such a short time.**

**We have 500 days left of our programme – and this is what we will be doing:**

### **Leading by example:**

working together to make change. Accentuate's projects are driving change by showing that things can be done differently. Our projects are strongest when they work together so we'll be making the most of the synergies between them to push forward one united, movement for change.

### **Producing results:**

we don't just want to meet our targets, we want to exceed them. We're on track to exceed significantly many of our targets.

### **Harnessing our knowledge:**

Accentuate is a trailblazing programme. We'll be sharing the benefits of our more "joined-up" approach with other organisations, nationally and internationally, showing them the direct changes we are seeing in our partner organisations through their involvement in Accentuate.

### **Sharing insights:**

we'll bring together the projects and stakeholders to exchange experience and best practice. Technology gives us the chance to reach a lot of people cost effectively, so we'll be developing Accentuate's website as a resource and communication tool.

# ... our plans

## **Breaking barriers:**

our work is leading to the production of toolkits and new resources for increasing accessibility – we'll ensure they are put to good use. We'll be producing more publications like our Sport and Art document, the first of its kind.

## **Spreading the word:**

getting Accentuate's message out to the wider world nationally and locally, wherever we can influence thinking and decisions and get the Accentuate message heard. We also need to listen to feedback and ensure it helps us shape the programme to get the maximum benefit. Accentuate is achieving amazing things but we need to make sure we are known about and talked about at all levels.

## **Influencing opinions:**

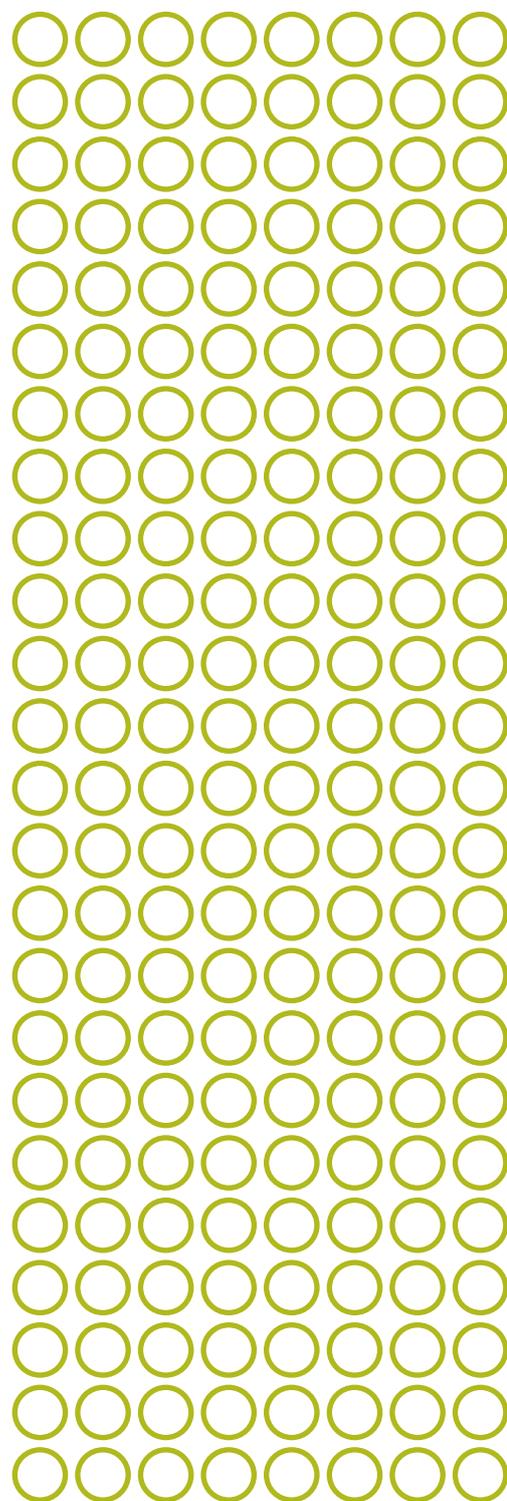
Changing attitudes of people not directly involved in Accentuate is challenging but it's what we need to do. We'll focus on influencing people who have the power to make change, such as Channel 4, BBC, MPs – and on getting more organisations to sign up to keep pushing that shift forward.

## **Measuring success:**

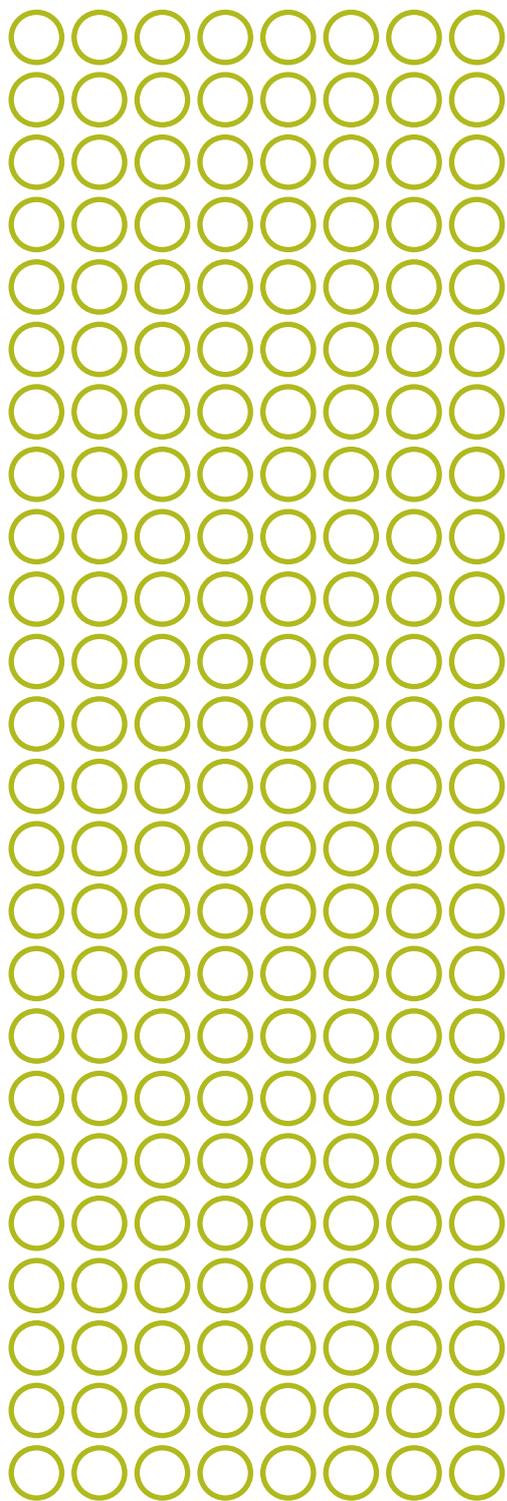
Checking our progress and documenting our achievements so we can evaluate Accentuate's successes, shortfalls and impacts. This 500 day milestone gives us the opportunity to reflect and prioritise on what we need to do to meet our aims by 2012.

## **Thinking Beyond 2012:**

Looking beyond London 2012 to keep the spirit of Accentuate alive. We want to create a lasting legacy by encouraging deaf and disabled people to take action themselves, harness their talent and foster tolerance and understanding of disability.



# The next 500 days...



## We're taking action by:

- Supporting young disabled entrepreneurs and looking for businesses with whom they can work to develop their skills.
- Gearing up for 2012 by encouraging more customer service staff to take part in the subsidised Welcome All training, to make sure the South East is ready for extra visitors in 2012.
- Working with more destinations to undertake access audits to ensure we are making the most of new market opportunities.
- Showcasing more talent, skills and leadership of disabled people working in the cultural sector.
- Providing more grants to sports clubs, athletes and for workforce development to support the next generation of Paralympians.
- Making the film industry – a big player in the South East economy – more diverse and more accessible to disabled people. through our film making website uScreen.
- Capitalising on the South East's unique position as the birthplace of the Paralympic movement by supporting the excellent work led by Bucks CC.
- Listening. We realise we don't always get things right and it is fundamentally important that we take on board critical feedback and learn from this to ensure we continue to move forward and grow.
- Continuing to ensure that Our View remains at the heart of Accentuate advising and further developing the programme. We are delighted to launch the first Our View publication at the 500 day celebratory event at the Houses of Parliament and we are committed to promoting a range of documents led by Our View in the future.

**Report Authors:**

**Pam Jarvis and Shaun Romain, sam ltd**  
**www.sam-culture.com**

This report has been compiled using the data from a public consultation process. This process was managed by SOA Development who conducted an independent and anonymous series of telephone interviews, on behalf of Accentuate, and who developed a question framework for an online questionnaire which was available for public view and submission through the Accentuate website.

**For further information**

Emma Slawinski or Esther Fox

**Tel:** 01303 259777

**Email:** [info@accentuate-se.org](mailto:info@accentuate-se.org)



**For more information about Accentuate or any of our projects please visit**

**[www.accentuate-se.org](http://www.accentuate-se.org)**

**Email:** [info@accentuate-se.org](mailto:info@accentuate-se.org)

**call the Screen South Office on 01303 259777**

**or text 07760 783101**

**or 07760 783100**

**Accentuate-SE**

**c/o Screen South**

**The Wedge**

**75–81 Tontine Street**

**Folkestone**

**Kent**

**CT20 1JR**

**Tel:** 01303 259777

**Fax:** 01303 259786



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## Accentuate Partners

Screen South

English Heritage

Museums, Libraries and Archives Council

Arts Council England South East

Tourism South East

Sport England

Creative Junction

Buckinghamshire County Council

English Federation of Disability Sports

This information is available in alternative formats by contacting Accentuate.

For further information or to get involved, please contact:

**Email:** [info@accentuate-se.org](mailto:info@accentuate-se.org)

**Tel:** 01303 259777

**[www.accentuate-se.org](http://www.accentuate-se.org)**

