

Information Sheet

Making your production accessible to a wide audience

Introduction

The purpose of this Information Sheet is to provide additional guidance if you intend to apply for a Small Grant or a Large Grant under the Production strand for either Creative Professionals or Organisations. It should be read in conjunction with the Production strand information, which you can find here:

- [Production for Creative Professionals](#)
- [Production for Organisations](#)

This Information Sheet is not intended to offer direct guidance on how to make your production more accessible, but will explain what we expect of you as applicants and how to source detailed advice from specialist organisations.

What we want to achieve

Arts Council of Wales is committed to promoting Equality and Diversity, and to ensuring that as many people as possible are able to engage with the arts activity of their choice. This can mean as an audience member or participant. As part of this commitment, Council has decided to include an additional requirement for funding under the Production strand to ensure that **at least one planned performance (whether touring or not) must be accessible.**

What do we mean by this and what should you be doing?

We are not talking here about the physical accessibility of buildings and spaces. This is equally important, but we are expecting you to have already considered this prior to making your application to ensure that the place where your activity is taking place is accessible for disabled audiences. We want you to take things further to ensure equality of opportunity. We want you to consider your audience, and ask how your performance could be enhanced for disabled visitors. For example, you could use:

- Audio described performances
 - BSL (British Sign Language) interpreted performances
 - Surtitled/Captioned performances
 - Tactile/direct handling exhibitions
 - Braille gallery plans and/or audio described tours
 - Tactile signage/interpretation panels
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You may have other audiences that you want to engage with from other protected characteristic groups as defined by the Equality Act 2010. Careful consideration needs to be given as to how you can welcome these audiences, and ensure that your performance is accessible to them. Needs vary from group to group, but you may need to consider:

- Performance times (daytime or evening)
- Public transport timetables and ensuring these correspond with show/event times
- Available refreshments

We can't tell you exactly what you need to do. Your audiences (potential or real) are specific to you. We want you to get to know your audience, and consider how to make your performance accessible, welcoming and enjoyable.

Publicity and promotional material is an important way of letting people know what you're doing. Again, you need to consider the design and which text and fonts you should use, what colours (and combinations thereof) are on any online or printed material, and whether you could make information available in other forms such as large text, braille, easy read or in languages other than English or Welsh. How does your website look? Is it easy to navigate and read or is it loaded with jargon or arty-speak?

There are many things to consider, and we wouldn't expect you to change *everything* all at once. We *will* expect you to consider your audiences, and how you can engage with them. We want you to show in your application and your Marketing Plan that you have considered accessibility, and are making *real* changes to show *real* commitment to equality and diversity.

Useful Contacts & Reading

The best place to start is organisations that represent disabled people, for example the Action on Hearing Loss Cymru website gives information on different methods of communication. Disability Arts Cymru has wide experience and knowledge of involving disabled people in the arts as both audience and performers/artists. Diverse Cymru works with people across all the protected characteristics and can offer advice and guidance on these groups. This list is not exhaustive, simply a useful starting point.

- Disability Arts Cymru, www.disabilityartscymru.co.uk
 - Disability Wales/Anabled Cymru, www.disabilitywales.org
 - Diverse Cymru, www.diversecymru.org.uk
 - RNIB Cymru, www.rnib.org.uk/wales-cymru-1
 - Action on Hearing Loss Cymru, www.actiononhearingloss.org.uk/
 - SNAP Cymru, www.snapcymru.org
 - Learning Disability Wales, www.ldw.org.uk/
 - All Wales People First, www.allwalespeople1st.co.uk/
 - Mind Cymru, www.mind.org.uk/about-us/
 - Disability Advice Project, www.dapwales.org.uk/
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[“Equal Spaces – Best Practice Guidance for Arts Providers on Disability Issues”](#) written for the Arts Council of Wales by Maggie Hampton of Disability Arts Cymru is in the process of being updated, but offers useful advice on further reading and contact information for numerous specialist groups.
