



Engaging disabled audiences in Outdoor Arts

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1. Making the change
2. Planning
3. Marketing
4. Outreach and Engagement
5. Working with disabled artists
6. Production

The facts



13.3 million
disabled people
in UK

Source: Family Resource Survey 2017/18




1 in 3
disabled people
feel prejudice

Source: Scope - Disability Perception Gap (2018)



1. Access to art and culture is a basic human right
2. Public spaces belong to everyone
3. We support independence
4. Diversity of voices ensures quality



Social Model of Disability

- Environment
- Attitudes
- Organisation



In practice:

- Ask: What are your requirements?
- What is your current provision?
- What barriers are your organisation putting up?



Useful to know:

- Some impairments are invisible
- Some people don't define themselves as disabled

Language

Person centred

Situation specific

Not traumatic



Team Access

1. Look at your programme
2. Look at your current provision
3. Look to your team



Team Access

Access Action Plan

Training

Site Visits



Marketing

Website

Social Media

WHAT TO EXPECT

Free for everyone to enjoy

Almost all events at GDIF are free and do not require tickets. *Passenger* is the only ticketed event as the show takes place on a moving bus. Details and tickets at festival.org/passenger

Check out the icons listed next to each event entry to help you to decide which shows are best for you.



Make some noise



Family friendly



Participate (if you want to get stuck in and take part)



Sensory spectacle



Speech free



Kick back & relax (no effort or participation required)

festival.org @GDIFestival

Greenwich+Docklands International Festival 21 June – 6 July 2019

05

Marketing

Brochure

‘What to Expect’ Guidelines

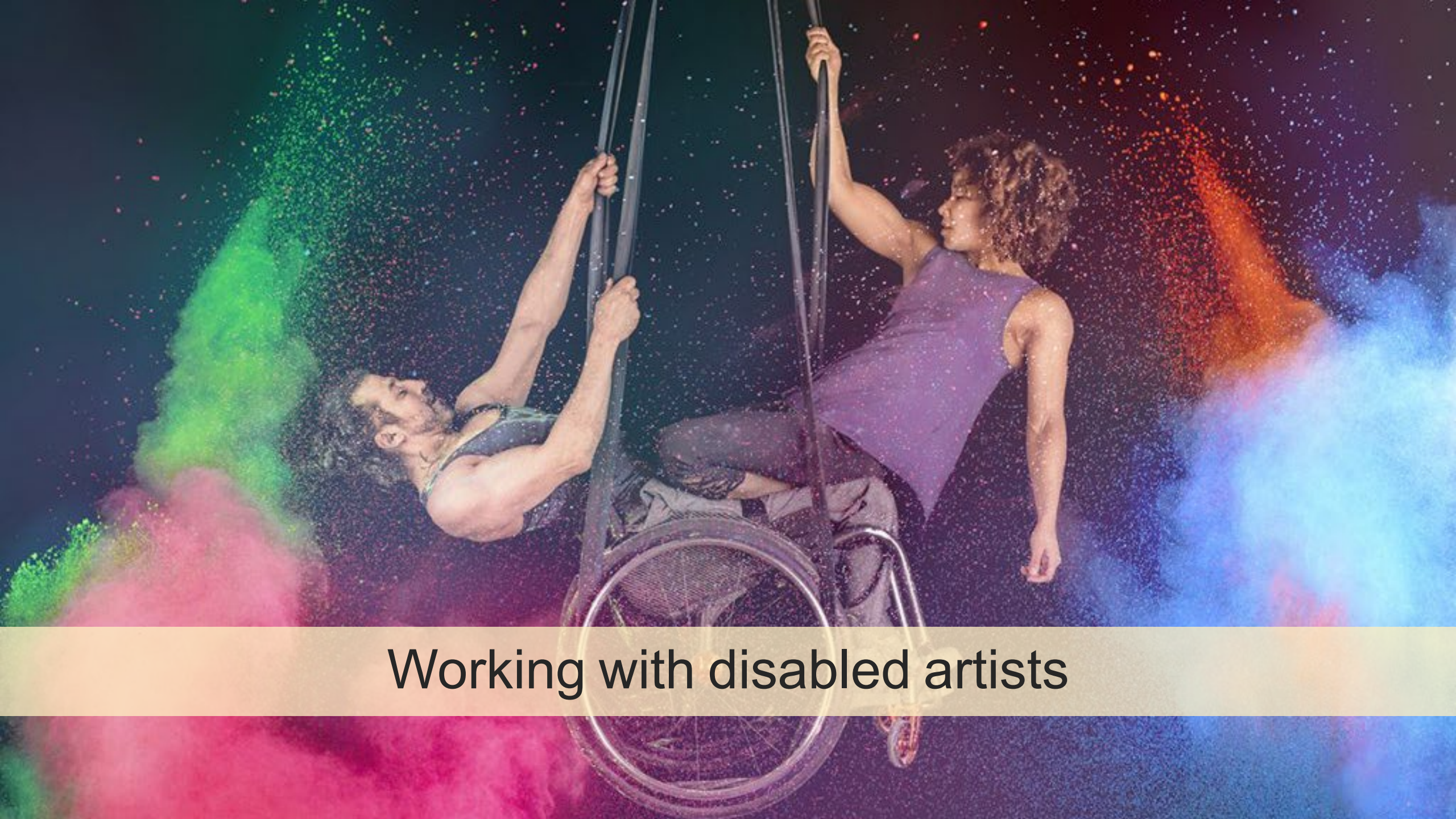
Alternate Brochure formats

- Videos
- Audio
- Large Print
- Easy Read

Photo Routes



Latitude Festival takes place in fields and woods. There is also a nice lake.



Working with disabled artists



Outreach and Engagement

Highlight shows

Connect with companies

Focus Groups

Access Days



**Assisted
Route**





Engaging groups

Research:

- Local access groups
- Advocacy
- Arts companies
- Libraries
- Day centres

Outline aims of connection



Working with groups

In person connections:

- 1-1
- Community Open Even



Working with groups

1. Contact early
2. Give options
3. Clear offer
4. Creative Workshops:
 - Props
 - Brochures
 - Videos
 - Performances/ Skills



Group Access

VI/ Blind groups:

Wider journey:

- Transport
- Touch tours
- AD

Learning Disability groups:

- Familiarisation
- Relaxed areas

Performance groups:

- Green Room
- Additional time

Production

Be consistent

Tell everyone

Quality control





Final tips

Make your access offer clear

Budget for access

Work with your artists

Make meaningful connections