

Making Cinemas Accessible – Easy Read

	It's important that everyone is welcome in the cinema.
X	Sometimes people are not able to experience arts and culture because of barriers in society.
T	The social model of disability means that it is society that puts up barriers, and it's society's responsibility to change things.

	The Equality Act 2010 makes sure there are laws that protect disabled people from discrimination.
574775	It means that everyone must be treated equally.
	Services have to make sure they can make changes so that every disabled person can access what they do.



	The way that disabled people are described is very important. Disabled people will know how they want to be described.
STATES	Here are some ways people might describe themselves. There are more too: disabled people wheelchair-user blind deaf or Deaf learning difficulties or disabilities has (rather than 'suffers from')
	 And here are some ways Deaf people describe themselves. Congenitally deaf – Deaf at birth Pre-lingually deaf – Deaf before acquiring language Post-lingually deaf – Deaf after acquiring language Adventitiously deaf – Becoming Deaf



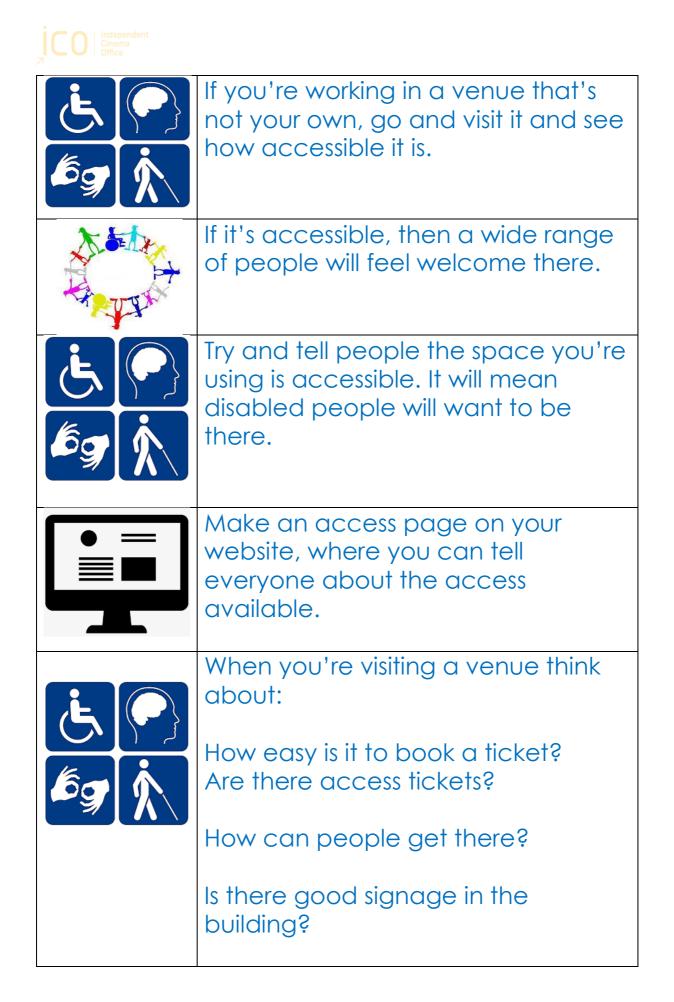
	More common terms used are:
	 Totally Deaf Profoundly Deaf Severely Deaf Partially Deaf Hard of Hearing Hearing Impaired Deaf with or without speech
Respect	You should always use the words and terms that show you respect disabled people.
	When disabled people see you doing this, they will be happy to be coming to your venue.

Making Marketing Accessible



It's important to make sure you have things in an accessible format for your audiences.
It's good to keep sentences short, and paragraphs too.
It's good to use simple language and not use long words.
Contrast between colours and text should be at least 25%.
Avoid putting text over images
Tell your audiences that they can ask for things in accessible formats.
You could make audio described versions of trailers, videos and audio brochures.
Your marketing needs to be understood by everyone, then you'll be welcoming to all.

Making sure your venue is accessible.







Is the event accessible? Are there accessible events on?

Are there accessible toilets?

Is there a chillout space?

If there's a café, is that accessible?

Is the train or bus nearby?

Is there disabled parking?