



What to include in your event access guide

So, you've taken steps to make your event accessible, but have you communicated this to your attendees? Putting together an access guide for your event – with details of the accessibility measures you have in place – is a great way to let your attendees know what you provide.

The charity **Attitude is Everything**, which improves disabled people's access to music events, offers essential accessibility advice for anyone considering putting on an event, as well as a wealth of online resources on accessibility issues. The organisation recommends putting together an easy-to-find access guide to your event on your website, with details about the event and the accessibility measures you have put in place for attendees. We summarise these points below, and let you know how A2i can help you make your event more accessible to all.

While access guides will vary, depending on whether you're putting on a huge festival or a village fun day, preparation is key, no matter what the size. Thinking about the issues listed below is a great place to start.

What to include in your access guide:

Contact details for all enquiries related to access at your event.

Location and provision of hearing loops and British Sign Language.

How to get event documents in accessible formats.

Location of box office or information points.

Locations and details of viewing platforms or areas.

Accessible maps and description of your event site, entrance and accessible routes around the venue or festival site.

Parking information – location of drop-off points, disabled parking bays, and directions from these to the site entrance.

Local public transport locations, and directions and distances to the event.

Availability and location of event shuttle buses and/or transport.

Details on how to apply for Personal Assistant tickets.

Locations of accessible toilets and campsites, and whether steward assistance is available.

Policies about assistance dogs and where to feed and toilet them.

Details of performances and times, if strobe lighting is used.

How A2i can help

Make sure your access guide and all event-related documents is made available to visually impaired and print-disabled event-goers in accessible formats – such as Braille, Large Print, E-text and Audio – in advance of the event. As mobile signals are often blocked due to the high numbers of attendees, particularly at larger events, it's best not to rely on festival-goers having access to information apps or websites via mobile phones.

A2i can also provide Tactile and Large Print maps of your event – consider these alongside descriptions for attendees that clearly identify paths/routes around the site. Never make accessibility an after-thought – we advise you to consider your transcription needs during the initial event planning stages, to ensure information is available in time.

Providing accessible information and festival access guides (and putting in place the measures described within them!) will help you to offer an equally enjoyable event for all your attendees.

Remember: trained and accessibility-aware staff can make a huge difference to disabled people's experiences of events. And the best way to find out how to make your events accessible, is to get advice from the attendees themselves.