



BIRDS OF PARADISE
THEATRE COMPANY

Accessible Marketing Toolkit

This toolkit is a checklist that BOP uses as a reference when planning marketing materials. It has been informed by past events and experience and we update it as any new learning occurs - it is a live document. We are very happy for other people to use it and we encourage further input and suggestions. You can email these to us at all@boptheatre.co.uk

1. What to say

- The language of disability changes quickly and different terms are used around the world. It can be political; it can be very personal and can sometimes be quite confusing.
- Not everyone identifies as disabled so putting all access information under that heading may not reach everyone. For instance, older people who use captioning.
- But don't panic! If you have good intentions and treat everyone with respect, you'll get by.

2. How to say it

- Wherever possible, talk about the person, not the impairment. Use people's names.
- Never ask anyone what his or her impairment is. The only thing you need to know is what their access requirements are. Anything else is their own personal business.
- If you want to target disabled people in particular, ask whether they identify as disabled or whether they face barriers as a result of their impairments.
- Ask everybody about their access requirements to make sure your services are accessible to all.
- Try not to use impairment specific language and to respect the language that people use about themselves. For example, we might use the term 'disabled people' to describe a group we're trying to target but we also use the terms 'person', 'artist' or 'practitioner'. We prefer not to use the term 'disability artist/work' unless an artist wants to make that point in their work.

3. Access (vs) Design

- Marketing materials can't be all things for all people, but design doesn't have to be sacrificed for usability.
- Some people have problems convincing their graphic designers to put access over aesthetics. But if your marketing doesn't communicate well, then it's not good design.
- A good designer will see the creative challenge in making your marketing and website attractive and accessible.

4. Accessible print

Here's some easy ways to make your print marketing more accessible:

Fonts

Use a sans serif font (like this one) in at least 12 point (or 20 point for large print).

Avoid using *italics* or ALL CAPS. Close set type can be daunting. Leave space between paragraphs and keep your paragraphs short.

Colours

Contrast between colours should be at least 25%

Images

Try to use positive images of disabled people actively engaging with your venue or work. Avoid 'hero' or 'victim' imagery.

Show everyday situations especially associated with disability.

Avoid putting text over images, unless you use a semi transparent layer in between.

Design

Don't cram the page – keep it clear and simple

Avoid glossy papers (they reflect too much light), low paper weights (text can show through), and paper folds that obscure text.

Access Information

Include access information, or show people where to find it

Invite people to ask for information in the format that they need – don't make it sound like a chore.

Make sure this information is accessible by writing it in 20 point font.

Keep some funds available for alternative formats and don't assume this always means Braille. An electronic

Word document, BSL video or an audio format is just as likely.

Know which alternative formats you can supply, and how long it will take. Find some suppliers and find out their costs

5. Keep it simple

- Use Plain English, short words and simple language. It's clearer for everyone. Keep your sentences short and don't use a complicated word if an easier one will do. Did you know that the average reading age across the whole population is only 9 years (according to UK stats)?
- Check the reading age of your documents in Microsoft Word and aim to make sure everything has a reading age of 12 or below. Here's how to do it...
- Go to: File / Options / Proofing. Tick the 'check grammar' and 'show readability statistics' box.
- Every time you do a spell check, it will bring up a box on Readability Statistics at the end. The last number will be the Flesch Kincaid Grade Level (the school year your writing is suitable for). Add 5 to this number to get the reading age.

6. Accessible Websites

Here's some easy ways to make your online marketing more accessible:

Content

- Write in even simpler English, and keep your paragraphs really short – two or three lines will do.
- Use images of your work. For each image provide a text alternative that describes the picture (the title is not enough). Check your site has ALT text for every image.
- Use meaningful links. Imagine the link appears on its own at the top of the page – will people know where they'll go or what they'll get if they 'click here'? Make the whole sentence the link by saying "click here for more info about accessible marketing".
- Turn off the sound and check whether audio content is still available through text equivalents.

Design

Do a quick scan of your website's accessibility. Choose a sample page and run through the following checklist:

- Look at the page using a range of web browsers, as your website might appear differently on each one.
- Use browser controls to change the font size. Is the page still readable using larger font sizes?
- Resize the window to make sure horizontal scrolling is not required.
- Change the display colour to greyscale (or print out the page in grey scale or black and white) to check the colour contrast.
- Without using the mouse, use the keyboard to navigate through the page. Can you access everything?
- Look at the page using a voice browser (such as Home Page Reader) and a text browser (such as Lynx) to make sure all the information is available and makes sense.

Make sure your web designer knows that you want your site to be accessible and knows about the tools and standards that can help them make it so:

- The Worldwide Web Consortium (WC3) publish a list of web accessibility evaluation tools on their website: <http://www.w3.org/WAI/ER/tools/>
- WC3's Web Accessibility Initiative (WAI) is an accessibility standard for website, allowing you to achieve an A, AA or AAA rating. For more information, visit their website: <http://www.w3.org/WAI>

7. Audience Development

There are a whole range of factors that can motivate (and prevent) disabled people from attending your events or visiting your venue.

First impressions count: and this means your marketing as much as your front line staff. If someone can't read your brochure, can't see where to go for access information, or is offended by the language you use then they just won't bother.

You need to develop trust and build a relationship with disabled audiences. This will take time. Start by making a commitment to access, communicating with people in the right way and in the right places, providing as much information about access as possible and making sure you deliver on your promises.

And remember, the improvements you make with disabled people in mind will help make your services, activities and venue more accessible for everyone.

Here's some easy ways to make your audience development and PR more accessible:

- Include disability media on your media list and start to develop relationships with them
- Included access information in all material sent to general media.
- Make a contact list of disability organisations in your area. Working with a variety of groups and networks will broaden your range and increase your chances of diversifying your audience.
- Start building relationships by going to visit people on their own ground. Make sure they get all your publicity material (in formats that are accessible to them).

Disability / Arts Information Networks

Birds of Paradise Theatre Company (Scotland)

Phone number: +44(0)141 552 1725

Email: all@boptheatre.co.uk

Description: BOP is Scotland's only disability led theatre company. BOP's artistic vision is of a culture where disabled artists are recognised for the excellence of their work, celebrated for the stories that they bring to the stage and are a vital part of the artistic landscape of Scotland.

Web URL: <http://www.boptheatre.co.uk/>

DaDa – Disability and Deaf Arts (North West)

Phone number: +44(0)151 707 1733

Email: news@dadahello.com

Description: DaDaFest is an innovative disability arts organisation based in Liverpool, delivering the Festival and other arts events to promote high quality disability & deaf arts from unique cultural perspectives. It also produces opportunities for disabled and d/Deaf people to access the arts, including training and a young people's programme.

DaDaFest is a cutting edge Disability and Deaf Arts Agency, working not only from its base in Liverpool, but across the North West, Nationally and Internationally.

Web URL: <http://www.dadafest.co.uk/>

Disability Arts Online

Phone number: 07411824458

Email: trish@disabilityartsonline.org.uk or editor@disabilityartsonline.org.uk

Description: Disability Arts Online is a repository of thousands of articles: blogs, news items, reviews, interviews, galleries and creative writing by artists and writers, writing on disability and the arts, which have been published since 2004. DAO welcomes mid-career or emerging artists and companies who work under the umbrella of disability arts, to share artistic development; discuss issues; and get encouragement and knowledge about the value of disability / deaf arts and culture.

Web URL: <http://www.disabilityartsonline.org/>

Arts And Social Inclusion Email Newsletter

Phone number: 0141 287 9845

Email: arts.development@csglasgow.org

Description: An email newsletter is published quarterly with the aim of sharing information, enhancing current links and sparking new opportunities in the arts and inclusion sector.

Newsletters feature updates, information about training and resources and a themed section with interview. If you would like to receive the arts and inclusion email newsletter please email your request to arts.development@csglasgow.org

Web URL:

<http://www.glasgow.gov.uk/en/Residents/ArtsDevelopment/Newsletter/artsandsocialinclusion.htm>

Inclusion Scotland

Phone number: 0141 221 7589

Email: info@inclusionScotland.org

Description: Inclusion Scotland (IS) is a consortium of organisations of disabled people and disabled individuals. Through a process of structured development we aim to draw attention to the physical, social,

economic, cultural and attitudinal barriers that affect our everyday lives as disabled people in Scotland. We aim to encourage a wide understanding of those issues throughout mainstream thought in Scotland. In short, we want to reverse the current social exclusion experienced by disabled people through civil dialogue, partnerships, capacity building, education, persuasion, training and advocacy.

Web URL: <http://www.inclusionScotland.org/>

Insight Radio

Phone number: 0141 357 3518

Email: info@insightradio.co.uk

Description: Funded primarily by the Royal National Institute of Blind People (RNIB) and also by other local councils. Europe's first radio station for blind and

partially sighted listeners, and broadcast 24 hours a day, 7 days a week online, on 101 FM in the Glasgow area, and on Freesat channel 777 and on Sky Digital Channel 0188.

Web URL: <http://www.insightradio.co.uk/>

Able Magazine

Phone number: 0141 419 0044

Email: mark@primasmedia.co.uk

Description: The UK's largest disability and lifestyle magazine. Your source for disability news.

Web URL: <http://www.ablemagazine.co.uk>

Disability Now

Phone number: (020) 7619 7323

Email: editor@disabilitynow.org.uk

Description: United Kingdom newspaper, with articles, links, adverts and an archive

Web URL: <http://www.disabilitynow.org.uk/>

Capability Scotland

Phone number: 01698 377 031

Email: julie.laird@capability-scotland.org.uk - Julie Laird - Communications

Description: Capability Scotland campaigns with, and provides services to, disabled children and adults across Scotland. They work with disabled people, their families and carers to provide a [mix of services](#) that meet their aspirations at all stages of their lives. They are also a [campaigning organisation](#), committed to using our strong influence to ensure disabled people achieve the same human and civil rights as the rest of society.

Web URL: <http://www.capability-scotland.org.uk/>

RNIB

Phone number: 0303 123 9999

Email: helpline@rnib.org.uk

Description: Royal National Institute of Blind People (RNIB) is the leading charity offering information, support and advice to almost two million people with sight loss.

Web URL: <http://www.rnib.org.uk/Pages/Home.aspx>

Action on Hearing Loss

Phone number: 020 7296 8000

Email: informationline@hearingloss.org.uk

Description: Action on Hearing Loss is the new name for RNID. We're working for a world where hearing loss doesn't limit or label people, where tinnitus is silenced and where people value and look after their hearing.

Web URL: <http://www.actiononhearingloss.org.uk/>

Other useful resources

Creative Scotland - Opportunities

Description: The Opportunities tool on the Creative Scotland website is a great place to promote any opportunities you might have. These can range from things you are hosting (events or workshops) to call outs for people (paid jobs or volunteers).

Web URL: <https://opportunities.creativescotland.com/>

City of Edinburgh Council Bulletin: Engagement Events

Description: An e-bulletin of engagement events happening in Edinburgh and the surrounding area. Contact to be subscribed to the mailing list.

Email: Jo.Navarro@edinburgh.gov.uk