Film London Accessibility Toolkit
Shape Training & Consultancy

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Introduction

This toolkit has been developed by Shape, in conjunction with Film London, to act as a reference document for Film London staff and partners. We hope it offers a starting point for developing audiences and improving access to Film London as well as film viewing and film-making in the capital.

It is not however exhaustive, nor does it constitute advice on legal requirements, and we recommend that you use the expert sources of information listed in the Contacts section.

Useful Terms and Definitions

Access
Removal of discriminatory barriers to disabled people's participation in society. Provision of facilities that do not discriminate (i.e. level or ramped access, sign language interpretation and plain English documents).

Access Audit
Establishes how well a particular building performs in terms of access and ease of use by a wide range of potential users, including people with mobility and sensory impairments and people with learning disabilities.

BSL (British Sign Language)
The first language of Britain's signing deaf community.

Disabled People
Preferred to the term 'the disabled', which is a dehumanising definition.

Disability
Is the loss or limitation of opportunities to participate in society on an equal level with others, due to physical and social barriers (also see impairment, overleaf).

Hidden Impairment/Disability
Such as dyslexia, epilepsy, diabetes and a wide variety of other conditions; these are recognised in the Equality Act 2012 interpretation of disability.

Hearing Impairment
General term covering all degrees of hearing loss.

Impairment
Is the functional limitation within an individual caused by physical, mental or sensory impairment such as blindness or paralysis, etc. (also see disability, above).

Medical Model of Disability
As differentiated from the preferred Social Model – see below.

Plain English
English designed to be as direct and simple as possible. An important access consideration for people who have learning disabilities, literacy problems or who are not English native speakers.

Sensory Impairment
General term covering visual and hearing impairments.

Social Model of Disability
Is used by the majority of organisations led by disabled people and it defines disability as a societal issue and states that it's society's physical, sensory, attitudinal and behavioural barriers which disable people, not their particular condition or impairment.

Visual Impairment
General term covering blindness, partial sight, etc.

Disability Equality

The Equality Act 2010 provides the legal framework that protects disabled people from discrimination, however achieving equality and promoting diversity is not only about legal compliance but is a key ingredient to modern day organisational development.

Most disabled people differentiate between a medical and social model of disability when looking at equality within society. The medical model focuses on the individual and their impairment; perceived as a problem that can be improved through medical intervention. The social model of disability argues instead that the problem is not with individuals but that it is the barriers, prejudice and exclusion by society (purposely or inadvertently) which are the ultimate factors in defining who is disabled and who is not in a particular society.

The Equality Act 2010
The main purpose of the Equality Act 2010 is to streamline and strengthen anti-discrimination legislation in Great Britain. It provides the legal framework that protects people, including disabled people, from discrimination. It replaces a range of anti-discrimination legislation,

including the Disability Discrimination Act 1995 (DDA) and subsequent amendments with a single Act.

It simplifies the law, removing inconsistencies and makes it easier for people to understand and comply with it. It provides a framework for simpler, smarter and more streamlined processes. It also strengthens the law in important ways to help us tackle the discrimination and inequalities which still exist in society.

Aims of the Equality Act 2010:

- Attempts to bring all equality legislation into a coherent whole

- Works with "protected characteristics"

- Recognises "dual discrimination" for the first time in English law

- Introduces a new, single, Public Sector Equality Duty

- Protects people who experience discrimination or harassment because they are associated with a disabled person (family, friends, carers) and people who are perceived to be disabled

- Makes it unlawful for an employer to ask questions related to disability and health before a job offer except in specified circumstances.

Protected characteristics of the Equality Act 2010:
- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

Reasonable Adjustments

Under the Equality Act 2010 it is unlawful for service providers to treat disabled people less favourably because they are disabled. The service provider must not indirectly discriminate against a disabled person unless there is a clear reason to do so.

Service providers must also not treat a disabled person unfavourably because of something connected with their impairment, unless there is a clear and fair reason. For this form of discrimination the service provider must know or should reasonably have been expected to know that the person is disabled.

A service provider must not harass a disabled person in relation to access to everyday services.

There is protection from direct disability discrimination and harassment for people who are associated with a disabled person or who are wrongly believed to be disabled.

Service providers **have to make reasonable adjustments** for disabled people in the way they deliver their services. This is so that a disabled person is not put at a substantial disadvantage compared to non-disabled people in accessing the services.

Examples of reasonable adjustments could include:

- Installing an induction loop for people who have hearing impairments
- Providing disability equality training for staff who have contact with the public
- Providing larger, well-defined signage for people with impaired vision
- Putting in a ramp at the entrance to a building which has steps

What is considered a reasonable adjustment for a large organisation like a bank may be different from what is a reasonable adjustment for a small local shop. It is about what is practical in the service provider's individual situation and what resources the business may have. They will not be required to make adjustments that are not reasonable because they are unaffordable or impractical.

Service providers can refer to the Equality and Human Rights Commission's website for more information about making their services accessible to disabled customers. The Commission can advise service providers about their responsibilities under the Equality Act 2010 and how to meet them.

The document 'Making access to goods and services easier for disabled customers' is a useful guide and is available as a download from the EHRC website:
http://www.equalityhumanrights.com/

The Social Model of Disability

The Social Model of Disability was developed by disabled people to identify and take action against, discrimination. It was devised as a direct challenge to the prevailing notion of disability as an individual, medical 'problem' with the focus on what the disabled person couldn't do because of their impairment. This approach, known as the 'Medical Model of Disability' was shown to be static and unhelpful.

The social model frames disability as something that is socially constructed. Disability is created by physical, organisational and attitudinal barriers and these can be changed and eliminated. This gives us a dynamic and positive model that tells us what the problem is and how to fix it. It takes us away from a position of 'blaming' the individual for their shortcomings, argues that impairment is and always will be present in every known society, and therefore the only logical position to take is to plan and organise society in a way that includes, rather than excludes, disabled people.

The social model makes a clear distinction between impairment (the condition, illness or loss/lack of function) and disability (barriers and discrimination). It demonstrates that people from different impairment groups, far from having separate issues and interests, face problems in common, such as lack of access to information and communication, environmental exclusion and discrimination in employment, and empowers them to find common solutions to remove these barriers.

The model enables disabled people to express their situation in terms of human rights and as an issue of equality, challenging the traditional model that is premised on principles of care, cure and welfare. It takes the focus away from impairment and places responsibility on organisations, businesses and individuals across all sectors to identify and implement constructive changes to remove barriers and improve access.

The table below shows the difference between the two models:

Medical Model	Social Model
Individual	Environment
What's wrong with you?	Where are the barriers here?
Justification	Information on a need to know basis

Language and Etiquette

Useful advice on the appropriate language to use when engaging with disabled people.

Preferred Terms

The following are preferred terms as currently used by many disabled people. Most disabled people will have definite views on how they want to be described – not necessarily these listed below.

- disabled people
- wheelchair-user
- blind
- deaf
- learning difficulties or disabilities
- has (rather than 'suffers from')

It is worth noting that an increasing number of disabled people make a very clear distinction between impairment (their illness or condition) and disability (the barriers which disable them).

They describe themselves as disabled according to the 'Social Model' of disability which maintains the above distinction in terminology.

Remember that as an organisation you should promote the terms that show respect and recognition towards disabled people. By using the appropriate terms consistently in all your promotional and marketing materials, policies and procedures and in customer facing situations, your organisation will send out a positive and welcoming message about its accessibility and approach.

Labelling of Deaf people

There are various terms that people tend to use. Most are linked to medical language such as those listed below:

- 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

It is mainly Non-Deaf people (often called 'hearing people') who use these terms. Deaf people mainly call themselves 'Deaf'. But you will meet people who call themselves Deaf, Partially Deaf, Hard of Hearing or Deafened.

Some Deaf people may rather call themselves a BSL User or a non-BSL User. This is linked to the language they use rather than what they are.

There are some old-fashioned terms which people still use but which are not considered acceptable by any Deaf person: for example, deaf-and-dumb, deaf mute, stone deaf, or deaf-as-a-post.

Employing Disabled People

Useful information and guidance about access and inclusion to increase confidence in employing disabled people at all management levels and Access to Work.

Recruitment – things to consider
- Can you justify the elements of your job descriptions?
- Do you offer to make reasonable adjustments at every stage?
- Are application forms in different formats?
- Is monitoring information separated from application forms?
- Are timescales reasonable?
- Do you record your rationale for short-listing?

Interviewing Tips
Don't ask/say
- Wow, that's a nice wheelchair
- Do you think the stairs might be a problem?
- How old is the dog?
- How did you get your disability?
- What can't you do because of your disability?
- How do you think you'll cope with the paper work?
- Will you be ok with long hours?
- We have someone working in contracts with a visual impairment.
- My cousin's in a wheelchair.

- How many sick days have you had off in the last year?
- You seem very overqualified for this job.

Do ask/say
- Tell me how you would do this job?
- Are there any reasonable adjustments you may need to do this job?
- Tell me why you want this job?
- What challenges do you think the role will present for you?
- When could you start?
- What experiences do you have that demonstrate appropriate ability?
- Would you like to visit the site where you would be working?
- What would we need to do to accommodate your dog?

Access to Work

Access to Work (AtW) is a scheme operated by Jobcentre Plus. It can provide financial and practical support in meeting the additional disability related needs of employees.

AtW funding is granted to the disabled employee and is administered by Jobcentre Plus via regional call centres. Local Disability Employment Advisers (DEA) can support disabled employees with their initial application and signpost applicants to the appropriate call-centres. Please refer to the Contacts section at the end of this document for contact details.

Financial Support

AtW makes grants towards costs. If you take on an unemployed person or have recruited someone less than six weeks ago, the grant is up to 100% of the approved costs, costs approved by the AtW Adviser.

Whatever the employment status of the applicant, AtW pays up to 100% of the approved costs of help with support workers and fares to work; and communicator support at interview. AtW also pays additional travel costs incurred due to a disability.

Practical Support
- Communicator support at interview (CSI) which meets the full cost of hiring an interpreter to remove barriers to communication at interview

- A support worker, which allows the applicant to use the services of a helper. Types of support might include reading to a visually impaired person, communicating for a hearing impaired person via sign language (other than at interview which is covered by CSI), providing specialist coaching for a person with learning difficulties or helping a person with care needs

- Special aids equipment to help a disabled person function in the work place

- Adaptation to premises or to existing equipment

- Help with the additional costs of travel to, or in, work for people who are unable to use public transport.

Accessible Marketing and Publicity

Useful information and guidance on how to ensure that your publicity and marketing techniques are accessible.

Accessible Print Material
Many of your audience members, visitors, artists or employees will experience difficulty in reading printed documentation. There will be many different reasons such as;

- Difference in language use i.e. people with dyslexia may read or write some phrases differently; someone whose first language is not English will have some different interpretations and some Deaf people whose use of English will also be slightly different.

- Age-related issues may make reading difficult for some e.g. dementia

- Minimal formal education

- A mild intellectual disability

- Varying visual impairments

Incorporating Plain English as a standard approach to all documentation and communication is advisable. It reduces the need for different versions. People are communicated to as a whole, rather than segregated. A Plain English version of a document will be easier to read and understand for the majority. A useful website for guidance in this area is: www.plainenglish.co.uk

Remember:
- Sentences should be short

- Paragraphs should be short

- Replacing long words with short ones e.g. tell, instead of advise

- Technical jargon can be very difficult or confusing. Where it really needs to be used, explain any terms clearly

- Explain all abbreviations the first time you use them e.g. British Sign Language (BSL)

- Use simple punctuation

- Avoid negative tones i.e. 'Please send us your payment so that we can renew your valued membership', instead of 'If you don't send your payment now we will remove your from our membership records'.

Accessible Website Design

Accessibility and a high level of design are not mutually exclusive. The challenge is to draw these two elements together without compromising either. The following guidance should be considered a starting point when developing an accessible website:

The site should:
- Achieve AAA standard level

- Comply with PAS 78 guidelines

- Consist of standards compliant HTML | CSS

- Semantically correct use of HTML elements (h1, h2, p, tables only for tabular data etc)

- Make use of html access elements such as title, alt text, access key and 'jump to' anchors

- Correct tabbing order for all elements on the page

- Special attention to HTML form construction

- Integrate assistive technologies such as text-to-speech services

- Include provision for annotation of both audio and video

- Take dyslexia and other visual impairment into consideration when developing a colour scheme (or include a style sheet switcher)

- Design and build with the ability to resize text in mind

- And finally, work towards best practice rather than compliance with rules

The site design should pay special attention to the needs of those with:
- Cognitive difficulties - The British Dyslexia Association estimates that 4% of the population is severely affected by dyslexia, and 10% of the population show some signs of the condition.

- Mobility problems - these can range from mild arthritis of the hands and fingers which means that your visitors can not achieve very fine control of their mouse, through to the total inability to use a mouse as a result of RSI and other problems. This means that if your website relies solely on the use of a mouse to navigate then you are excluding a large number of potential visitors.

- Hearing loss can leave visitors unable to interpret the content of your website if it contains sound files or video clips that do not have a text transcript.

- Visual impairments can range from colour blindness that affects 10% of the UK male population and age related visual deterioration, all the way through to total blindness.

Organising Accessible Screenings

Useful information and guidance to help you think creatively about removing barriers to disabled people during events to ensure they are accessible and engaging to disabled audiences.

- If your venue and your communications are open and approachable to all, the chances are your audiences will develop because of the positive and inclusive messages being relayed.

- Be aware that informing people about your accessible facilities and service will also entice them to visit you. In fact, it will be absolutely necessary for many disabled people to have these details in advance.

- Ensure that this information is easily accessed on your website (consider having a dedicated access section), that all telephone operators and staff have details to hand and that it appears on publicity. Not all details will need to be included but ensure that enquirers can find it easily i.e. refer enquirers to a dedicated telephone number, email address or website link.

- It is important to be honest about what accessible services, programmes, areas and communications you have available. If barriers exist, please identify what these might be and tell visitors how you can assist in other ways i.e. what areas of venues are not accessible via wheel chair etc. Do not increase expectation where you know it cannot be met.

What to consider when planning an event:
- Venue and location
- Catering, refreshments, first aid and rest points
- Audiences and audience development
- Staffing and volunteers
- Programming and scheduling
- Planning
- Evaluation and monitoring

Improve your audience development – consider the following:

- Digital projection (easy to drop in subtitles etc, extra space on server to double up screenings)

- Have personal interaction with customers to collect feedback

- Timings of specialised screenings e.g. put autistic friendly screening early afternoon – not too early as it can take a while to get out of house

- Personal subtitle system – projects subtitles onto a screen in front of you

- Dolby screen talk – sends out audio description disks if requested

- Offering a storyboard or synopsis

- Make links with the local communities

- Provide specific programming

- Volume control

- BSL interpreted screenings

- Making Q & A's and additional content accessible

- Lighting and lighting strips

- Free tickets to support staff (carers/care workers/Personal Assistants)

- Priority seating and variety of options

- Letting disabled people in earlier – if needed

- Refunds policy for disabled people/autism friendly screenings

Contacts

Shape
Shape is a disability-led arts organisation that for over 30 years has been working to improve access to the arts and culture for disabled people as audiences. Please contact us for more information about our Training & Access Consultancy Services.

Deane House Studios
27 Greenwood Place
London NW5 1LB
Tel: 020 7424 7330

Textphone: 020 7424 7368
SMS: 0762 480 9145
Email: training@shapearts.org.uk
Website: http://www.shapearts.org.uk/

Disability Arts Online
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.
http://www.disabilityartsonline.org.uk/

Equality and Human Rights Commission (London)
The Commission's role is to ensure people are aware of their rights and how to use them, work with employers, service providers and organisations to help them develop best practice, work with policymakers, lawyers and the Government to make sure that social policy and the law promote equality and use their powers to enforce the laws that are already in place.

3 More London
Riverside Tooley Street
London
SE1 2RG

England: 0845 604 6610 (helpline)
Textphone: 0845 604 6620 (helpline)

Tel: 020 3117 0235 (non helpline calls only)
Email: info@equalityhumanrights.com
Website:
http://www.equalityhumanrights.com

Job Centre Plus
Provide advice and details of Government funded support including 'Access to Work'. More details of the 'Access to Work' Scheme can be found at:
https://www.gov.uk/

The BBC Ouch Website
This website represents the views and perspectives of the disability world:
http://www.bbc.co.uk/ouch/

Vocal Eyes
Vocaleyes enables blind and partially sighted people to experience the arts through high quality audio-description.

First Floor
54 Commercial Street
London
E1 6LT

Email: enquiries@vocaleyes.co.uk
Tel: 020 7375 1043
Website: http://www.vocaleyes.co.uk/

Stage Text
STAGETEXT is a registered charity which provides captioning and live speech-to-text services to theatres and other arts venues to make their activities accessible to people who are deaf, deafened or hard of hearing.

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