Live Events Access Charter -

Guidance, Content & Essential Criteria

You can download the information below as a word format, here: [[(Website Download) Charter Guidance, Content & Essential Critera.docx]](https://attitudeiseverything.sharepoint.com/:w:/s/General/EWP9DxZtaUdEqDuWZCnJg2ABOUENq5ScrH-Bn1z9osbt2Q?e=mG6HXK)

## Guidance and content

We have divided the Charter into four sections to provide a structured framework to ensure accessibility is addressed from multiple angles. Each section allows for specific tasks and responsibilities to be assigned to different teams or individuals, making it easier to manage and implement.

### **Impact**

Focuses on internal culture, support, ethos, and policies to emphasise long-term change.

1. Staff Training
2. Access as a Team
3. Transparency around Pay
4. Flexibility and work life balance
5. Anti-bullying and Harassment
6. Community Feedback and Evaluation

### **Outward Voice**

Ensure clear, accessible communication with the public and collaboration with disabled communities.

1. Language and Terminology
2. Access page
3. Digital design
4. Print design
5. Maps, Signage and Wayfinding
6. Accessible Formats
7. Ticketing and Evidencing
8. Inclusive Recruitment
9. Customer enquiries and feedback
10. Companion/PA Tickets

### **Operations**

Relates to the logistics of the event at a practical level to ensure inclusion for all attendees and staff.

1. Access to the Workplace
2. Access adjustments for staff
3. Volunteers
4. Welcoming Assistance Animals
5. Welcoming Deaf Customers
6. Transport and Travel
7. Staff Briefings
8. Access to Performance
9. Procuring Access
10. Climate and Sustainability
11. Mental Health and Wellbeing
12. Emergency Evacuation

### **Production**

Focuses on ensuring the accessibility during the event itself, including facilities, layout, and infrastructure.

1. Level Access
2. Bars and Traders (Venues) and Bars and Traders (Festivals)
3. Toilets (Venues) and Toilets (Festivals)
4. Access for artists and performers
5. Accessible Welcome
6. Accessible viewing - Design
7. Accessible viewing - Stewarding
8. Sound, Lighting and Special Effects design
9. Sensory Access
10. Welfare Spaces
11. Backstage and Stage Access
12. VIP and Exclusive Areas
13. Corporate Activations
14. Accessible Campsites

## Essential criteria

As we have a minimum pass rate percentage for each level, we have a set list of essential criteria that it is vital to complete to achieve that level of the Charter. This means that there is more transparency for disabled artists, audiences and professionals when attending one of our Charter venues or festivals.

**Bronze: Quick wins and easy fixes**

Bronze members start by identifying and addressing straightforward accessibility improvements that can have a big impact.

* **Focus areas**: Tackle "quick wins," such as providing clear signage, ensuring accessible viewing, offering basic staff training, and making key information available in accessible formats.
* **Goals**: Create a strong foundation by addressing easily identifiable barriers, building confidence, and demonstrating a commitment to accessibility.
* **Essential criteria**: To achieve Bronze status, members need to have a foundational understanding of accessibility and provide basic provision. This includes:
  1. At least one staff member to complete Disability Equality Training
  2. Ensure the Emergency Evacuation Plan anticipates the needs of disabled customers, artists and professionals.
  3. Provide a companion/personal assistant ticket at no extra cost for disabled customers, volunteers, staff members, and performers.
  4. Accessibility page meets our Access Starts Online guidance.
  5. Website has basic accessibility features.
  6. A toilet with at least a 1.5m squared turning circle, with at least one grab rail.
  7. Level access from point of arrival to areas of performance and toilets, both front and back of house.
  8. Include a question about accessibility requirements in recruitment of artists and professionals.

**Silver: Planning and implementation**

Silver members move to creating a structured plan for accessibility improvements, showing a proactive approach.

* **Focus areas**: Develop and implement policies, allocate resources for accessibility, plan staff training programs, and begin gathering feedback from disabled attendees to inform ongoing improvements.
* **Goals**: Build an actionable accessibility plan and embed accessibility considerations in the organisation’s planning processes, showing a proactive approach to access.
* **Essential criteria:** To achieve Silver status, members need to:
  1. At least a third of staff working regularly with disabled customers or artists have undertaken Disability Equality Training within the last three years.
  2. Have accessibility as a target/oversight within a senior manager’s job description.
  3. Hold a focus group with the local community.
  4. Accessibility information about backstage and stage access available online, with more information available on request.
  5. Ensure clear agreements with external providers on access responsibilities and contacts.
  6. Have a process for responding to reasonable adjustments for staff.
  7. Accessibility information is included in staff handbooks and site inductions.
  8. Programmed two accessible performances a year.
  9. Accessible queue, or queue-jumping provision.

**Gold: Embedding and integrating**

Gold members focus on embedding accessibility as a core part of their organisation’s culture and operations.

* **Focus areas**: Accessibility practices become routine across all departments, with senior staff engaged in leading and monitoring initiatives. Accessibility is integrated into all phases of event planning, marketing, and audience engagement.
* **Goals**: Achieve consistency in accessible practices and ensure that accessibility is considered an essential part of all activities, not an add-on. Accessibility principles should be reflected in every aspect of the organisation.
* **Essential criteria**: To achieve Gold status, members are expected to be achieving in all areas of inclusive practice, this includes:
  1. At least two-thirds of staff working regularly with disabled customers or artists have undertaken Disability Equality Training the last three years.
  2. Have accessibility within the role description of multiple staff members (i.e. Marketing, Front of House, etc).
  3. Create a formal process where feedback from disabled attendees directly informs future event planning.
  4. Achieve full compliance with all relevant accessibility standards, including the Web Content Accessibility Guidelines.
  5. Explore alternate ways of mapping the event space to cater to different access needs or give richer information (e.g. a sensory map, tactile map or colour coding).
  6. Ensure consistent accessible recruitment processes are used across all roles.
  7. Regular assisted performances as part of the programme.
  8. Include accessibility as part of the contract with suppliers.
  9. Include the commitment to make reasonable adjustments in live performance contracts with artists.
  10. Provide a chill out/sensory respite space for audiences.

**Platinum: Innovating and influencing**

Platinum members lead the industry in accessibility innovation, serving as role models and advocates for accessible practices beyond their own organisation.

* **Focus areas**: Experiment with cutting-edge accessibility solutions, engage in research and development, and share insights with the sector. Platinum members influence accessibility standards within the industry, through advocacy, collaborations, and policy contributions.
* **Goals**: Set new standards in accessibility, drive industry-wide improvements, and inspire others. Platinum members are leaders who prioritise accessibility as a critical part of their organisational identity and actively shape the future of accessible live events.
* **Essential criteria**: Platinum is only awarded to organisations that truly demonstrate the best practice in the industry and are leaders in accessible practice.

## Minimum pass rates

At each level there are **member expectations** which are based on accessibility standards. Using the portal, members will upload evidence and answer assessment questions for their accreditation. To receive an award, members will need to demonstrate that they meet all **essential criteria** and the minimum pass rate in the assessment.

For Bronze and Silver levels, most organisations require an **85%** pass rate, while grassroots and community organisations qualify with **75%,** provided all essential criteria are met. For Gold and Platinum, the pass rates increases to **90%** and **80%** respectively. This is to support grassroots and community organisations who may not have the funds or the capacity to deliver on all member expectations.

|  |  |  |
| --- | --- | --- |
|  | **Bronze and Silver** | **Gold and Platinum** |
| **Grassroots** | 75% | 80% |
| **Standard** | 85% | 90% |

Once the assessment has been completed, a member of our team will review the submission before confirming accreditation for those who have passed and sending an award certificate. The submission will also include feedback from our **Mystery Shoppers,** and we will conduct further examination of new members, those who are moving up a level, or where we have received negative feedback.

Our team is here to support you throughout, ensuring you have everything you need to improve accessibility and implement inclusive practices effectively.

## How long does it take to achieve the award?

Each level grows on the previous, therefore it is useful for organisations to start at Bronze and take time to work through each level. It is expected that it will take new venues and festivals at least three months to put the guidance into practice and then submit the assessment for the award level, depending on the starting point. Our team will then aim to review and respond within six weeks.

Generally, we recommend that you to achieve your Charter status within six months of signing up.

For festivals,we encourage you to sign up at least three months before your event to allow enough time to complete the process and meet your desired level.