

Accessible communications and marketing

Start by having clear communications:

Use clear and straight-forward language

- No jargon or tech speak.
- No flowery language or metaphors.
- Think about your vocabulary - are you using the social model and being inclusive?

Think about your design

- You can make your marketing and website attractive and accessible – they aren't mutually exclusive.
- Keep your paragraphs short.
- Leave lots of space.

Represent

- Representation matters. Make it a priority to include diversity in your images.
- Always double check that you are including a range of people in your promotional material. Ensure your photographers are capturing images of disabled people in your audience and performers.

Tell your audience

- Have an access statement on your website and in your brochure.
- Use 'What to Expect' and 'Access' icons to inform audiences about your shows.

Accessible Information

Providing information in different formats ensures you reach as many people as possible.

The main alternative formats are:

- British Sign Language (BSL) Interpretation
- Audio Description
- Large Print
- Easy Read
- Travel Information (photo and video routes)

Engage with your audience

Social media

- Platform disabled artists/ companies.
- Be accessible online by using image descriptions.

Outreach

- Connect with local groups.
- Hold focus groups.