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# 10 Tips to make your festival more accessible



**Andrew Lansley**

**Cheltenham Festivals**



Outdoor  
Arts uk

YOUTH  
MUSIC



Me

attitude  
is everything



Julie's Bicycle  
CREATIVE • CLIMATE • ACTION



00: Background

# 01: Make it fun



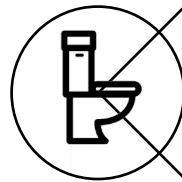
# 02: Plan what you can

# 03: The Four Ts

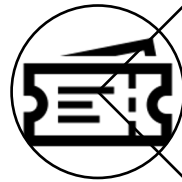
Attitude is Everything are a great source of all things accessibility and events



Free resources



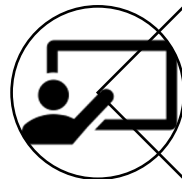
Toilets



Ticketing



Touring



Training

**Create an internal working group**  
**Share examples of good staff/operational practice and development**

# 04: Organise!

Student Union



Meet the Student Union 2022/23 Representatives




Hi Andrew, Louise and James.

Thank you again for today. It was lovely to meet you and start my volunteering journey.

I have been talking on the way home, and I would really like to come and see Motsi Mabuse on Sunday morning (10:30-11:30) (LE49).

I was just wondering if you needed any help for this event?

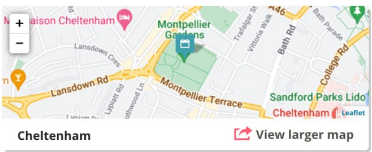
Kay.

Events / Cheltenham

### Ross Collins: There's a Mouse in My House (LF76)

Details Images

Sunday, 16 October 2022 - 3:30pm to 4:30pm



Address  
 Montpellier Gardens  
 Montpellier Spa Road  
 Cheltenham  
 Gloucestershire  
 GL50 1UL

View larger map

Accessibility features


- Access for Wheelchair Users
- Accessible toilet
- Autism Friendly
- Baby Changing Facilities
- Changing Place Facility
- Family Friendly
- Hidden Disabilities Awareness

Cheltenham Literature Festival 2022 (LF76)

**Ross Collins: There's a Mouse in My House**

Bear and Mouse are the best of enemies. But will they ever get along? Illustrator and author Ross Collins' books (There's a Bear on My Chair / There's a Mouse in My House) are guaranteed to have you howling with laughter. Join Ross for live drawing, interactive read-alongs and plenty of mischievous mayhem.

THE SUNDAY TIMES | TIMESRADIO  
**CHELtenham**  
 Literature Festival




## Relaxed Performance

This is a family relaxed performance.

What does that mean?

- There is a relaxed attitude to audience noise.
- The lights in the venue will remain low throughout the show.
- There will be no sudden loud noises in the performance.
- You are free to leave and re-enter the venue at any point.
- Our venue staff have been briefed on how they can support you at the event
- You can ask staff questions at any time during the performance.



## Volunteering/Operations

*With Volunteering/James & Ops/James*

## Community & Communications

*With Jade/Comms & Loraine/Programming*

# 04: Revise!

## Creating content will help embed cultural change, improving practice and informing policy

Hi Andrew,

I'm hoping you can help with below enquiry we have had from a customer about an accessibility video as I know you making one on Friday.

Any help you can offer will be very much appreciated.

Best wishes,

Phil

### Vulnerable adult escalation/reporting protocol

In the event of finding a vulnerable adult who may be in need of assistance the following steps should be taken:

a) Those concerned about the welfare and safety of a vulnerable adult should assess, without intervention, whether there are other family members/carers available to look after them

b) The designated event supervisor (usually the venue manager) should be made aware of the situation along with any security staff on duty. They...

**For audience**

### Queer Up: Love, Life and Mental Health

#### LF34 Accessibility Script

(For artist/chair)

#### WHAT DOES THIS DOCUMENT CONTAIN?

This document has been created to help share the process of arriving on site and preparing for your event at Cheltenham Literature Festival 2022.

Below you will find the **Main Event Information** as well as contact details for staff and other performers, followed by your anticipated schedule for the event day. We have also included pictures of the venue and event space at the bottom of this document.

If you have any questions about the information below, please contact either [Rosy](#) or [Andrew](#) to discuss further – we are always happy to support you in any way we can.

#### MAIN EVENT INFORMATION

**Location:** Town Hall Pillar Room, Imperial Square, Cheltenham GL50 1QA

**Link to Google Map Pin:** [Location of Cheltenham Town Hall](#)

**Soundcheck Time:** Sunday 9 October 2022 12:00pm - 12:45pm

**Event Time:** Sunday 9 October 2022 1:00pm - 2:00pm

#### CONTACT INFORMATION

[Andrew.lansley@cheltenhamfestivals.com](mailto:Andrew.lansley@cheltenhamfestivals.com) Andrew Lansley (Innovation Manager)

[Rosy.turner@cheltenhamfestivals.com](mailto:Rosy.turner@cheltenhamfestivals.com) Rosy Turner (Operations Intern)

[hannah.eadie.moore@gmail.com](mailto:hannah.eadie.moore@gmail.com) [07588201084](tel:07588201084) Hannah Moore (Event Manager – on the day contact)

Alexis Caught, Charlie Craggs, and Sarah Kendrick (the panelists) are all represented by Rebecca Oram at Walker Books ([rebecca.oram@walker.co.uk](mailto:rebecca.oram@walker.co.uk)). Please feel free to contact her in advance if you have any specific questions for the other participants.

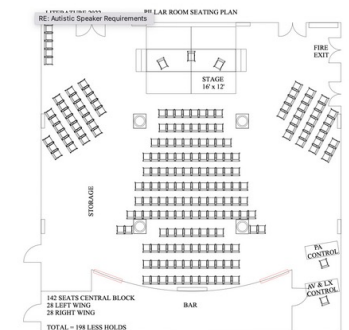


Cheltenham Town Hall (rear)



Pillar Room Stage (with theatre style seating set-up)

#### MAPS/FLOORPLANS

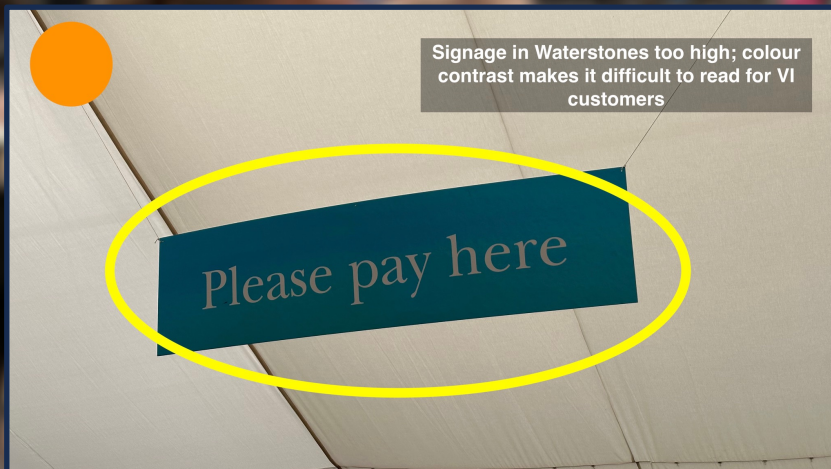
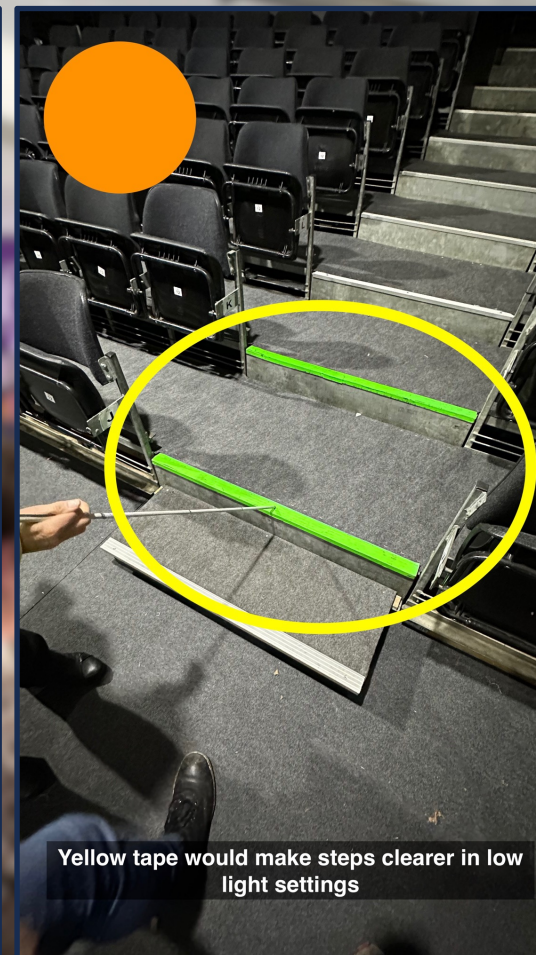


**For artists**



# 06: Review!

Make sure the things you have planned/agreed/communicated are addressed in advance



# 07: Never forget why

**Leo is an autistic boy and was visiting one of our events as part of a school trip. One email made the difference.**

**Sent:** Saturday, October 8, 2022 9:22 AM  
**To:** Box Office <[boxoffice@cheltenhamfestivals.com](mailto:boxoffice@cheltenhamfestivals.com)>  
**Subject:** Accessibility for school trips

Hi,

My autistic son will be attending the Literature Festival next week with his (mainstream) school. **Part of making the event accessible and beneficial for him is showing him in advance as much as possible of the venue and events.**

Is there a video walk through of the area and venues that I could show him? Things that I'd ideally like him to be able to see beforehand are:

A story telling session

The main entrance area; any key decorations or features they might be able to recognise above the crowds

The entrance to the toilets

The inside of the venue's & likely seating arrangements

The areas they might eat lunch in, including what the Wild Wood area looks like when there are entertainers around.

**It doesn't have to be overly detailed - it could even be a silent video with captions, but it would make a huge difference to autistic visitors,** and would be so gratefully received by myself and many other parents of children who need more reassurance and preparation to access such wonderful events.

**One Google Drive link later...**



Dear Andrew,

Firstly, another huge thank you for the effort and empathy in responding to my emails so quickly. **Leo being able to watch the videos and remember previous trips and see new areas massively reduced his anxiety, and it was invaluable for us as parents to also see the inside of the venues, as we could then use our own knowledge to facilitate conversations with him about his experience.** For example, we were able to ask him if the show he was talking about was in the venue with the folding chairs, or with the normal chairs. **It seems minor, but it really helps us** understand the whole picture for Leo, and saves him having to try to tell us more information to describe his situation.

Without parents to advocate and interpret information for neurodiverse children, school trips can feel overwhelming for all family members. **Having this information ahead of time enables us to prepare our children in the safety of their own home and at their own pace, plus it gives us time to research and find extra details that might be needed.** For my family, it helps Leo when we can talk authoritatively about the experience, and have confidence in what he can expect.

He was delighted that another autistic person was able to send him the videos. After I had explained this to him, he excitedly told his dad that he'd seen videos from another autistic person "who understands why we need information". Representation matters; I am very grateful for your disclosure, and **I want you to know that it made a very real and wonderful impact on my seven year old who sometimes struggles with feeling so different from his peers.**

# 08: Adapt and change

**Don't diss data! No matter how small, use the numbers to make the difference**

## Artist access adjustments

- **78 artist ticked 'access' box on T&L form**

- 36% followed up with access requests (28)
- 21% of follow ups requested access (6) adjustments as part of their appearances
- Adjustments included parking requests, seating amendments, pictures from site & facilities for family and babies

### Good feedback from authors/participants:

"Hi all,

*Andrew, thank you so much for the call earlier today. You made it all so simple and I appreciate the care you took to listen to what gave me anxiety... Many thanks to everyone on the thread working to help make this happen.*

*Best wishes,  
Kayza "*

Hi Kayza, apologies for the late mail, I hope you had a good journey today.

I shall come and meet you myself tomorrow, at the hotel at 12.15pm. I shall have my pink "Cheltenham Festivals Staff" lanyard and wait in reception. I've included a mugshot below so you know who to look out for.

Looking forward to meeting you, have a nice evening.

James.



**James Clay**

Festival Volunteer Coordinator

M: 07882686084

[cheltenhamfestivals.com](http://cheltenhamfestivals.com)



Free Stage seating



Backstage provisions



Signage & toilets



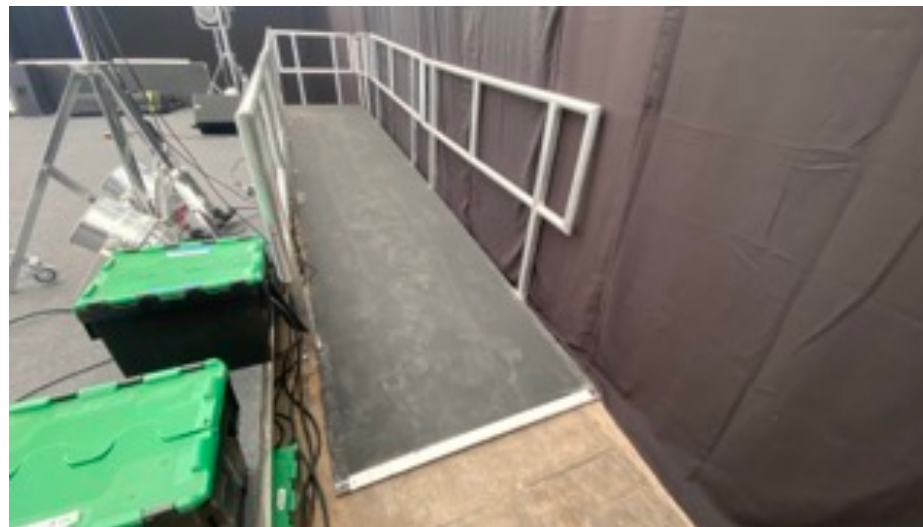
# 09: Access all areas



Signage around site

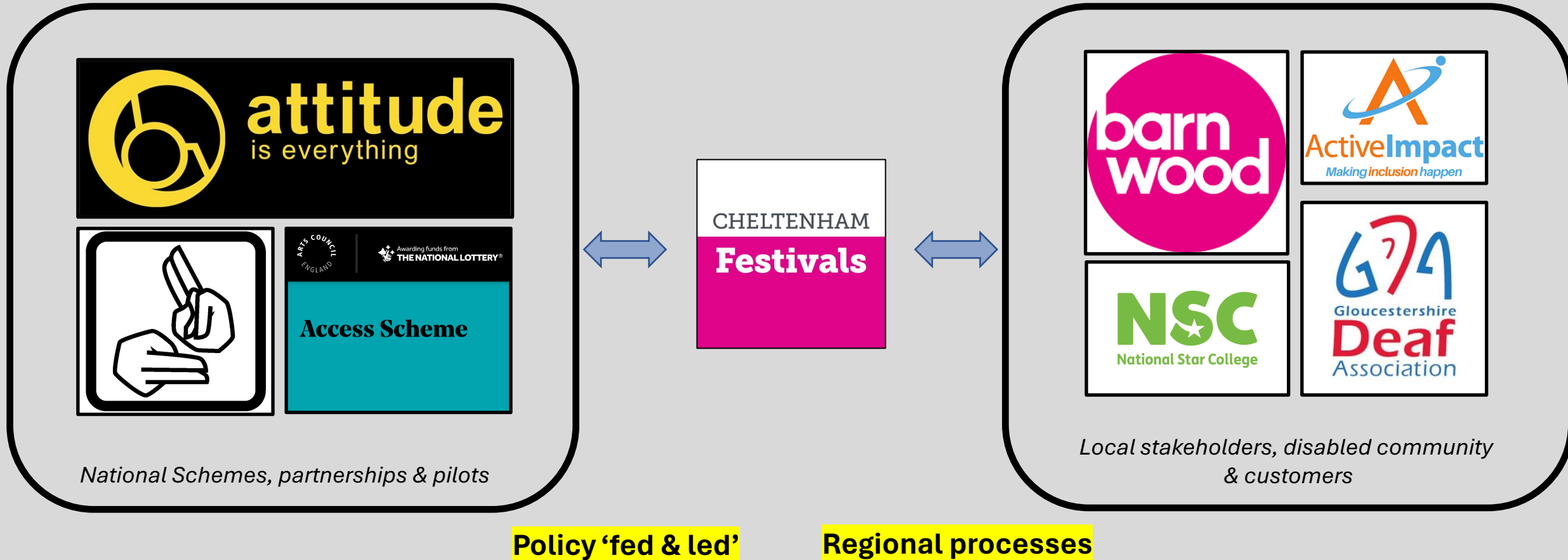


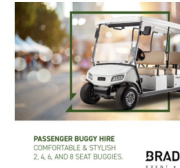
Artist Accessibility provision



# 10: Build a community

Sector advisory groups, Access in Music Conference (May 24), pilot schemes and community building





News > UK

## Cheltenham Jazz Festival works with student to adopt accessible signage

Festival organisers have worked with National Star student Sam Vestey to rethink disabled access signage open-air site in the town.

Red Minchin • Friday 28 April 2023 10:16 BST

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### Cheltenham Festivals Andrew Lansley on the organisation's accessibility improvements

23RD JUNE 2023 | IN NEWS | BY CAROLINE CLIFT

Andrew Lansley, innovation manager at Cheltenham Festivals, talks to StandOut about some of the new measures

THE SUNDAY TIMES | TIMESRADIO  
**CHELTHENHAM Literature Festival**  
Untold Stories - Cheltenham Literature Festival  
By Claire Wade

Author Penny Parkes, poet and founder of CRIPtic Arts Jamie Hale and Penelope Bachelor author and founder of Keep Festivals Hybrid join Claire Wade, author and founder of Authors with Disabilities and Chronic Illnesses (ADCI) to discuss why literature needs to be more accessible and inclusive.

<b>The Choice</b> Claire Wade £9.99 £9.49	<b>Shield</b> Jamie Hale £7.99 £7.59	<b>Home: the most moving and heartfelt novel you'll read this year</b> PENNY PARKES £8.99 £8.54	<b>Maybe Tomorrow: 'As heartbreaking as it is uplifting' - the...</b> PENNY PARKES £8.99 £8.54	<b>Practice Make Perfect</b> PENNY PARKES £7.99 £7.59

ADD TO BASKET ADD TO BASKET ADD TO BASKET ADD TO BASKET ADD TO BASKET

# NEWS

# Cheltenham Jazz Festival aims to democratise culture as accessibility pioneer

28 April



New signs are among the changes the festival has made for its event in 2023

## MUSIC TEACHER

### Cheltenham Festivals offers workshops and relaxed concerts for schools

Harriet Clifford  
Wednesday, April 20, 2022

The Festival's first ever Relaxed Concert for Schools will take place on 7 July, specifically designed for children with special educational needs and disabilities.

Cheltenham Music Festival's summer season 2022 includes school workshops in June, a free relaxed concert for SEND schools, and an interactive concert for schools in early July.

Run by alumni of Cheltenham's 'Musicate' outreach and education programme, the June in-school workshops are designed for a group of 30 children, and cost £1 per pupil.



Courtesy Cheltenham Festivals



**Andrew Lansley**