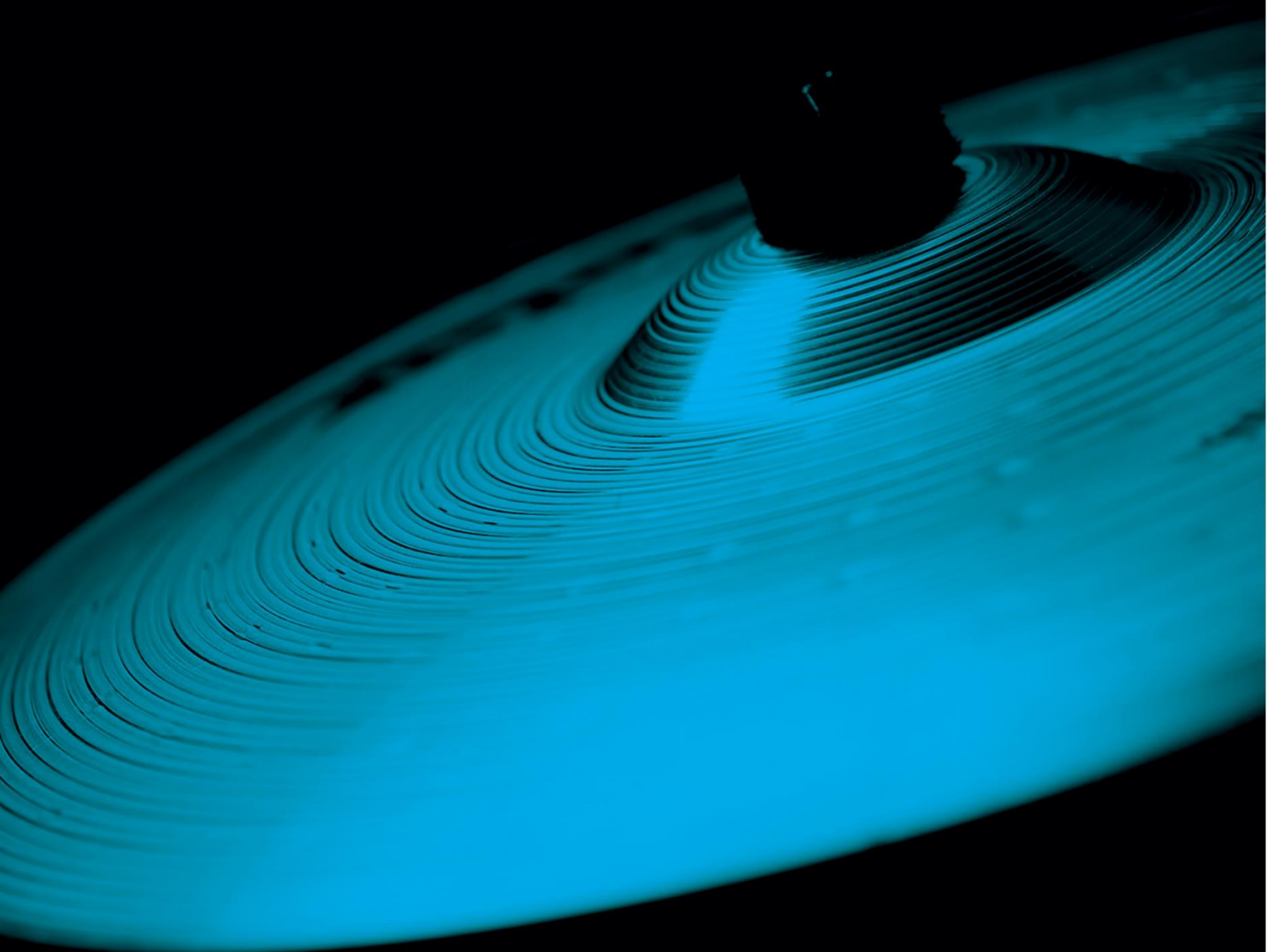


Each month, high street shops
lose around £267 million by not
being accessible

We Are Purple, 2017



ACCESSIBILITY GUIDE

Take it away | Retailer Marketing Guides

www.takeitaway.org.uk

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INTRODUCTION

The current spending power of disabled people is estimated to be worth £249 billion per year to UK businesses, with the online spending power of disabled people alone estimated to be worth more than £16 billion. (We Are Purple, 2017).

Around 13.9 million people in the UK, 22% of the overall population, identify as being disabled (Family Resources Survey, 2016-17). **Yet each month, high street shops lose around £267 million by not being accessible** (We Are Purple, 2017).

This guide for Take it away retailers is designed to give you the confidence to make your shop, website, and promotional activity accessible and inclusive for all. By integrating accessibility into your business activity, it can help you to attract new customers, secure customer loyalty, and ensure you are reaching the widest possible audience.

In March 2018, Creative United launched a major research project in partnership with [OHMI](#), [Drake Music](#), [Open Up Music](#), and [Youth Music](#), to capture a detailed picture of the experiences of disabled people regarding music making. The research revealed that less than 20% of music educators believed that high street music shops generally met the needs of their students in purchasing what they need for their music making. Together, we can challenge this perception and help shape the future of accessible music making.

DEFINITIONS

Disability is defined as a 'physical or mental impairment that has a substantial and long-term adverse effect on one's ability to carry out normal day-to-day activities'

(Equality Act, 2010)

Disability includes less visible disabilities such as hearing loss, learning disabilities, mental health issues and progressive conditions such as HIV, cancer or multiple sclerosis.

Social Model of Disability

Creative United works on the principle of the Social Model of Disability which says that people are disabled due to the barriers they face as a result of environmental and attitudinal factors. This contrasts with the earlier Medical Model of Disability which considered that people are disabled by their impairments or differences.

Accessibility

Accessibility is about our ability to take part in and engage with the world around us. It describes the ability for a device, service or environment to be easily accessed by as many people as possible.

ACCESSIBILITY STATEMENT

Research shows that 95% of disabled people search for information about accessibility online before visiting a venue for the first time.

(Euan's Guide, The Access Survey 2017)

For this reason, we ask all Take it away retailers to include key information about accessibility on their website.

This can be in the form of a short statement outlining if your shop is accessible for people with limited mobility and highlighting any barriers customers may face when visiting. Being transparent about accessibility in your shop makes it easier for people to plan and make an informed decision about their visit.

In your Accessibility Statement, you could include information such as:

- How visitors can reach your premises, (e.g. public transport routes or walking distances)
- If accessible car parking is available
- If your shop has step-free access or is wheelchair accessible
- If you sell special products or adaptive music instruments that are sold as being accessible

- If you adapt standard instruments to make them accessible where necessary
- If you have hearing loops / audio induction loops
- If you have accessible facilities, such as toilets or adult changing facilities
- If service animals are welcome (and water bowls are available)
- Contact details of how people can get in touch if they have any questions

Accessibility Statement Examples

Below are some examples of Accessibility Statements. Please do get in touch with us if we can help you to write your statement:

Sage Gateshead

sagegateshead.com/your-visit/access-information

02 Apollo Manchester

academymusicgroup.com/o2apollomanchester/access

Southbank Centre

southbankcentre.co.uk/visit/facilities-access

The Mac

themaclive.com/accessibility

RETAIL PREMISES

When assessing music retailers for Take it away membership, we always check the extent to which their shop is clean, tidy and well-lit, and how well equipped they are to accommodate visitors with access requirements.

There are a few ways that you can make a customer's visit to your shop a comfortable and enjoyable experience:

- Ensure areas open to the public are always free from trip hazards
- Keep heavy doors propped open
- Keep your shop space step-free with the aid of hired ramps or lifts
- Allow plenty of space to enable wheelchair users to manoeuvre freely in the shop
- Use signage to provide clear directions and aid navigation throughout the shop
- Ensure the shop is well-lit to aid visitors with visual impairments
- Ensure contact payment machines can be removed from their cases
- Provide seating to enable people to rest when visiting your shop
- Provide accessible toilets with a hoist and red alarm cord
- Provide water bowls for service animals

MARKETING & COMMUNICATIONS

How you market and communicate your shop can help improve its overall accessibility. There are some great campaigns you can get involved in, such as **Purple Tuesday** which promotes an inclusive shopping experience for all, but the following information can help you to get started.

Depending on your existing customer base or target audience, you may also consider the extent to which you will need to produce information in alternative formats. Formats for reaching different audiences include:

Blind and visually impaired people – Audio, Braille, large print, telephone support

Deaf and hearing-impaired people – British Sign Language, textphone, text messaging

People with learning disabilities – Easy read guides for support workers and carers

Writing Style

It is always important to ensure that any text you produce for customers is clear and easy to read. To make your text legible and readable:

- Ideally, use at least **font size 14** for written documents
- Left align the main body of text
- Keep the formatting consistent
- Break up the text into manageable chunks
- Keep the information concise and easy to navigate
- Signpost the text with clearly distinct headings
- Use Sans Serif fonts such as **Arial, Calibri or Verdana**
- Avoid using italics or underlining text
- Avoid writing entirely in upper case
- Avoid using single line spacing where possible
- Keep the text free of hard words and jargon

There are several ways you can check the readability of your text. When writing in Word, you can check your document for a Flesch Reading Ease or Flesch-Kincaid Grade Level score. For most standard files, the Flesch Reading Ease score should be between 60 and 70 and the Flesch-Kincaid Grade Level score should be approximately 7.0 to 8.0. Free apps like Grammarly and Hemingway Editor are also great tools for you to check your grammar, sentence structure and overall readability.

Website

When working on content for your website, you should apply the same writing principles as recommended for print. There are a few key points to remember:

- Use colour schemes which provide good contrast to improve legibility
- Provide the full description of a link instead of using 'click here' links.
This helps people using screen readers to navigate to the relevant information more easily
- Try to avoid having large blank spaces on your website. This can make it difficult for people using screen readers to navigate to the relevant information
- Alternative (ALT) text images or provide a description of images, such as instruments for sale, to enable people using screen readers to understand an image
- Make sure your website does not contain items that flash more than three times per second as this can trigger seizures

There are lots of free resources you can use to check the accessibility of your website, including:

WAVE - wave.webaim.org/extension

Nomensa - nomensa.com/ux-services/accessibility

Events & Workshops

Workshops and events, such as involvement in Learn to Play Day, are a great way of attracting new audiences and diversifying your customer base. To ensure you are attracting as wide an audience as possible, you may wish to consider the following points:

- **Provide plenty of chairs** for those who would like to sit and rest during the event or workshop. It is always better to use regular height tables and chairs instead of poseur tables
- If you are holding an event with a seated audience, **leave plenty of space or a designated area for wheelchair users**
- If you are holding a ticketed event, make it clear that disabled guests do not need to pay to bring a support worker or access assistant
- If there will be flash photography or flashing lights at an event, **let your audience know**
- On invites, it is a good idea to highlight accessibility and provide a telephone number and email address if someone has access requirements. You can include the phrase 'if you would like to discuss any access requirements before your visit, please get in touch'

ADDITIONAL SUPPORT FOR CUSTOMERS

Whilst Take it away aims to make music more affordable and open to everyone with the help of interest-free finance, we recognise that some customers may require additional financial support. It is worth being aware of the following organisations, should any of your customers need additional support and guidance:



Music for All provides advice and financial assistance to individuals who want to make music. They can also offer advice on subjects such as finding a music teacher or buying a suitable musical instrument.

musicforall.org.uk



Awards for Young Musicians supports talented young people from low-income families by helping them to overcome financial and social barriers to music. They provide funding for instruments, lessons, and transport, whilst providing holistic, tailor-made support to young people in need.

a-y-m.org.uk



Future Talent's Young Musicians Development Programme provides bespoke performance and development opportunities, guidance and mentoring, and financial assistance for music lessons and courses.

futuretalent.org



Help Musicians UK deliver various schemes which provide funding opportunities for musicians.

helpmusicians.org.uk



Universal Music UK Sound Foundation provides financial assistance towards the purchase of musical instruments and equipment.

emimusicfoundation.com



The Wrightson Trust provides financial assistance for music lessons, performances, and music college fees, for those aged between 11 and 18.

wrightsontrust.co.uk

FURTHER INFORMATION

Having confident colleagues is crucial to achieving an accessible and inclusive shopping experience. If you would like any extra help or advice, the following organisations can help:

Attitude is Everything - Improving deaf and disabled people's access to live music
attitudeiseverything.org.uk

Drake Music - leaders in music, disability and technology drakemusic.org

OHMI Trust - enabling music making for people with physical disabilities
ohmi.org.uk

Open Up Music - empowering young disabled musicians to build inclusive youth orchestras openmusic.org

Purple - creating opportunities that bring together disabled people and businesses
wearepurple.org.uk

Action on Hearing Loss - national hearing loss charity actiononhearingloss.org.uk

RNIB - national sight loss charity rnib.org.uk

Scope - national disability charity scope.org.uk

Mencap - national learning disability charity mencap.org.uk

Mind - mental health charity mind.org.uk

VocalEyes - audio description vocaleyeyes.co.uk

StageText - captioning and live subtitling stagetext.org

W3C Web Accessibility Initiative - international standard for Web accessibility
w3.org/wai

SOURCES OF FUNDING

We know that you may require access to funding in order to implement some of the ideas suggested above. In addition to your local authority, the following organisations may be able to support you:



UK Community Foundations
ukcommunityfoundations.org



Power to Change
powertochange.org.uk



PRS Foundation
prsfoundation.com



Allia
allia.org.uk