

ATTITUDE IS EVERYTHING

presents

A GUIDE TO DISABILITY EQUALITY TRAINING



improving deaf and disabled people's access to live music

>>> I support Attitude 100% because they believe what we all believe
- Rock 'n' Roll is for everybody.

Alan McGee, Attitude is Everything Patron

Our Clients Include

Academy Music Group	Paradise Gardens
Association of Independent Festivals	SFM Security Consultants
Brighton Dome	South East England
Festival Republic	Development Agency
Glastonbury Festival	Southwark Council
Greater London Authority	Stockton International
Greenwich and Docklands Festivals	Riverside Festival
Hampshire County Council	St Pauls Carnival
International Street Arts Network	Surrey County Council
Isle of Wight Council	The Great Escape Festival
Jazz Services	The Sage Gateshead
Kent County Council	The Western Wedge
KOKO	Ticketmaster
Loud Sound	Tower Hamlets Council
MAMA Group	Wembley Arena
National Arenas Association	Winchester Hat Fair
Oxfam Stewards	

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ATTITUDE IS EVERYTHING

A Guide to Disability Equality Training

Attitude is Everything improves Deaf and disabled people's access to live music by working in partnership with audiences, artists and the music industry to implement a Charter of Best Practice across the UK.

The Charter of Best Practice

The ethos of the Charter is that Deaf and disabled people should be as independent as they want to be at live music events.

The Charter Award is in 3 stages – Bronze, Silver and Gold. Each stage details the criteria for improvements and advises on how to achieve them. We support and advise music venues and festivals to work through the levels and aim for the Gold Award, which demonstrates an ongoing commitment to achieving Best Practice in accessibility.

Venues and festivals that sign up to the Charter of Best Practice are mystery shopped by our team of Deaf and disabled volunteers. Their detailed feedback on accessibility is then passed onto management, so that any potential issues are identified and practical solutions are suggested.

Disability Equality Training is an integral part of the Charter, in recognition of the impact that the knowledge and attitude of staff has on the experience of Deaf and disabled customers.



The input from Attitude is Everything is completely different from other sources as their staff and volunteers are actually gig goers themselves who understand customer requirements as well as venues' restraints. They always make us feel that we are working together rather than telling us what to do.

Tony Lawson,
The Studios, Hartlepool

An Introduction to Disability Equality Training

Disability Equality Training aims to increase understanding and to effect change in the areas of disability and access, encouraging inclusivity and equality. Our client-base includes music venues, festivals, promoters, music organisations, Local Authority event teams and Outdoor Arts producers.

Music is our specialism and passion. For the last 10 years we have focused exclusively on improving Deaf and disabled people's access to live music. Our qualified trainers are all Deaf and disabled people who are passionate about live music and attend gigs regularly. They understand both sides of the issue - the barriers faced by Deaf and disabled customers who attend, perform and work at live music events; and the challenges faced by venues and festivals when improving access.



As the creative producer of the Liberty festival and a key player in the outdoor arts sector, GDF has enormously appreciated its close working relationship with Attitude is Everything over a number of years. Attitude has led the development of an engaging Disability Equality Training programme for event staff and stewards, whilst also providing thoughtful and practical ongoing advice on access plans for the Liberty festival.

Bradley Hemmings,
Greenwich and Docklands
Festivals



Excellent – the process of an informed person talking around the issues works for me!

Outdoor Arts
training participant

Every training session is bespoke, with content tailored to the nature of our clients' business, and the knowledge level of those attending. Our training is both thought-provoking and engaging; we get our audience actively involved and use real-life case studies chosen for their relevance to the session.

Legal Obligations

The Equality Act 2010, which came into force on 1st October 2010, encompasses, strengthens and adds to the legislation from the Disability Discrimination Act 2005.

All service providers must continue to ensure that they are accessible to disabled people, making reasonable adjustments to remove any barriers, both physical and attitudinal, and to make changes to policies, practices and the physical environment to avoid exclusion or less favourable treatment.

The legislation covers:

- **Indirect disability discrimination**

This can be by omission, for example, not providing alternative formats or means of contact.

- **A positive duty to anticipate and make reasonable adjustments for Deaf and disabled customers, artists and employees**

This includes the physical environment and policies. Essentially, you should not wait for someone to request access; you should put reasonable adjustments in place regardless, and consider what disabled people with a range of impairments may require.

- **Discrimination arising from a disability**

Less favourable treatment because of a manifestation of someone's disability.

Our bespoke Disability Equality Training details your obligations and duties under the new Equality Act, and where these may differ from the former Disability Discrimination Act. However, Attitude is Everything encourages participants to go beyond the legal requirements and our training sessions will assist you in adopting a Best Practice approach, ensuring that all of your customers have the best possible experience.



It wasn't until my accident on a recent tour that I fully realised how hellish getting around the country in a wheelchair was going to be. Four weeks of asking roadies for piggybacks up three flights of stairs took all the fun out of what should be the best job in the world.

Blaine Harrison, Mystery Jets
and Attitude is Everything
Patron

The Business Case

There are obvious ethical and legal reasons to improve access, but investing in Disability Equality Training also makes sound business sense. Our clients are regularly amazed by the strength of reaction they receive from customers and employees when they improve their accessibility. The changes often enrich the experience of all customers, whether disabled or not, inevitably generating new business, diversifying audiences and increasing revenue.



Glastonbury and Attitude is Everything have been working together for a number of years to improve the disabled access. Although a large and challenging site, we now have about 300 disabled festival goers attending yearly.

Claire Elsam, Glastonbury Festival

Deaf and disabled customers are often overlooked despite representing an annual spending power estimated at £80 billion per year in the UK. Few people travel to gigs on their own and if you turn away Deaf and disabled people, then you are missing out on the business of their friends and family too.

Working with Attitude is Everything can open the door to this relatively untapped market and can assist your organisation to: -

- Attract more Deaf and disabled customers and a wider variety of artists, therefore increasing your audience base
- Save time by creating guidelines and policies so that staff can easily deal with access enquiries, leading to fewer complaints from Deaf and disabled customers
- Remove the guesswork and avoid spending money on expensive facilities and refurbishments that may not offer the most accessible, or inclusive, option
- Increase chances of securing long-term funding by broadening your outreach work
- Reduce the need to engage external consultants to provide support on access issues
- Make accessible guidelines, policies and practices part of your induction for new staff, disseminating the information and policies across your workforce
- Consider the most cost effective ways to make your events accessible

Implementing Best Practice policy and procedure changes can be free of cost, and much of our advice is targeted at Grassroots venues who can make a positive impact with limited resources.

The Deaf and disabled community in the UK is tightly networked and news spreads fast. Good access, and most importantly, improved access will be rewarded with additional custom from passionate music fans as their access requirements are met.



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It is grassroots venues that have traditionally given live music the chance to flourish and grow and where disabled people find it most difficult to get the most out of as performers or spectators.

Alan Kerr, Access Auditor and disabled music fan



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It was a real eye opener working with Attitude is Everything. We found straight away that there were a number of simple steps we could undertake without much cost.

Sian Thomas, Director,
Winchester Hat Fair

Case Studies

Some examples of how our training has assisted our clients to improve their access:

Music Venue: KOKO

KOKO signed to the Charter of Best Practice in April 2008. During a Policy training session, the management team at KOKO created a strong, 'live' Action Plan, already resulting in the achievement of the Bronze Level within a year of signing up. They invested in Disability Equality Training, implemented new access policies and made some physical changes to the venue. They are now working towards the Silver Level of the Charter, with some elements already fulfilled and more changes planned.



The training we have received from Attitude is Everything has been of enormous value - increasing staff knowledge and awareness, as well as helping us to develop workable policies on access at KOKO. We have had fantastic feedback and are very proud of the progress we have made. A rolling training programme is now in place to ensure standards remain high.

Mike Hamer, Operations Manager, KOKO



KOKO was superb on Wednesday and I had a really great night. Amadou and Mariam were really brilliant and I thought the venue was by far one of the best I have been to. It was evident that they have worked closely with Attitude is Everything and this made a massive difference to the positive experience that myself and the people I went with had.

KOKO customer

All frontline staff have received Introductory Disability Equality Training, and are now booked in for the Advanced level.

Under KOKO's new policy, when disabled customers arrive, they are offered a welcome pack which details the access at the venue. An excellent accessible viewing area has been created, and, as access to the bar is not yet possible, a bartender service has been introduced. Since signing the Charter, they have developed a regular Deaf and disabled audience, and after creating backstage access, they are now able to provide a far more comfortable and equal experience for Deaf and disabled artists.

Festivals: Festival Republic

Festival Republic have been working with Attitude is Everything since 2000, when Attitude is Everything was first set up. Key staff members have attended Disability Equality Training sessions and all their festivals are signed up to our Charter of Best Practice, working their way towards the Gold Level.

Attitude is Everything run an information tent, and recruit Deaf and disabled stewards for Festival Republic events including Reading and Leeds Festivals, Glastonbury, Latitude and The Big Chill. The number of Deaf and disabled customers increases year-on-year at Festival Republic events and at Reading Festival in 2009, there were 190 disabled and Deaf people, and approximately 600 people in total, booked onto the accessible campsite.



Since working with Attitude is Everything, the number of people attending our events increased dramatically as we improved access, and equally, we continued to give the issues more and more consideration as numbers went up.

Sharon Reuben, Artist and Guest Liaison, Festival Republic



I started to work in partnership with them because they gave me practical solutions to real challenges.

Melvin Benn, Managing Director, Festival Republic

Outdoor Arts: Blue Touch Paper Carnival

Blue Touch Paper Carnival is a new carnival project run by West Sussex and linked to the Carnival Learning Centre on the Isle of Wight. The project hopes to see disabled and non-disabled people working together to make top quality Carnival that is inclusive and accessible to all.

With the Blue Touch Paper Carnival still in the planning stages, the training could not have come at a better time for Project Manager, Sarah Pickthall. "Without a doubt the training had real value and has heightened our team awareness and confidence." Sarah and her team, who attended the Isle of Wight training day, were really impressed with the trainer and the different perspective she was able to give on outdoor events. "The quality of the trainer made all the difference. Steph really knew her stuff. She had an awareness and honesty that was refreshing".

Sarah predicts that developing proposals for support and planning resources will be easier with the support of the "brilliant" training pack. It has become a valuable reference manual.

Disability Equality Training Packages

We have developed a series of training modules specifically for the Live Music and Outdoor Arts sector. There are set module courses to introduce disability equality to front line staff or policymakers, and intermediate courses for those who have already made the first steps.

Set module templates are between 3 and 5 hours and are generally delivered to up to 15 participants. All existing courses can be adapted to your needs and are flexible in terms of length and size.

Our courses are bespoke and created in consultation with clients; we listen to what you want to get out of it and create a tailored package specifically to achieve your goals.

Our staff will be more than happy to discuss researching and creating entirely new modules if we don't already cover exactly what you think you'll benefit from most.

We will also be hosting various regular open training sessions, including our Introductory and Advanced Disability Equality Training for individuals or groups. These open sessions will provide a cost effective alternative for organisations that don't require our bespoke service and wish to only train a small number of staff.



Training Modules include:

- Implementing the Disability Discrimination section of the Equality Act and adopting Best Practice
- Barriers and issues faced by Deaf and disabled people at music venues and festivals
 - > Including customers, artists and employees
- Equipping participants with the skills to tackle the physical, attitudinal, and creative challenges
- The Social Model of Disability
- How legislation relates to the services provided for artists and employees as well as customers
- Best Practice Customer Care
 - > Created for customer-facing staff
- Marketing to Deaf and disabled people and building specific audiences
- Disability Action Planning: creating and implementing inclusive policies
 - > Created for decision-makers and key managers
- Making Outdoor Events accessible
 - > Created for Creative Producers, Festival Organisers and Local Authority Officers who produce Outdoor Arts work
- Inclusive workshops, networking and educational days
- Making your Board or Executive Committee inclusive
- Accessible recruitment, training and working practices
 - > Created for Stewarding, Security and Live Music organisations

Our aim is to create a system which enables knowledge to be disseminated to future employees and we provide a comprehensive training pack with practical advice and relevant case studies.

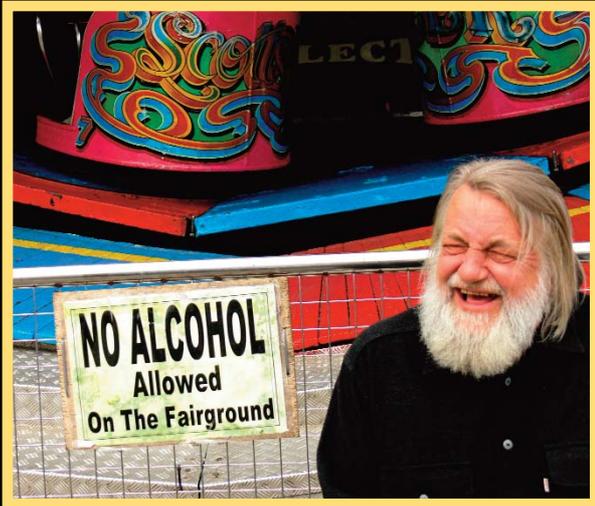
One of the key outcomes of the training sessions will be a Disability Action Plan for your organisation, laid out in clear, achievable terms and ready to implement at your events.

Pricing

As our training packages are bespoke, our prices are variable; we operate a sliding scale pricing system dependant on the size and nature of the organisation and will do what we can to meet your needs within your budget. We also have limited funds, generously provided by Festival Republic, available for bursaries towards the cost of training for Grassroots organisations.

Other Services

We undertake Access Auditing and a wide range of Consultancy work. Please contact us to discuss your requirements.



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I am happy to support Attitude is Everything because physically impaired youngsters should be able to join their aesthetically impaired peers in debauched evenings of binge dancing, where one can witness first hand the bang, wallop, screech, crash, bang, thump, thump of musical entertainment!

Robert Wyatt,
Attitude is Everything Patron



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Patrons: [Mat Fraser](#) | [Robert Wyatt](#) | [Susan Hedges](#) | [Alan McGee](#) | [Blaine Harrison](#) | [Amadou and Mariam](#) | [Drugstore](#)

Reg Company No: 6397532

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