



# **Delivering Accessible and Inclusive Events**

**Queen Elizabeth Olympic Park**

# Introduction

We want your event at the Queen Elizabeth Olympic Park to be as successful as possible. The purpose of this guide is to help you deliver a successful event that is exemplar in meeting the requirements of all potential visitors including Deaf and disabled people.

## Why Aim for an Inclusive and Accessible Event?

Under the Equality Act 2010, we all have a duty to ensure that disabled people are not discriminated against either directly or indirectly because of their disability. This is important and underpins the work LLDC does on accessibility and inclusion.

In addition, the London boroughs that surround the Queen Elizabeth Olympic Park are some of the most ethnically diverse in the country with Black, Asian and minority ethnic communities making a significant proportion of the population.

Ensuring that your event is accessible and inclusive for all potential visitors is essential and in doing so will:

- Meet your duties under the Equality Act 2010
- Meet LLDC's corporate policies on Equality and Inclusion and Inclusive Design
- Ensure everyone can attend and enjoy your event equally
- Potentially improve the appeal of your event to a wider audience
- Help eliminate the need for any last minute and potentially costly amendments as a result of poor preparation and planning

We understand that budgets can vary when planning events, therefore this is a guide which suggest various considerations around access at your event. If you have any questions or require any additional assistance regarding application of these measures, please ask the LLDC Event Manager responsible for coordinating your event.

# Before The Event

Develop an Accessibility Action/Management Plan to set out all the accessible facilities and features in place for your event.

Your Accessibility Action/Management Plan should be submitted to the LLDC event manager responsible for your event and consider the following key points.

## Pre-event/visit Information:

- Provide a single point of contact to deal with all disabled access queries via telephone and email.
- Ask all visitors and performers if they have any specific accessibility requirements in advance of the event so you know exactly what you may need to provide.
- Particularly for the purposes of ticketing, it is important to know if any disabled people intend to bring with them personal assistants, support workers or assistance dogs.
- Provide a map of the event site indicating the location of all accessible facilities. Best to be provided in alternative accessible formats on request such as large print and Braille.
- Provide all pre-visit information (both printed and digital) in accessible formats, i.e.
  - correct font size
  - sans serif font
  - good visual contrast
  - use clear language
  - maximising the contrast between text and background
  - avoiding printing text on top of images
- Make all key event information available in alternative formats such as large print, Braille, tactile and audio as appropriate and on request.
- Provide an overview of the access provision that will be available at the event, for example:
  - Step-free access
  - Hard-standing routes
  - Accessible toilets
  - Adult changing facility (Changing Places toilet)
  - Raised accessible viewing platform
  - Performances in alternative formats such as British Sign Language (BSL) interpreter or other language interpreters and subtitling

## Getting to the Venue/Site:

- Depending on the exact location of your event on the Park, consider how visitors will get there – including people with mobility impairment.
- Consider the proximity to surrounding public transport facilities.
- Consider the timing of the event schedule to enable disabled and older people to travel at off-peak times where possible.
- Ensure accessible routes to and from the event site entrance are easily identified with accessible wayfinding signage.

- Consider the need for a mobility service to support visitors with mobility impairment get to and from the event site main entrance to their preferred mode of transport. Ensure any vehicles used are accessible for all including wheelchair users.
- Where mobility services are provided, make sure associated information is clearly available including how to pre-book any mobility equipment in advance.
- Consider the need to have accessible Blue Badge parking available as close as possible to the event site entrance to accommodate disabled people arriving by private vehicle and how visitors get from the parking spaces to the event site entrance. Your LLDC Event Manager will be able to advise of any existing facilities.
- Consider the need for accessible taxi and private vehicle drop off.
- Ensure there is adequate lighting, particularly for evening and nighttime events.

## The Venue/Site:

### Entrance

- Unless there are specific reasons for not doing so, the main entrance should be accessible for use by all visitors.
- Where queuing lines are used, at least one accessible queue line should be provided for use by disabled people (including disabled access ticket holders).
- The main entrance is best located on an area of hard standing that is level and has a relatively smooth surface.
- Where any box office is available, ensure it has lowered counters and hearing induction loops in order to accommodate all visitors.

### Performance/Event Areas

- Ensure that stages, raised platforms and performance areas are accessible for all performers. This may require platform lift or ramped access.
- Where ramps are used they will ideally have a gradient no steeper than 1:20. Where ramps steeper than 1:20 are necessary due to site constraints, they will meet the detailed guidance in our Inclusive Design Standards (IDS 06).
- Where applicable, raised accessible viewing platforms are to be provided for use by disabled visitors. Accessible viewing platforms can offer visitors an unobstructed view of the performance area at all times.
- Provide a marked out, allocated area for assistance and guide dogs to go to the toilet and have access to drinking water.
- Ensure there is good circulation space available throughout the event site to accommodate all visitors, workers and performers. Good clear circulation widths are particularly important for mobility aid users including wheelchair users.
- Consider the need to provide a mobility equipment hire/loan facility to accommodate visitors with impaired mobility.
- Use hard-standing surfaces where possible along all main pedestrian routes.
- Where there are interactive elements as part of your event ensure they are accessible and can be used and enjoyed safely by all visitors.

## **Toilets**

- All toilet blocks are to provide at least one accessible toilet.
- Front of house staff to receive training on the appropriate use of accessible toilets to help avoid misuse.
- Accessible toilets to be clearly indicated by signage including wayfinding signage around the event site and indicative signage at the toilet block.
- Provide separate, accessible baby change facilities as locating the only baby change facility in accessible toilets reduces provision for disabled people.
- When changing is required, accessible changing areas are to be provided.
- We recommend that all events provide access to a 'Changing Places' toilet, often referred to as an adult change facility. This will help accommodate disabled people that require assistance from up to two carers and/or require to get washed and changed.
- There are a number of public 'Changing Places' toilets on the Park, including Timber Lodge, the Podium and may be available in the new venues along Stratford Waterfront (London College of Fashion once open).

## **Hearing Reinforcement**

- By way of recommendation, your event could provide:
  - Induction loops to assist hearing aid users (including at all customer service points)
  - Audio description of performances
  - A British Sign Language (BSL) interpreter

## **Quiet/Rest Areas**

- We recommend that quiet/rest areas are made available at your event. These quiet spaces offer a safe area for people who may need some quiet time away from crowds and may also be used by people of different faiths to pray.
- Where seating is provided include some accessible seating with both back and arm rests.

## **Signage**

- Consider how accessible, well located, obvious and clear around the venue/event site your signage is.
- Current good practice on signage design and location guidance is included in the 'Sign Design Guide'.

## **Emergency Evacuation**

- Consider evacuation plans for all visitors, including disabled people and anyone else that may require additional assistance from the venue/event site.

## Venue Review

- Your accessibility plans and considerations will need to be included as part of your documentation submission to the LLDC event manager responsible for your event. These should be location specific to the area of the Park your event is being hosted in.

## The Event/Activities/Performances:

- As appropriate to the nature of your event, ensure content and performers reflect diversity.
- Ensure visual information provided is accessible including text, video and other media output. Any visual information supplemented with audio commentary is best subtitled to accommodate people with a hearing impairment.
- If the event includes any participatory activities, ensure they are inclusive and allow everyone to contribute to the best of their ability.
- If providing BSL interpreters and speech to text services, it is important to note that these generally need to be booked six weeks in advance and sending them content prior to the event will be beneficial.

## Staff/Volunteers

- All front of house staff and volunteers are to:
  - have appropriate equality and disability awareness training and briefings on event specific disabled access facilities
  - be given printed maps of the event site including disabled access facilities to allow them to give visitors accurate information
- Park Champions
  - Please ask your Event Manager if you are interested in engaging with our Park Champions team for additional volunteering and mobility needs for your event. Our Park Champions can provide wayfinding and information, as well as wheelchair hire and mobility buggy services.

## Catering at the Event:

- Provide sufficient catering options for diverse dietary needs including kosher, halal and vegetarian options.
- Provide the option to have cutlery as well as cups and straws as these can be particularly useful for some disabled people.
- Clearly label food for example; vegetarian, organic, halal, gluten-free, dairy free, kosher, contains nuts etc.
- Ensure everyone can see and reach food independently. Consider how accessible your vendors are including for wheelchair users. In some cases this may require table service at the front of their kiosk/unit (this applies to all vendors, not just food).
- Provide some tables and chairs at all catering areas. Where picnic benches are provided, consider access for wheelchair users and others with mobility impairment.
- Where free drinking water is provided, have accessible water fountains.

## During The Event

- Monitor the use of all accessible facilities throughout the event and take action as required, for example, ensuring accessible toilets and Blue Badge parking bays are not being misused.
- Ensure staff and volunteers are providing accurate information to disabled visitors.
- Undertake regular site checks – this is particularly important for large-scale events and small events that span more than one day.
- Ensure the event and any accessible services (such as a mobility bus service) runs on time and to any pre-planned schedule to help visitors make any pre-planned journey arrangements.

## After The Event

- Review the event against your Accessibility Action/Management Plan.
- Discuss what worked and did not work in your debrief meetings with your staff, stakeholders and LLDC Event Manager.
- Provide feedback - tell your attendees, participants and suppliers what worked and did not work, what impact they made and ask them for their thoughts including any suggested improvements for future events.

## Resources

- **Attitude is Everything Charter of Best Practice** as a minimum, we expect events on the Park to meet the Silver Charter of Best Practice as outlined below:  
[www.attitudeiseverything.org.uk/the-charter-of-best-practice](http://www.attitudeiseverything.org.uk/the-charter-of-best-practice)
- **ISAN Access Toolkit: Making outdoor arts events accessible to all**  
<https://outdoorartsuk.org/wp-content/uploads/2021/04/Access-Toolkit.pdf>
- **LLDC's Inclusive Design Standards** sets out the Legacy Corporation's expectations for the delivery of inclusive design on the Queen Elizabeth Olympic Park: <https://live-geop.pantheonsite.io/sites/default/files/attachments/Inclusive%20Design%20Standards%20low%20res%20final%200.pdf>