

Guidelines for choosing which tier to sign up for	Tier 1	Tier 2	Tier 3
Scale of organisation	<p>Grass roots or DIY artists/ events organisers with limited access to funding to make events more accessible.</p> <p>Volunteer led organisations.</p> <p>Individuals.</p>	<p>Independent artists, or small/ mid-scale arts organisations who may have project funding/ grant funding, or a small amount of core funding.</p>	<p>Mid/ large scale organisations with access to frequent project funding, grant funding and core funding.</p>
Previous experience in terms of access (prior to This is Croydon)	<p>Organisations/ artists with no/ very little experience of delivering access for artists/ audiences at events you have organised in the past.</p> <p>Organisations/ artists who have never organised a public event before.</p>	<p>Organisations/ artists who have made some steps in providing some/ limited access at previous events, who wish to progress their access provisions. For example, you may have run a Relaxed Performance, but not yet explored other possibilities such as captioning/ BSL interpretation/ audio description.</p> <p>Organisations/ artists who have a strong track record for delivering events in Croydon without access provisions, and are now ready to embed access within these events. For example, you may have a strong track record of delivering a monthly club night, and now be ready to consider how you can make that club night more accessible.</p>	<p>Organisations/ artists who are already familiar with accessibility and are taking steps to progress their inclusion goals, broaden their ambitions and skill-up more of their team.</p>
Rough scale of the event/s you are planning for <i>This is Croydon</i> <small>(There is no definitive way to measure scale, these are simply guidelines to help you choose which tier is appropriate for your event/s)</small>	<p>Examples of how we measure scale:</p> <p>Your event(s) will reach up to 250 people in total.</p> <p>Your event takes place in a small space such as a church, a library, a hired hall, a cafe or similar.</p> <p>Your event will take place on one date, or a very limited run of dates.</p> <p>Your event costs might be under £3000 to run. (This is a rough guide figure)</p> <p>An individual or small/ volunteer led team is organising the event.</p>	<p>Examples of how we measure scale:</p> <p>Your event(s) will reach 250-1000 people in total.</p> <p>Your event takes place in a mid-scale venue, such as a public park, a large hall, a high street or a small- mid-scale space within one of the This is Croydon Hubs (EG Turf Projects Gallery Space, Fairfield Halls - Savvy Studio/ Foyer/ Talawa Studio, Stanley Halls - Society Room, Assembly Room, Yard Bar) or equivalent.</p> <p>Your event will either be a mid-scale one off event reaching 100-500 people, or your event will take place for 3 or more days/ nights, reaching up to 500 people across the run.</p> <p>Your event costs may be between £3000 and £25000 to run. (These are rough guide figures)</p> <p>A paid person or small team of people is organising your event.</p>	<p>Examples of how we measure scale:</p> <p>Your event(s) will reach 1000+ people in total.</p> <p>Your event takes place in a mid or large-scale venue, such as a main stage in a This is Croydon Hub (EG Fairfield Halls - Ashcroft/ Concert Hall/ The Rec, Stanley Arts - Main Hall/ Society Room), a large outdoor space, or equivalent.</p> <p>Your event will either be a large-scale one-off event reaching large audiences (500+), or will have multiple occurrences, such as a 1 week run, or a month-long exhibition, with an expectation of reaching 500+ people across the run.</p> <p>Your event costs might be over £25000 to run. (These are rough guide figures)</p> <p>Core staff/ a paid team of professionals are organising your event.</p>

Event Space	<p>Where possible, your event will take place in a venue with level access for wheelchair users.</p> <p>If there is not a wheelchair accessible toilet, please find out where your nearest wheelchair accessible toilet is and offer clear signage/ FOH guidance on this for wheelchair using patrons.</p> <p>If your event is wheelchair accessible, you will endeavour to ensure wheelchair users can experience your event with equity and parity alongside non-disabled audiences/ participants. EG - Wheelchair allocated seats will not be right at the back/ have a restricted view. Wheelchair users should be able to sit with their carer/ companion.</p> <p>You will ensure there is (or create) clear signage to your event and other spaces (toilets/ fire exits etc).</p>	<p>Your event takes place in a wheelchair accessible venue.</p> <p>If there is not a wheelchair accessible toilet, please find out where your nearest wheelchair accessible toilet is and offer clear signage/ FOH guidance on this for wheelchair using patrons.</p> <p>You will endeavour to ensure wheelchair users can experience your event with equity and parity alongside non-disabled audiences/ participants. EG - Wheelchair allocated seats will not be right at the back/ have a restricted view. Wheelchair users should be able to sit with their carer/ companion.</p> <p>Your space will have a breakout area/ quieter chillout space available during your event. (You can use the Access Library to hire/ borrow DIY breakout space equipment).</p> <p>You will ensure there is (or create) clear signage to your event and other spaces (toilets/ fire exits etc).</p>	<p>Your event takes place in a wheelchair accessible venue with access to wheelchair accessible toilets.</p> <p>If there is not access to a Changing Place, you will endeavour to create a DIY Changing Place for your event.</p> <p>You will endeavour to ensure wheelchair users can experience your event with equity and parity alongside non-disabled audiences/ participants. EG - Wheelchair allocated seats will not be right at the back/ have a restricted view. Wheelchair users should be able to sit with their carer/ companion.</p> <p>Your space will have a breakout area/ quieter chillout space available during your event, preferably separate to the main event. (You can use the Access Library to hire/ borrow DIY breakout space equipment).</p> <p>You will ensure there is (or create) clear signage to your event and other spaces (toilets/ fire exits etc).</p>
Ticketing	<p>Offer free carer tickets available to disabled people.</p> <p>Offer concession rates for people with disabilities (we recommend working on a trust basis, rather than asking patrons to provide 'proof' of disability).</p> <p>If your event is a paid, ticketed event, consider allocating some affordable tickets (£5 - £10) to reduce financial barriers.</p>	<p>Offer free carer tickets available to disabled people.</p> <p>Offer concession rates for people with disabilities (we recommend working on a trust basis, rather than asking patrons to provide 'proof' of disability).</p> <p>If your event is a paid, ticketed event, consider allocating some affordable tickets (£5 - £10) to reduce financial barriers.</p>	<p>Offer free carer tickets available to disabled people.</p> <p>Offer concession rates for people with disabilities (we recommend working on a trust basis, rather than asking patrons to provide 'proof' of disability).</p> <p>If your event is a paid, ticketed event, consider allocating some affordable tickets (£5 - £10) to reduce financial barriers.</p> <p>Ensure options for disabled patrons to purchase tickets using cash, to reduce financial barriers.</p> <p>Ensure disabled ticket-buyers can buy their tickets directly online (rather than having to call a specific number) OR if this is not possible, provide multiple methods of communications (EG email address and a phone number, to cater for different needs)</p>
Marketing	<p>All accessibility information about your event clearly displayed on all flyers and online listings.</p> <p>If your event is listed online, ensure all additional accessibility information is available in an easy to find place on your website.</p> <p>Be clear about whether or not your venue is wheelchair accessible, even if it isn't.</p>	<p>All accessibility information about your event clearly displayed on all flyers and online listings.</p> <p>Ensure all additional accessibility information is available in an easy to find place on your website.</p>	<p>All accessibility information about your event clearly displayed on all flyers and online listings.</p> <p>Ensure all additional accessibility information is available in an easy to find place on your website.</p>

<p>D/deaf access</p>	<p>You will ensure one iteration of your event is accessible to deaf audiences, either through captioning or BSL interpretation.</p> <p>You will use free captioning software to ensure all marketing content is captioned on social media.</p> <p>You will use the Digital Access Hub free resources to inform you on best practice for welcoming deaf audiences/ visitors into your event, and share these with your team/ FOH/ volunteers.</p>	<p>You will ensure at least one iteration of your event is accessible to deaf audiences, either through captioning or BSL interpretation.</p> <p>You will ensure all digital marketing content is captioned on social media/ online.</p> <p>You will commit to offering a Deaf Awareness Training session to your team before the delivery of your event.</p>	<p>You will scope the feasibility of more than one or all events being made accessible to deaf audiences through BSL interpretation and/ or captioning (as these suit different audiences differently).</p> <p>You will ensure all marketing content is captioned on social media/ online.</p> <p>You will consider creating BSL versions of your marketing to enhance deaf access.</p> <p>You will commit to offering a Deaf Awareness Training session to your team before the delivery of your event.</p> <p>You may consider putting 1 or more public facing members of your team through BSL Level 1 training, for lasting legacy and greater impact.</p>
<p>Neurodivergent/ learning disabled access</p>	<p>You will offer a breakout area/ chillout space for use during your event, or offer use of an outdoor/ cafe/ bar area if this is not possible.</p> <p>You can loan sensory aids and breakout room equipment from the Access Library.</p> <p>If applicable to your event, at least one iteration of your event will be a 'Relaxed' event, welcoming neurodiverse/ disabled people to feel safe and at ease responding to the event with their natural behaviours.</p> <p>You will use the free Digital Access Hub to share information with your team on delivering a Relaxed event, and can use Zoo Co's Relaxed Event checklist, Relaxed Performance announcement and guidelines as a starting point.</p>	<p>You will create a breakout area/ chillout space for use during your event. Preferably, this will not be a mixed-use area where possible.</p> <p>You can loan sensory aids and breakout room equipment from the Access Library.</p> <p>The designated breakout space will be signposted clearly in your venue.</p> <p>If applicable to your event, at least one iteration of your event will be a 'Relaxed' event, welcoming neurodiverse/ disabled people to feel safe and at ease responding to the event with their natural behaviours.</p> <p>You may consider whether it is possible for all events to take place in a Relaxed setting.</p> <p>You will use the free Digital Access Hub to share information with your team on delivering a Relaxed event, and can use Zoo Co's Relaxed Event checklist, Relaxed Performance announcement and guidelines as a starting point.</p> <p>You may consider training your team/ FOH team in Disability Awareness prior to your event for lasting impact.</p>	<p>You will create a breakout area/ chillout space for use during your event.</p> <p>You can loan sensory aids and breakout room equipment from the Access Library.</p> <p>The designated breakout space will be signposted clearly in your venue.</p> <p>If applicable to your event, at least one iteration of your event will be a 'Relaxed' event, welcoming neurodiverse/ disabled people to feel safe and at ease responding to the event with their natural behaviours.</p> <p>You may consider whether it is possible for all events to take place in a Relaxed setting.</p> <p>You will organise at least one session of training for your team/ FOH team in Disability Awareness prior to your event.</p>

<p>Vision Impaired Access</p>	<p>You will ensure all social media image-based content includes Alt-text, using Twitter/ Instagram/ Facebook inbuilt and free alt-text functions, to ensure readability for screen-readers.</p> <p>You will consider having at least one front facing person trained in Visual Awareness/audio description.</p> <p>If delivering a visual arts event you will consider offering audio description delivered by a member of your organisation via a live described event.</p> <p>If delivering a theatrical/musical/performing arts event you will consider providing 1 audio described performance including a touch tour and pre-show audio notes.</p> <p>You will offer to meet any Blind/VI person at a local train/tram/bus stop and assist to your venue and support when there.</p>	<p>You will ensure all social media image-based content includes Alt-text, using Twitter/ Instagram/ Facebook inbuilt and free alt-text functions, to ensure readability for screen-readers.</p> <p>You will consider having at least one front facing person trained in Visual Awareness/audio description.</p> <p>If delivering a visual arts event you will consider offering audio description delivered by a member of your organisation via a live described event.</p> <p>If delivering a theatrical/musical/performing arts event you will consider providing 1 audio described performance including a touch tour and pre-show audio notes.</p> <p>You will offer to meet any Blind/VI person at a local train/tram/bus stop and assist to your venue and support when there</p>	<p>You will ensure all social media image-based content includes Alt-text, using Twitter/ Instagram/ Facebook inbuilt and free alt-text functions, to ensure readability for screen-readers.</p> <p>You will train all your customer facing staff in Visual Impairment awareness.</p> <p>You will audio describe at least 2 performances in a run of theatrical/musical/performing arts which should include Touch Tours.</p> <p>For visual arts exhibitions, you will offer 2 or more organised events for Blind/VI visitors and bespoke visits for individuals. These should include handling objects. The same should apply to museum based events.</p> <p>You will offer programmes in accessible downloadable versions.</p> <p>You will offer to support Blind/VI visitors who attend by themselves including meeting them at a local train/tram/bus stop, if they inform you at the time of booking tickets, if the event is ticketed, or in advance by email/telephone if not.</p>
<p>Digital Access</p>	<p>You will research the possibility of offering a digital/ live-streamed version of your event.</p>	<p>You will consider offering a digitised/ live-streamed version of your event as part of your planning.</p>	<p>You will offer a digitised/ live-streamed version of your event as part of your planning</p>