

# Culture for all: practical methodology for accessible events

**How to easily and effectively make cultural events and institutions more accessible to everyone.**



## **Why care about accessibility?**

Imagine that your festival attracts 20% more visitors, your theatre gains a new loyal audience, and your gallery becomes a place where everyone enjoys themselves. This is not science fiction – it is the reality of accessible culture.

**Accessibility does not mean doing something extra for a few people. Accessibility means making culture better for everyone.**



## **Why is accessibility important?**

Everyone has the right to access culture, regardless of their abilities, health, or experience. A cultural environment that considers the diverse needs of its audience is richer, more inclusive, and more engaging.

The good news is that accessibility can begin right away. It is not necessary to have everything perfect. It is important to want to do it, take the first step, and gradually improve.





# What does it mean to make culture accessible?

An accessible cultural event or institution is based on four pillars:

<b>It is physically accessible</b>	When visitors can easily find the entrance, enter the building, find their way around, and use every space from halls to cafés and toilets to the emergency exit.
<b>It has an accessible programme and services</b>	Everyone can enjoy screenings, exhibitions, concerts and debates using subtitles, interpretation or audio description, or in a quieter environment.
<b>It offers clear and understandable information</b>	When and where the event is taking place, how to get there, what accessibility measures are available, and how to purchase tickets.
<b>Has a team ready</b>	It has staff, from security guards to baristas, who know how to assist people in wheelchairs, communicate with deaf people, or help with orientation.

Accessible culture is not a luxury; it is a normal part of well-prepared events. The good news is that even a small change can make a big difference.

**Goal**

**In order for anyone to fully enjoy a cultural event, they need and want to be as independent as possible.**



# How are you doing? Try a quick self-assessment

Everyone has to start somewhere. Try to assess how your event or institution is doing.  
You may be more accessible than you think!

## Information and communication

- ☐ We provide information about our programme to communities and organisations of people with disabilities.
- ☐ We use video invitations featuring sign language or audio invitations.
- ☐ We provide information about reduced admission for people with disability cards.
- ☐ Our website lists the services we offer (subtitles, interpreting, induction loops, accessible toilets, etc.).
- ☐ We write texts in a legible font with good contrast.
- ☐ Our website is accessible per applicable legislation.
- ☐ We also provide information in alternative formats: sign language, Braille, large print, easy-to-understand language, and accessible documents.
- ☐ We use inclusive language.



## Venue

- ☐ The building is clearly marked and easily recognisable.
- ☐ The entrance is step-free and has easily openable doors. If assistance is required, we have a clearly marked doorbell or telephone for assistance.
- ☐ Parking spaces are available for people with disabilities.
- ☐ You can move around the premises independently (without assistance): there are no obstacles such as bins, stands, or signs.
- ☐ We have clear signage for entrances, halls, toilets, the bar, and emergency exits.
- ☐ We have an induction loop at the ticket office and in the hall. We know that it works.



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## Services and programme

- ☐ We offer discounts on admission and free admission for accompanying persons.
- ☐ Videos have Czech and English subtitles.
- ☐ For selected events, we provide sign language interpretation and simultaneous transcription into Czech.
- ☐ We have created audio descriptions for selected content.
- ☐ We offer “relaxed” screenings (dimmed lights/ sound, no strobes).
- ☐ Exhibits can be touched, or an alternative may be offered.
- ☐ Interactive elements are within reach of small children or from a seated position.



## Team and people

- ☐ We know how to order sign language interpretation and how to work with it.
- ☐ The staff at the entrance have undergone communication training.
- ☐ We have contacts where people with disabilities can find the information they need.
- ☐ We consult on accessibility with people with disabilities or have them on our team.
- ☐ We ask for feedback.



**Didn't quite work out? No problem!**  
Everyone starts somewhere, and even small steps can make a big difference.



# 3 simple steps to greater accessibility

## 1. Describe the accessibility of your location

**What to do:** Write about how accessible your space is on your website and social media.

**Why it works:** Even describing barriers increases accessibility! People can plan their visit and prepare themselves.

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#### Vstupné

Pokladna je otevřena vždy 30 minut před začátkem prvního představení.

#### Jak se dostanu na místo

Tramvaji: Václavské náměstí – bezbariérová v obou směrech, linky: 3, 5, 6, 9, 14, 24, 91, 92, 94, 95, 96, 98.

Metrem: Můstek "A/B" výtah (cca 100 m), Muzeum "C" výtah napůl cesty na Hl. nádraží, (cca 620 m).

Autem: nejbližší vyhrazené místo pro OZP je před Divadlem ABC (cca 85 m), další je na Václavském náměstí (cca 180 m), nejbližší veřejné parkoviště (cca 350 m).

#### Co na místě najdu

Vstup do kina vchodem do pasáže Světozor po levé straně.

Pokladny jsou za vstupem do pasáže vpravo.

Vstup k sálům je zpřístupněn pomocí schodolezu s obsluhou.

Pro diváky na elektrickém vozíku je k dispozici jeden mechanický vozík pro přesun, prosíme o rezervaci předem.

Prosíme diváky na vozíku, aby se dostavili do kina alespoň 20 minut před začátkem představení.

#### Vybavení kina

Velký sál Světozoru je vybaven indukční smyčkou v zadní třetině sálu.

Pro diváky na vozíku je prostor před první řadou nebo vedle ní.

V kině nejsou bezbariérové toalety. Nejbližší bezbariérové toalety jsou v Centru Člověka v tísni – Langhans ve Vodičkově ulici.

Kino umožňuje vstup asistenčním psům.

Sály jsou vybaveny titulkovacím zařízením.

#### Ke stažení

- [Itinerář](#)

## Tip

Walk through the space through the eyes of a visitor or, ideally, with someone in a wheelchair. Describe everything simply and feel free to add a map.

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## 2. Create accessible seating areas

**What to do:** Select and mark places suitable for people using wheelchairs or crutches.

**How to do it:**

- ☐ Remove a few seats to create more space.
- ☐ Choose places with a good view (not just the front row!).
- ☐ Place them next to regular seats so that accompanying persons can sit there.
- ☐ Mark the places on the hall plan and in the booking system.
- ☐ Simple tape and pictograms will suffice.
- ☐ Place several sturdy chairs with and without armrests in the space.



**Why it works:** People can be sure they will enjoy the programme. They can choose a seat according to their needs – with armrests, more space or the option to remain in their wheelchair. Being able to sit down and get up safely is important. Comfort means a better event experience!

## 3. Offer free admission for accompanying persons

**What to do:** Provide discounts for people with disability cards and free admission for accompanying persons.

**Standard:** 50% discount on admission + one free ticket for an assistant

**How to do it:**

- ☐ Set up a ticket type called “disability card holder” with a 50% discount in your booking system.
- ☐ Create a ticket type called “companion” with a price of €0.
- ☐ Link them so that the assistant can only be booked together with the disability card holder ticket.
- ☐ Inform the cashier and the team about this option.



**Tip**

**Check that such tickets can be booked and issued in your system.**

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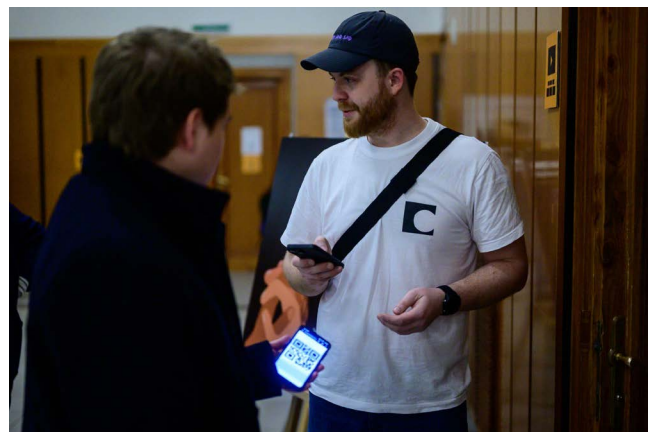
## Next steps and support

Congratulations! You are now on your way to a more accessible culture.

Want to go further? Work on other topics step by step, but before you get started:

- **Get your whole team involved –**  
Accessibility is stronger when more people on your team care about it. Talk to each other about why you want to address it. When everyone understands, it's easy to agree on who will do what.
- **Ask people with disabilities about their experiences and suggestions.** They are the greatest experts on their own needs.
- **Start small –** You don't have to change everything at once. Pick one issue.

**Remember:** Accessibility is not just about people with disabilities. It is an approach that makes culture more open, understandable, and welcoming to everyone. Every step counts.



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## And finally: How to speak sensitively and respectfully

**Consider using inclusive language.** It is through the way we speak and write that we can create a safe space for everyone and show respect for all people, regardless of their identity.

For more information on using inclusive language, visit the One World Festival website in the article: [Our journey towards inclusive language](#).

**Take a look at this simple glossary.** Don't be afraid of the word disability and always put the person first.

 <b>Avoid...</b>	 <b>Use instead...</b>
disabled visitors	audience with disabilities
victim of disability	he/she/they has/have a disability...
disabled, invalid	person with a disability
hearing/visually impaired	person with hearing disability, hard-of-hearing person, deaf person person with visual disability, blind person, blind people
mentally disabled/retarded	person with intellectual disability
mime, signed language	sign language
healthy audience	general audience

If you've read this far, it's clear that you're serious. And that's great. We'd be happy to help you – whether with specific adjustments, consultations, or connecting you with people who can advise you based on their own experience.

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