

EIF Final Report May 2024

1. Introduction

In January 2023 EIF awarded a grant of £9,350 to Attitude is Everything to provide training and resources to help make smaller events more accessible to disabled audiences, artists and employee/volunteers.

The project involved Attitude is Everything working with three major festivals associations (AiF, BAFA, AFO) and community festivals and events, supported by LAEOG, to provide training and guidance to members.

This included delivering bespoke disability equality training courses for customer-focused and production and operations teams, providing members the opportunity to join our Live Events Access Charter and development of resources and guidance including providing access sections for Purple Guide and Purple Guide Lite.

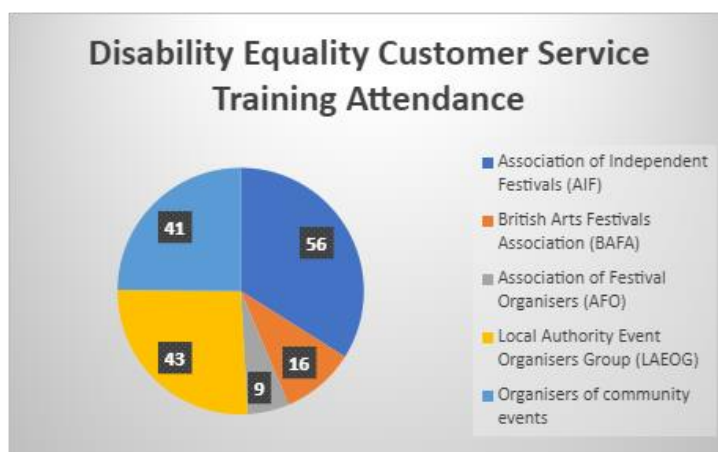
We would like to thank EIF for their valuable support which has enabled us to develop improved connections with the festival associations and LAEOG, supported us to scale up our training delivery and produce resources for the benefit of the sector in the long term.



2. EIF Disability Equality and Customer Care training sessions

Our DECS Training sessions started on 10th March 2023 and completed in November 2023; by the end of the sessions, we had 165 community events and festivals join the sessions, with an average of 33 registered attendees per a session overall. Two of the sessions towards the end had reduced interest, which unfortunately led to the shortfall against our goal of 190 community events and festivals.

Attended:	Count:	% of Totals:
Association of Independent Festivals (AIF)	56	34%
British Arts Festivals Association (BAFA)	16	10%
Association of Festival Organisers (AFO)	9	5%
Local Authority Event Organisers Group (LAEOG)	43	26%
Organisers of community events	41	25%
TOTAL:	165	



3. Purple Guide

Our Live Events Access Manager produced Accessibility Chapters for both Purple Guide and Purple Guide Lite. The Purple Guide chapter sets out guidance on accessibility standards that should be considered by event organisers by outlining accessibility in key areas at events, e.g. Planning/training, accessibility policies, emergencies, marketing and communications and production.



4. Campaign and Industry conferences

In February 2023, BAFA, AIF, AFO and LAEOG launched the project at industry conferences which were all attended by staff members working on the project.

The project was promoted alongside our #FestivalsWithoutBarriers campaign to increase engagement with our training sessions that launched in March officially.

In 2024, we again attended the AIF conference, participated in the Wide Days Music Convention in Edinburgh and the Access to Music conference hosted by Cheltenham Jazz Festival in May.

We also offered festival members a number of engagement opportunities with our work including Access to the Charter sessions and industry engagement events. Over the last year we have also carried out a major piece of work to review our Charter which will be relaunching in Autumn 2024.

We have also been doing another piece of work around community events, funded by another funder and are producing a community venues and events toolkit. We think this guide will be particularly useful for local authority EIF partners who support community events.

As previously reported and discussed with EiF, we were unable to deliver the three planned symposium events. However, Jim Winship has agreed that our team will deliver a presentation at a future EIF meeting in November this year where we will introduce our new Live Events Access Charter and community events toolkit.

