



Organizing an
Event

ACCESSIBILITY

2022:



SmartTourismCapital.eu

VALÈNCIA 2022



WORLD DESIGN
CAPITAL
VALENCIA 2022

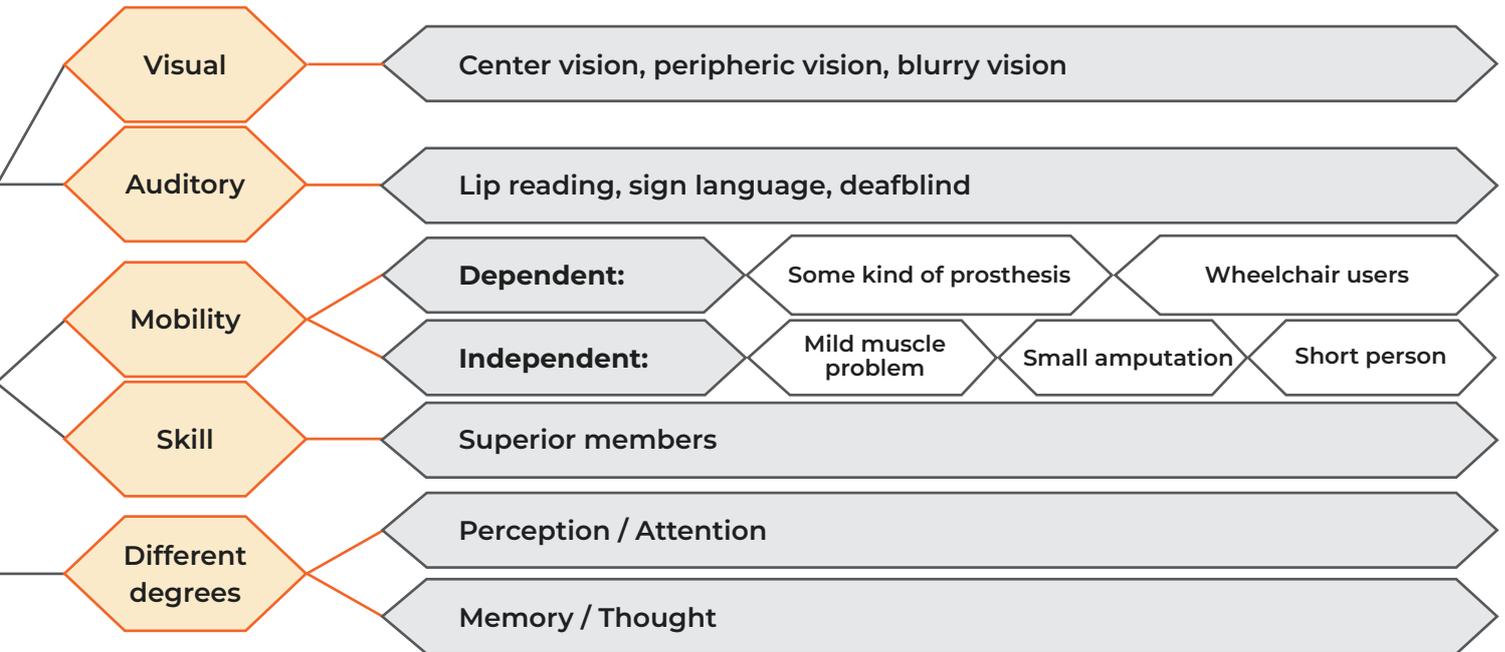
Organizing an Event **Accessibility**



Basic Guidelines



Types of disability



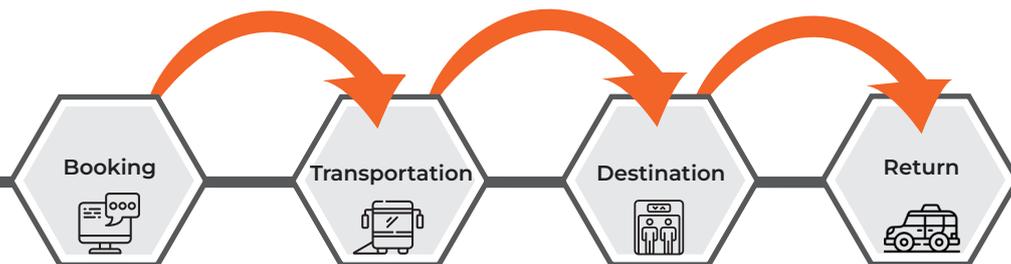
Initial considerations



Basic guidelines for organizing an event or planning different accessible activities:

Appoint a supervisor to manage accessibility and have qualified support staff. This person should be identified and provide their contact info to the public, guests and all internal personnel involved in the activity.

Accessibility chain



Source: Manual on Accessible Tourism for All: Principles, Tools and Best Practices. UNWTO publications. 2015

The accessibility chain ensures a series of experiences in the tourist activity that begin with information on the destination, the use or realization of the activity and the tourist's return to their place of origin. Understanding accessibility holistically, and ensuring that all these links are accessible, allows us to provide a satisfying experience.

Planning and information



Information before arrival

- ◆ Prepare a brief document with **general, reliable and up-to-date information on the destination**. Important information for foreign visitors, such as visa requirements, currency, electrical connectors and electrical voltage.
- ◆ Information on **tour operators or travel agencies** with accessible services: Promotional material with general tourist information; ways to contact the venues directly; advertising material in accessible formats.
- ◆ Prepare a list with **information on transportation facilities** (airport, land and/or sea transit stations) for the tourist to receive upon arrival at the destination city, detailing accessibility conditions and the accessibility services offered, whether free of charge or for a fee. Link to the official websites and contact with the entities responsible for the accessibility of these places.
- ◆ Information on **adapted taxis and special vehicles**, providing contact phones, email addresses, etc.

- ◆ Information on **specialized medical** services, repair and replacement of prostheses and devices, veterinary clinics for service dogs.
- ◆ Information regarding the right to be accompanied by a **service dog**, and the owner's obligations.

Information on the event venue

- ◆ Prepare a document with all the **information on the accessibility conditions (of the venue and the activity)**. It should be in an accessible format and published on the event website. It should also be available to internal staff.

Information on the area and activities outside the event

- ◆ Prepare a database with **information on the accessibility conditions of the surrounding area** (list of accommodations, accessible restaurants, parking, transportation, orthopedics, travel agencies specializing in accessible tourism, etc.)

Event registration



- ◆ Design an **accessible website for the event** containing all the information, schedule of activities, as well as links and sections to download guides, forms, payment platforms and contact with event organizers. It is important that this website be accessible for use on mobile devices, tablets and other media.
- ◆ Design a **registration form** that gathers information on the accessibility needs for registration of participants, the general public and speakers or other attendees to the event.
- ◆ Prepare the **necessary material** (programs, menus, etc.) on multiple media, with alternative and accessible formats. Particular care should be taken to provide PDF forms in an accessible format.
- ◆ For all types of **printed promotional material**, the accessibility criteria for drafting accessible documents should be followed: texts with Verdana or Arial font, size ≥ 12 , contrasting colors.
- ◆ The contents will be written for **Easy Reading**
- ◆ Accessible alternative formats for promotional

materials should always be considered. For audiovisual material, the information will include an audio description, subtitles and a Sign Language Interpreter.

- ◆ The information will not be based on color alone, and internationally approved pictograms will be used.
- ◆ Information accessible via **QR codes**.



Arrival and tour of the event

Accessibility conditions of the facilities

The characteristics of the area have to be identified and, if appropriate, the necessary means installed to make it accessible to everyone:

- ◆ Transportation and Parking
- ◆ Access

- ◆ Registration and accreditation area
- ◆ Waiting areas

- ◆ Horizontal routes
- ◆ Vertical routes

- ◆ Pavilions
- ◆ Toilets
- ◆ Coffee shops

Transportation and Parking

Know the **transportation** methods and their accessibility conditions, as well as the location of the public transportation stops and their accessibility. Identify how close the **parking spaces reserved** for people with reduced mobility are to the venue.

Access

- ◆ **Locate the entry points** to the facilities and describe their characteristics, as well as the access to the podium, if necessary.
- ◆ Placement of **high-contrast signs on doors and transparent elements** at average eye height. The stripes are to have a width of between

5 and 10 cm. The first will be placed at a height of between 0.85 and 1.10 m, and the second between 1.50 and 1.70 m.

- ◆ **Swinging doors as an alternative access** in the case of revolving doors. They should leave a space to pass through of at least 80 cm. In the case of automatic doors, the sensors should detect people of short stature or in a wheelchair.

Arrival and tour of the event

- ◆ If the doors are made of glass, they are to have a **protective bottom rail** 35-40 cm high that prevents the door from rubbing against the footrests of the wheelchair.
- ◆ Best practices recommend that **carpets in entrances** to buildings be recessed or firmly attached to keep them from moving.
- ◆ **The counter** should have at least one space at a height that is accessible to users in wheelchairs or of short stature.
- ◆ Under the **counter** table there will be an obstacle-free space with a minimum width of 80 cm, height of 70 cm to 75 cm and 50 cm deep, to allow users in wheelchairs to approach from the front.
- ◆ For deaf people who use hearing aids, it is important that the counter be equipped with a **magnetic induction loop** that facilitates communication with the service staff. When present, it will be duly marked with the corresponding certified icon.



Registration and accreditation area

For the **registration, accreditation and coatroom**, make sure there is always a counter available for users in wheelchairs or of short stature.

- ◆ Under the **counter** table there will be an obstacle-free space with a minimum width of 80 cm, height of 70 cm to 75 cm and 50 cm deep, to

allow users in wheelchairs to approach from the front.

- ◆ Standing seats should also **be installed** to let users rest without having to make the effort to get up and sit down.

Waiting areas

- ◆ There should be an area with **accessible seats or benches**, with backrest and armrests, that can be used by people with reduced mobility.



Arrival and tour of the event

Horizontal routes

- ◆ A minimum passage width of 1.20 m and a minimum height of 2.20 m free of obstacles should always be ensured in **hallways**. In long corridors, every 10 m there will be a space of at least 1.50 m in diameter where a wheelchair user can make a 360° turn.
- ◆ **Furniture or other obstacles**, and elements protruding more than 0.15 m below a height of 2.20 m, are to be avoided along the route.
- ◆ **Ramps** should have a minimum unobstructed width of 1.20 m, a barrier of 10 cm at the free edges and a horizontal space at the beginning and end of at least 1.20 m in diameter, with a strip of flooring of contrasting color and different texture that can be perceived by the visually impaired.

Slope of a ramp depending on its length:

- ◆ $L \leq 3$ m
(maximum slope 10%)
- ◆ $3 \text{ m} < L \leq 6$ m
(maximum slope 8%)
- ◆ $6 \text{ m} < L \leq 9$ m
(maximum slope 6 %)
- ◆ Cross slope \leq
(maximum slope 2%)

- ◆ **Ramps** over 9 m in length will have multiple sections, with intermediate landings 1.50 m long.
- ◆ To avoid accidents involving the visually impaired, gaps under **ramps and stairs** with a height of less than 2.20 m, perceptible by a cane, should be closed or restricted.

Vertical routes, stairs and elevators

- ◆ **Stairs** should have a minimum unobstructed width of 1.20 m. The beginning and end of the stairs will be marked with tactile paving in a contrasting color.
- ◆ All the **steps** will be of the same height, with no nosing and a riser. The outer edge of the tread shall be marked with a contrasting non-slip strip 3 to 5 cm wide.
- ◆ The **embarkation and disembarkation areas**, and landings, shall be free of obstacles, with a minimum depth of 1.20 m.
- ◆ In front of the **elevator** door there will be a clearance with 1.50 m diameter. **The doors** shall be automatic and sliding, with a passage width \geq 80 cm.

Arrival and tour of the event

- ◆ **The minimum dimensions of the cab** with one door or two doors facing each other shall be 1 m wide and 1.25 m deep if the useful area of the floors other than the access floor is $\leq 1,000$ m² and 1.10 x 1.40 m if it is larger. Cabs with two angled doors shall be 1.40 m x 1.40 m.
- ◆ **Elevators** should have transparent doors to allow visual contact with the outside.
- ◆ **The cab** will have a perimeter handrail and a mirror on the wall facing the door.
- ◆ The **call and control buttons in the elevator** shall be at a height of 80 cm to 1.20 m. The floor number will be indicated in Braille and Arabic numerals in high relief on the right jamb of the cab in the exit direction.
- ◆ **The emergency alarm** should have a warning light to indicate to deaf people that the emergency call has gone through and an intercom voice link with a magnetic induction loop to facilitate communication for people with hearing aids.
- ◆ Outside and inside **the cab there will be** a visual system to indicate the floor where **the elevator** is located and its direction of travel.
- ◆ **The cab** will have an audible system to

indicate the opening and closing of doors, the floor where the elevator is located and the direction of travel.

- ◆ The color of the **elevator door**, or at least the frame, should contrast with the finish on the walls.

Pavilions

- ◆ Have a **map** showing the different areas where the activities will be held, and specify which activities will take place in each.
- ◆ Tables, chairs, benches and **furniture in general** shall be arranged such that the minimum distance between the pieces of furniture is at

least 1.20 m (preferably 1.50 m).

- ◆ There should be no protruding or projecting objects located at a height below 2.20 m.
- ◆ **The floors** should be uniform and non-slip. To make it easier for the visually impaired to make out the space, contrasting colors will be used, whenever possible, to highlight elements such as handrails, doors, fittings,

Arrival and tour of the event

control mechanisms, furniture, etc., as well as to differentiate the floor from the walls, with at least one contrasting skirting board.

- ◆ **Meeting points** should be set up in pavilions, and marked so they can be located from anywhere inside.

Toilets

- ◆ Indicate the **toilets on the map and mark** where the accessible toilets closest to each area are.
- ◆ **The route** to get to it should be accessible. It will be marked with the International Symbol of Access (ISA).

- ◆ **The door** should have a minimum unobstructed width of 80 cm, be sliding or open outwards. The door will be opened with a handle, to make it easier for people with manipulation problems to open and close. The latch will not require turning the wrist. It will be easy to operate and can be opened from the outside.
- ◆ Inside there will be an **obstacle-free space** with a diameter of 1.50

m so that a person in a wheelchair can make a 360° turn.

- ◆ The **lighting in the toilets** will not work by means of a timer. It may be activated by means of a pressure switch with a lighted frame situated at a height of 80 cm to 1.20 m.

- ◆ To ensure users in wheelchairs can **approach the sink from the front**, it will be

suspended from the wall and not have a pedestal. Its top edge will be at a maximum height of 85 cm. A washbasin with a maximum depth of 60 cm and an adjustable height should be installed. Under the washbasin there should be an obstacle-free space 70 cm high with a minimum depth of 50 cm.

- ◆ The **tap will be monobloc**, preferably easy-turn, or automatic.

The lower edge of the mirror will be at a maximum height of 90 cm and preferably slightly tilted towards the washbasin.

- ◆ The **toilet** should preferably be suspended to make it easier for wheelchair users to approach it, and will have unobstructed transfer spaces 80 cm wide on either side.

Arrival and tour of the event

- ◆ To facilitate **lateral transfer** from the wheelchair, the toilet seat should be between 45 and 50 cm above the floor. In addition, it will be equipped with two horizontal folding support bars located on both sides. They will be at a height between 70 and 75 cm, separated by a distance of 65 to 70 cm, and be of a color that contrasts with the wall.
 - ◆ The flushing mechanism for the toilet will be easy to activate with either a lever or push-button with a large surface area and at a height of 70 cm to 1.20 m.
- ## Coffee shops
- ◆ Describe their location, accesses and services. Information should be provided on accessible media as to whether the cafeterias have special menus for allergy sufferers, celiacs, etc.

Other general considerations

Signage

The directory and information posters will be designed as per the norms in the relevant technical standards, in particular UNE 170002:2009. They will be of a color that contrasts with the surface they are on, and, in turn, the characters or pictograms used will contrast against the background; the finishing surface shall

not cause reflections; the information will be concise, basic and use simple symbols that are internationally recognized or designed using standard criteria; the information will be provided in Braille and in high-relief macrocharacters; the typeface will be easy to read and quickly recognizable; the font size used will be determined by the distance from which the text is intended to be read:



Other general considerations

Recommended font sizes according to the distance at which they are going to be read:

Distance (m)	Minimum size (mm)	Recommended size (mm)
5	70	140
4	56	110
3	42	84
2	28	56
1	14	28
0,5	7	14

- ◆ **Signage** is very important for orientation. Visual signals have to be supplemented by systems that use auditory and tactile signals. In addition, they should be clear, use contrasting colors and follow a constant and uniform pattern.
- ◆ **The flooring** should be uniform, with no gaps or protrusions that could lead to tripping or obstruct movement.
- ◆ **Lighting** also plays an important role. Sign language interpreters have to be located in well-lit areas, and seats should be reserved nearby for those who rely on these interpreters.
- ◆ **Safety and emergency** systems should provide warnings visually and audibly.

Accessibility over the course of the different activities



To ensure accessibility over the course of the different activities that have been planned, consider the following:

- ◆ Incorporate alternative or supplementary systems to verbal communication (magnetic induction loop, subtitling, sign language interpreters, sound amplifiers, etc.).
- ◆ Incorporate an alternative to visual communication (audio description, touch models, information in Braille, etc.).

- ◆ Technological tools (screens, microphone).
- ◆ Written materials in accessible formats.
- ◆ Reproduction of easy-to-read content.
- ◆ Availability of companions or guides trained on interacting with individuals with disabilities.
- ◆ Possibility of offering information on nearby accessible lodging and restaurants, and reserved parking for people with reduced mobility.
- ◆ Reserve specific spaces for people with disabilities who attend with a companion (attendant, service dog).



Accessibility conditions

for printed material

To ensure the accessibility of printed materials, keep the following criteria in mind:

- ◆ Paper: matte, light color, smooth and of a weight that prevents transparencies and reflections.
- ◆ Color contrast between the paper and the text (dark gray on cream).
- ◆ Simple and uniform document composition, left-justified, wide margins.
- ◆ Font size from 12 to 18 and straight strokes, as in Arial or Verdana.
- ◆ Graphic information accompanied by explanatory text.
- ◆ Printed: easy to open binding.
- ◆ Alternative formats: electronic, auditory, tactile (Braille/high-relief).

Generic Accessibility

conditions

Keep the following aspects in mind when advertising and publicizing the event on the web and on social media:

- ◆ The platform should comply with the web accessibility requirements established by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C)
- ◆ Provide information on the accessibility of the event (venue and activities).
- ◆ Provide instant user support (e.g., on-screen chat).
- ◆ Electronic forms should be compatible with screen readers.

How to assist customers with accessibility needs

The accessibility characteristics of the venues are as just as important as the service offered by the customer service staff who work in them.

For anyone, with or without a disability, the care received is crucial to assess the level of satisfaction with the service provided.



Moreover, proper care, especially in the case of people with accessibility needs, builds customer loyalty.

Below are some basic guidelines for attending to customers with disabilities and other accessibility needs.



General

- ◆ Treat the person with disabilities naturally, avoiding prejudices that prevent or hinder a proper interaction.
- ◆ Always address the person with a disability, not their companion, guide or interpreter.
- ◆ Before helping, ask if the person needs or wants help and how best to provide it.
- ◆ The staff has to know the level of accessibility of the venue in order to offer accurate information.
- ◆ Make sure that the message is understood and give the person time to express themselves, without showing impatience.
- ◆ There are no taboo words. It is natural to say to a blind person “see you later” or to someone in a wheelchair “walk faster”.
- ◆ Avoid being overly sensitive and treat people according to their age and needs.
- ◆ Exercise caution with physical contact, avoid touching people and their support accessories (cane, wheelchair, guide dog) without their consent.
- ◆ Avoid antiquated and pejorative terms such as “disabled”, “handicapped”, etc., and always speak of “person with a disability”.



People who walk slowly and/or use crutches

- ◆ Adjust your speed to that of the person with reduced mobility.
- ◆ Offer your arm and do not grab them.
- ◆ Watch out for uneven surfaces and obstacles along the route.
- ◆ Suggest the shortest and most accessible route.
- ◆ When going down stairs, stand one step below the person with reduced mobility; when climbing stairs, stand one step above.
- ◆ If asked for help, offer to carry their objects or packages. Do not touch their crutches.
- ◆ When waiting, offer them to sit in a chair with backrest and armrests.



People in wheelchairs



- ◆ Stand in front of the person, never behind, at a certain distance so as not to force them to lift or turn their head.
- ◆ If the person does not ask for help, simply guide them on the right path and be ready to help if there is an obstacle or barrier in the way.
- ◆ If you do not know how to operate the wheelchair, ask the user how you can help and keep a slow and controlled pace, following their instructions.





People with speech difficulties

- ◆ Try to understand the person without rushing, knowing that their pace and pronunciation may be different from what you are used to.
- ◆ If you do not understand the message, let the person know so they can use another way to express what they want.
- ◆ Do not pretend to understand the message if you do not.
- ◆ Some deaf people only communicate through sign language (SL), so at least one person on the customer service staff should know SL. Alternatively, a video-interpretation system should be available.





People who are hard of hearing

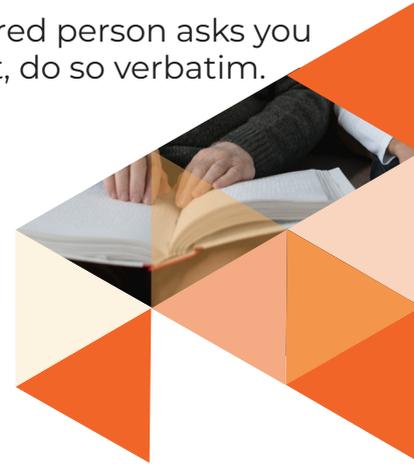
- ◆ Never speak to the person if they are not looking at you, and draw their attention with a discreet signal before speaking.
- ◆ Talk to them face-to-face. Make sure your face is well-lit to make it easy to read your lips, and stand at their height (especially if it is a child).
- ◆ While being spoken to, do not have objects on your lips (a cigarette, a pen) or in your mouth (hands, candy, chewing gum).
- ◆ Vocalize properly, but not overly so, and do not shout. Always speak out loud, even if the person cannot hear you.
- ◆ Speak naturally, not quickly or slowly.
- ◆ Do not use slang. Do not communicate using single words.
- ◆ If the person did not understand the message, repeat it or rephrase it in a simpler, but correct way, with words that have a similar meaning.
- ◆ Accompany the oral message with natural gestures to aid in understanding, or use writing.
- ◆ In group conversations, let everyone else speak and indicate when you are going to intervene.



Visually impaired persons

- ◆ Be precise and specific when giving information, using general explanations and not providing too much information, as this can get confusing.
- ◆ Do not substitute verbal communication with gestures. Another way to give explanations is to guide the hands or arms of the visually impaired person.
- ◆ When confronted with a hazard, do not use words like “hey!” or “watch out!”, but use words like “stop!” to keep the person from moving forward, and offer an immediate explanation.
- ◆ Start the conversation with the person with disabilities by identifying yourself, and using their name, if you know it.
- ◆ When greeting them, let them know before taking their hand or kissing them, so as not to startle them. To get their attention, you can touch their hand or shoulder.
- ◆ If necessary, let them know what you are doing or are going to do.
- ◆ Speak slowly and clearly, but without shouting, always looking at the person’s face.

- ◆ During a conversation, especially if you are in a group, say the name of the person with a visual impairment, to let them know that their response is expected.
- ◆ Stand where the person can identify you, especially if they are partially sighted.
- ◆ Do not use vague words such as “this, that, here, there”, since they are usually accompanied by gestures that will not be seen. Use definite expressions, such as “to your right”, “in front”, which indicate a specific position and are interpretable.
- ◆ Do not walk behind a blind person without telling them, as this will make them uneasy.
- ◆ If you have to leave temporarily, let the person know and place them at a specific point (next to a table, a wall), never in a space without references.
- ◆ If the visually impaired person asks you to read a document, do so verbatim.





Guiding a visually impaired person

- ◆ Once the customer arrives, explain the layout of the space and, if they are interested, take them on a tour so they can subsequently orient themselves and move around independently.
- ◆ It is important not to move things around in the room where a visually impaired guest is staying.
- ◆ To accompany them, offer your arm and walk slightly in front: the person will take you by the shoulder or elbow. For children, the best thing to do is to hold them by the hand.
- ◆ If the person uses a walking stick or service dog, walk on the opposite side.
- ◆ Warn of possible obstacles that are in the way. When approaching stairs, indicate whether they are going up or down and the type of stairs (fixed or escalator).
- ◆ When crossing a door or passageway, indicate it beforehand and walk ahead of the visually impaired individual.
- ◆ Indicate changes in direction, to the right or left, as needed.
- ◆ If the customer requests a special place or accommodation, it is not a complaint, but a need to be responded to in a positive way.



People with intellectual or developmental disabilities

- ◆ The main barriers encountered by people with intellectual disabilities revolve around the understanding and interpretation of messages. Because of this, you should speak clearly and slowly. When it comes to providing information, the simpler and clearer, the better.
- ◆ Use clear and concise sentences. If necessary, use examples.
- ◆ If the customer does not understand the message, try to explain it in another way.
- ◆ Do not talk down to them; treat them in an age-appropriate manner.
- ◆ A person with an intellectual disability may have problems making decisions quickly; you have to be patient and respect their process.
- ◆ No means no, and yes means yes. If the person makes a decision, do not attempt to convince them otherwise.





People with other accessibility needs

- ◆ There are people who have other needs that have to be taken into account.
- ◆ Some of them are difficult to identify, such as those related to the loss of function of some internal organs, the ingestion of certain foods or allergic reactions when exposed to the air, the sun or contact with some type of material, carpets, paints, etc.
- ◆ In relation to these needs, as with the others mentioned, you will have to ask the person what they need and how you can help.





Services dogs

- ◆ Duly certified and identified service dogs accompanying people with visual, physical, hearing or any other impairment specified in “Law 12/2003 of April 10, on service dogs for people with disabilities”, have the right to access the same places as the person with disabilities.
- ◆ They may access all the places, accommodations, establishments, premises, public transport and other public-use areas in the region of Valencia.
- ◆ Dogs should not be touched while working, and only with their owner’s permission.
- ◆ Access by a service dog to the places mentioned above shall not entail any additional cost for the user, unless said cost is for the provision of a specific service that can be economically assessed.



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March 2022:

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