

Wilderness Traders Accessibility Briefing

At Wilderness Festival we are committed to providing an inclusive experience for our disabled customers (who we call our accessibility customers). We want everyone to have a great time. You can help achieve this by being kind, understanding and doing what's right.

We expect you to respect and support our accessibility customers and their essential companions. The way you interact with our accessibility customers directly impacts their experience at the festival.

Physical Barriers – Planning Your Stall/Setup

The barriers faced by accessibility customers can be physical, such as poor signage or service points which are too high. We have suggested below some of the ways you can remove these physical barriers, but please consider anything else that might be necessary.

When planning your stall/setup, you need to ensure there are no physical barriers to accessible customers. Please consider the following adjustments:

- **Visibility:** Ensure that your stall/setup is visible and identifiable to all customers.
- **Clear signage:** Use clear signage with large and easy to read fonts.
- **Menus and other information:** These should be available in black print on a white background in minimum 18pt font.
- **Have writing equipment available** (pen and paper or electronic) to aid communication, in case needed.
- **Layout and lowered service points:** Arrange your stall/setup in a way that allows for easy access for accessible customers (e.g. those using a wheelchair or mobility aids), including lowered service points where possible (at a height of 70-75cm).
- **Come out in front of your stall/setup** to serve the customer if required.
- **Step Free Access:** Ensure step free access if your service area is not at ground level. Ramps or handrails should be extended to the ground.
- **Safety Considerations:** No loose cables across walking areas to prevent tripping hazards.

Behavioural Barriers

The other big barrier faced by accessibility customers is the attitude and behaviour of other people.

One of the biggest complaints we receive from accessibility customers concerns the way in which they are treated by staff.

Hidden Disabilities

Please remember that not all disabilities are visible.

Some customers may be wheelchair users or use mobility aids which are visible to you. However, others may have an underlying hidden condition which affects their ability to walk long distances, such as a lung condition or multiple sclerosis.

Customers may have hidden neurodivergent conditions like ADHD or autism which may present difficulties such as being overwhelmed in crowds or finding it challenging to communicate.

Other customers may have hearing or sight difficulties which also may not be immediately obvious to you.

Your job is not to question or challenge the needs or requirements of an accessibility customer, but to offer assistance and to support them where asked or required.

Do And Don't

Please follow this guidance when interacting with accessibility customers:

DO

- Look at the customer, smile, and talk directly to them.
- Ask how you can help, using open questions like “Do you have everything you need?”
- Talk directly to them and not to their essential companion (unless the customer asks you to, or you're serving their companion).
- Be patient and respectful.

DON'T

- Say “you don't look disabled.”
- Ask what their disability is or “what's wrong with you?”
- Assume what a customer can or can't do.
- Be rude, impatient or get frustrated with the customer.
- Touch the customer or their things without permission.
- Speak negatively about the customer in front of others.

What To Do If You Accidentally Offend Someone

- Say sorry: apologise right away if you upset someone.
- Listen: find out why they are upset. Listen carefully to what they say.
- Learn: think about how to do better next time.
- Stay calm: don't argue or try to explain yourself.
- Respect feelings: understand that their feelings are real and important.

Thank You

Your attitude and behaviour are vitally important to ensuring that our accessibility customers enjoy their time at the festival. Please remember to treat everyone respectfully and fairly. Thank you, in advance, for supporting our accessibility customers.