



Difference

Changing perceptions of disability

Patron: Baroness Tanni Grey-Thompson

Claire@difference-northeast.org.uk

07304 061207

09th October 2024

Via email to:

info@clipnclimb.com

clipnclimbmetro@bandainamco.co.uk

We are Difference North East.

Difference fights for equality for disabled people and an end to discrimination on the grounds of disability. We aim to change perceptions of disability with our work.

We provide a voice for disabled people in the North East and campaign for a more equal region. We are a disabled people's organisation run by and for disabled people. Our work is directed by the experiences of disabled people in the region where we act to make sure that disabled voices are included and centered in the decisions that impact their lives.

Improving accessibility for climbers of all ages.

I wanted to reach out to you regarding a recent family visit to the Gateshead Metro Centre Clip 'n' Climb with my son on 05/10/2024.

During the short mandatory safety presentation, in which climbers watch an instructional video showing how to safely clip into and out of the harness and use the climbing equipment, I noticed that this video was not accessible for individuals who may be d/Deaf or hard of hearing. There were no captions on the video and the sound was difficult to make out in such a busy shopping environment.

I would highly recommend adding captions to your safety videos and sharing this across your national centres and franchises.

Adding captions to your safety and instructional videos has multiple benefits:

- It will make your videos accessible for d/Deaf people and those with hearing loss.
- It will make safety videos accessible and inclusive for all potential climbers, across all age ranges.
- Adding captions improves safety and ensures no information is missed or misinterpreted.
- It could also be beneficial to people where English is not their first language.
- It will support everyone who may not be able to hear the videos sound due to background noise or busy environments.

I would also recommend, if you don't already have these in place, readily available access to plain text and an easy-read version of instructions. This would ensure Clip n Climb is a highly accessible and inclusive venue for a wide range of disabled adults and young people.

Training and Consultancy.

At Difference North East this is something we can support you to implement and we are able to provide a wide range of information, guidance and training. You can find out more on our website here: <https://differencenortheast.org.uk/>

Please do not hesitate to contact me if you require further information.

Claire Andrews

Development Manager