

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

End-to-End Access

A digital approach to inclusivity for deaf visitors

Oliver Webster, 15th May 2025, 2pm



**Digital Culture
Network**



- Deaf Awareness Basics
- What is End-To-End Accessibility – why does it matter?
- Understanding Access Provision
- Quick Wins To Take Home
- Q&A

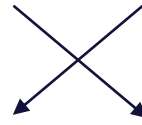
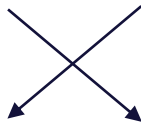
Deaf Awareness Basics

Deaf

deaf

Deafened

Hard of Hearing



Sign Language

Lip Reading

**Speech, Hearing Aids,
or Implants**



Signed Access

Captioning or Live Subtitles



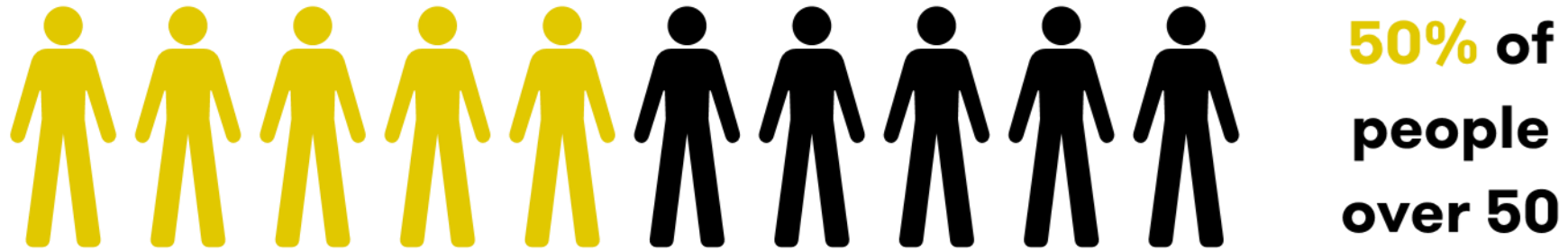
Around **18 million** of the
UK adult population
are deaf, deafened or
hard of hearing - that's

1 in 3



Less than 1% of deaf, deafened and hard of hearing people are fluent in British Sign Language

Age related hearing loss affects



Data from RNID
2024

On average it takes



years
from when someone
first notices hearing loss to
asking their doctor for help

Action On Hearing Loss
Hearing Matters report
Nov 2015

Open vs Closed captions

Open Captions

- Always on display
- 'Open' to the whole audience
- Only one language
- Equal experience to all

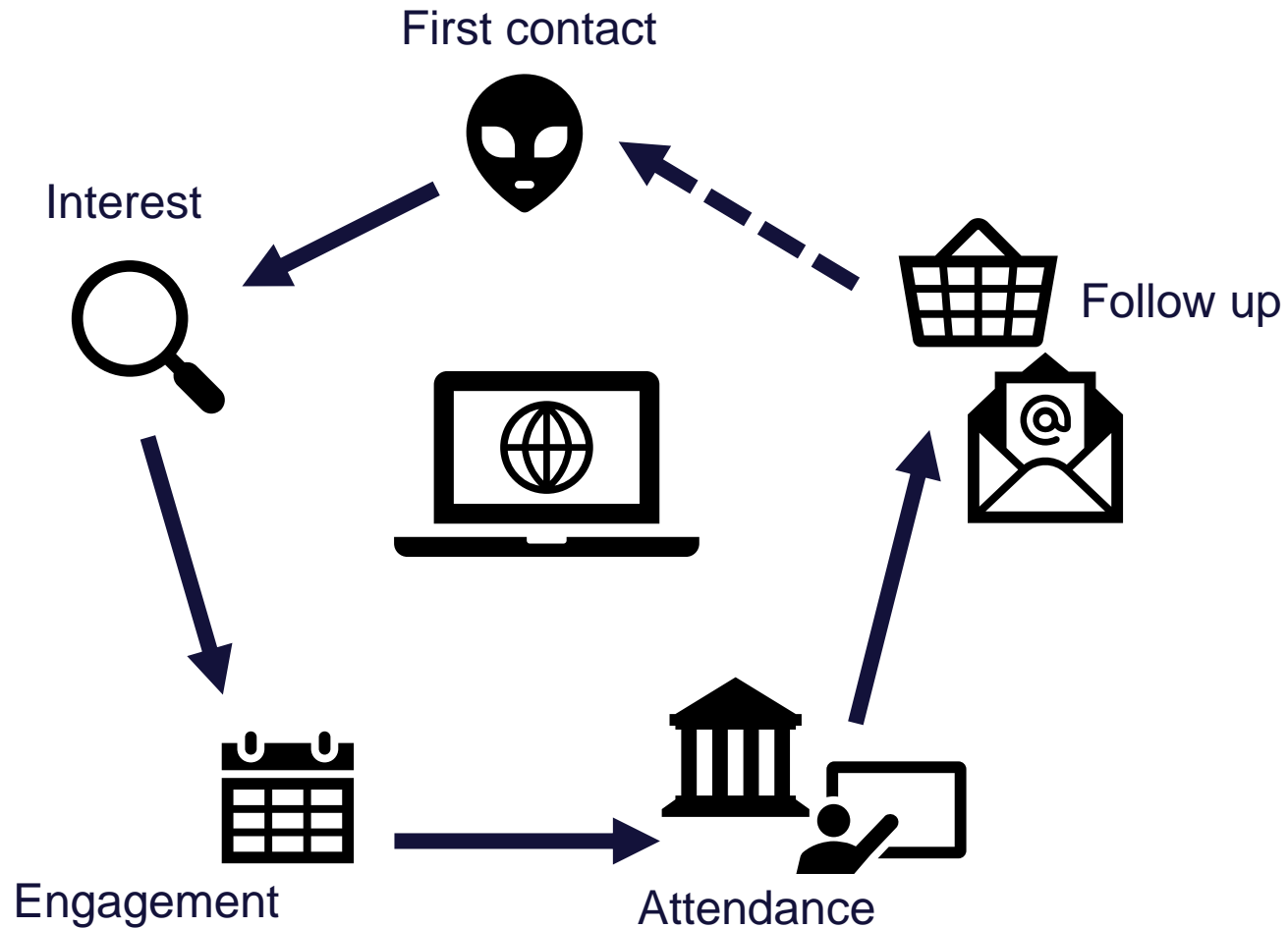
Closed Captions

- Turned on by the viewer
- 'Closed' to the user
- Multiple files
- Extra steps required

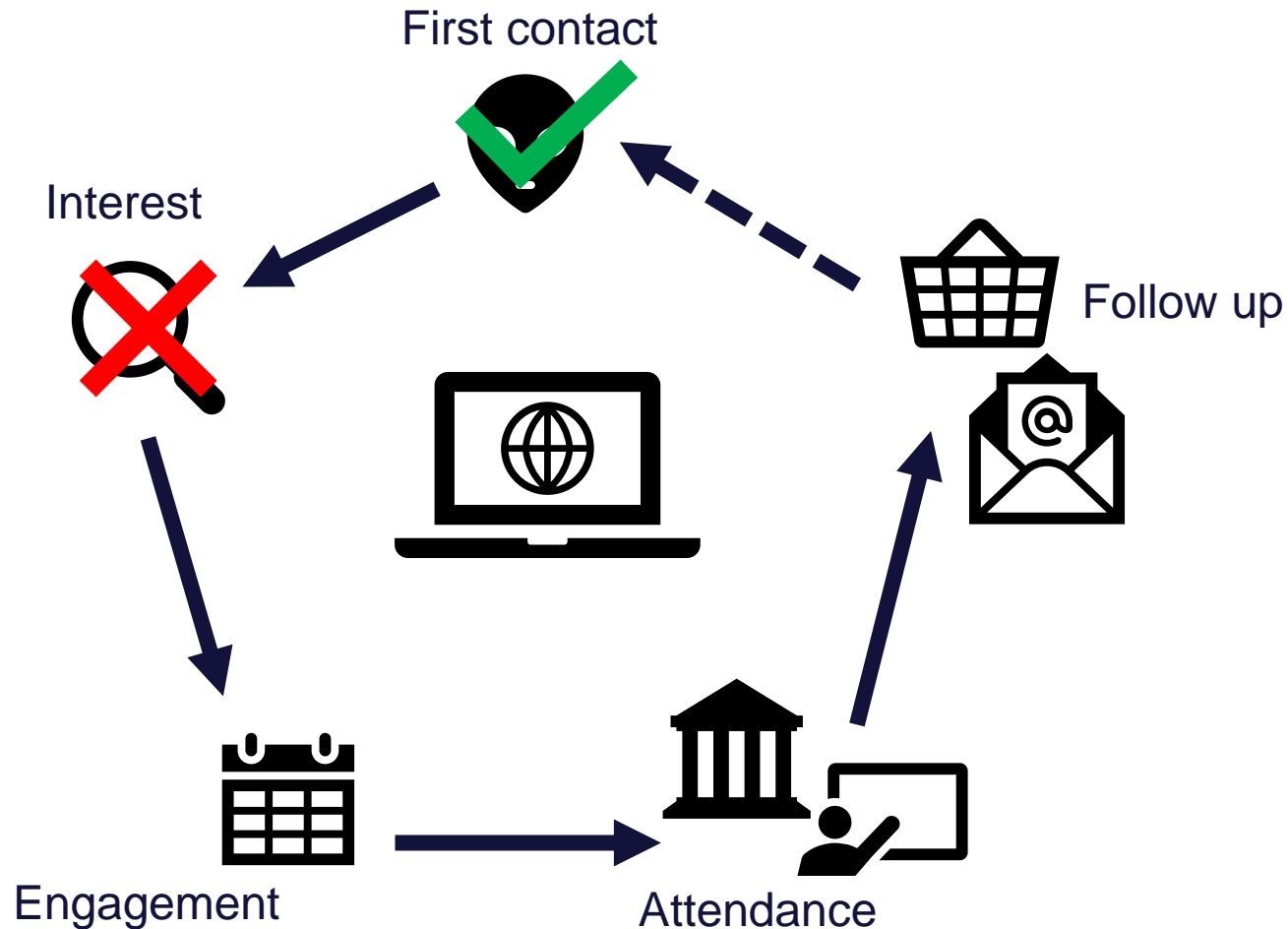
What is End-To-End Accessibility

Why does it matter?

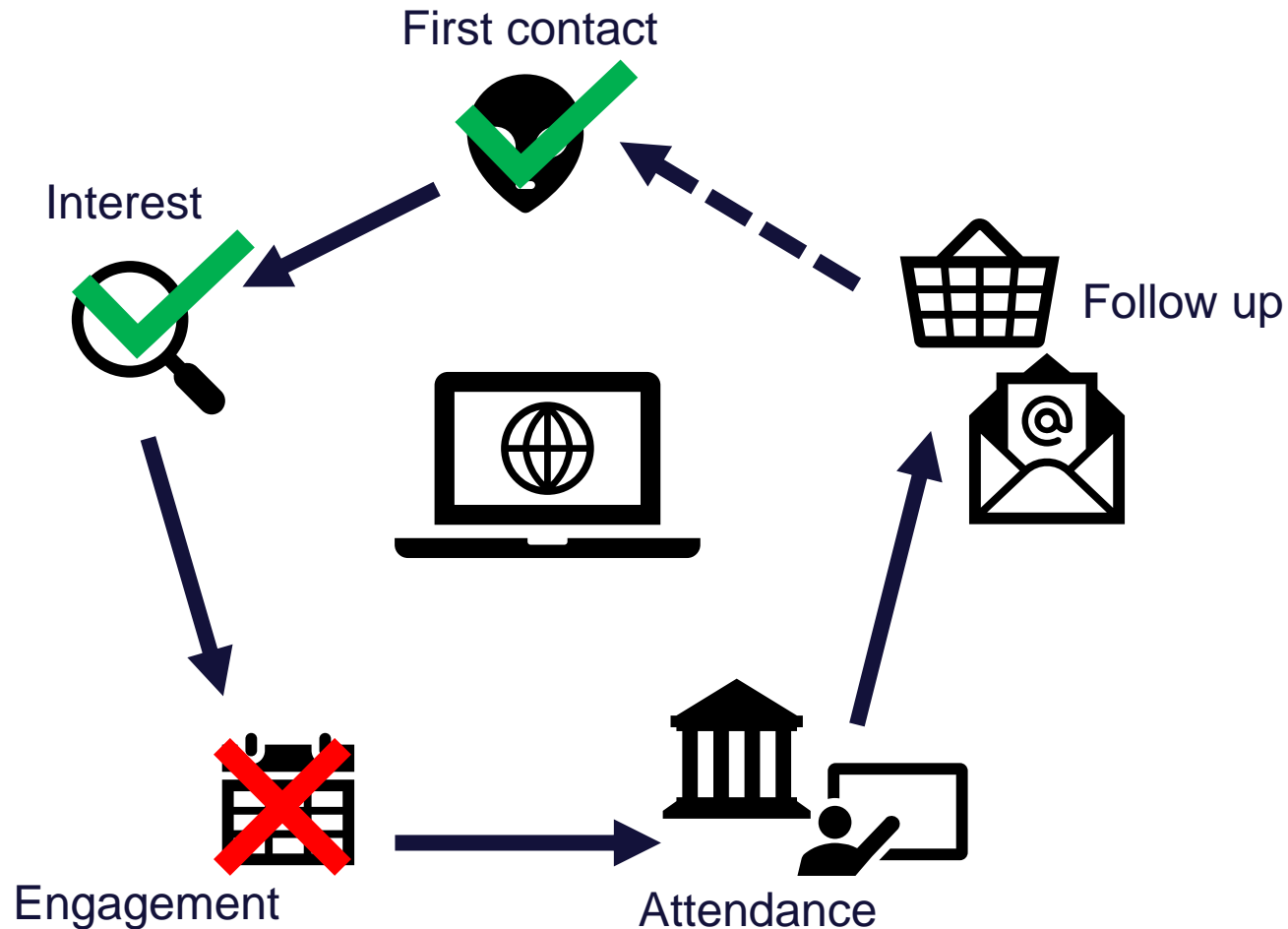
End To End Access



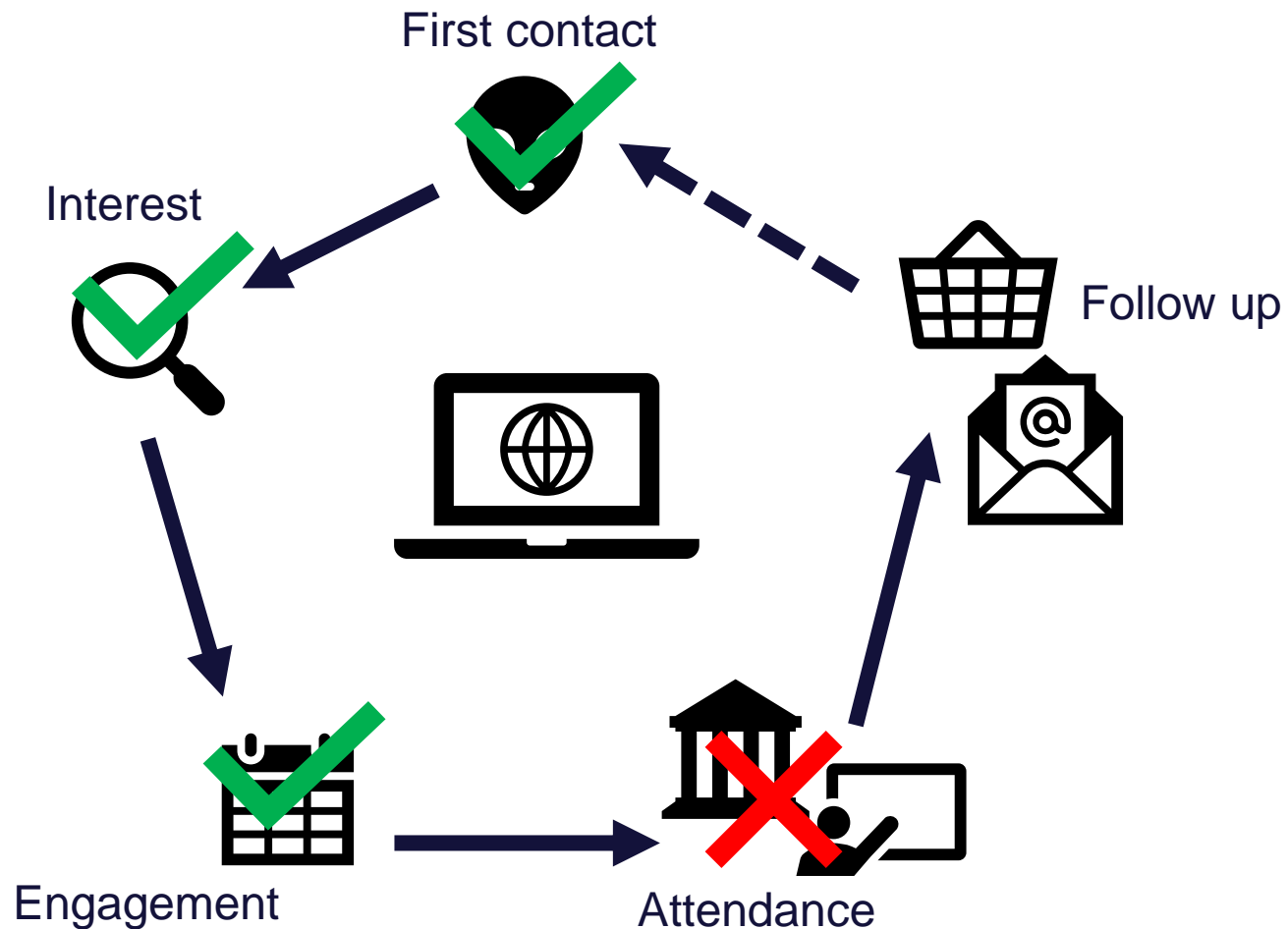
Why is this important?



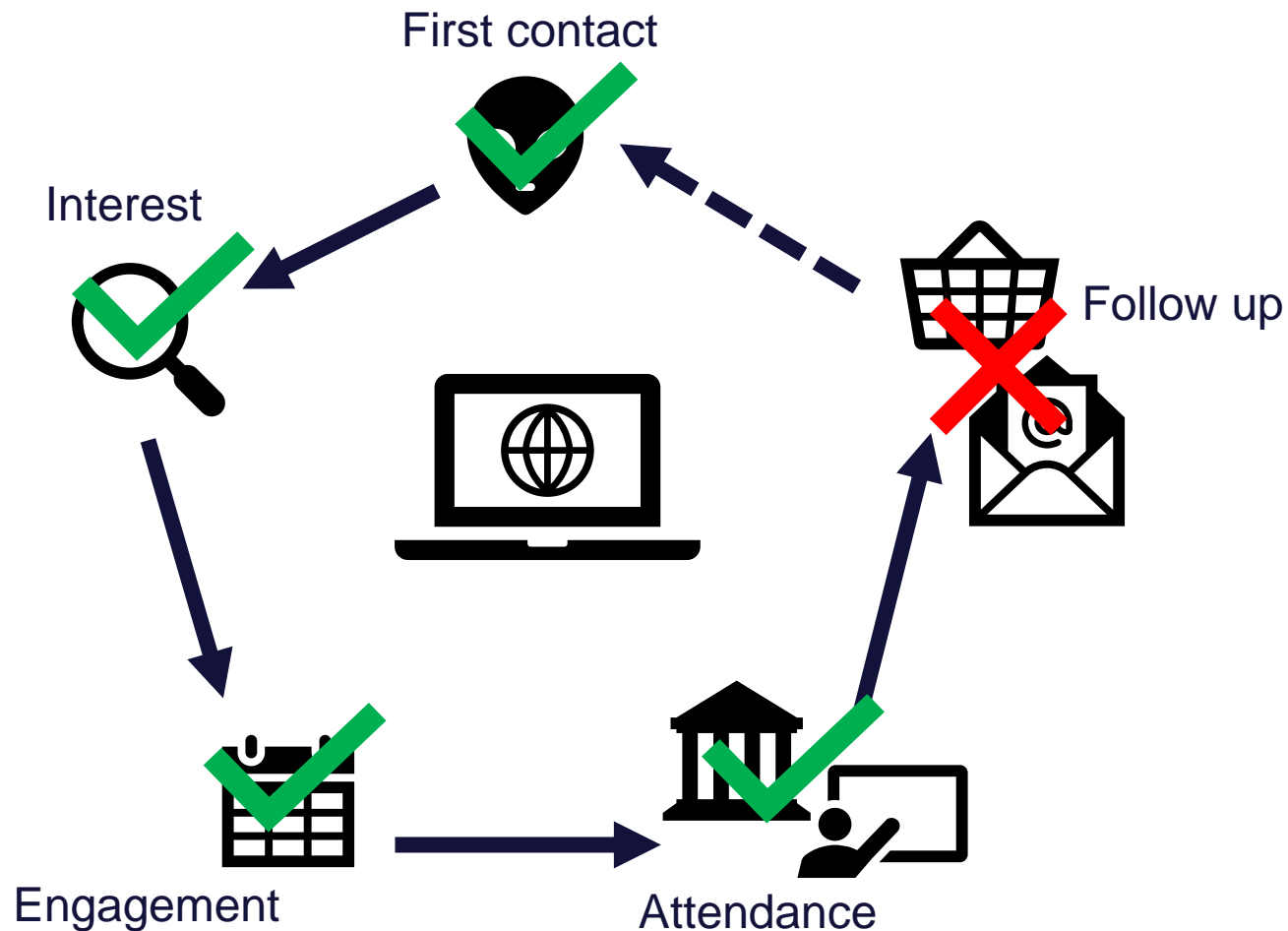
Why is this important?



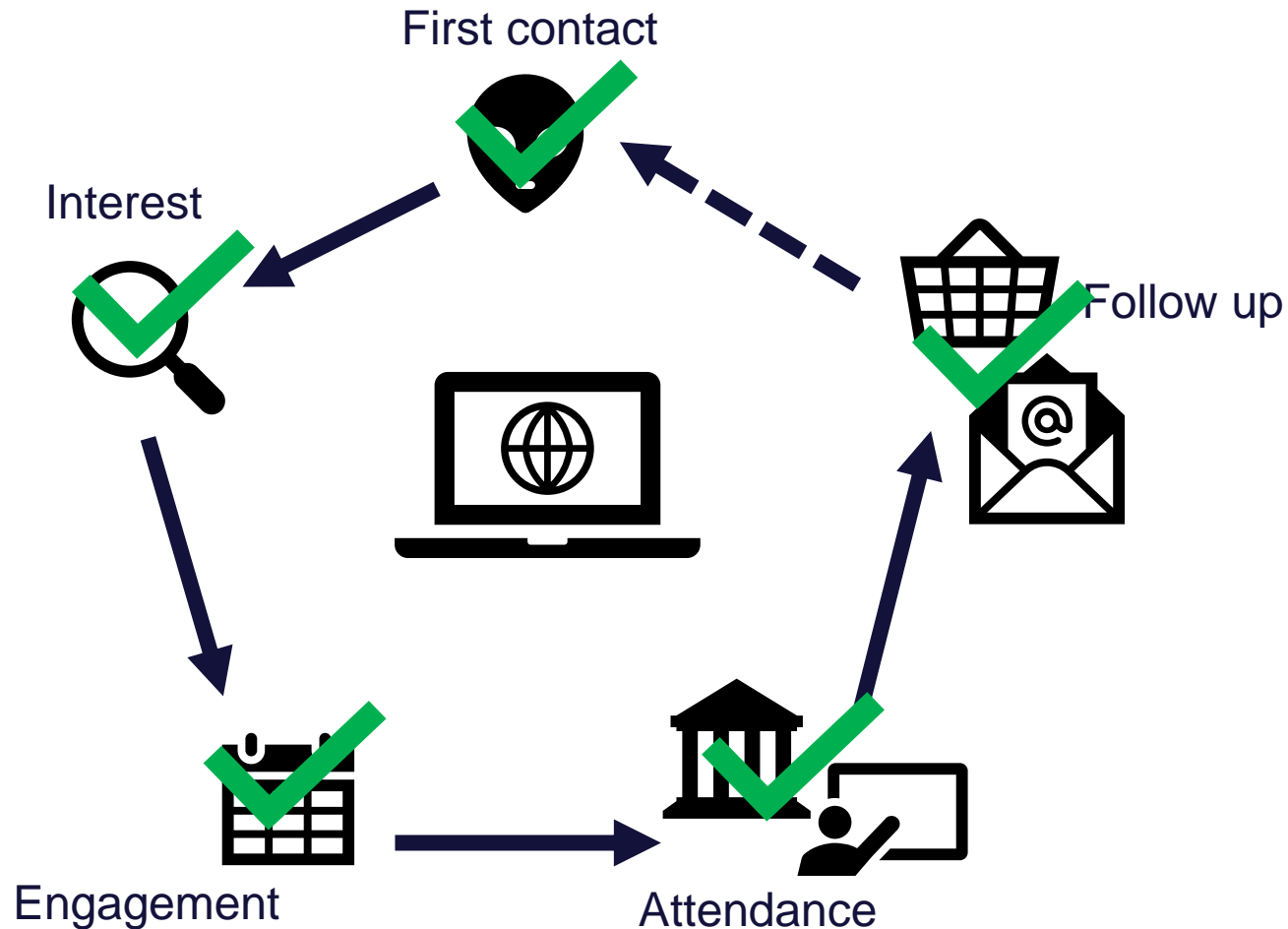
Why is this important?



Why is this important?



Why is this important?



Understanding Access Provision

Digital Subtitles

Pre-Recorded videos

- Social Media & Marketing
- Exhibition videos
- Documentaries

Trained Subtitlers

- Work with a video file
- Create subtitles
- Including access elements

Digital Subtitles

Manual Subtitles

- Accurate
- Accessible
- Need to be planned and booked
- Has a cost

Automatic Subtitles

- Less accurate
- Not accessible
- Easier to implement
- Affordable

You're standing there all wide-eye
Like you've only just seen the light

Website accessibility

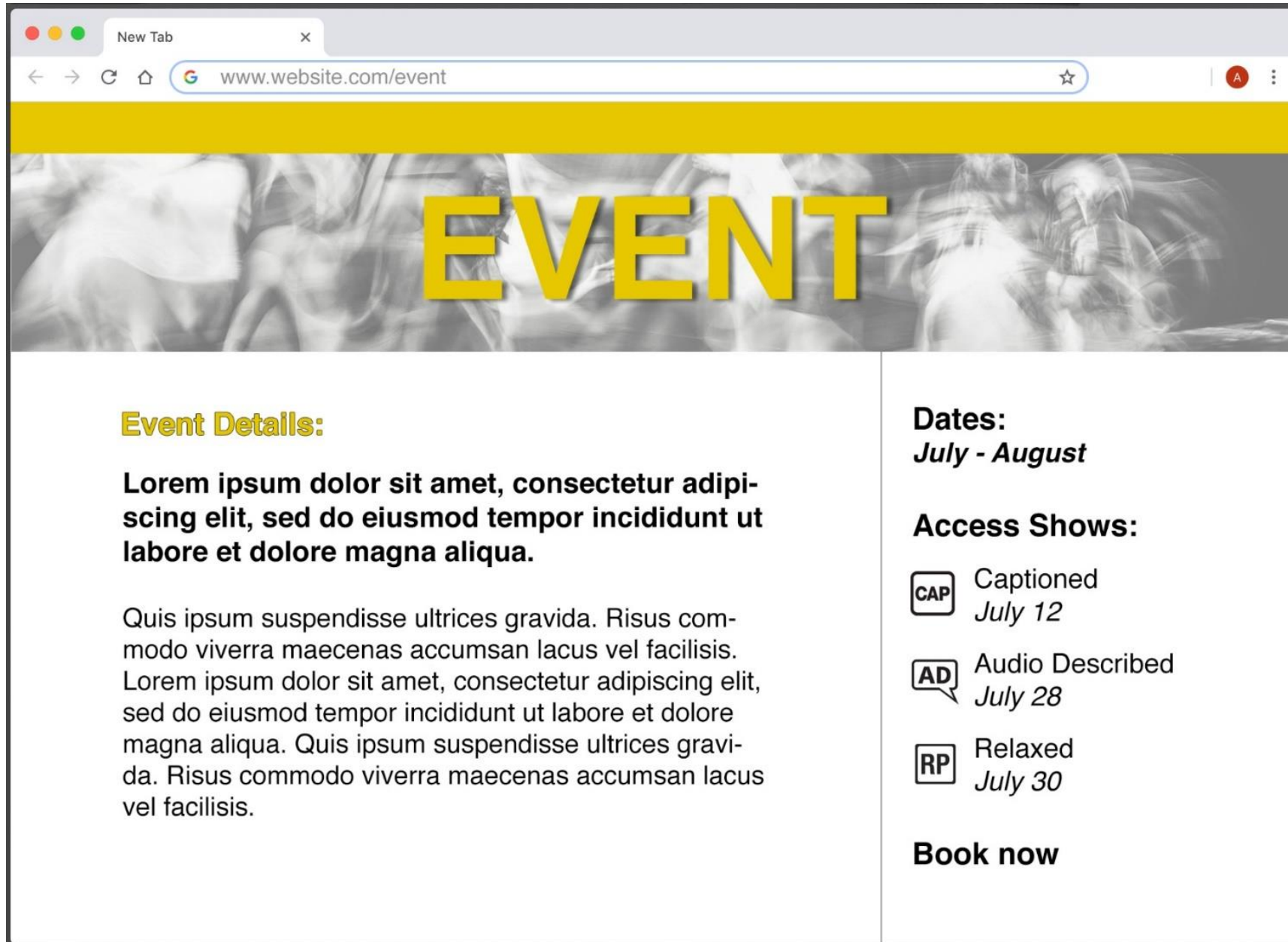
- How accessible the website is to use
- What access information is provided for events and locations

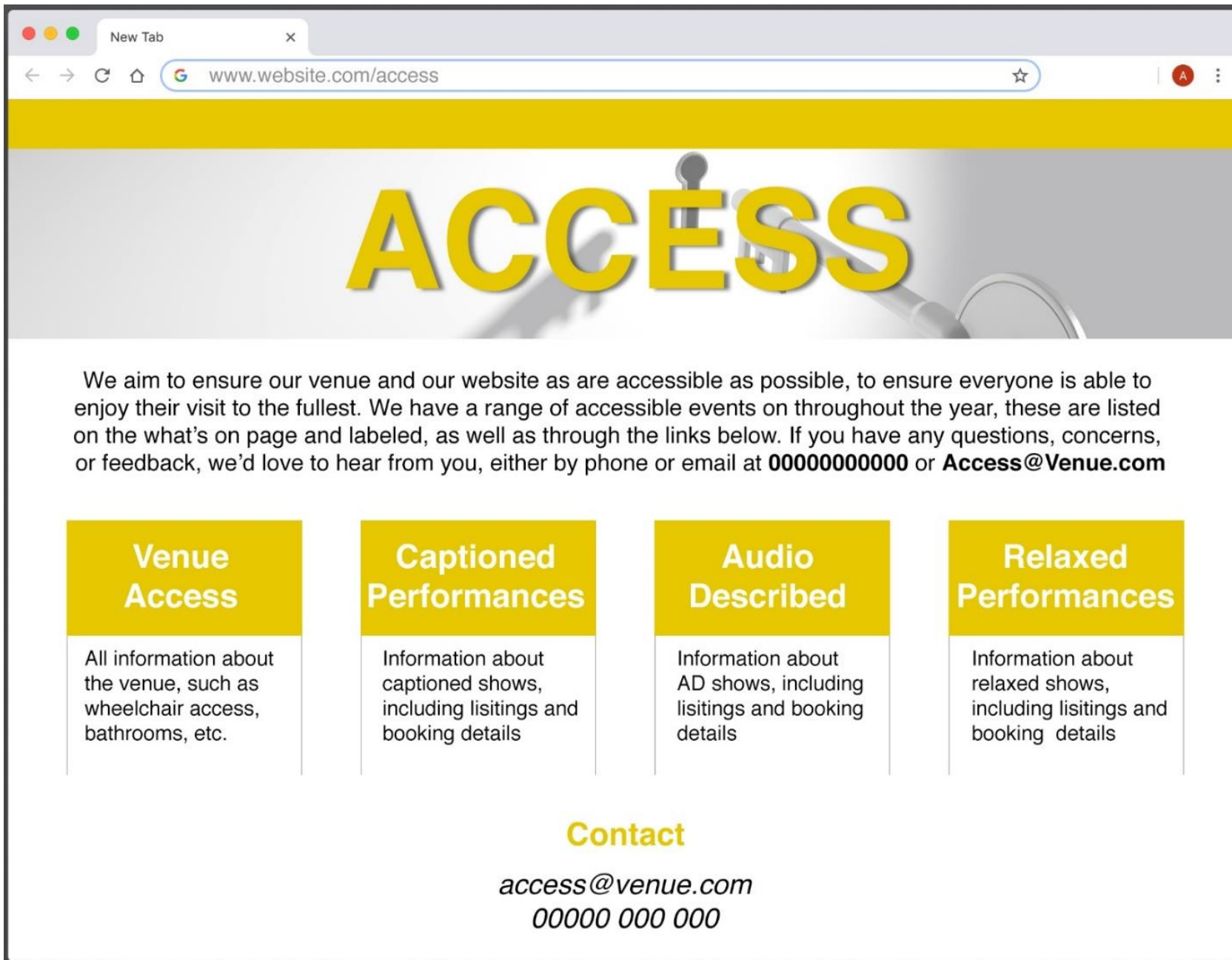
How accessible is your website to use

- Web Content Accessibility Guidelines – WCAG
- Information density
- BSL interpretation
- Videos should be subtitled
- Quick and easy navigation
- Online booking system – including access discount!

Access Information

- Include access info on every event listing
- Filter event listings
- Access page
- Access@organisation.com email





Venue Access

All information about the venue, such as wheelchair access, bathrooms, etc.

Captioned Performances

Information about captioned shows, including listings and booking details

Audio Described

Information about AD shows, including listings and booking details

Relaxed Performances

Information about relaxed shows, including listings and booking details

Contact

access@venue.com
00000 000 000

Live Subtitling

Unscripted events

- Meetings
- Webinars/Online talks/workshops
- Exhibition Tours
- And more!

Displayed on screens, zoom, tablets, and more

Speech-to-Text Reporter (STTR)

- Types live
- Special phonetic keyboard
- Up to 300 words a minute, 99% accuracy
- Prep materials improve accuracy – speech notes, names, jargon

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Live Subtitled Tour

- What does this look like?
- Audio feed from speaker
- Remote STTR
- Displayed on mobile devices – phones or tablets
- Internet connection
- Accessible tour guiding

Live subtitles for
Sexology Tour,
Wellcome Collection



Live subtitles for tour at Hunterian
Museum. Photo: Anthony Brown

Staff Awareness

- Marketing team
- Event programming & facilitators
- Front desk
- Gift shop
- Tour guides
- Security

Quick Wins To Take Home

Quick Wins

- Provide accessible events on a regular basis
- Ensure marketing is accessible
- Send Stagertext your accessible events for our website and newsletter
- Connect to local deaf clubs, schools and charities
- Dedicated access email address
- Resources Page on Stagertext's website
- Access page – list all accessible events/access mailing list

>> StageTEXT

<https://www.stagetext.org/for-venues/resources>

Twitter and Facebook: @Stagetext

Instagram: @stagetext insta

Oliver@stagetext.org



**Digital Culture
Network**



Get in Touch



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digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)

Q&A



Digital Culture Network