

Stagetext provides equal access to the arts with captions and subtitles



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

1 in 3

There are more than

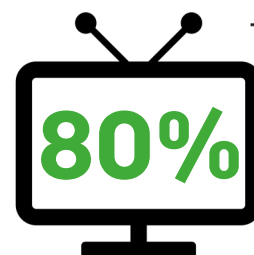
45,500

deaf children in the UK



Adding captions/subtitles to YouTube videos can increase views by **7.32%**²

20% of content on BBC iPlayer is viewed with captions/subtitles³



Of TV caption/subtitle users, 80% use them for reasons other than hearing loss⁴

6.7 million

people could benefit from hearing aids



Captioned/subtitled videos on Facebook have a



10% increase in likes



26% increase in shares



29% increase in comments⁵

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Version one: created June 2024

Sources:

- 1 RNID, International Journal of Audiology publication - June 2024
- 2 Discovery Digital Networks & 3Play Media case study - 2013/2014
- 3 BBC website, BBC launches subtitles for live channels on BBC iPlayer in world-first - Jul 2016
- 4 Ofcom Report - May 2015 Refinery29
- 5 & Adaptly - Nov 2015

Find out more at

www.stagetext.org

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Stagetext is a registered charity (No. 1084300)
Find out how to support our work on our website

Stagetext Best Practice Checklist

Embedding access within your organisation

- Schedule your captioned/subtitled event as early as possible
- Contact Stagetext for help with budgeting or putting together a funding proposal
- Hold appropriate seats for access users
- Top-level managers should champion access and reporting across the organisation
- Think about access early and at every step: planning, HR, production, marketing, front of house and visiting artists
- Have regular training sessions for new and existing staff members (e.g. deaf awareness and digital subtitle training)
- Ensure box office and front of house staff are fully briefed and positive about your accessible events
- Commit to a regular access programme to develop a strong audience base:
For theatre at least one performance for shorter runs or quarterly for longer runs
For museums build access into all exhibitions, plus regular accessible tours and talks
- Schedule an annual review of your access provision
- Share your data with Stagetext

Access marketing tips



- Include clearly labelled access info and dates on press releases and all marketing material  
- Share access dates with regular access bookers, local groups and listings, mainstream bookers and on social media
- Send your event details to Stagetext
- Caption/subtitle all online video content

Website

Access Page

- You should have an easy to find access page with a welcoming message to access users
- Include a clear section describing the set-up and benefits of captioned/subtitled events
- Ensure you have a dedicated access email address (e.g. access@yourvenue.com) - deaf, deafened hard of hearing customers may find it difficult to contact you by phone
- List all accessible events or exhibitions, with links to further info and ticket booking
- Show your commitment - have a public equal access policy

Listings

- All listings should include access info, dates and TEXT or CAP logo  
- Make sure all videos are captioned/subtitled

Booking Page

- Accessible events should be clearly signposted
- If possible, show where the accessible seats will be located

On the day

- Double check the view of the caption units will be unobstructed from allocated seats
- Display text as the audience enter the space so that undeclared users can move to a suitable area, e.g.


This performance is captioned.
If you miss a word here or there,
the captions will help you

- Run through clear communication tips with the staff during briefings
- Gather feedback from audiences, with a feedback card or online survey

Stagetext - here to help - Every word counts

www.stagetext.org/digital-resources

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