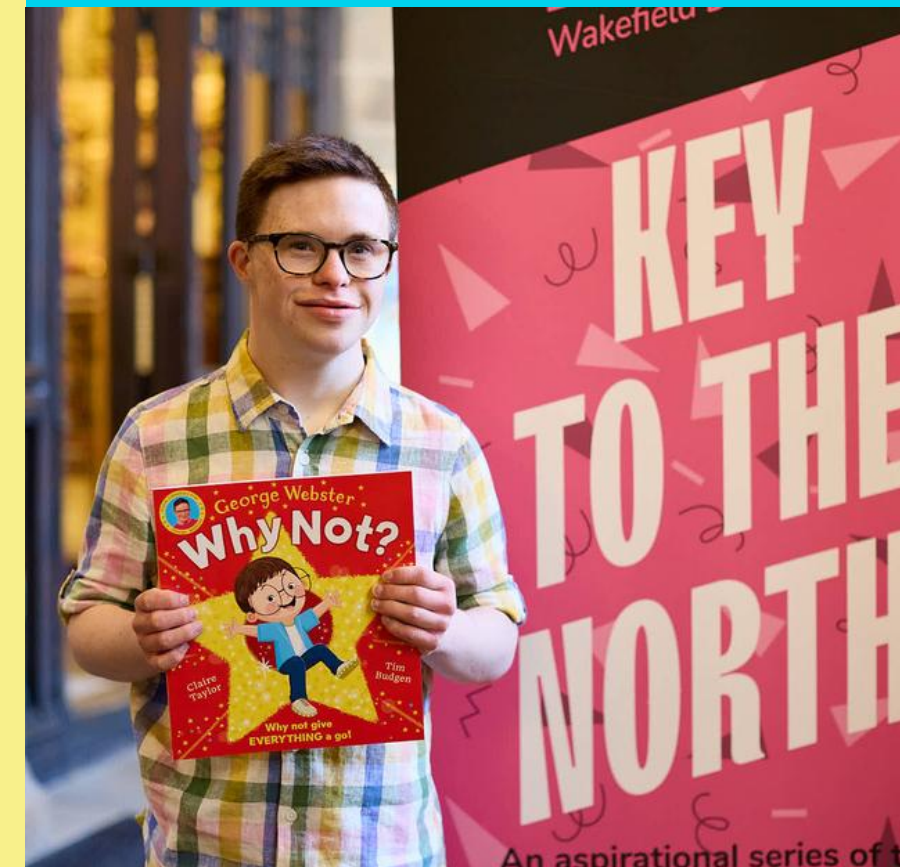


**'Our Year' - Using marketing,
communication and engagement
activity to reach previously
underserved audiences and tackle
barriers to participation for residents**

WHERE IT BEGAN

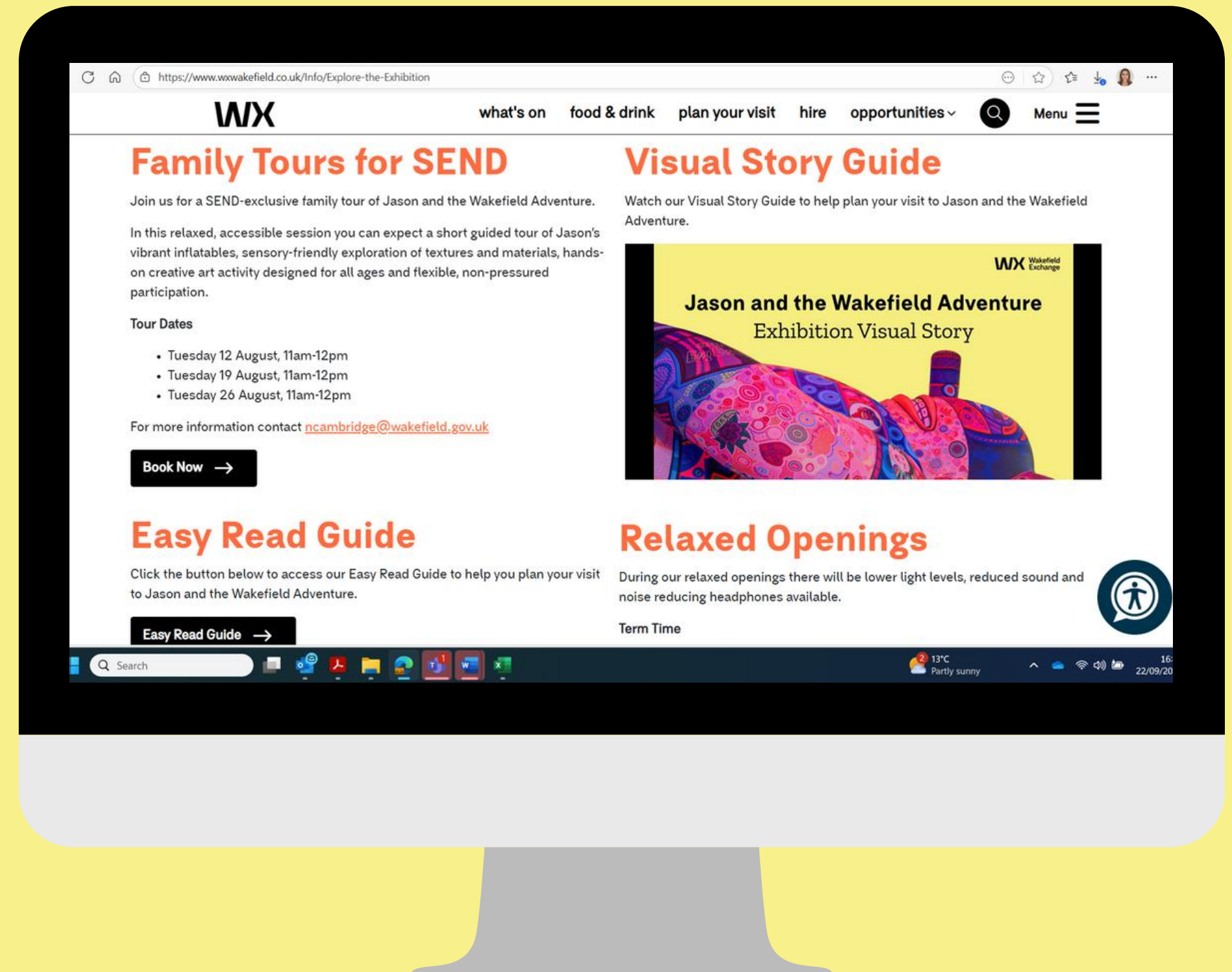
- Our Year was a district-wide celebration of culture and community, marking our first step toward a more integrated approach to Audience Development and Marketing.
- We trialed new initiatives that are now part of our everyday work, reflecting our commitment to inclusive, accessible, and relevant cultural activity.
- With a higher-than-average number of disabled residents in Wakefield, inclusivity remains central.



OUR APPROACH IN PRACTICE

ACCESSIBLE PLANNING TOOLS

- Easy Read Guide and Visual Story Guide available for free download or print.
- Guides help visitors understand what to expect and feel confident before arrival.
- Sensory Map available to highlight areas that may be overstimulating.
- Empowers visitors to plan independently with detailed sensory information.
- Access information was clearly presented on the website.
- Continuing to communicate with community partners built during Our Year.





INCLUSIVE TOURS & PROMOTION

- Free British Sign Language (BSL) tours.
- A BSL promotional video created to reach Deaf audiences.
- Audio description tours tailored for blind and visually impaired visitors.
- Outreach to community groups and local leaders supporting residents with sensory impairments.
- The exhibition was free to ensure that low-income residents could take part.
- An audio introduction was available in Jason's voice.
- Subtitles on the exhibition video as part of exhibition.

[Click to watch the BSL video.](#)

SEND-FRIENDLY EXPERIENCES

- Relaxed opening hours with:
 - Lower light levels
 - Reduced sound
 - Noise-reducing headphones
- SEND-exclusive family tours include:
 - Sensory-friendly exploration of Jason's inflatables
 - Hands-on creative activities
 - Flexible, non-pressured participation for all ages
- Ear defenders available throughout the exhibition to pick up and use for free.
- A specific programme tailored for SEND schools which had great uptake.



**"Made with love
and pride for
Wakefield...
Come in and be
part of the story!"**

- JASON WILSHER-MILLS



PRINTED MATERIALS

- Interpretation was written in plain English to support visitors with low literacy levels.
- Representation matters - use of Jason's diverse characters were used on promotional materials.
- A map and family activity book were designed to foster engagement across all ages.
- Clear onsite promotion of accessible provisions.
- Interpretation panels translated into the top three languages of the district - Urdu, Polish and Arabic



WHAT'S NEXT?

- We are going to continue to monitor data and emerging population trends.
- Continue to promote to all audiences with our 'for everyone, everywhere' ethos.
- Using visitor feedback to continually improve experiences.
- Work with onsite tenants to help embrace inclusion in their own marketing.
- Learn and grow from organisations we are working with for programming to develop further approaches.