

Accessible Cinema Building Back Better

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- **The impact of COVID on disabled customers**
- **Re-engaging with different and growing audience groups**
- **The financial opportunity**

Accessible Screenings



Open caption subtitling (ST)



Audio Description (AD)



Autism and Dementia Friendly or



relaxed screenings (AFS & DFS)



Physical access

A look ahead

- **Accessible Screenings UK website launch**
- **UKCA training resources for cinemas**
- **Re-introduce or trial accessible screenings**
- **Charity and representative group support**

- There are **14.1 million** disabled people in the UK
- And with an aging population this will only increase
- Not just doing the right thing, but a genuine business opportunity too!

Questions and thoughts

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