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RI World Congress**27 October 2016****Plenary 6 – Culture, Leisure, Sport, Accessibility and Inclusion**

CHAIR: Sorry, ladies and gentlemen. Just a minor technical issue. We will be with you in about two minutes. Just bear with us, please. Bear with us. Keep talking! It's what Stephen Hawking said!

CHAIR: Good, okay. Sorry about that. Sorry about that. Just technology. So now for something completely different, as Monty Python used to say! We're going to look at areas of inclusion in a whole range of different characteristics from the underground through to overline railways, through to leisure, arts, performance, television - a whole range of different things. I'm sharing this session in terms of chairing it with my good friend and colleague, Joseph Kwan. He's on the executive committee of Rehabilitation International, and Joseph will be introducing the speakers who will predominantly stay seated here. At the end of the full presentations, there will not be a Q&A session. We are going on to a presentation about some work that Channel 4 television's been doing. I will introduce that towards the end.

JOSEPH KWAN: Good morning, ladies and gentlemen. This will be an exciting session, as plenary number 6. It covers a wide range of topics such as culture, leisure, sports accessibility, and of course inclusion. We have a large panel of speakers up here, so won't spend too much time on the introduction. You can see their cred credentials are in the programme. Our first speaker is Daniel. Daniel, as you can see is - I will would like to hand the floor to Daniel, please.

[APPLAUSE].

DANIEL BIDDLE: Good morning. I run my own consultancy practice. I'm also the most seriously injured survivor of the July 7th 2005 terror attacks that happened in London. I was travelling on one of the tube trains when it was blown up, and, as a result of that, I lost both my legs. I lost an eye. I had numerous internal injuries, and I spent a year in honestly. So what I would like to talk to you about is my transition from being an abled-bodied 26-year-old man to being a disabled man, and how my perspective of life changed and what my expectation of life was - drastically altered. Prior to July 7th 2005, I worked for a large construction company in London, a construction manager running building sites, whether size for the health service or the retail sector. Then 10 July happened. I spent a year in honestly. Somebody that worked in the construction industry, I was naive in what I believed would be possible when I left honestly. Obviously, working in honestly, I knew about the building regulations, the requirements of design. I have to

admit looking back over my time as construction manager, very few buildings I worked on, I can hand on heart say that I would be very easily to get around now in my current form. On the day I was discharged from honestly, this is what the reality of being disabled actually hit home. Unfortunately, I am unable to use prosthetic limbs because of the extent of my injury. They're not something I'm very stable on or safe to use. I'm wheelchair-bound. The first day that I was discharged from honestly, wheeled out of the honestly - a purpose-built honestly for amputee rehabilitation, and I can't find a dropped kerb to get on to the road to get into the car. I just sat there absolutely bewildered, I didn't know how to get down for a kerb. I was looking around for a dropped kerb and there was nothing in sight. I sat and thought, you're a construction person, worked in this industry for ten years. You're qualified, you know what you're doing, and yet simple things are overlooked. The most basic thing that I need even to leave the honestly, and, after a year in there, I was very much ready to leave. But I couldn't get off the pavement. So now I've got the embarrassment of trying to find somebody to help me, my dad is there waiting for me to get in the car, and all I want to do is go home. Eventually, I got in the car. . On the drive back through London, I need to do something. As I say, I've got the experience, I've got the knowledge, and I've now got to disability. What can I do to try and drive change? This is where it became evident to me that there is a real crucial need for when we look at access and when we look at construction particularly. A lot of the times when I've been on construction projects, access has been an afterthought. It needs to be the very key of what we do. Inclusive societies benefit all of us. As a newly disabled person back in 2005, I was very much isolated. I had gone from being a its if and active 26-year-old man from suffering horrendous injury. I suffered from post-traumatic stress disorder, the fact that I couldn't walk again, the fact that I was blind in one eye, one of my lungs doesn't work properly. I didn't really need to know where to go with it. As I say, I this had disability, and I have to construction knowledge to drive myself forward. I started up my own consultancy practice. The aim of that is to try to work for organisations to prove the benefit of being accessible. It seems an ironic thing to say that I need to prove to people that it is beneficial to be accessible. But it is. There is a lot of stumbling blocks and a lot of fear around being accessible. It's a barrier that we need to break down. That's what I find myself doing 90 per cent of the time, is just trying to break down barriers. I don't have problems, I have challenges. Every single day there is a challenge I need to overcome, whether it be professionally or personally. There are so many different things that impact on the quality of life that I have. What always terrified me was how people's attitudes to me would change as well. So, bearing in mind the very first time I actually left honestly, went home, and then decided to go out somewhere on my own, it was a real shocker, to be brutally honest. Trying to find somewhere to go was the first and foremost problem. So it then kind of reminded me of my construction days, because I would have to do a risk-assessment of whether I could go, a method statement of how I could do it. That would be for something as simple as going for a meal. Not only is it about finding where you can go and what is going to

be accessible, it's whether or not their level of accessibility meets your need. What I've always tried to do is work on inclusive principles and design to make sure we can cater for as many people as possible. Being disabled is something that, as I say, disability never entered my life prior to being injured. And it was naivety - it really was. The way that I viewed disability wasn't something that ever really impacted on my life, so it wasn't something that I was ever kind of overly aware of, so to speak. Then, all of a sudden, I'm thrust into this world where everything I knew was different; nothing was familiar any more - not even my own body. Nothing was familiar to me any more. So to try to overcome those barriers was incredibly difficult. Societal attitudes to disability came as a real shock to me. I was quite noticeable because of what happened in terms of the circumstances and how I acquired my disability, but the way people treated me, it is the old adage, I would be out somewhere, and I would be sitting in a restaurant, a waitress would come over and say to the person with me, "What would he like?" He was all of a sudden invisible. I found it absolutely staggering. One of the things that we need always to bear in mind, when we are dealing with accessibility and inclusion, it's not just physical environments that need to change. It's people's attitudes. It's the way we view disability. It is about looking at the ability that people hold and not just the disability. I'm more than a wheelchair. I'm more than a pair of amputations. But people get fixated with that, and it becomes very difficult to drive effective change. And that is one of the key things that I'm very honoured to be asked to speak at this conference, because one of the things that I've picked up in the sessions that I've listened to is a real passion to drive change. But it has to be done collectively. It's no good for me being a lone voice in the wilderness to get people to change buildings or attitudes. If we can do it directly and make an impetus to make change, there are so many benefits that a society we would gain. I listened to an impressive presentation about inclusive education. It was a real shock for me as somebody new to the disabled world to realise the barriers that people face with education. That's across the board in everything that we do as disabled people in our daily lives. I think the real impetus that I'm taking from this Congress particularly is the drive and the passion from people to really effect a positive change, because the more inclusive society benefits all of us. It was a real shock when I left honestly to realise just how limited my viewpoint of the world was. It changed very quickly as I become more used to my surroundings, and more used to my own abilities, but it was absolutely terrifying. I can't emphasise enough just how terrifying it was to go from one world where anything was possible, to now living in another world where I didn't think anything was possible. Again, it is about tackling that issue, driving that change forward, and allowing people to try and build their own careers and their own futures, and fulfil their aspirations. One of the things that become very evident to me is my aspirations for what I wanted my future to be, and my career to be; nobody thought it was possible. Why did I have to diminish my aspirations because I had a disability? Why was that seemed to be an acceptable thing for people to look at me and say, "You can't possibly be an access consultant. You can't possibly run your own company. You can't possibly drive up to

Scotland." Because I had a disability. It is still even now shocks me that people take that attitude. Why should my aspirations to be successful at what I do be any different to anybody else's? Why should the 21 university lever who wants to be a lawyer, why should their aspiration be any different from anybody else's because they've got a disability? Until as a society we start matching what we do with the aspirations of disabled people, we are always going to leave disabled people behind. And that is something that I'm very passionate about ensuring, that, from a bit environment perspective, we don't do that, that we absolutely ensure new buildings, refurbished buildings are as accessible as they can be, whether a conference centre like that, a leisure centre, for a sports ground, whatever. Disabled people should be able to access what everybody else does without limitations. That is one of the key things that I'm picking up from the Congress is a real desire and passion to achieve that. But it is a long journey. It is a constantly evolving issue that I've come to learn very quickly, that there are so many different areas that we need to tackle, that it isn't going to change overnight, and it is a journey. And congresses like this, and organisations that want to drive that change, it's great to be part of, with the work that I do, to see that there is progress being made and we can constantly drive it forward. As you will hear from the other speakers, there is a lot of good work being done to make changes to improve the lives of disabled people across the world. To see so many different people from different countries over these three days has been absolutely amazing to look at how far the disability agenda is progressing. For some, it is not quick enough, but it is moving forward, and I think that's the key part that we should all be very pleased to see that it is moving forward. And, as I say, from my own personal perspective, it was a terrifying experience to go through the events of 7 July; it was absolutely terrifying to come to terms with my disability, and to learn the limitation it is would have on my life and what I would be able to do, but every day is about pushing forward and driving that agenda forward to really make a positive impact on the way disabled people live their lives. So we can break down segregated societies, so that it does become normal, because that what often has been looked at when I'm out and about as if I'm abnormal because I'm disabled. That's been a difficult thing to come to terms with. People's perceptions of me changed overnight because I'm disabled. I'm still the same person I was before I got blown up. I'm just packaged differently. My physicality is different. People weren't prepared to look beyond the physicality of who I am now. For me, they are the ones that are missing out, not me. So I'm probably - [APPLAUSE].

Hopefully, I've not gone over my time. If anybody wants to have a chat with me afterwards, will you see me wheeling around the conference centre, to, please feel free to come up and have a chat with anybody has any questions. Thank you.

Thank you, Dan, for the presentation from a consumer and professional perspective. I believe the marriage of those two is going to be a really great benefit to how we can change the environment, access

to the physical environment seems to be still an issue. We have been doing this for thirty, forty years now, and from your end it seems an issue to still need to break down the access as well as attitudinal barriers and I hope we can all work towards that.

If I may mention, in terms of accessibility, we talk about access, we also need to consider we have egress, you know how to leave a building safely and during an emergency situation, such as a disaster or fire, and we need to address as well.

A final remainder we have the Sustainable Development Goal, goal number 11, which says we have to make communities and cities more inclusive, safe, sustainable and resilient.

So I think there is a lot of work we need to do in terms of the physical environment so thank you, Dan, for your presentation.

Our next speak is Colin Allen. Colin is sitting there on the left of me and he is the current President of the World Federation of the Deaf so without further ado, Colin please (Applause).

COLIN ALLEN: Good morning everybody. I would like to thank you very much for inviting me here to present this morning. In my instruction it was stated I am the President of the World Federation of the Deaf and as you can I am a deaf Sign Language user and you are hearing a female voice interpreting for me but I am actually a male (Laughter).

One of the things I would like to talk to you about today is the vision of the World Federation of the Deaf and our vision is that all deaf Sign Language users throughout the world have the recognition of their Sign Language in all aspects of their life, and this is a Human Rights for all deaf Sign Language users.

Our mission is to work with various organisations in Partnership in order to realise the rights for Deaf people to accomplish their needs in all the different countries throughout the world, in working with relevant stakeholders and with national organisations of the Deaf.

We have a responsibility to provide information, for example, at panels like this at various Conferences throughout the world. And when we talk about Sign Language users, we present the view of deaf people as members of a linguistic and cultural minority group that need to receive access to information in Sign Language so we are disabled by the fact that we cannot access information in our own language.

So the key message for you here in this Congress is to take the responsible to support deaf Sign Language users throughout the world to gain access to information in Sign Language.

Sign Languages throughout the worlds are the primary mode of communication for deaf Sign Language users.

The image you see on the screen here of many people attending the World Federation of the Deaf general assembly that takes place every 4 years, the photo on the screen is from the last assembly from Turkey in 2015 and we have one 132 countries organisations, deaf organisations who are members of the World Federation of the Deaf and these organisations are not organisations for deaf people: they are organisations of deaf people. These organisations are led by deaf people to work towards achieving the rights and needs for deaf people within their own countries.

You will be aware of the UN Convention of the rights of people with disabilities and this is an incredibly important tool for deaf Sign Language users particularly because there are 5 key Articles within the Convention that specifically mention the rights for deaf people to use Sign Language and to access information in Sign Language.

These 5 Articles that mention Sign Language specifically refer to Sign Language 8 times throughout these Articles.

So the UNCRPD provides the support that deaf people need in order to lobby for their needs in terms of access, inclusion, freedom of expression, education and participation in cultural life.

Recently we celebrated the international week of deaf people and the WFD, distributed a key messages or several key messages throughout the campaign of that week, and our key messages are drawing upon the foundation of the CRPD in order to promote the use of Sign Language for deaf people.

One of the key messages is it's the birth right of deaf people to be able to access Sign Language as soon as they are born. Every human being has the right to be exposed to a language as soon as they are born.

The WFD have published a paper for Deaf children to acquire Sign Language from birth and we know how important it is for Deaf people to access Sign Language coming to provide them with language. There is evidence, research evidence to show that Deaf people who acquire Sign Language as their first language can achieve the first linguistic milestones as those children acquiring a spoken language.

As you will notice, I keep reemphasising the point that language is the key and deaf people have the right to have equal access to a language as any other person in the world.

So the World Federation of the Deaf is very proud that we were involved with the lobby to Sign Language on an equal par in the Convention of people with rights of Disabilities.

We have to stop saying that Sign Languages are not real languages. Sign Languages are the language of the Deaf communities throughout the world.

Another important key message is that deaf people need to have their identity as deaf people recognised. Part of their identity is recognising their use of Sign Language, their history, the cultural of the deaf community, and that they need to use a natural Sign Language to participate in society.

Bi-lingual education is an important approach for us to ensure that deaf children acquire Sign Language as their first language but also they access their education in Sign Language, so they then develop skills bi-lingually in a written and a signed language.

So the focus on bilingualism is not speech and sign: it's a written language and a signed language.

In developing their bilingualism, these deaf children can then go on in society as adults to participate fully in society.

One of the key things of this panel is accessibility.

We need to ensure that deaf people can access public information and services throughout Sign Language and Sign Language interpreting.

As you can hear now, we have Sign Language interpreters interpreting for me and we have on the stage throughout the Conference and appreciative of the fact that this Conference has made this Conference accessible to Sign Language users. But it's not all the case in other part of the world. Governments don't always take the responsibility to ensure things are accessible through Sign Language and this needs to change.

Another important consideration for us is to ensure that deaf people have equal employment opportunities. Not all employees will make the necessary accommodations required for deaf people to succeed in the work place. Much of the time the accommodation required is communicative accommodation such as the provision of Sign Language interpreters and other communication devices to access their work environment.

Of course, deaf Sign Language users should be enabled to participate equally in society in all spheres of life. Deaf people pay tax. So, deaf people have the right to vote. Deaf people have the right to drive and deaf people have the right to get married.

I am sure you understand and agree with all of those rights.

But there are some countries where deaf people are not permitted to obtain a driving licence, in some countries they are not permitted to vote.

In 2016, we have to take responsibility to ensure that deaf people can equally participate in society and influence all spheres of life.

This focuses on life long learning and the fact that deaf children, adults, young, old people all need the opportunity to be able to participate in life long learning.

So these are the 8 key messages that the World Federation of the Deaf disseminated throughout the international week of deaf people, that we feel linking to the theme of this panel: sport, culture, accessibility the key is when you think about Sign Language access. All of these different activities can be

accessible if Sign Language is offered as an opportunity for people to be able to communicate and to receive information for equal participation.

To finish I will show you a very brief video which really exemplifies that deaf children can do anything if they can acquire Sign Language from a young age. Without Sign Language they can't achieve.

(Video shown).

Thank you (Applause).

CHAIR: Thank you Colin for your introduction on the visions of the World Federation of the Deaf persons. It's shown the importance to us of deaf Sign Language users and interpretation

Education of course for children is equally important and we need to use deaf Sign Language in every aspect of life in to us of employment and life long learning it's absolutely essential to include everybody in society.

I believe with use of modern day information technology we could probably improve certain aspects of life including deaf colleagues. So, thank you very much Colin for sharing your vision with us and your work of your Federation.

Our next speaker is Margaret Hickish, of Network Rail, she takes a pragmatic and practical approach to her design work and she has worked in advising number of projects both nationally and internationally so without further ado I would like to invite Margaret to share her work with us, thank you Margaret.

(Applause)

MARGARET HICKISH: Thank you very much. I was, together with Stephen responsible for the inclusive design on the Olympic Park. I think we can both say quite confidently it really worked and it continues to work and we continue to great feedback from disabled people who find themselves in a new place of city feeling free, feeling empowered to do many of the things that they cannot do in other parts of that same city. So, it is achievable and that was a great lesson to learn. But I know work for a company called Network Rail who are responsible for all the rail way stations in the country. I like taking on really big challenges. I can promise you this is a corker, but actually we do understand this scale of the problem. What we didn't truly understand or certainly our engineers and designers didn't, they didn't understand the proportion of people who were being excluded from making all of these journeys, or using all of the bridges, or be it simply being able to commute to work, or stay in touch with families and friends, and that is what is so incredibly important about the rail way: it links people with people, or people with jobs, which, again, links people. Because actually everything the railway does is about people. We only have railways because people want to move, or we want to move freight for people.

But one of the other questions I always ask is, "Who are we actually designing for?" If we take the UK population and then we look at how we design things, we basically work on something called the 95 percentile, that means we lump off the top and bottom and we design for the 90% in the middle and that takes out quite a lot of people but the people that we do not measure that we then design for include people over retirement age. Young people under 16 or disabled people and by the time you take out all the people we exclude we are designing for a minority so how can that be right?

That is a big challenge for lots of people.

So what do we mean by inclusive design? In Network Rail and the British Standards Institute we take this definition of inclusive design. It's about main stream structures that actually enable as many people as possible to use them. This is also true of services. It's important that people recognise that the two go cap in hand: that they go together, and they must be together. And that is what has to be our aim.

We have 5 principles of inclusive design. We recognise the diversity of the human race. We want people to have choice whether they are disabled or not.

The design must be flexible so that people can use it's the way they need to use it.

It should be convenient, not inconvenient, like many of the designs have been, where people come in through a different door, around the back, past where the rubbish is disposed of. We are not rubbish. We do not deserve to come in that way. But the biggest part of all of this is about putting people at the heart of the design process and that is it entire human condition.

In the railways, in the past, this has been rather our attitude to inclusive design. We stick a ramp on it: that is it solved, is it not? It does not matter if the ramp is incredibly steep, or indeed if you bump your head on the way in. But we'll stick a ramp on it, and that is it: fixed.

But of late we have talked to end-users. We have a group called the built environment accessibility panel and Steve will recognise the name because he shared when we were in the Olympic delivery authority and we have one in Network Rail that covers the entire country.

There are now 16 national members and 12 are disabled people and the other 4 people are consultants like Dan who are access consultants who are professional people who give their time to ensure that the railways are more accessible and inclusive.

But actually the inclusion is the big part, because accessibility is just that ramp. Inclusion is where everyone manages to enjoy travelling the same as everyone else.

There is also a link between accessibility or inclusive design and safety. Installing a lift where it enables a wheelchair user or ambulant disabled people to go through floors is really important but it also means that Mum, Dad, or whoever with a pushchair can do the same.

In a rail way station it means that people with luggage can do the same, or even people that have just gone shopping and bought too much and now can't manage the stairs.

Evenly distribute lighting is REALLY important otherwise visually impaired people walk around things that are not there or see things that are reflections of other things and if we want people to behave in a safe way giving them a facility that they need and can rely on, when they need it will actually encourage safer behaviour and making signage inclusive so that everyone can understand the signs means that people don't make journeys that don't need to make.

Actually I have a little bit of news for Colin here because we have just recently developed a campaign on crossing level crossings and during that campaign one of our wonderful guys that wanted to know all about inclusive design discovered an app, and we are adding a tag to our posters and publications from now on that means you can click on that if you are a deaf person using the app on your mobile phone and get the information in Sign Language.

So that is something that we have just done recently
(Applause).

But actually in inclusive design, every single stage is important, it has to be thought of as the gem, the idea in somebody's head right through to then we are doing maintenance and managing areas. It's so often forgotten, and when I see a plant that has put in the way and I am flicked in the eye by a very decorative plant, that is not very helpful. It happens all the time.

In this building I have found the alarms in the accessible toilets seem to be hung in the most inaccessible place possible.

It's difficult enough living an accessible toilet without having to duck around the alarm cord!

But we want to develop railways for everybody but we do have quite a lot of challenges in doing that. We work with a VERY Old Victorian infrastructure in many cases, and we have some regulation that inhibits what we do.

We have European legislation that says that our platforms may be a particular height and no higher. However every single train running in the UK is taller than that height which means we have a challenge of how we'll allow people to be independent, to be able to get on to trains. We are developing solutions. They are coming. But how frustrating that the law actually inhibits what we can do. And that is just a single point where we have that. I know how many of your countries actually create even more barriers to improving access because embedding standards of accessibility in legislation means that it's really hard to move forward because people want to adhere to the law. They don't understand that making progress is incredibly important.

It's truly, truly important to everybody that as technology develops we can embrace it and use it and allow it to free us.

Before I came to Network Rail, St Pancras our wonderful station, that does have some lovely aspects to it, was completed. Only to find and out that the taxi rank actually has a ramp down to the taxi and then when the taxi deploys its ramp, so a wheelchair user can get on to it, we have a situation of a lovely V.

Anybody in a wheelchair will tell you in a wheelchair you can't do that; it's just impossible, but we did.

Then we put in beautiful glazing and manifestations, little markings in opaque glass but it was not adequate and as a result we have signs on all the parts that is not a door saying "this is not a door", and all because we did not get the manifestation correct. How foolish.

Then we wanted to have discreet nosings; there is no such thing. If somebody with varifocals wants to see where the edge of a stair is it needs to be loud and proud. Discreet does not do the trick. That is what is really important. Loud and proud does not mean yellow: it just means a really good contrast.

But we have been making real progress, and not very far from here, just over 50 miles in Glasgow central station we have installed a changing places toilet and we are proud to say it's now appeared in a UN publication on accessibility as an exemplar of how to get a changing places toilet that does not feel like a medical solution. But actually it feels like something that is much more attractive and suitable for everybody's use.

We have also recently installed a dog spending area in Birmingham New Street station. This is the first in the country. But actually it's about people who use assistance dogs being able to allow their dogs to relieve themselves when on long journeys.

We want assistance dogs to be able to concentrate. As one person says to me, "Do they cross their legs?" (Laughter), "Well, no!" But we really want to be on top notch, top performance and that is REALLY important, and here we have our very first solution to that.

Because we have our built environment accessibility panel and, as I said, a lot of this comes from what we learnt doing the Games. We have been looking at innovation so I talked about the level access between the train and the platform, and here we have members of our built environment to see if it can work out or not - you don't need to be a disabled person not to recognise a level, but you need just to be somebody on your mobile phone.

While I was at the ODA with Stephen, we did the same when I went to Network Rail and asked them what sort of things they felt designers on the rail way didn't do. These are just the majority that we got out in 5 minutes. Had I let them go on I would have had reams of slight, it's looking at the user-bility of the rail way but actually what I would say to you E is really that better rail links create better connections between

people, and that is what the aim is where I work now but actually it's because of what I learned working on the Olympic and Paralympic Games in London 2012.

Thank you very much.

(Applause)

CHAIR: Thank you, Margaret, for your most illuminating presentation. I didn't realise, Stephen, you worked on the Olympics. The Russians should use you for the on the winter Olympic Games. The winter Olympic Games were very inaccessible. Thank you for that presentation, you've mentioned inclusive design, Margaret. We also know there are principles of universal design, yet you mention one very important factor in inclusive design is people. In universal design, we don't mention the word "people", and I'm glad that's included very much so in implementing the universal and inclusive design. Thank you for sharing with us what you're doing with Network Rail. I'm sure there are lots of areas that will be need to have more attention paid to. We have the broad vision how to make things accessible, yet it is the dill details of getting the kerb right, the levels right, that really is the other problem. Thank you, we enjoyed your presentation very much, Margaret. [APPLAUSE]. Our next presentation will be a double act with Lia and Chet. Lia is a singer and co-founder of ABILITY. She's worked in many regions of the world - Middle East, Asia, South America - and their work is seen in ABILITY magazine, where we have Chet here. He is the publisher of the ABILITY magazine, and I heard his presentation yesterday. I would like to present this joint act to present your work to us. Thank you. [APPLAUSE].

LIA MARTIROSYAN: Hello. Thank you, Joseph. October October Corps is a non-profit dedicated to the implementing projects that aim to raise awareness and inclusion, and rehabilitation comes in many forms, and, one of the leading psychosocial rehabilitation models is our ABILITY house which enables volunteers with disabilities and community service. This is a brief trimmed version of our video.

[Video].

LIA MARTIROSYAN: So that's one of the most important projects we have with ABILITY Corps, and I wanted to make sure we were able to share that with you. I'm going to mass the mic to Mr Chet Cooper, who is ... - his mic isn't on.

CHET COOPER: It's on? Oh, hello. Sorry about that. As you noticed, from people who were here earlier, we had some technical difficulties. What Lia was just sharing, we want to show - it's showing now, it seems there is going to be audio as well. So ABILITY Corps, volunteers with disabilities is one of the main functions of the non-profit. We do a lot of different things. It's expanded from what you saw in the video, which is typically a partnership with Habitat For Humanity? How many of you know about that? Not as many as I expected. So only about 20 per cent. Habitat For Humanity, many of you will have seen President Carter building homes for the homeless. Does that ring a bell as much? A little bit more. So, happen at that time

for Humanity, volunteer-based, buildings homes around the world, 78 different countries, and we created a partnership with them in 1999, built the first house in a pretty poor area in Alabama in the United States. 250 volunteers were disabilities out that had disabilities, built the house in seven days for a person who used a wheelchair. So, from there, we've expanded, built many homes in the United States, we can actually build homes in different countries. If you would like to talk to us later about that? And, so, from the ABILITY house, we've expanded into other forms of connection from volunteering, to music, to arts, and we have a wonderful partnership with China, and I know there are some representatives here, and so, for example, we were in Wuhan recently, and there, there was an art exchange of artists with disabilities. There was a good looking young man speaking - comedy laughter. He's not that good looking! We had different videos, for example. I'm not sure if the audio is going to work on this, but let's give it a quick try. So this is an artist who has Tourette's syndrome, but, when he does his art, he also answer -- the Tourette's goes away. The spasms and clicks goes away.

When I was seven years old, so, I was in my house, and I was playing soccer. Then, all of a sudden, I fell down. Then, when I get up, it has stuck, and this - I start to do myself, and I scream.

[Video].

CHET COOPER: So the power of art is what we are showing there. It is too bad we weren't able to show all of the art. He has a gallery showing. He's from Singapore. We met him in China. There are several different artists with different disabilities. If you notice on the video that Lia had shown, building that home was actually being built in Hawaii. One of the volunteers, Mark Goffrey, who was playing the guitar, and I think later today, the next person speaking, you will see him in a video, if they show that, and you will notice him. He's maybe not called out by name, but he has a band called Big Toe. And so there are a lot of great artists that have disabilities that have helped to change and build new awareness and inclusion issues around the world, and Mark is one of them. Another one that I think we should hear for a second is another artist that is a singer. So, quick show of hands: would you rather operatic Armenian song or operatic from Mozart? We will go with Mozart.

[Video].

[Mozart operatic aria].

CHET COOPER: Sorry, I didn't realise that was going to go off. We're going to hear it in Armenian.

[Aria sung in Armenian].

[Applause] .

CHET COOPER: So everyone did notice that was Lia that was singing in case you hadn't picked up on that? [APPLAUSE].

LIA MARTIROSYAN: Thank you!

CHET COOPER: So, just to close out, I wanted to mention a little bit about ABILITY magazine. The typical home page is this, and we are moving into another direction with more interaction, and it's going to - it's the first time anybody has seen this in public. It is behind the scenes right now. What we are doing accessibility-wise, we're working with different organisations, one of them is AI Squared which has a nice function to increase any website, as such. Then there are several different factors. One of the main factors that we are working on is the accessible tourism component which I think is very important. I think it's been mentioned a little bit around some of the talks. We also have the first website for employment of people with disabilities. Bit that in 1995. And so accessible tourism, I think that's a really, really strong awareness building son kept, because it is driven by capitalism, and that companies will embrace this to show that people with disabilities and the ageing population are there and they can make money on it. The more people that will be travelling around the world, the more it will change attitudes, the more people are out and about, they realise that disability is part of the fabric of our lives. I think that's really important, and if anyone is out there in the hospitality or tourism industry, please talk to us later. Then there is this the relationship I just wanted to briefly mention because I know there are a lot of people here that have come from China, and in this wonderful relationship we have with China Press People With Disabilities, so we share articles and we are creating storylines on both continents. So from our stories what we build in the States, and what they build in China, we're swapping out. We've been doing this for a couple of years. I think it is an important relationship basically to say again disability is a human condition that crosses all countries and cultures. So, at that point, at this point, I think I will close, because I think we have a nice, exciting presentation from Channel 4. Thank you.

CHAIR: Thank you, Chet. That is fantastic. Thank you. [APPLAUSE].

CHAIR: I'm aware of the pressing of time. Thank you, Lia, and Chet, for that presentation. The lovely voice of Lia, and for showing us where the leisure and culture aspects in the forms of art, music, creative writing and dancing cannot only be therapeutic for all of us, but also can be used to advocate for equality, participation and inclusion. Our next speaker, final speaker, is Dan. I think I've come across Dan's work by turning on Scottish Television, when I have time to see it, may be the early-morning news or evening news, and his work isn't very much evident in what he's going to be - his work is very much evident in what he's going to be sharing with us today. Ladies and gentlemen, Dan from Channel 4.

NEW SPEAKER: I'm not Dan. There was a great Dan on this panel, and we couldn't have another Dan, so I'm Graham, but I am at Channel 4! So, it's going to get better, folks! Before I say anything, I would just like to show you a quick video.

[APPLAUSE].

NEW SPEAKER: Thank you. That was just brilliant work by the guys at Four Creative at Channel 4 in-house agency. I think some of you have already seen in Congress a subtitled version of this. This was the

audio-described version. We did a fantastic signed version as well. The signer actually acted out parts of the song, wearing different clothes, and what have you. I had to make a call: do I show the audio-described version or the signed version? And I plumped for the audio version. So I do apologise for anybody who missed out on the signing there. Anyway, yes, I'm Graham from Channel 4. I'm absolutely delighted to be here. I'm really proud to represent Channel 4 as well, actually. I'm going to share with you over the next few minutes, and try and do this as quickly as I can, because I know I'm keeping you from your lunch, I'm going to share with you how Channel 4 is changing perceptions about disability and making TV inclusive for all. So, the video you've just seen, obviously, was our trailer for our coverage of the Rio 2016 Paralympics. Channel 4 was proud to be the UK's broadcaster for the Paralympics, as it was with London 2012, and will be in Tokyo 2020. Our coverage of Rio, built on the success of London 2012, for which we won a BAFTA award. The facts about our Rio coverage are pretty awesome. we broadcast 700 hours of coverage of the Paralympics across all of our platforms of which 120 hours were sleeveing sport on TV. The coverage was watched by nearly half the UK population. This was reflected in our viewing figures, but more than doubled compared to the 52-week slot average. We also got over 2 million views on our On Demand platform. Coming back to the trailer, 73 per cent of viewers felt that our super human campaign made them feel more positive about the Olympics. Once again, Channel 4 raised the bar on broadcasting disability sport, but that's not all. We also assembled for Rio the largest team of disabled presenters ever seen on UK TV, and we fund the the career progression of 24 disabled people behind the scenes in production. So this really is quite ground-breaking stuff. But why do we have this commitment? The answer is because diversity is in our DNA, along with being an agent of change. We were created in 1982 as a public service broadcaster, and we occupy a unique position in UK broadcasting in that we are owned by the public, and are funded through advertising. Our vision is for an inclusive and diverse workplace and industry, a place where we respect, embrace, and harness the uniqueness of individuals and their talents. We do this by partnering, encouraging, enabling, and holding ourselves and others to account. We want viewers to feel that Channel 4 shows Britain the way it is, full of difference and variety. We want programme-makers to feel that Channel 4 enables them to produce challenging, creative, diverse content that tells stories of an inclusive and diverse society utilising the talents of all. And we want our staff to feel that they can be themselves at work, they can be different and welcomed with open arms. In 2015, we articulated that vision in our 360-degree diversity charter. This is a bold public statement that lays out our commitment and goals to increase the representation of under-represented groups, onscreen, offscreen, and in our own back yard at Channel 4. It contains 30 activities that will result in tangible and measurable improvements over a five-year period. In 2016, to coincide with the Rio Paralympics, we added additional activities to the Charter under the theme of the "Year of Disability". These activities and goals were guided by a group of experienced disabled people and representatives from disabled people's groups, and we call

these people our, "Year of Disability Advisers" or YODA. There are some Star Wars fans here! I will come back to the year of disability activities in a moment. First, I would like to talk about how we are changing public perceptions about disability. Our approach has always been to follow the dual goals of getting people talking about disability while making it routine on screen. Our coverage of the Paralympics was one way we've done this, but, obviously, it goes a lot deeper than that. Great example is the Last Leg, an award-winning talk show fronted by two comedians and a sports journalist, and two of those three are disabled. It ran as an accompaniment to the 2012 Paralympics as a way of demystifying disability sports but it's since become one of our flagship entertainment programmes. What really made the Last Leg stand out in 2012 was the use of the hashtag #stokay where people could Tweet questions about questions they were not acceptable to ask. Like is it okay to high-five someone who doesn't have any hands? By using often cheeky and irreverent humour, it helped to remove the stigma around disability and break down barriers between disabled and non-disabled people. Here's another example of how we've taken this dual approach of talking about disability whilst normalising it on screen, the Undatability and First Dates. Both programmes are about finding partners and love. The Undatables focuses on the challenge that people have when dating, and also the real practical difficulties they face in everyday life. First Dates is a programme that brings single people together on a blind date. And some of these people just so happen to have a disability, and some might have a disability that isn't visible. One programmes focus on a specific disability issue; one is a mainstream entertainment programme. Both are heart-warming, charming, funny, and award-winning. Both have stimulated conversation and debate, and both in their own way have helped disability to become more understood and less unusual. However, we want to harness the power of TV to go beyond our programmes and start a wider conversation in the industry, so that we see more disabled people appearing on screen, and create a pipeline of disabled talent working in the TV industry. There are two levers that we can pull to do this: the first is to influence our industry partners and suppliers when casting programmes and building production teams. The second is to change our own back yard - the people who work at Channel 4 in the end-to-end chain between commissioning and broadcast. As part of our year of disability, we committed to double the number of disabled people on screen as actors, experts, presenters, or contributors.

In 20 of our biggest shows, such as One Born Every Minute, Hollyoaks and Come Dine With Me. Offscreen, we committed to progress the careers of 20 mid-level people within our 20 suppliers, providing a bespoke career development for each person, helping them in production roles on programmes such as 24 Hours in A&E or writing roles in drama programmes. In our own back yard at Channel 4, we set ourselves the target for this year of having 50 per cent of our apprentice places filled by disabled people, likewise 30 per cent of our work experience placements going to disabled people. I can't go into any details just yet, but we are making excellent progress in these goals, and we're going to be holding a public

domain in January on the second anniversary of the launch of the Charter where we will be talking about our successes. Moving on, a question for you: what influences TV viewers as much as, if not more than, the programmes that they are watching? Adverts. Advertising is an incredibly powerful medium for getting people to think and behave differently. Therefore, influencing our advertising partners around disability is another important lever that we can pull. I will talk now about our super humans wanted competition, and this was the first of its kind on TV. We timed this to coincide with the Paralympics and we offered a prize of £1 million to free air time to a brand or agency that had the best idea around disability. We weren't interested in a tick-box exercise but we wanted a clever sales message while featuring disability or disabled talent. We received an astonishing 90 entries for the competition, from a range of sectors including banking, cosmetics, clothing, confectionery, and we had to Whittall that down to eight entries. The winner was submitted by AMVBBDO more Mars chocolate and their Maltesers brand. The result was three adverts, all based upon real-life experiences of disabled people, featuring disabled actors, and produced with guidance from the UK Disability charity, Scope.

NEW SPEAKER: Everyone is on the dance floor getting into it. Say, this is my left wheel. And this is the bride's foot. Boosh!

NEW SPEAKER: How awful.

NEW SPEAKER: It wasn't all bad. I left with the best man's number!

NEW SPEAKER: You're terrible.

NEW SPEAKER: Guilty.

NEW SPEAKER: I'm not inviting you to my wedding. That's it. You're off the list.

NEW SPEAKER: To fill out a little bit more information, as part of running these adverts, we created the most accessible ad breaking TV because we had signed and subtitled versions. We were the first broadcaster to show an advert with no subtitles and no speech, and it was just the two actors on screen using their sign language. I just opted to show you the kind of regular version here. These are three adverts that were authentic - they were funny. They helped people see a different side of disability. Public feedback has been overwhelmingly positive, and we heard from Mars last week that these adverts have been the most successful they have run in eight years. What is more, the agencies that didn't win say that, despite that, they've learned so much from the process. That they are now committed to looking at disability and involving disabled people in a way they haven't done before, so, hopefully, we can all look forward to more Maltesers moments on TV in the future.

My final topic is about how we are making TV more inclusive for our audience via access services - that is subtitles, signing, and audio description. Another first for Channel 4: this year, we conducted a survey of our viewers to find out about how they used access services. How they used them, their experience of using them, how important they were. No other broadcaster has done this. We promoted the survey on air

on television. We promoted it on social media; we promoted it via disabled people's groups, and we promoted it via MPs in the Houses of Parliament. Over 1,800 people responded and provided us with a wealth of information. I obviously haven't got time to go into all of the detail but will give you headlines: fun in five households in the UK have used access services. The majority of those households are using subtitles - 90 per cent. Fewer are using signing and audio description at six and nine per cent, but still sizeable numbers. For those who use access services, there is a heavy reliance on them. We found out that 50 per cent of people who use subtitles could not watch TV without them. The numbers again for signing and audio description are lower at 19 per cent and 30 per cent but, again, these are really large numbers of people we're talking about. I mean, it is clear from the feedback that we've received that, failing to provide access services, particularly subtitles and audio description, can render TV unwatchable or at least impoverished for many of our viewers, and that's why we take our obligations around access services very seriously. Broadcasters in the UK are subject to obligations laid down by Ofcom, the government regulator, on the percentage of programmes broadcast with access services available. Channel 4 has been shown to be the only UK broadcaster consistently exceeding its obligations, where it's been the only domestic broadcaster to show exactly 100% of all of our programmes across all of our linear channels with subtitles. When it comes to audio description, we are showing on average almost three times the amount of programmes using audio description as laid down by the Ofcom regulations. We also exceed the quota for signing on Channel 4 and E4. We have an agreement with Ofcom on our smaller channels to make contributions to the British Sign Language and broadcasting trust which enables them to show signed programmes on their community channels and on the smaller Channel 4 channels. Then, if you look at the On Demand platform, provision of access services there is improving. We've now got 100% of content on all four iOS devices with subtitles and new content exclusive to All 4 will have subtitles. We want to get better. Work is in progress to enable subtitles on other platforms such as Sky boxes and Android. We want to add more audio description on silent captions that appear on programmes like First Dates, and expand the range of genre that we audio-describe and sign. I would like to emphasise this is not simple stuff. You've got to think about the range of platforms that a broadcaster like Channel 4 has, the speed at which the TV industry works with programmes being commissioned, produced, shipped over like a few hours before they're broadcast. We've got guys working really hard on the access services, and swimming upstream, to be honest. But the message I want you to take away is that we are really committed to doing this. We are making these improvements, and we want to ensure that as many people as possible are able to enjoy our content on TV and on demand. Just to finish up and to summarise: Channel 4 is challenging and changing perceptions worldwide on disability. We are opening TV to people who might be excluded, both to those watching it and those working in it. Thank you very much. [APPLAUSE].

CHAIR: Thank you, Graham. We obviously haven't got time for questions as I said at the beginning, so, thank you very much for indulging us, and talking at you, and I hope you feel that the balance of content was right. Just to rebalance the content of more questions than presentations, the session at 3.30 pm will just be some short introductions, and then it will be over to the floor, so you'll mainly dominate that session in terms of questions. All the [Ers have asked me to advise you that they will be around and available over lunch if you want to talk to them any more about some of their activities and what they're doing to promote a more exclusive world. At five minute late, having started ten minutes late, we've caught up five minutes, and I will leave you to your lunch. At 1330, you will be going off to parallel sessions, and then back here at 3.30 pm. Thank you very much.