

Conclusion

This guide has presented some effective ways to market the arts to people with disabilities. It has looked at how and why we should market to people with disabilities. It has discussed the legal obligations of an arts organisation and the fact that marketing to this group has benefits for people with disabilities, people without disabilities and for the arts organisations themselves.

It is not denied that the research and groundwork for this particular marketing effort will be time-consuming and, in that sense, costly. However, a coherent approach can attract enough new members to justify action, on financial grounds. Also the scope of the effort and the changes made to attract people with disabilities will inconvenience nobody and benefit a far greater audience than just those with disabilities.

Taking steps to cater for this audience will affect lives and social circles more, perhaps, than for any other audience. The parents, partners, children, and friends of people with disabilities will all feel more inclined to use a venue in which they can all enjoy a social occasion together.

Marketing to people with disabilities is a valuable part of your marketing strategy. It develops the whole audience in terms of loyalty and frequency of attendance. By putting into practice the steps outlined in this guide and improving access you will be following the law, helping people with disabilities to enjoy the arts, improving your economic return and making everybody feel more welcome.