

Audio Description Association



note pad

Items 132 - 137

July 2015

132 Congratulations, Anne!



ADA is delighted to report that this year's recipient of the American Council of the Blind Audio Description Project's award for achievement in audio description (international) is Anne Hornsby, who has been a motivating force on ADA's Executive Committee since our Founding Conference in 1999.

To say the award is richly deserved is an understatement. No other describer working in the UK today can match the length and breadth of Anne's experience. Acting on an enquiry from a blind theatregoer at Bolton Octagon where she was Head of Marketing, she initiated an audio description service and undertook most of the description herself. This was in 1988, when the Theatre Royal in Windsor was the only professional theatre in the UK providing audio description. Word spread, other theatres turned to Anne for help, until in 1992 she changed career and launched her adroitly-named company Mind's Eye (www.mindseyedescription.co.uk).

For almost 30 years, Anne has been a constant and dependable presence on the British AD scene. She is widely respected not only for her expertise and versatility as a describer and trainer, but also for her artistic and professional integrity, her diplomatic skills, and a rare ability to blend the ideal with the pragmatic. Her personal contribution to the spread of audio description in the UK, both in theatre and the visual arts, has been incalculable.

- The press release listing the 2015 Audio Description Project awards announced at the American Council of the Blind's annual conference in Dallas, Texas, on 7 July is available on the ACB website (www.acb.org/adp).

133 ADA's 2015 AGM and Lecture

A reminder that this year's Annual General Meeting of the Audio Description Association will take place on Monday 14 September at Theatres Trust, 22 Charing Cross Road, London WC2H 0QL, from 12.30-1.30pm.



The meeting will be followed by a presentation from Louise Fryer on her PhD research into blind and partially sighted listeners' reception of different styles of audio description, especially in the cinematic context. Equally at home in lecture room, recording studio or describer's box, Louise combines the skills of researcher and practitioner. Her research presentation will lead into a discussion of the practical demands and artistic choices involved in describing the filmed sequences and video projection which are now a regular feature of stage productions.

The post-meeting session will begin at 2.00pm and end at 3.30pm. It is free to both members and non-members – as is the AGM, although only members are entitled to vote at the meeting. You are welcome to attend either or (preferably) both. To avoid over-booking and help with catering arrangements, please email office@audiodescription.co.uk to let us know if you plan to attend.

134 Museum of the Year 2105 – audio described intros available

This year's Art Fund Prize for Museum of the Year was won by The Whitworth, part of Manchester University. Ahead of the announcement on 1 July, VocalEyes posted audio described introductions for all six finalists on its website (www.vocaleyeyes.co.uk). The complete list is:

- Dunham Massey (National Trust), Altrincham
- IWM (Imperial War Museum), London
- The MAC (Metropolitan Arts Centre), Belfast
- Oxford University Museum of Natural History
- HM Tower of London (Historic Royal Palaces)
- The Whitworth (Manchester University)

VocalEyes' audio described introductions provide listeners with a useful guide to each of these venues, listing their 2014 achievements and providing detailed descriptions of distinctive architectural and other features, with additional information about services that may be on offer for blind and partially sighted visitors.

Thanks to funding from the Goldsmiths Company, VocalEyes has also trained volunteers and front of house staff at each finalist museum on how to welcome and guide blind and partially sighted visitors to their venues.

- For more information about the Art Fund Museum of the Year prize, see the Art Fund website (www.artfund.org/prize).

135 What's On in Wales – new national access scheme

Hynt is a new national access scheme that works with theatres and arts centres in Wales to make sure there is a consistent offer available for visitors with an impairment or specific access requirement, and their carers or personal assistants. Its website (www.hynt.co.uk) contains all the enquirer needs to know about Hynt: who it's for; what it provides; and how to become a member. Put briefly, Hynt is an Arts Council of Wales initiative which aims to create a single national access scheme for disabled customers and their carers.

The What's On pages of Hynt's website list accessible events and performances at participating theatres and arts centres, and are searchable by accessibility feature (AD/BSL interpreted/captioned/dementia friendly/relaxed/touch tour) show, venue and date range.

136 Describer needed for panto

The Grove Theatre in Dunstable, Bedfordshire, is a 780-seat regional theatre which opened in 2007. It is currently looking for an audio describer for its pantomime on Sunday 3 January 2016 at 1.00pm. Fee/expenses to be negotiated.

Please contact Jemma Green, Sales and Marketing Manager
marketing.grove@1Life.co.uk

01582 884 186

Further information about the theatre can be found at www.grovetheatre.co.uk

137 FIRST NATIONAL AD CONFERENCE OF THE CENTURY – PRELIMINARY ANNOUNCEMENT

In partnership with RNIB, the Audio Description Association is mounting the first national conference on audio description to be held in the UK since 1997. Here are the preliminary details – fuller information and booking form to follow.

- Conference title:** Exploring audiences for audio description in theatre, cinema, galleries and museums
- Date:** Monday 14 March 2016
- Venue:** Birmingham Hippodrome
- Time:** 10.00am-5.00pm
- Aim:** To explore why blind and partially sighted people do and don't attend audio described events across the country, and to identify what venues can do to increase audiences for audio described plays, films, exhibitions and collections
- Format:** A combination of individual speakers, panel discussion and group debate will give audio description users and non-users and service providers opportunities to share opinions, experience and ideas; to confront the issues affecting attendance; and to get to grips with innovative and concrete strategies to increase engagement, a sense of ownership, ticket sales, and ancillary income for venues
- Relevant to:**
- Marketing, programming and front line staff in venues and companies providing or planning to provide audio description
 - Audio description agencies
 - Individual describers
 - Audience development agencies and consultants
 - Organisations of and for blind and partially sighted people
 - Potential and current users of AD across all art forms
- Cost:**
- Early Bird bookings received up to and including 31 January 2016**
- | | |
|---|------------------|
| ADA members: | £75 per delegate |
| 2 ADA members from the same organisation: | £140 per pair |
| Non-ADA members | £95 per delegate |
- Bookings received after 31 January 2016**
- | | |
|---|------------------|
| All delegates: | £95 per delegate |
| 2 delegates from the same organisation: | £180 per pair |
- Fixed rate for delegates with disabilities:** £60* per delegate
*Includes 12 months' membership of ADA

Conference
Organiser: Anne Hornsby (mindseyedescription@gmail.com)
07889 232438

Enquiries to: office@audiodescription.co.uk
or Conference Organiser (above)

Additional notes:

- Expressions of interest are welcome from AD users or potential users who would like to join the discussion panel. Please contact the Conference Organiser (above)

- Individual and corporate membership forms are attached for delegates who want to take advantage of the discounted rate for ADA members on Early Bird bookings



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**Note Pad is the Audio Description Association's free e-bulletin
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office@audiodescription.co.uk

**AUDIO DESCRIPTION ASSOCIATION – ANNUAL MEMBERSHIP SUBSCRIPTION
FORM for INDIVIDUAL MEMBERS
Reg. Charity No. 1084230**

Name:

Address:

Phone:

Email:

Your contact details may be stored on a computer and used by ADA for administrative purposes in accordance with data protection legislation. They will not be supplied to any person or organisation outside ADA or made publicly available without your consent.

Subscriptions run for 12 months from 1st April. The cost is £20 for sighted members and £10 for blind and partially sighted members.

Please pay by one of the following methods:

By cheque

Please make your cheque payable to:

Audio Description Association

and send it with this form to:

ADA, Box 306, 17 Holywell Hill, St Albans AL1 1DT

By bank transfer

Please contact office@audiodescription.co.uk for ADA's bank details.

By PayPal

Please visit ADA's website at: www.audiodescription.co.uk and click the PayPal logo on the Join page to pay online.

How would you like to receive information from ADA (please tick)?

email standard print (UK only) large print (UK only)

GIFT AID

If you pay UK income tax ADA can reclaim the tax on donations it receives from you, including membership subscriptions that meet the criteria for being treated as a gift. All you need to do is sign and date the declaration below:

GIFT AID DECLARATION

I am a UK taxpayer and I would like the Audio Description Association to treat all the donations (including membership subscriptions eligible for Gift Aid) I make from 1 April 2009 as Gift Aid donations.

Signature:

Date:

**AUDIO DESCRIPTION ASSOCIATION – ANNUAL MEMBERSHIP SUBSCRIPTION
FOR CORPORATE MEMBERS
Reg. Charity No. 1084230**

Organisation Name:

Organisation Address:

Contact Name/Job Title:

Contact Phone:

Contact Email:

Subscriptions run for 12 months from 1st April. The cost of a corporate membership subscription is £50.

Please pay by one of the following methods:

By invoice

Please enter the following details:

Name/address of organisation to be invoiced (if different from above)

Name/job title of person for whose attention the invoice should be marked (if different from above)

Purchase order (if applicable)

and email this form to office@audiodescription.co.uk

By cheque (without invoice)

*Please make your cheque payable to: **Audio Description Association** and send it with this form to: **ADA, Box 306, 17 Holywell Hill, St Albans AL1 1DT***

By bank transfer (without invoice)

Please contact office@audiodescription.co.uk for ADA's bank details.
