

INPUT –GOING TO THE CINEMA IN ALBACETE

Expected objective:

To let the greatest number of people possible carry out the actions necessary to go to the cinema in complete autonomy and within a short time.

Process breakdown:

<i>In order to go to the cinema one needs to:</i>	
1	<i>Obtain information (directly or from one's home using electronic means (web), telephone or post) regarding opening hours, programming, tickets prices, availability of spaces or other services specific to the support of the disabled, etc</i>
2	<i>Cover the distance to the cinema</i>
	<i>a) exit one's home</i>
	<i>b) pedestrian route</i>
	<i>c) use of public collective transport</i>
	<i>d) use of private collective transport</i>
	<i>e) use of private vehicle</i>
3	<i>Enter, find one's bearing and move inside the cinema</i>
4	<i>Purchase the ticket and in general enter in contact/communication with the staff</i>
5	<i>Attend the show (use of the service)</i>
6	<i>Cover the distance back to one's home</i>

Applicable regulations:

D.P.R. n. 503/1996 Regulation on the removal of architectural barriers in offices, public spaces and services,

[2-2-0503-1996.doc](#) [26 KB]

ANALYSIS OF THE CURRENT SITUATION

Stakeholders' consultation:

Person in charge: Marcelino Escobar
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1. Sub-phase: Information acquisition

Interview result – users with functional problems – relevant elements:

1. The cinema is located in the outskirts.
2. On a percentage basis, a private vehicle is used more than other means to go to the cinema.
3. Box office accessible
4. E-mail address to contact to the cinema
5. It's possible to buy the ticket by means such as: the internet and by phone.
6. There do not seem to be specific problems as regards the staff.

Direct analysis:

Accessibility to services

Access to information: all the information is available at the Web site of the cinema <http://www.yelmocineplex.es/node/43>.

Through this Web site, it is possible to get information about:

- Contact details
- Movies hours
- Additional services
- Prices
- Special offers and benefits
- Parking location
- How to get the place by bus

It is possible to buy the tickets by phone at 902 22 09 22

In Albacete some years ago there were 3 cinemas but at the moment there is just one.

Tally of U.D. principles respected

“Information acquisition” sub-phase.	
Principle 1: Equitable use	yes
Principle 2: Flexibility in use.	yes
Principle 3: Simple and intuitive use	yes
Principle 4: Perceptible information	yes
Principle 5: Tolerance for error	yes
Principle 6: Low physical effort	yes
Principle 7: Size and space for approach and use.	yes
Principle 8: Form neutrality	no

2. Sub-phase: Transfer process

Environmental conditions

Building characteristics: the cinema is located in a new city area and it is possible to reach it by car or public transport. The cinema is part of a shopping mall built 4 years ago and it is entirely flat. So, anyone with wheelchair or with reduced mobility can access without problems.

The main entrance and the box office are together and there are not steps or obstacles to get into the cinema

Means of transportation/road conditions: There are one public transport line that reach the shopping mall. Line B connects the city centre with outskirts

Parking: thanks to its location at the outskirts there are free parking with special places planned for handicapped people

Pedestrian access: as we comment above, the cinema is located in a shopping mall and the entire mall is flat because of that there are not architectural barriers.



Tally of U.D. principles respected:

"Transfer process" sub-phase.	
Principle 1: Non-discriminatory use	yes
Principle 2: Flexibility in use.	no
Principle 3: Simple and intuitive use	yes
Principle 4: Perceptible information	yes
Principle 5: Tolerance for error	yes
Principle 6: Low physical effort	yes
Principle 7: Size and space for approach and use.	yes
Principle 8: Form neutrality	yes

SUMMARY OF CONDITIONING ELEMENTS	
	<i>if YES, indicate:</i>
Does the project include new buildings?	<i>YES, recently built</i>
Does the project include modifications regarding the use of pre-existing buildings?	NO
Can the normal climatic conditions be a conditioning element?	<i>NO</i>
Identification of the target area anticipated for the service to be designed.	<i>YES, in the outskirts</i>
Evaluation of pre-existing public transport systems	<i>YES, there is one bus line</i>

Evaluation of existing pedestrian routes	<i>YES, it is not possible to reach the cinema walking</i>
Schedule compatibility: are there particularly heavy periods of activity during the course of the day?	NO
Relief characteristics of the area: differences in levels, exposure to the sun, etc.	NO
Other conditioning elements	

3. Sub-phase: Carrying-out the activity

General conditioning elements/means of providing the service”

Internal signage: there isn't internal signage

Ease of contact with the counter staff: the counters are not excessively high but, in any case, do represent an obstacle for those who use a wheelchair or are considerably shorter in height.

Human resources: The staff has not specific training in relation to how support people with disabilities.

Sanitary services: In accordance with the law, lavatories for the disabled are available.

Waiting times: there isn't an entry room. This is not a problem because there are so many bars and leisure place surrounding the cinema. Apart from that, if you have to wait is covered.

Priority for people with difficulties: there aren't priorities for people with difficulties.

Other available services:

Tally of U.D. principles respected:

“Carrying-out the activity” sub-phase.	
Principle 1: Non-discriminatory use	No
Principle 2: Flexibility in use.	No

“Carrying-out the activity” sub-phase.	
Principle 3: Simple and intuitive use	No
Principle 4: Perceptible information	No
Principle 5: Tolerance for error	Yes
Principle 6: Low physical effort	Yes
Principle 7: Size and space for approach and use.	Yes
Principle 8: Form neutrality	No

In summary, the cinema is located in a new area inside a shopping mall. It is possible to reach the cinema by private car and there are so many places to park. In this sense, there is outdoor car park and indoor car park but if you use wheel chair is better to park at the indoor park because there are lifts to drive you to the cinema.

The mall is really accessible because it has been designed flat. So, handicapped people can move without any problems and they don't need any kind of support. It is the same for people with visual problems because there are not obstacles.


There are not problems to buy the tickets because the box offices are not excessively high.

The entrance is spacious and there are not problems for blinds or other people with any kind of disabilities.

On the other hand, once you are inside the cinema it's needed the support of the staff because inside the cinema there isn't internal signage and there are not lifts because of that it needed the support of the staff to get into the movie theatre.

SUMMARY FORM

Evaluation process form "Going to the cinema"		1: equitable use	2: flexible use	3: simple and intuitive use	4: Perceptible information	5: tolerance for error	6: Low physical effort	7. Size and space for approach and use	8: Form neutrality
1	<i>Get information (directly or from one's home using electronic means (web), telephone or post) regarding open hours, tickets prices, availability of spaces or other services specific to the support of the disabled, etc.</i>	YES	YES	YES	YES	YES	YES	YES	NO
2	a) <i>exit one's home</i>								
	b) <i>pedestrian route</i>	NO	NO	NO	NO	YES	NO	NO	
	c) <i>use of public collective transport</i>	YES	NO				YES	NO	
	d) <i>use of private collective transport</i>								
	e) <i>use of private vehicle</i>		YES	YES			YES	YES	NO
3	<i>Enter, find one's bearing and move inside the cinema</i>	YES	YES	NO	NO	YES	NO	YES	
4	<i>Purchase the ticket and in general enter in contact/ communication with the staff</i>	YES	YES	YES	YES	YES	YES	YES	YES
5	<i>Attend the show (use the service)</i>	NO	NO	NO	NO	YES	YES	YES	NO
6	<i>Cover the distance back to one's home</i>	NO	NO	NO	NO	YES	NO	NO	NO

 Not applicable

PROPOSED INTERVENTIONS

1	<p><i>Get information (directly or from one's home using electronic means (web), telephone or post) regarding open hours, tickets prices, availability of spaces or other services specific to the support of the disabled, etc.</i></p>	<p>The system to get the information via Web site is really useful and easy to use. The problem is that the Web site isn't really accessible. So, it is needed to create a new and accessible Web site where people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web</p>
2	<p><i>Cover the distance to the cinema</i></p>	<p>At the moment, just one bus line goes to the cinema. So, it'd be necessary to enhance bus service system. Other option, to set up a taxi stand outside the cinema. On the other hand, the cinema is at the outskirts because of that it is not possible to reach it walking.</p>
3	<p><i>Enter, find one's bearing and move inside the cinema</i></p>	<p>Develop internal signage Provide specific training to the front-line personnel</p>
4	<p><i>Purchase the ticket and in general enter in contact/ communication with the staff</i></p>	<p>Priority queue for people with disabilities External signage of the staff reflecting their qualifications about people with disabilities</p>
5	<p><i>Attend the show (use the service)</i></p>	<p>Lifts to go to the top part of the cinema. In this part there is the best visibility. Special places for people with disabilities</p>
6	<p><i>Cover the distance back to one's home</i></p>	<p>At the moment, just one bus line goes to the cinema. So, it'd be necessary to enhance bus service. To set up a taxi stand outside the cinema. On the other hand, the cinema is at the outskirts because of that it is not possible to reach it walking.</p>



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