



Familiarisation Videos

Making the unfamiliar
more familiar



Familiarisation Videos Ltd

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Watch our Videos



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WHAT IS A FAMILIARISATION VIDEO?

A familiarisation video is a detailed virtual tour of a venue or public space that focuses on the overall environment, facilities and accessibility.

The idea is to help people to prepare and familiarise themselves before visiting somewhere new or unfamiliar.

Different environments can trigger unwanted thoughts and behaviours for different people. so, the opportunity to view these environments before a visit can help to desensitize to the surroundings, assessing what barriers need to be overcome, reducing anxiety, embarrassment, disappointment and limiting distress.



WHO WILL BENEFIT?

People with varying disabilities, including hidden disabilities or illnesses, mental health or neurological conditions, and anyone else living with a condition that makes visiting new places difficult, as well as carers, families and friends.

There are a reported 14.1 million disabled people in the UK, equating to £274 billion per year spending power (The Purple Pound).

By making premises more accessible to a wider range of people, businesses can also benefit from increased custom and income.



WHAT TYPES OF INFORMATION ARE INCLUDED IN A FAMILIARISATION VIDEO?

Each video should include;

- Toilets,
- Distance to entrances & exits,
- Entrance type,
- Parking facilities & 'drop off' points,
- Terrain,
- Seating,
- Facilities,
- Disabled facilities,
- Features,
- Overall layout,
- Fire Exits,
- As many different sensory inputs as possible



HOW CAN WE ACHIEVE THIS?

Familiarisation Videos can be created by businesses, organisations, venues or the responsible parties for public spaces. To assist with this we offer a variety of packages to suit every budget. From our in-depth checklist, creating an in-house video, or our full service, which includes creating a tour video by professional videographers, along with any supporting information.

The videos will be made available on the venue's website and social media channels. The Familiarisation Videos website and app will have a searchable database of all participating venues, and they will also be featured on our social media channels.

FIND OUT MORE

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