

# All Able Empathy Lab

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**AllAble**

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## Who we are

All Able are an award-winning team who have been instrumental in the UK (United Kingdom) adoption of the Public Sector Bodies (Websites and Mobile Application) Accessibility Regulations 2018 alongside many other accessibility advancements.

We believe that everyone should have equal opportunity to utilise public services, get an education, and engage with their communities to live an enjoyable and independent life. We are committed to using our expertise to help organisations to deliver accessible and inclusive services that work for everyone.

## What is an Empathy Lab

An empathy lab is an in-person event which incorporates a collection of materials and tools used to start discussions guided by experts, about accessibility in the workplace. It is:

- A chance to introduce people to the subject of accessibility.
- A chance to raise awareness of the kind of barriers we create in working environments and digital content.
- A chance to try out assistive technologies and learn about tools to help remove accessibility barriers.
- A chance to consider how users with a range of disabilities and impairments may interact with the world using assistive technologies and what kind of barriers they may face.

Time spent in an empathy lab can help users to understand the impact of their work on people with access needs, such as disabled people, that they may not have thought about before. All Able empathy labs are a positive environment to encourage future good practice and deeper thought on how we all build services for everyone.

The All Able Empathy Lab contains an eye catching range of equipment to help draw in attendees, start conversations, and help our experts deliver exercises and guidance.

The All Able Empathy Lab includes a host of physical devices, reading materials, digital equipment, including assistive devices and technology and many other tools all supported by training and guidance from the All Able team to ensure users understand where an empathy lab experience fits into training and the focus on barrier removal.

The equipment includes a range of digital tools, physical equipment, and reading material, supported by training and guidance from the All Able team to ensure users understand where an empathy lab experience fits into training and the focus on barrier removal, and a significant range of online resources to help attendees reconnect with their learning even after the event.

## Not like other labs

All Able are well aware of the stigma around some empathy labs and simulation gear that do cause people some concern in that they build "sympathy" for disabled people and cause people to lament the challenges people with disabilities face, rather than talking about how we all build a better, more inclusive environment for everyone.

At All Able we agree that an afternoon spent in an Empathy Lab will not make users experts on the effects of disability. This can be a sensitive subject as some people believe that the users' ability to quite literally 'take off' their disability does not allow them to properly understand the effect to which a disability truly affects a person.

You may question why we still have some simulation gear in our kit list. We keep the simulation gear almost specifically to have the conversation about the controversial aspect of them and about what are better approaches to building empathy within organisations.



**The UK Met Office recent said:** The Empathy Lab demonstrated the value of taking an empathic approach to digital accessibility for those who have disabilities:  
"Seeing the Empathy Lab gave me hope that things can be better."

**An All Able customer said:** 98% of colleagues who responded to feedback survey, said the Empathy Lab improved their awareness of accessibility.

## Format and Agenda

Empathy labs are an in-person event, trying out kit and starting up face to face conversations. If you are interested in virtual training, All Able offer a broad selection of other [training courses](#).

To get the most out of an Empathy Lab and encourage interaction with the widest possible range of staff, we suggest running the Lab as an all-day event or as a multi-day event, hosted at a customer location. Normally the main stall can be set up in a foyer area or other locations with lots of foot traffic to encourage drop in and engagement from any and all staff.

### The main stall

The main delivery of the empathy lab is through a drop-in stall where anyone can come along, try out the kit and engage with All Able staff to be guided through exercises or learn more about accessibility.

All Able normally crew the lab with 3 members of staff to ensure we can handle larger groups of concurrent visitors and also offer other support such as separate booked sessions.

If customers have internal staff disability networks or accessibility champions, we are also happy to engage in advance with these groups to connect on the day and promote internal resources, groups or support networks.

Some customers have also encouraged members of their internal disability groups, or EDI teams to join us on the day running exercises, and helping turn the Empathy Lab into a larger and more integrated event with internal EDI agendas.

### Additional booked sessions

Some customers, who have booked multi-day labs have also included additional booked training and support sessions for internal teams to book time with the All Able experts to address their work areas specifically.

These booked sessions can be an extra chance for individual teams to get some consultancy time to dive into current accessibility problems they are facing or get more tailored advice relevant to their work.

To deliver this, customers would need to book a meeting room for the day(s) and offer out timeslots to team as part of internal promotion for the event. Normally we suggest a mix of half hour and hour slots to give different groups options for attendance.

One of the All Able team will then run these booked sessions, ready to talk with teams in depth about their specific accessibility challenges.



## Short talks

As an alternative to the booked sessions for teams, All Able can also deliver topic focussed sessions that might be relevant to wider audiences. For example, if there is a significant interest in improving the accessibility of your social media content, an hour talk on accessible social media could be organised as part of the event.

To deliver this, customers would need to book a suitable room with capacity for the expected number of attendees.

All Able are happy to deliver a range of talks depending on customer requirements. Customers often find the following themes of interest as talk ideas:

- Making Word and PowerPoint documents more accessible
- Accessible PDFs
- Accessible social media
- Designing Plain English content
- Accessibility regulations
- Testing for digital accessibility
- Accessibility in procurement
- Accessibility in recruitment



## Costs

The All Able team are happy to run the main stall and additional options in any combination a customer would prefer. We are keen that as an all day / multi-day event, the All Able empathy lab is a rewarding training and engagement experience.

The Empathy Lab is run on a fixed day rate of **£2000+VAT** per day, plus travel (where applicable).

For this cost, you can mix and match any of the format options listed to ensure that the event is right for you.



## Equipment

The All Able Empathy Lab contains an eye catching range of equipment to help draw in attendees, start conversations, and help our experts deliver exercises and guidance.

The equipment includes a range of digital tools, physical equipment, and reading material, all supported by a significant range of online resources to help attendees reconnect with their learning even after the event.

A [growing list of our kit](#) is available on the All Able website.

## Disclaimer

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## Contacts

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