



## **THE PICCADILLY THEATRE ACCESS GUIDE**

A guide on booking tickets and visiting the Piccadilly Theatre for people with accessibility requirements.

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## **WELCOME**

At its grand opening in April 1928, the Piccadilly Theatre was one of the largest theatres to be built in London - as its souvenir brochure claimed, 'If all the bricks used in the building were laid in a straight line, they would stretch from London to Paris'. The opening production starred one of the most acclaimed actresses of the period, Miss Evelyn Laye.

In its early days, the Piccadilly operated as a cinema and made entertainment history when it premiered the very first talking picture to be shown in Britain, *The Singing Fool* with Al Jolson. He also opened the *Jazz Singer* in 1928 and appeared afterwards on-stage to sing Mammie. The Piccadilly has presented most forms of stage entertainment from "Who's Afraid of Virginia Woolf?" (with the original Broadway cast) to "A Night with Dame Edna." There have been a variety of Royal Shakespeare Company (RSC) productions including "Edward II" starring Ian McKellen. Henry Fonda also made his West End debut in the solo play "Clarence Darrow".

The 1990s witnessed an expansion in musicals, ballet and dance, notably the most successful commercial ballet season ever to play in the West End, with Adventures in Motion Pictures' "Swan Lake". The Piccadilly has been home to a season of plays directed by Sir Peter Hall, starring famous names such as Judi Dench, Michael Pennington, Julia MacKenzie and Eric Sykes. It has also hosted the smash-hit musical "Spend, Spend, Spend" starring the Olivier award-winning actress, Barbara Dickson, the sell-out run of "Shockheaded Peter", "Noises Off" starring Lynn Redgrave, "Ragtime", the transfer of the National Theatre's acclaimed production of "Jumpers", "Jailhouse Rock", "Guys and Dolls" and "Grease the Musical". Recent productions include "Ghost the Musical", "Viva Forever", "Dirty Dancing", "Jersey Boys", "Annie" and "Strictly Ballroom the Musical".

## **CONTACT INFORMATION**

PICCADILLY THEATRE  
16 Denman Street  
London  
W1D 7DY

To book tickets online follow this link: <https://www.atgtickets.com/access/>

To book via phone call our access booking line: 0844 871 7677

If you have any questions relating to access at the Piccadilly Theatre contact:

Access Champion: Kirsty Tibbetts

Email: [piccadillyboxoffice@theambassadors.com](mailto:piccadillyboxoffice@theambassadors.com)

## **ACCESS MEMBERSHIP SCHEME**

ATG Tickets offers its patrons the option to join our Access Membership Scheme. It is designed to make it easier for our customers to book accessible seats, and to make it much clearer for our staff to ensure they deliver a consistent service. Really importantly, it's free to join! The scheme enables you to:

- Book tickets online, including wheelchair positions and the best-accessible seats.
- Receive information on forthcoming Access Performances.
- Receive pre-visit emails with lots of information that will enable a smoother theatre experience for you.

Make the most of an ATG Theatre Card Membership with priority booking online for accessible seating. Which means, it enables us to:

- Deliver red carpet customer service for you, both when buying your ticket and when you visit our venue.
- Deliver a scheme carefully designed in partnership with ATG Customer Focus Groups, an Access Consultant and Disability Organisations.
- Make sure our Front of House teams have the right information, ensuring they can deliver excellent service to you.
- Process orders faster, with you only needing to provide details of your requirements once.

### **How to Join**

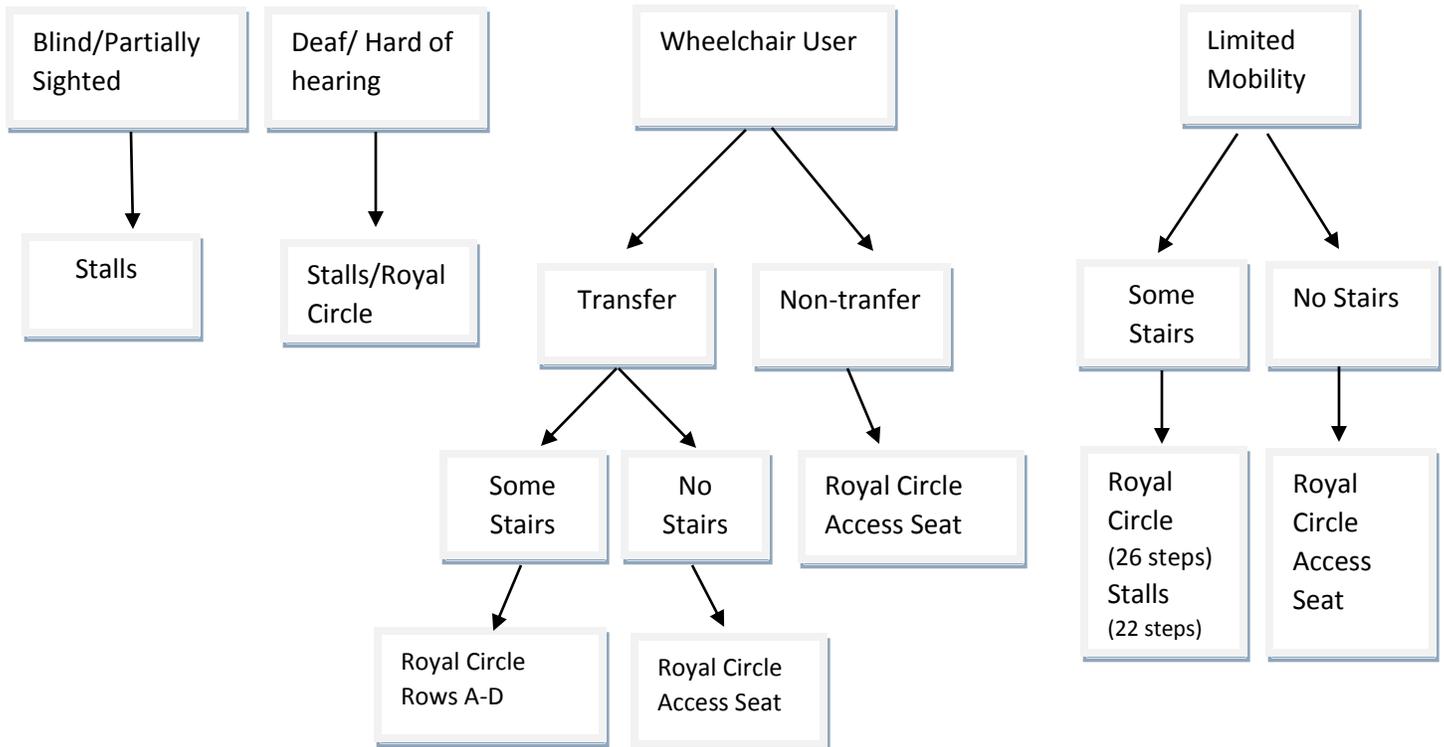
Join the ATG Access Membership Scheme by downloading the standard ATG Access Membership form or download the Groups Access Membership Registration form from <https://www.atgtickets.com/access/>

Alternatively, you can register in person at our Box Office or call our dedicated access line:  
0844 871 7677

When joining you will be asked a few questions to let us know about any access requirements, this makes it easier for us to provide you with a better service.

# BOOKING

To ensure a comfortable and enjoyable experience for yourself, it's best for us to understand your needs before you even arrive at the theatre. The following chart is a simple to use aid in determining which seat is best for you.



**When booking please advise box office staff of your requirements so that they can give the best possible advice for your access needs.**

## **VENUE INFORMATION**

The main entrance to the theatre is on Denman Street, just off Piccadilly Circus. Head through the front doors and you will reach the Box Office – where you can collect your tickets.

If you require step free access please make yourself know to a member of staff so that our dedicated Access Host can escort you into the auditorium, which opens half an hour before the show.

### **Ordertorium Service**

The Piccadilly Theatre also offer an at-your-seat delivery service – called Ordertorium – through which you can order drinks, snacks, ice creams & programmes and a staff member will deliver it directly to your seat. You can either download our app on Apple and Android phones, or speak to a member of staff who will happily take your order.

### **The Ambassador Lounge**

To add a little magic to your evening why not treat yourself to the VIP experience?

Our VIP lounge is fully accessible at street level and we have a range of packages to choose from that will include:

- Access to our VIP lounge with table service.
- A welcome drink of your choice (including wines, Prosecco, spirits and mixers, and an array of soft drinks)
- Complimentary nibbles
- Free cloakroom and a more private toilet facilities.

Our wonderful Ambassador Lounge Hosts will also accompany you to and from your seats, and assist with anything you may need.



## **WHEELCHAIR USER ACCESS/ LIMITED MOBILITY**

There is a dedicated space for those who wish to stay in their chair during the performance located in the front row of the Royal Circle. **The width of the entrance into Row A is 67.5cm, and the space in Row A is 190cm wide and 95cm deep.**

Additionally we can also accommodate transfer seating into the end seats of rows B, C and D the Royal Circle. There are two steps up per row. Customers who wish to transfer should mention this at time of booking. If you need help with transferring we ask that you bring a companion. A member of staff will safely store your wheelchair during the performance and bring it to you at the end of the performance. There is an accessible toilet at street access level by the entrance into the Royal Circle.

**For those with limited mobility:** there are three sets of stairs which are the entrances to the Stalls, Royal Circle and Grand Circle respectively, all of which are marked clearly.

- No. of steps down to Stalls - 22      \*Please note: there **are no** handrails in the Stalls\*
- No. of steps up to Royal Circle - 26      \*Please note: there **are** handrails in the Royal Circle\*
- No. of steps up to Grand Circle- 70      \*Please note: there **are** handrails in the Grand Circle\*

There are toilets on all levels:

- Ladies and Gents toilets for Stalls seats are 8 steps down from the entrance to the auditorium.
- In the Royal Circle, the Ladies toilets are 8 steps up from the bar, and the Gents toilets 15 steps down from the bar level and then 7 up.
- There are 70 steps up to the Grand Circle Bar, with the Ladies on the way up and the Gents at the top.

**Please note: The step-free entrance leads directly into the auditorium and so patrons are advised to arrive no earlier than half an hour, and no later than fifteen minutes, before the performance.**



## **BLIND/ PARTIALLY SIGHTED**

### **Audio Described Performances**

The Piccadilly Theatre provide audio described performances for patrons who are blind or partially sighted and who would benefit from having a live commentary of what is happening on stage.

In audio described performances a headset is issued to audience members to enable them to listen to a live description of the action onstage alongside all the dialogue and/or songs within the show. Not all shows are audio described. Audio Described performances will have an audio described logo next to it in brochures and online. There is a full list of audio described performances on our ATG website, our box office staff and in-house access team will also be aware of when the audio described performances are and will be able to assist with requests.

When booking tickets please ensure that you specify whether you will require the use of the audio description during the performance and you will be allocated seats and headset accordingly.

### **Guide Dogs**

Guide, hearing and other service dogs are welcome at the Piccadilly Theatre and can be catered for - both inside and outside the auditorium, depending on your preference. If you require the dog inside the auditorium, we advise you book an aisle seat for maximum comfort and ease. If you don't require your dog during the performance, our front of house team will look after him/her for you and provide water. Please inform the member of staff when booking that you are bringing your dog and they will be able to ensure that you are booked into the most appropriate and spacious seat for you.

### **Touch Tours**

Whenever we provide an audio described performance we host a Touch Tour before the performance. This guided tour gives our patrons an opportunity to feel the props, costumes and some of the sets so as to better understand what is being described to them during the performance. The Touch Tour usually requires a separate (free) ticket so please make our booking staff know if you would like to take the tour at the time of booking.



## **DEAF/ DEAFENED/ HARD OF HEARING**

### **Captioned Performances**

In captioned performances the words of all dialogue and songs are displayed on screens on either side of the auditorium. This is particularly beneficial for patrons who are deaf/deafened or hard of hearing but also for anyone who has difficulty following strong accents or for whom English is not their first language.

Not all shows are captioned. Any captioned performances will have a captioned logo next to it in brochures and online. There is a full list of captioned performances on our ATG website, our box office staff will also be aware of when the captioned performances are and will be able to assist with requests. When booking tickets please ensure that you specify whether you will require the use of the captions during the performance and you will be allocated seats with the best view of the boxes.

### **Signed Performances**

In signed performances an interpreter is positioned on stage throughout the performance and will interpret the words of all dialogue and/or songs. This is particularly beneficial for patrons who are deaf, deafened or hard of hearing who use British Sign Language as their primary language.

Not all shows are signed. Any signed performances will have a signed logo next to it in brochures and online.

There is a full list of signed performances on our ATG website, our box office staff will also be aware of when the signed performances are and will be able to assist with requests.

When booking tickets please ensure that you specify whether you will require the use of the signed interpretation during the performance and you will be allocated seats on the appropriate side of the auditorium for an optimal view of the interpreter.

**We hope you found this access guide helpful and we look forward to seeing you  
At The Piccadilly Theatre soon!**