

immersive**reality**

In conjunction with

experia
multisensory for everyone


WEMBLEY

A national first for the home of football

Immersive Reality is celebrating the realisation of a partnership with one of the UK's most iconic and significant entertainment destinations, Wembley Stadium. Immersive Reality has successfully completed a project with Wembley Stadium to install two multi-purpose sensory rooms to better accommodate neurodivergent guests and their families.

The partnership is significant for Immersive Reality as it is the first immersive sensory space in any stadia. The new spaces, mark the first venue in the country to offer two sensory rooms and the first music venue to launch such an offering to accommodate the widest range of access requirements and achieve the greatest level of inclusivity.

Immersive Reality understand that to do this, venues need to provide a safe, dedicated space for users to regulate and reset, with facilities and equipment they are familiar with, and return to the event with a sense of calm. For families and friends, it also provides the opportunity to attend the stadium together and know that members of their party are able to access the immersive sensory spaces, a calming and quiet environment, whilst others can watch the action live from the stands.



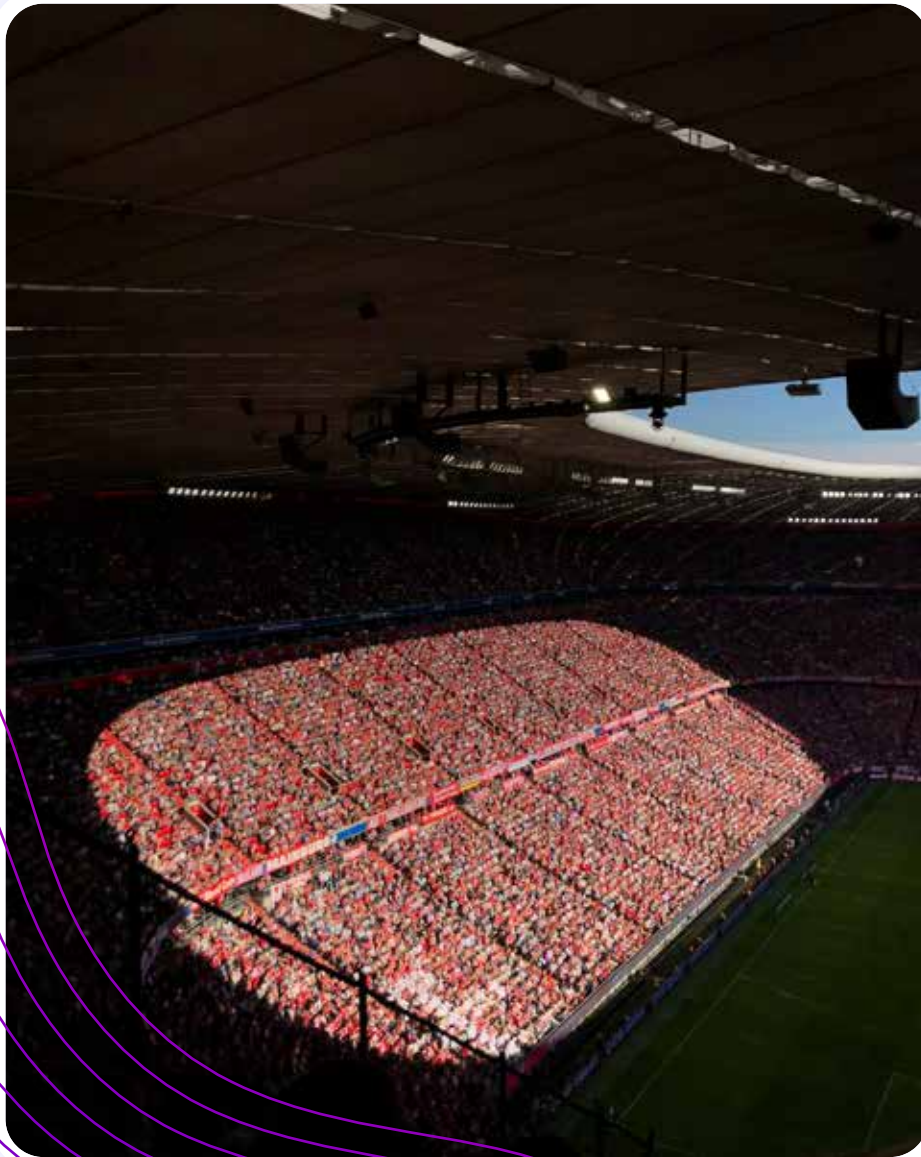
“These spaces can make a huge difference to neurodivergent guests and their families”

Greatest level of inclusivity

Gareth Jones, Director at Immersive Reality, said: "It was a fantastic experience working with the team at Wembley to realise these two new spaces. Wembley Stadium is not only an iconic destination, it is also a venue that attracts people of all ages for different events and the inclusion of the new spaces have opened those experiences up to be enjoyed by more people than ever before."

The new technology used within the sensory rooms includes traditional sensory equipment, alongside a stadium-first immersive solution from Immersive Reality. These dedicated rooms ensure families and friends can all attend the stadium together and know if members of their party feel overwhelmed or need a quiet place they can access the immersive sensory spaces, allowing everyone to enjoy the event.





Industry Experts

Although this is the first stadium to install an immersive sensory space, it is not the first sporting venue to understand the importance of having inclusive, sensory facilities. Immersive Reality worked closely with industry specialists and in May 2022 conducted research across the UK, US and UAE to determine both the provision and need for dedicated sensory spaces. In the US, Immersive Reality worked with sports journalist and autism advocate Richard Coffey as he investigated 312 stadiums.

The research found that:

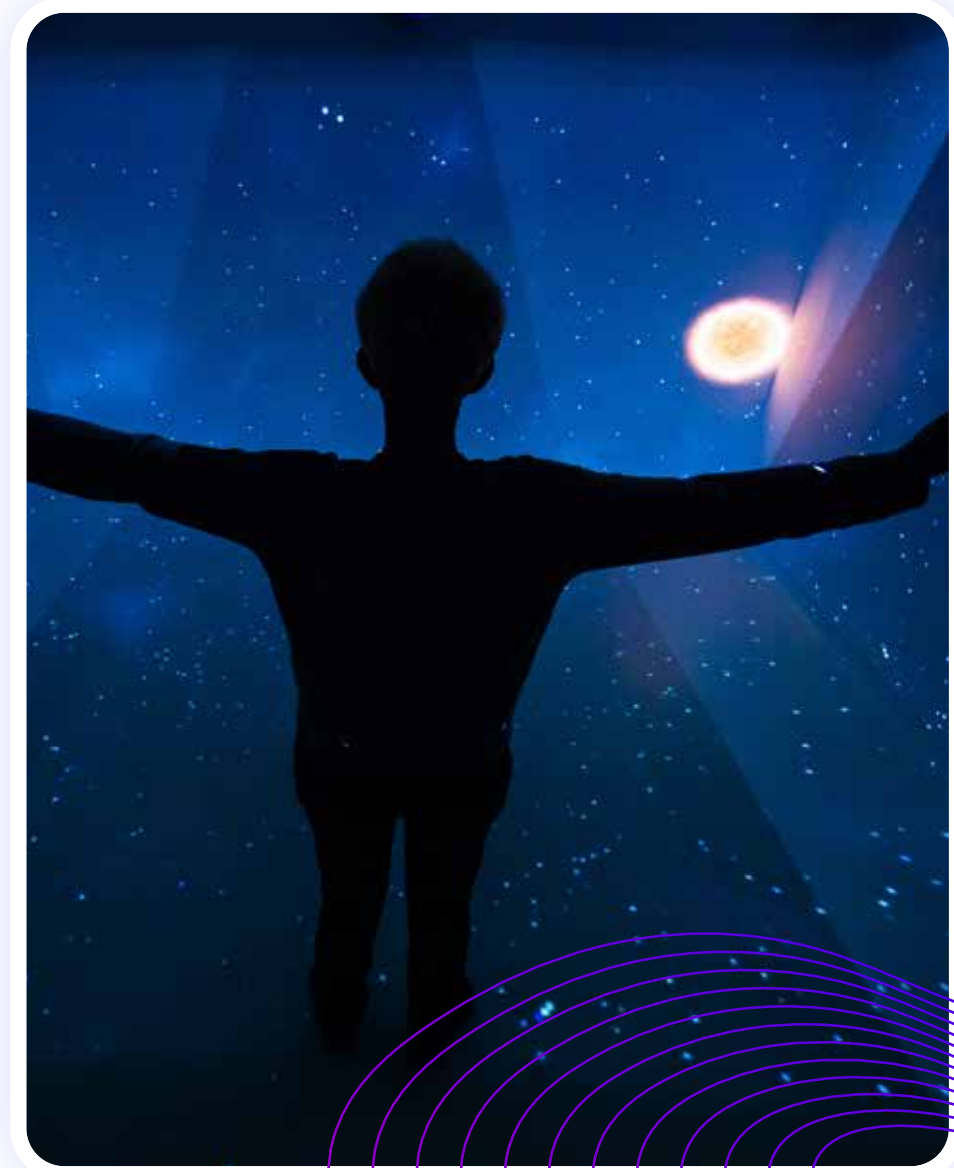
- » Of the top stadiums in the UK, three of the top five have no advertised facilities for people with sensory needs.
- » Only 44% of US teams' stadiums qualify as sensory inclusive.
- » Just three of the UAE's top 20 stadiums have a sensory room.

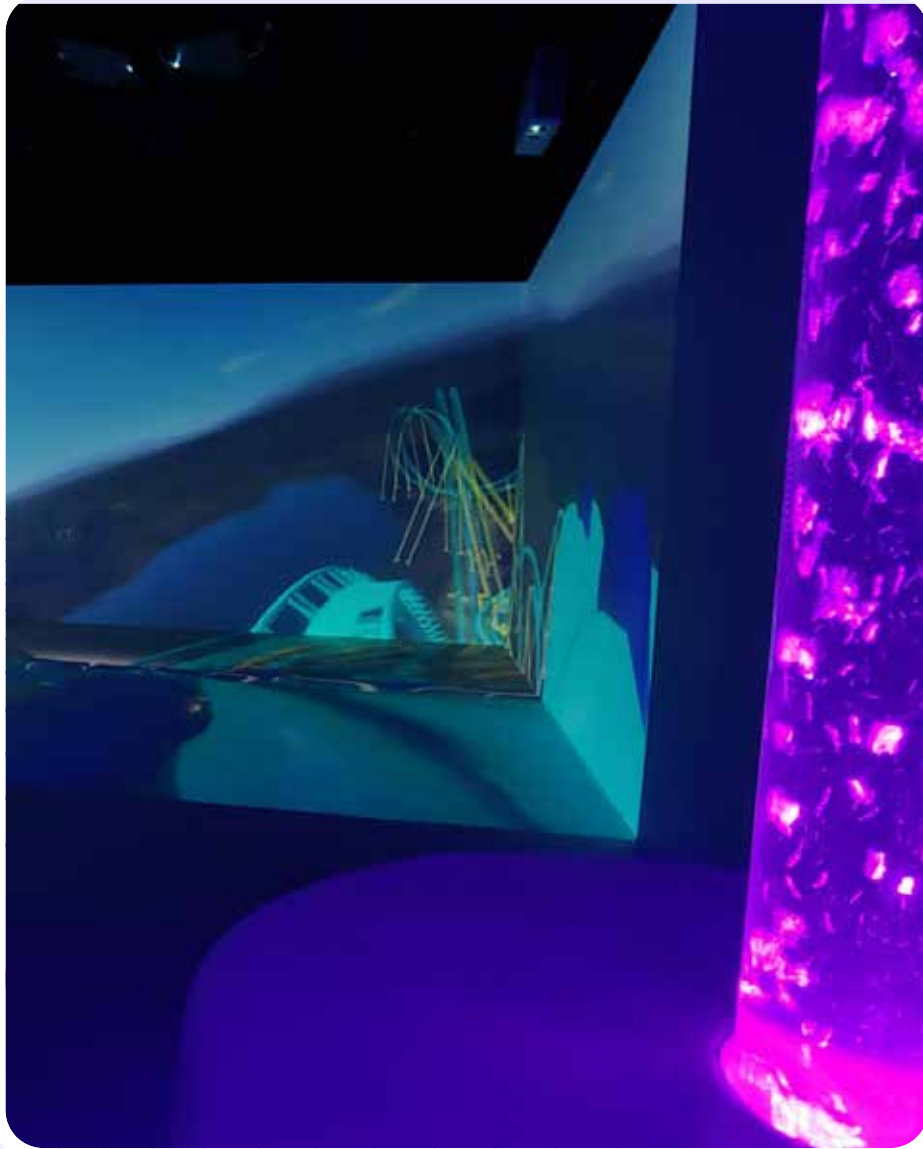
Still work to be done

The UK has made progress on providing sensory facilities, and today 15 of the largest 20 stadiums have an advertised offering of some kind, but clearly there is still work to be done if every venue is to be accessible and inclusive for everyone.

Christine Flintoft-Smith, Head of Accreditation at the National Autistic Society said: "We welcome any initiative to support autistic people accessing public spaces and sporting events. Sensory rooms provide a calming and quiet environment that can help some autistic people attend events that they may find overwhelming because they are unfamiliar, loud, and busy.

"We would also encourage venues to do other things to make themselves more autism friendly, like making sure their communications and information about the venue are clear, and that their staff understand autism. We have loads of useful resources on our website in our Autism Friendly Guides that can further support venues to make their sites work for autistic people."





Setting the standards

Gareth Jones continued: "Having Wembley Stadium recognise the importance of installing a sensory space is a huge help in the work we're doing to encourage other venues to offer similar spaces. There are a huge number of shopping centres, sports venues, stadiums and other spaces which experience high visitor numbers that we hope to encourage to look at their own offering and consider including an immersive multisensory space. These spaces can make a huge difference for those with special needs to relax, feel calm and enjoy time with friends and family without feeling overwhelmed."



Calm, regulate
and reset



“To be able to open these spaces at the most iconic multi-purpose venue in the world is a moment of great excitement. We pride ourselves on being an inclusive stadium, and this further reinforces that commitment.”

“On a personal level, having been involved in disability access throughout my career and as an adult with Asperger’s Syndrome, I have seen first-hand the benefit these spaces and programmes can bring. I would like to thank everyone who has helped bring these spaces to life – including, Immersive Reality, Nordoff Robbins, EE and the wider team at Wembley Stadium.”

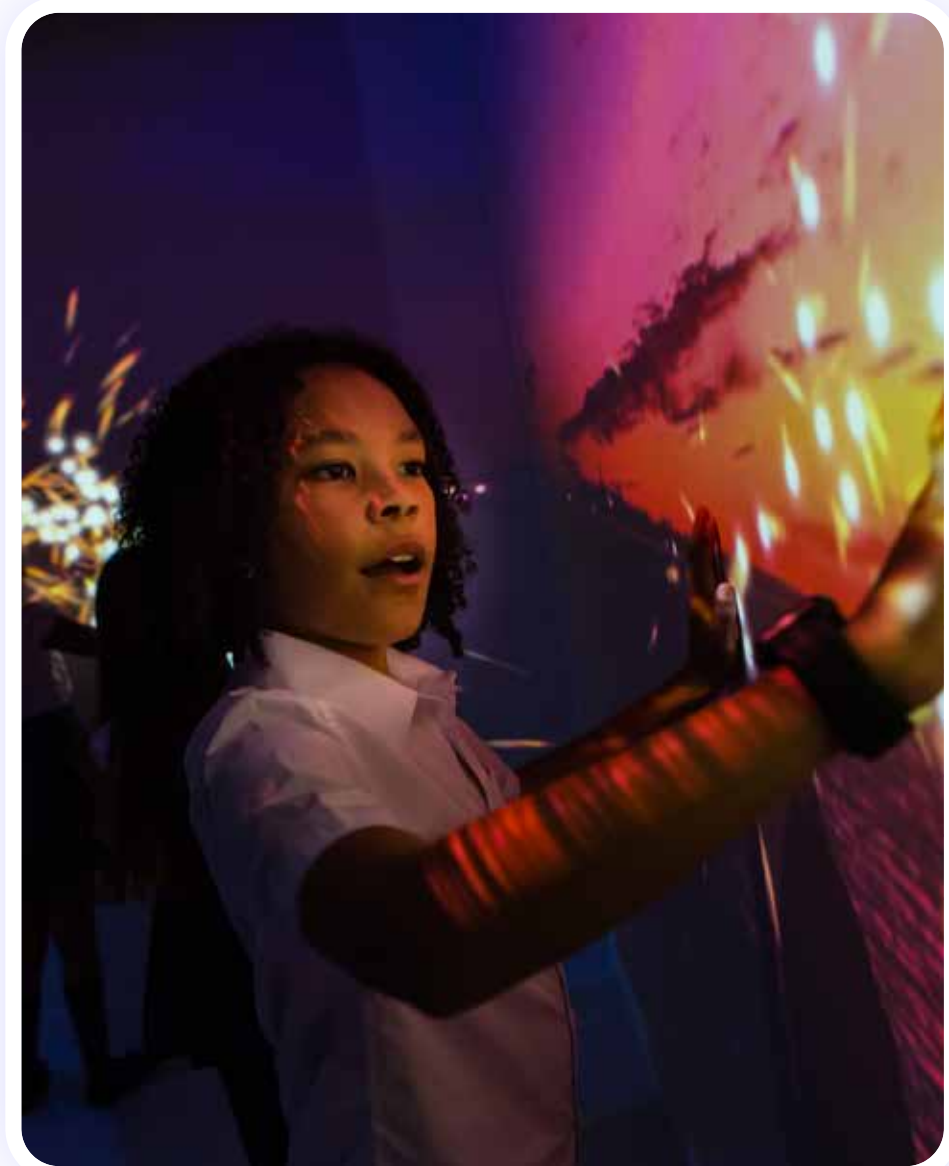
Matthew Owen, Wembley Stadium’s Customer Engagement Manager & Lead on Disability Access Planning and Provision

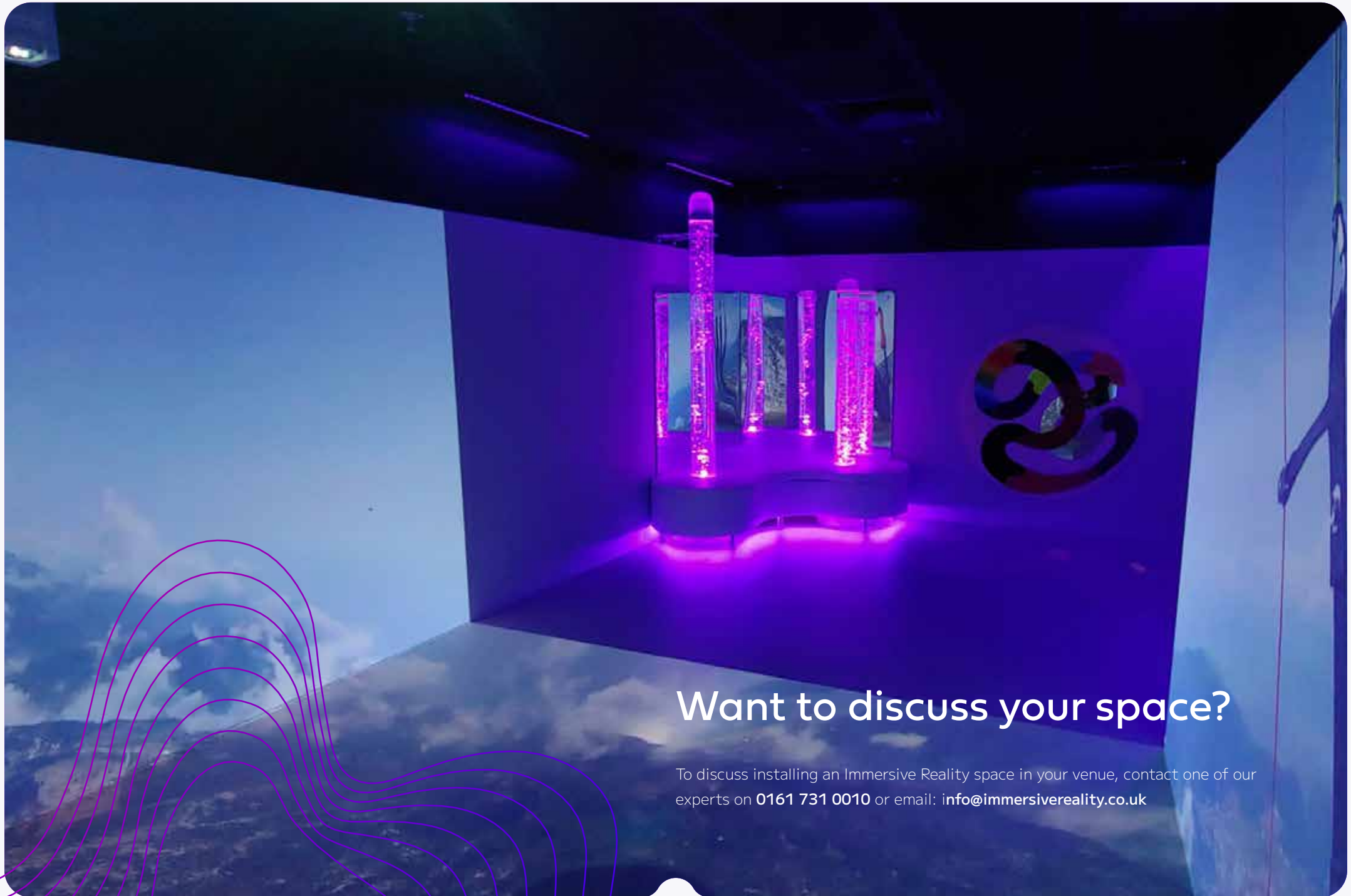
An innovative approach

Immersive Reality work closely with companies to bring a fresh, fun and innovative approach to creating immersive sensory spaces for all ages and abilities. Our expert team focus on bringing together experienced professionals combined with the latest technologies to provide cutting edge immersive sensory spaces with the end-user in mind.

Immersive Reality design and install spaces for any type of premises, whether you are a school, college, sports venue or even a prison. We strive to innovate and continue to lead the industry.

We continually push back boundaries to create dedicated environments that are more innovative, creative, and intuitive than any other. Our goal is to give our users more freedom and functionality than they ever dreamed possible.





Want to discuss your space?

To discuss installing an Immersive Reality space in your venue, contact one of our experts on **0161 731 0010** or email: info@immersivereality.co.uk



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