



Access Assistance



With over 27 years' experience and more than 2,000 school groups attending each year, Cadbury World offers a unique experience that gives a fascinating insight into the rich heritage of the nation's favourite chocolate brand. This document details the Access Assistance information available at Cadbury World. If you have requirements outside of what is included in this document, please contact the education team who will be able to assist you further.

Planning your visit

Cadbury World is a public visitor attraction and is open to all who purchase a ticket. We can get very busy so we recommend that visitors with specific requirements attend earlier sessions to avoid this.

When you arrive

There are disabled parking bays by the main entrance of Cadbury World and in the lower car park which are first come first served. There is step-free access to the main entrance of Cadbury World via a ramp at the front of the building.

Reception

Our staff at reception are trained to support visitors with a variety of needs. They can supply a large print access for all guide, access assistance wristbands and advice on any concerns you may have when visiting the attraction. The reception is also equipped with an infrared system for those visitors with compatible hearing aids, and low-level service desks.

Access Assistance Wristbands

Access assistance wristbands are available to support those with specific assistance requirements. When in the tour, at certain points you will see some YELLOW access points to allow staff to assist our visitors with enjoying the tour. At the Cadabra ride and the 4D Chocolate Adventure cinema, we ask that you join the queue as normal, but that of your party proceeds to the front to speak to staff who will facilitate your entry. The Have a Go Zone" has an access assistance queue for the lowered tempering table to the left of the standard queue.

Visually impaired

Cadbury World has developed a variety of ways to support our visitors with visual impairments. We offer the opportunity to feel and touch key props at various stages of the tour (e.g. the chocolate making area has moulds available during the talk), just speak to the demonstration leader who will be happy to support.

Other provisions include:

-  Large print script available of the tour
-  Tactile surface changes to indicate differences in floor levels
-  Sensory wall in Have a Go Zone with moulds and models of bars
-  DDA-compliant handrails
-  Stairs and steps with coloured warning edges
-  Directional signage
-  Guide dog support. Guide dogs are welcome throughout the exhibition except the Chocolate Making zone, where we offer a guide dog sitting service, and one of our staff will be able to offer additional assistance. There is also drinking water available for guide dogs at reception.

Hearing impaired

Cadbury World has a variety of methods to ensure our visitors with hearing impairments can access as much as possible and enjoy their time with us.

-  A written script of the tour is available from reception
-  BSL (British sign language) interpretation and subtitles are available within key parts of the exhibition and the Bournville Experience
-  Hearing aid infra-red system in place in key areas of the attraction
-  Directional signage
-  Seat cover colour differentiation to indicate static/moving seating during the Making Chocolate Story (yellow seats are non-moving)
-  Viewing screens within the Green Screen experience
-  Visual countdown before the photo is taken on the Cadabra ride
-  With a diverse team we have a number of bilingual members of staff, some with BSL basic skills
-  In the event of an emergency, house lights will come up and a red beacon light will flash.

Wheelchair users

Cadbury World is fully accessible by wheelchair with various facilities available to support our visitors with wheelchairs.



Low-level counters and exhibits in certain zones



Ramp access throughout



Wheelchairs are admitted into the tour at a rate of 2 every 20 minutes due to health and safety requirements.



Lift access—one wheelchair at a time



4D Chocolate Adventure cinema—simulated lift experience at the entrance of the area accommodates one wheelchair at a time, the main auditorium can accommodate 2 wheelchairs within a show.



A specialised carriage on our Cadabra ride has been adapted for standard wheelchair use



Accessible toilets at reception, on the second floor near the Cadabra ride and next to the 4D Chocolate Adventure cinema



Standard accessible toilets on the second floor and next to the 4D Chocolate Adventure cinema which include: emergency alarm, support arm and lower level sink



A state of the art Changing Places facility accessed via RADAR key next to reception (key available at reception) which includes: rails, support arms, height adjustable sink unit, height adjustable changing bed, automatic toilet, ceiling lift and modesty screen.



A lower-level interactive play area with ramps and tactile surfaces is available in the African Adventure play area next to the 4D Chocolate Adventure cinema.



Due to health and safety requirements, only two wheelchairs are able to enter the Have a Go Zone at any one time. The walkway to this area is narrow but can accommodate a standard wheelchair. If your party has more than two wheelchairs, staff will split the party, and some will have the opportunity to enjoy the Cadabra ride before visiting the Have a Go zone.



If you choose to leave your wheelchair during the tour, we ask that you only do so if you feel confident enough to be able to get yourself to a safe zone without assistance in the event of an emergency. We have safe zones which accommodate wheelchairs throughout the tour.

Temporarily impaired

For those who require extra support temporarily, Cadbury World have a limited number of wheelchairs available upon request (deposit system applies), plus regular seating throughout the attraction. If other wheelchair users have pre-booked into the same session, you may experience a short wait before entering the tour. Due to health and safety requirements, only two wheelchairs may enter the exhibition every 20 minutes and priority must be given to those who have previously booked wheelchair spaces.

Deposit scheme

When borrowing equipment at Cadbury World, you may be required to leave a credit card (no charge will be made) or a set of keys as a deposit. Items left as deposit will be stored securely until the loaned item is returned. If you have any concerns, please do not hesitate to speak to a member of staff.

African Adventure play area

The African Adventure play area is an outdoor play area at the rear of Cadbury World. It is open to all our visitors so may get a little busy. It is split into three zones: two are age restricted to promote a pleasurable and safer play environment, and the third area is designed for wheelchair access. Adult supervision is required at all times when using the African Adventure play area. The play area may be closed at times due to inclement weather in the interest of health and safety.

Food & Drink

There are several food outlets available at Cadbury World including a wheelchair accessible café & restaurant and an outdoor food outlet. At peak times, the café can become busy and fairly noisy so we recommend planning your visit to these areas outside of peak times or using our picnic areas at the rear of the building, as they may be less crowded.

Visitors with Specific Learning Disabilities

Cadbury World is a multi-sensory and interactive experience which is accessible to all. Please be aware that we are a public attraction, open to all who purchase a ticket, this may create a busy environment, so we suggest that those who may feel uncomfortable in a crowded environment book one of the earlier attraction times.

Cadbury World is housed, in part, in one of the original Cadbury factory buildings. This can create a noisy environment due to exposed walls and high ceilings, we recommend that visitors with noise sensitivity bring ear defenders to counteract this. There are some ear defenders available to borrow at reception (deposit scheme applies).

During the tour, there are areas with low-lighting and some strobe effects. These can be found in the Aztec Jungle (low-light only), the 4D Chocolate Adventure cinema and the Cadabra ride. For those visitors with light-sensitive impairments, we recommend discussing these elements with the booking team prior to your visit.

Some areas of the exhibit may require a wait. Due to the timed nature of some of the shows, visitors may have to wait up to 7 minutes in Bull Street before entering the Cadbury Story. During holidays and weekends, there may be a queue for the Cadabra ride and the 4D Chocolate Adventure cinema. If this could cause an issue, please speak to a member of staff at reception before you enter the tour, as they may be able to provide you with an access assistance wristband.

The Cadabra ride is an automated ride through a chocolate wonderland which lasts around 6 minutes; visitors cannot leave the ride once it has begun. If there is an emergency, visitors can raise their hands to indicate to staff that they require assistance as the ride is constantly monitored.

The 4D Chocolate Adventure ride may not be suitable for those who are easily startled by sudden movement, motion effects, loud music or periods of darkness. It begins with a simulated lift experience and may not be suitable for those visitors who are not comfortable with experiencing mild peril; please speak to a member of staff at the front of the queue who will be able to assist you if this is the case.

The 4D Chocolate Adventure cinema is not suitable for pregnant women or visitors with heart conditions or spinal conditions due to the motion effects used in the pre-show and in the 4D cinema itself. There are two wheelchair spaces and some static chairs available in the 4D cinema. If a visitor needs to leave the cinema, please inform the staff situated at the front of the auditorium who will assist you.