

“HOW CAN I HELP YOU” WELCOMING EVERYBODY

Chris Veitch

Disability Champion

UK Tourism Sector

June 2018



Universal travel plug adaptor



US



AUS / NZ



EUROPE



UK



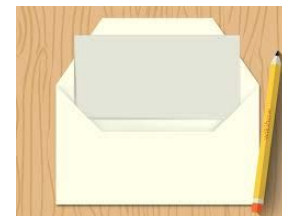
Tourism: it's about emotional experiences



'Moments of truth'

The author, Jan Carlzon, president of Scandinavian Airlines, defined the Moment of Truth in business with this statement:

Any time a customer comes into contact with a business, however remote, they have an opportunity to form an impression.



A journey in our visitor's shoes



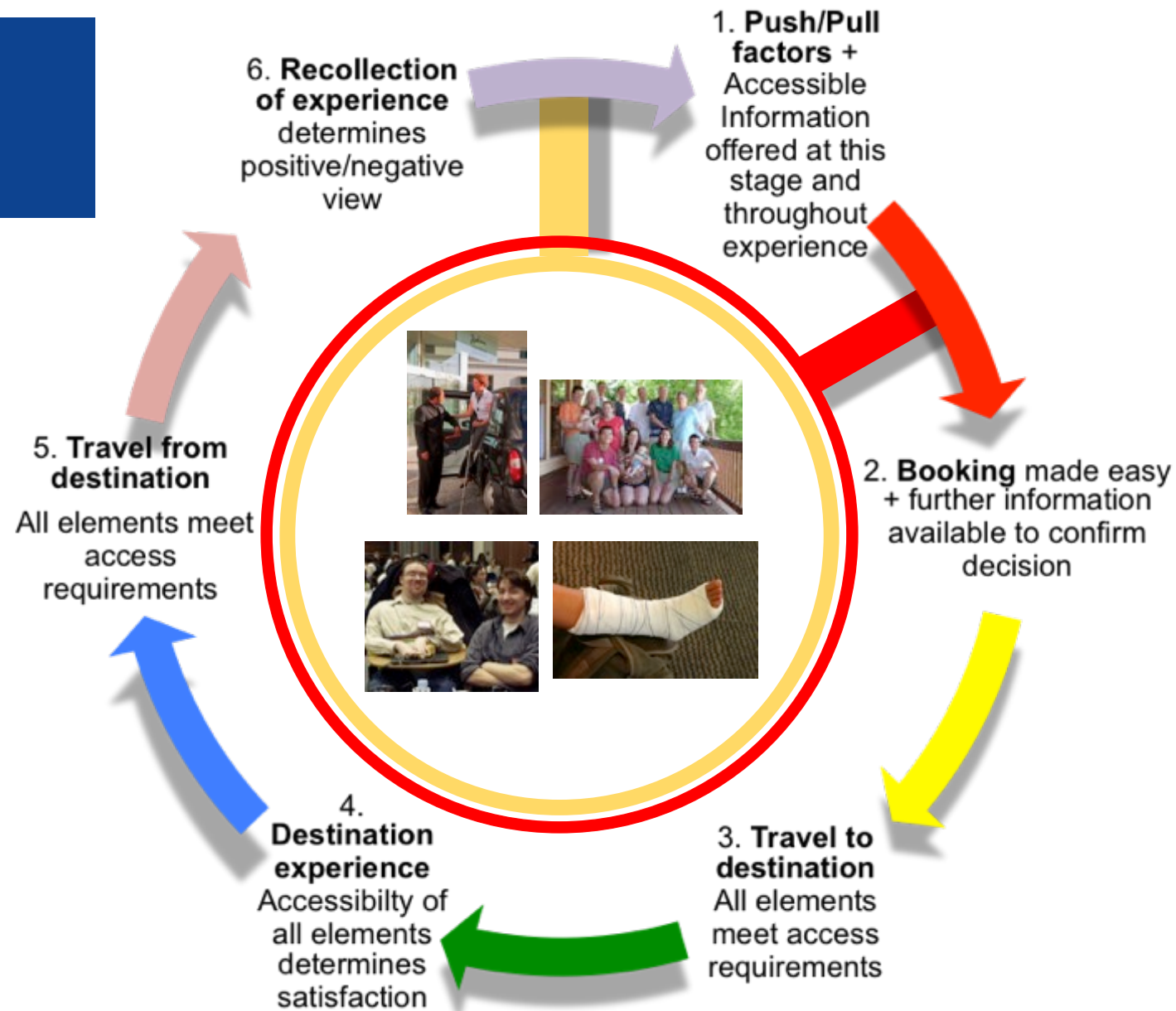
Tourism value / supply chain



Tourism Chain

(Source ADAC 2003)

The accessible customer journey



Adapted from Lane (2007)

The pillars

Accessible Tourism



Information



**Customer
Service**



Facilities



Transport



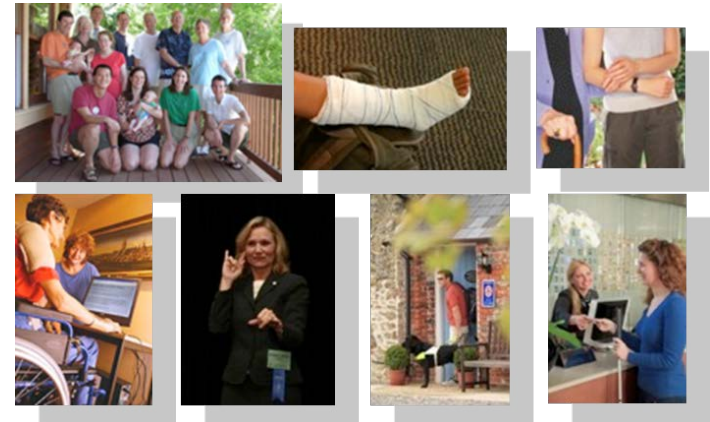
**Built
Environment**

Accessibility is for everybody

“Accessibility is no longer for disabled people but for all of us,”



Design for all Foundation



Robin Christopherson
Head of digital inclusion at AbilityNet

Unlocking the potential



Find out the desires of disabled consumers as they relate to your profitable enterprise, **adjust your product and messaging** to attract their business then execute this in line with your company's process and culture.”

Donovan believes mistakes are often made when companies try to "disable" their business or do just enough to comply with regulations.

RICH DONOVAN
CEO –ROD
ReturnOn Disability

“The path for business is simple - do what you are best at. There is no need to become experts in disability. Attack this market as you would any other.”

“Disabled people don't want 'special' products ... but they are hungry to be included in the mainstream consumer experience.”

See the customer not the disability



Understand the barriers

In 2012/3 Capability Scotland surveyed over 200 disabled people to explore the barriers to coming on holiday to Scotland.

3 key barriers were identified:

- 1. The Attitude of staff**
- 2. Information**
- 3. Accessibility**



Capability Scotland 'VisitScotland Accessible Tourism Involvement Events'

The Multiplier Effect

Markets Gained or Lost

- Leisure
- Business
- Meetings
- Incentive
- Conference
- Events e.g. Sporting, Music



Lack of accessible tourism costing economy billions

- 2014 EC study highlighted that the tourism industry across Europe is missing out on up to **€142 billion** annually.
- This is due to poor infrastructure, services and attitudes towards travellers with specific access requirements.



It's expensive

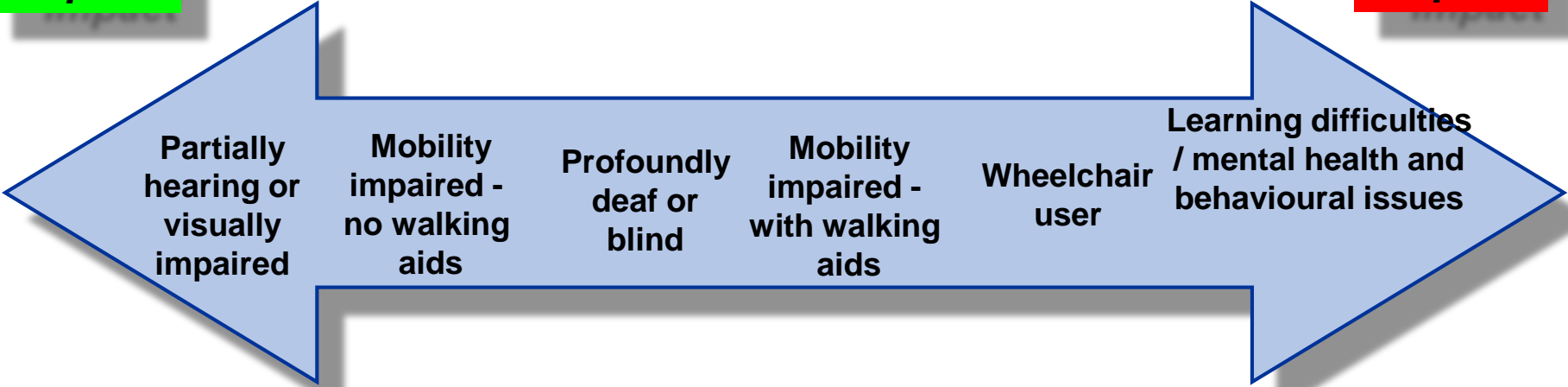
- The worry of many small and medium-sized businesses has been recouping the cost of adapting for specific access requirements.
- Research shows that this cost will not only be recovered, but will result in market growth.
- Far from being a niche sector, accessible tourism offers a huge market opportunity.
- Research provides clear evidence that accessible tourism services are also *better* services, that increase the visibility and reputation of tourism destinations, and give a competitive edge to operators.”



Impact of disability on holiday-taking

Low impact

High impact



Can participate in tourist activities, but quality of experience diminished if accessibility not addressed

--

Can participate in tourist activities, but this is only possible, depending on availability of disabled information / facilities / services

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Barriers to tourist activities involving potential loss of dignity for disabled person can be experienced if accessibility is not addressed

Useful

Access information through the supply chain

Essential



Source: Adapted VisitBritain

Visible / Hidden disabilities

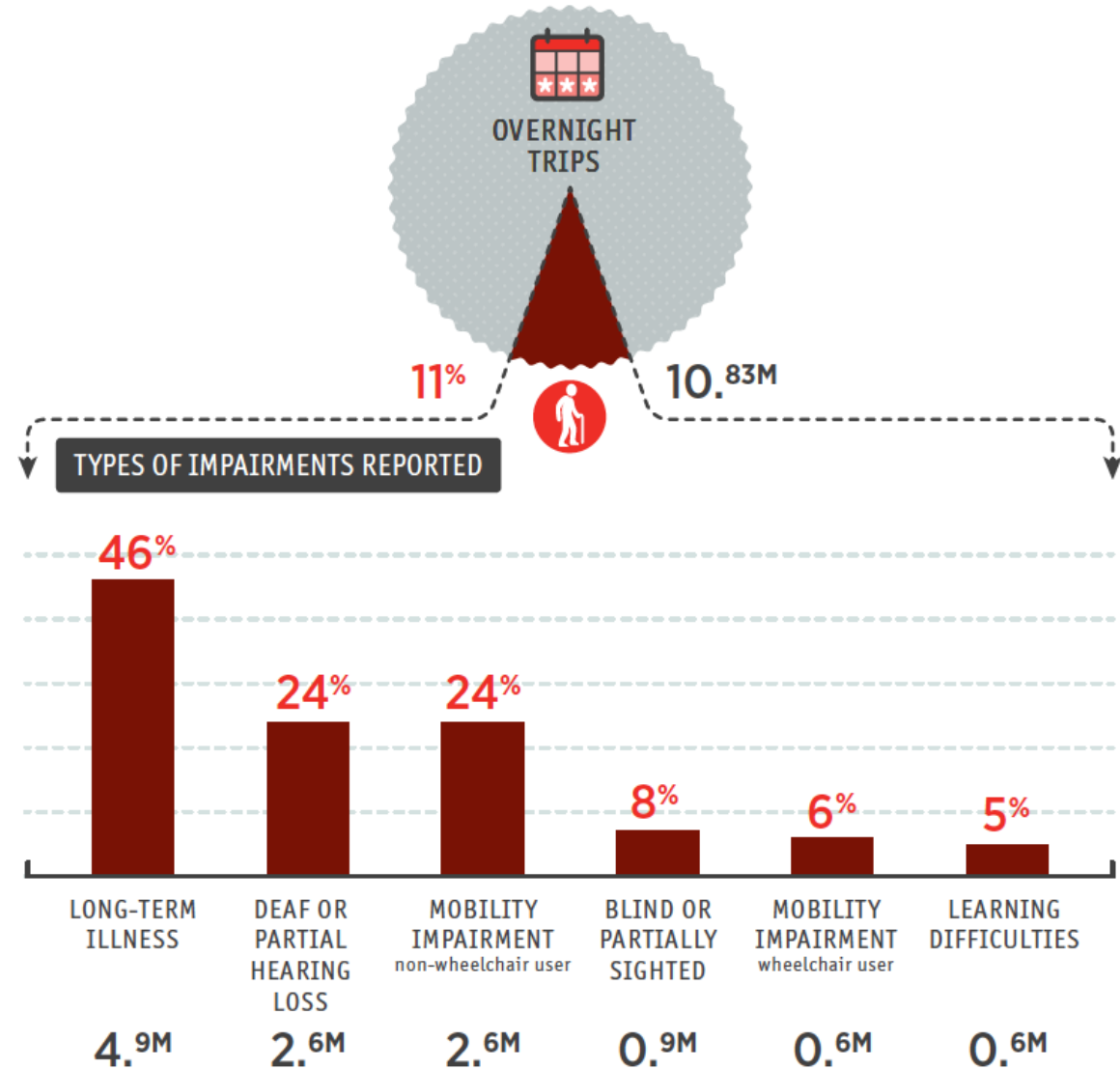


not every disability
is visible

UK market breakdown by traveller impairment

Traveller impairment breakdown

Trips where the respondent has an impairment



Source: GBTS 2015

“Accurate information gives you the power of choice which we don’t have at the moment”



A marketing solution: information

5 key criteria for those with access requirements

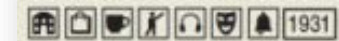
1. Easy to find
2. In accessible formats
3. Reliable
4. Accurate
5. Up to date



Accessible language

- Use plain language and provide facts and figures ('adjacent to' and 'in the vicinity of' do not help anyone)
- Never say you are accessible – the customer will make that judgment
- Mainstream your language and photos
- Why is the toilet disabled?
- Use symbols – explain what they mean

Bath Assembly Rooms



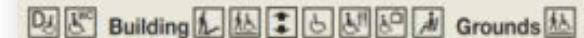
Bennett Street, Bath, Somerset BA1 2QH

T 01225 477789 F 01225 428184

E bathassemblyrooms@nationaltrust.org.uk

Elegant public rooms at the heart of fashionable 18th-century Bath life

Note Admission charge to Fashion Museum (inc. NT members)



CRYSTAL SKI HOLIDAYS

LAST-MINUTE DEALS > Grab your goggles. There's still time.

HOME FIND YOUR SKI HOLIDAY SKI DEALS SNOW REPORTS FLIGHTS EMAIL SIGN UP

Adaptive skiing

Crystal Adaptive

Having a holiday with us is easy – and that goes for everyone. As an independent, disabled skier you'll want knowledgeable recommendations and a lot of extra support, but other than that you just want to hit the slopes and have fun with your family and friends. Crystal Adaptive makes that happen.

Flights, transfers and accommodation are included as standard with all of our holidays. We'll arrange special assistance at the airport and adaptive transfers if needed, plus you can be sure that your accommodation is fully accessible. The ski schools we use in each resort have qualified adaptive instructors too.

Maximise business opportunities with an Accessibility Guide

- Description of facilities & services
- Informed choice
- Promotional tool
- Publish on website on website where it can be easily found

Example

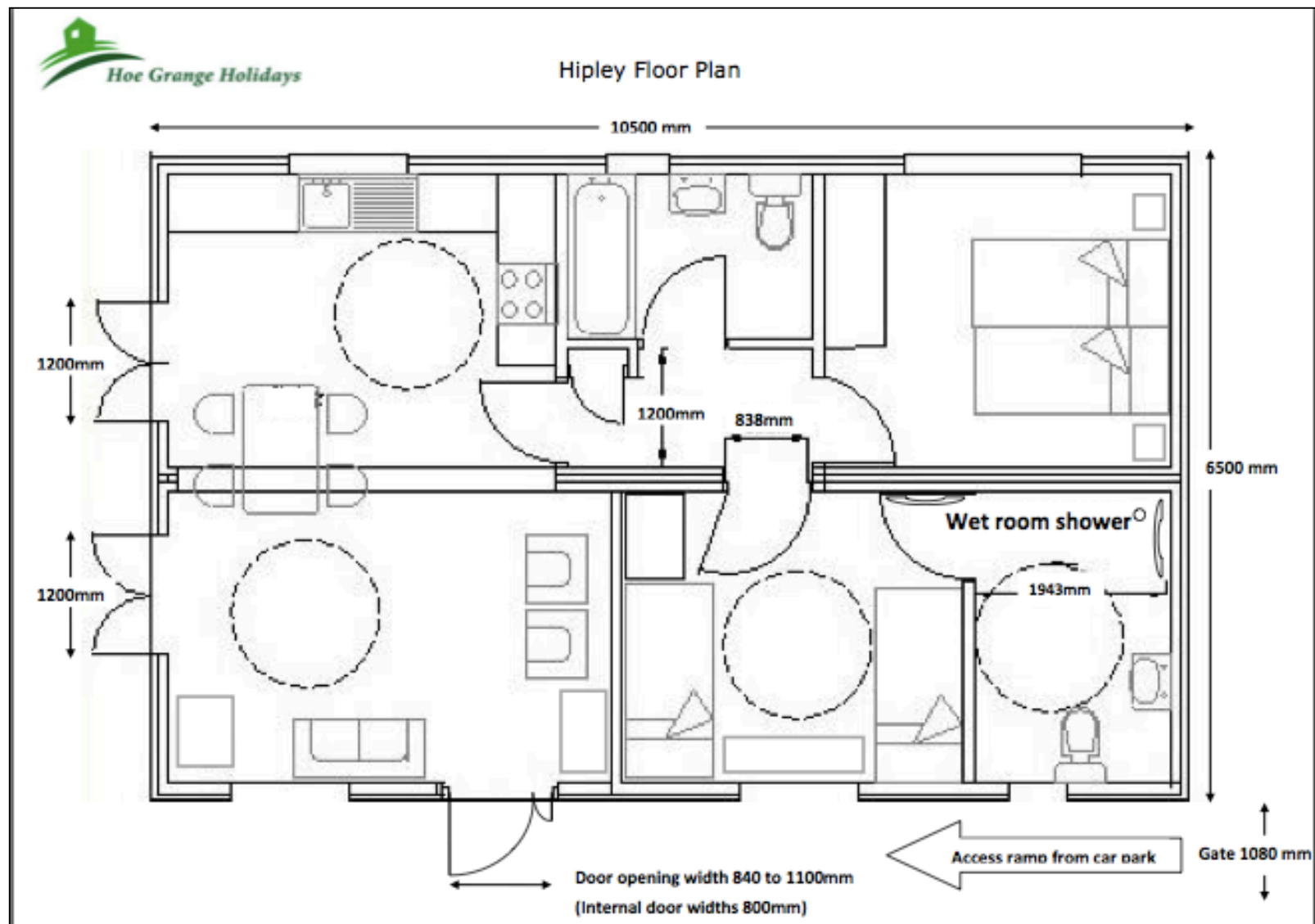
Glasgow Centre for Contemporary Arts

Added the Access Statement link to the top menu bar

- 15 February - 15 June 2015
- 148th page on the CCA site
- 107 page views
- 74 unique page views
- 15 June - 15 October 2015
- 67th page on the CCA site
- 326 page views
- 240 unique page views **Views Up 205%**



Use floorplans



Accessibility Guide

iPad 15:45 91%
www.accessibilityguides.org

VisitEngland Visit Scotland | Alba

Accessibility Guides

The official site to create and publish your guide

Log In | Register

View published guides
from different types of businesses

Take a look at example guides >



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The benefits of having a guide


Why have an Accessibility Guide?

from Accessibility Guides
Francis McKee
Director
Centre for Contemporary Arts



02:57

Help to get you started



Start creating your guide now

House for an Art Lover
RAMPED
ACCESS TO ART
LOVERS' SHOP
AND CAFE

Help us improve by sharing your feedback.



Video and photography

- Visuals work for everyone and bridge language and cultural divides
- Save staff time and customer disappointment
- Represent disabled people - as part of their socio demographic segment
- Houses of Parliament video Access Guide (Subtitles / BSL signed)
www.parliament.uk/visiting/access/disabled-access/



Alternative Formats

Easy Read / Social story: Roman Baths, Bath

When I arrive at The Roman Baths,
I will use these doors to go inside.



I will see a security guard by the door, but I don't need to be scared, they are there to look after me. I can say Hello if I want to.

I will go straight ahead ↑ through these doors to go
into the museum.



If I need to, I can turn left ← to use the men's toilets or right → to use
the ladies toilets.



Baths to Men's Toilets



Gender to Ladies Toilets

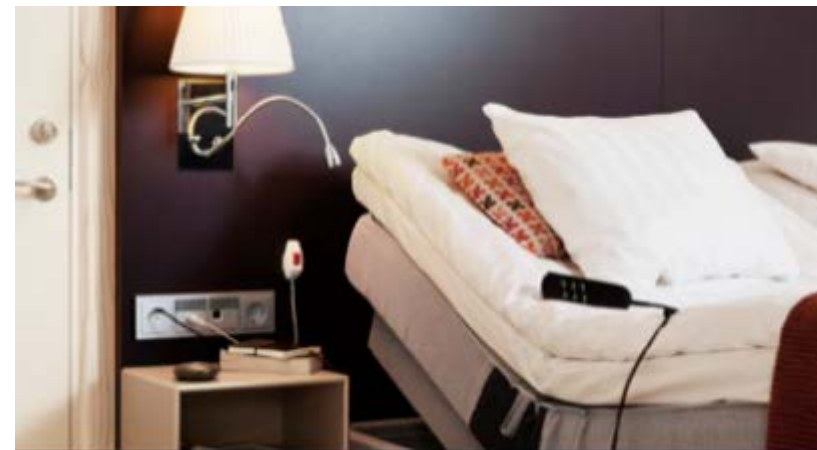
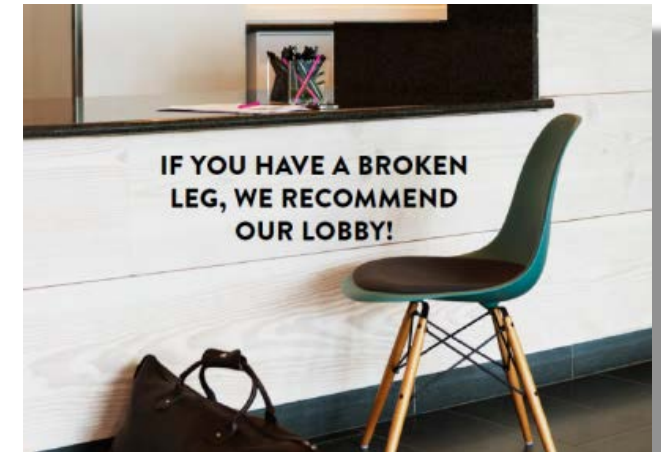
I will see lots of signs around the museum telling me
which way to go.



The Scandic Hotel approach

'We don't separate access from our mainstream marketing. We refer to it in every channel whether we are promoting a business offer or a sporting event. This gives us a clear competitive advantage as well as showing our commitment to social responsibility.'

*Magnus Berglund, Accessibility Director,
Scandic Hotels*



ROOMS FOR EVERYONE WHO LIKES COMFORT.

- It should feel comfortable and lovely when you wake the dawn in our rooms. Here are a few extra bonuses that you'll always find in our rooms for disabled guests:
 - Height adjustable bed*
 - Telephone on the bedside table (going with a remote control)
 - The bed is a little higher than in other rooms (at least 15 cm)
 - There is a space of at least 80 cm beside the bed
 - The door width for the room and bathroom is at least 80 cm
 - A vibrating alarm clock and the alarm is available in raised
 - Hooks at different heights, reachable from a wheelchair

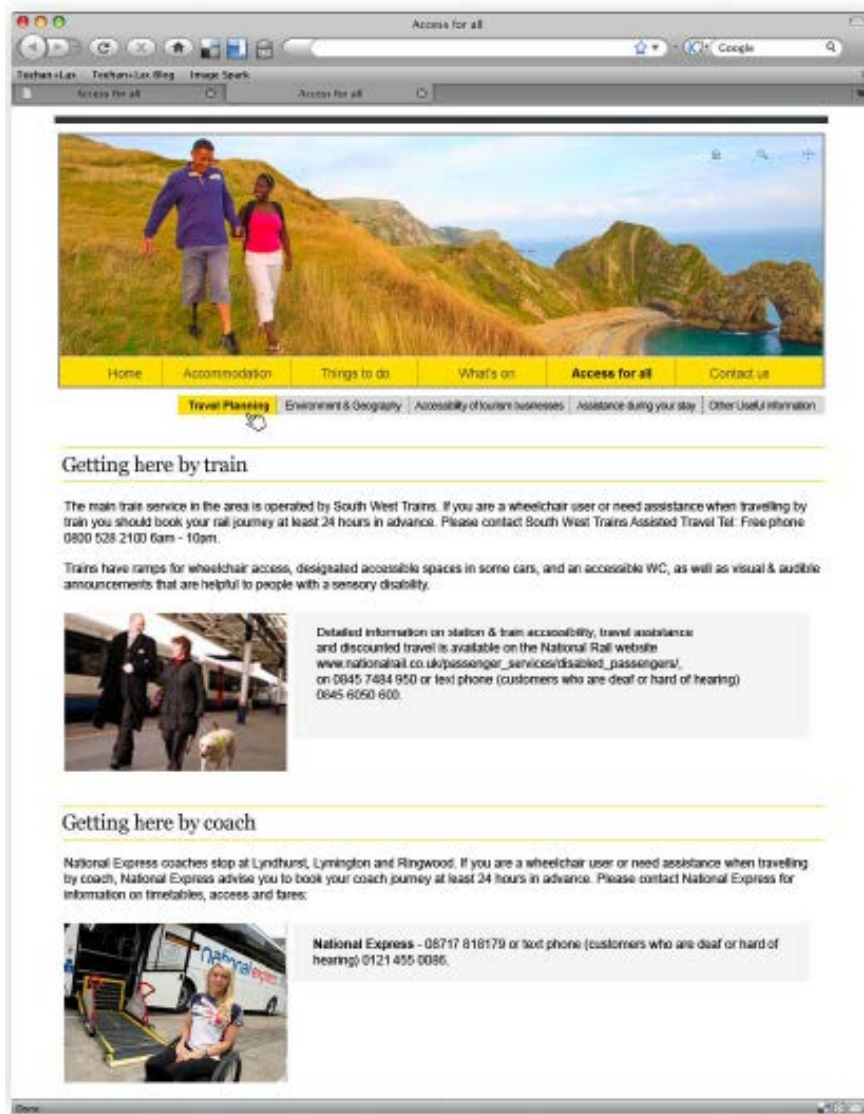
*Space is given when possible in our rooms for safety

Winning More Visitors: Access for All

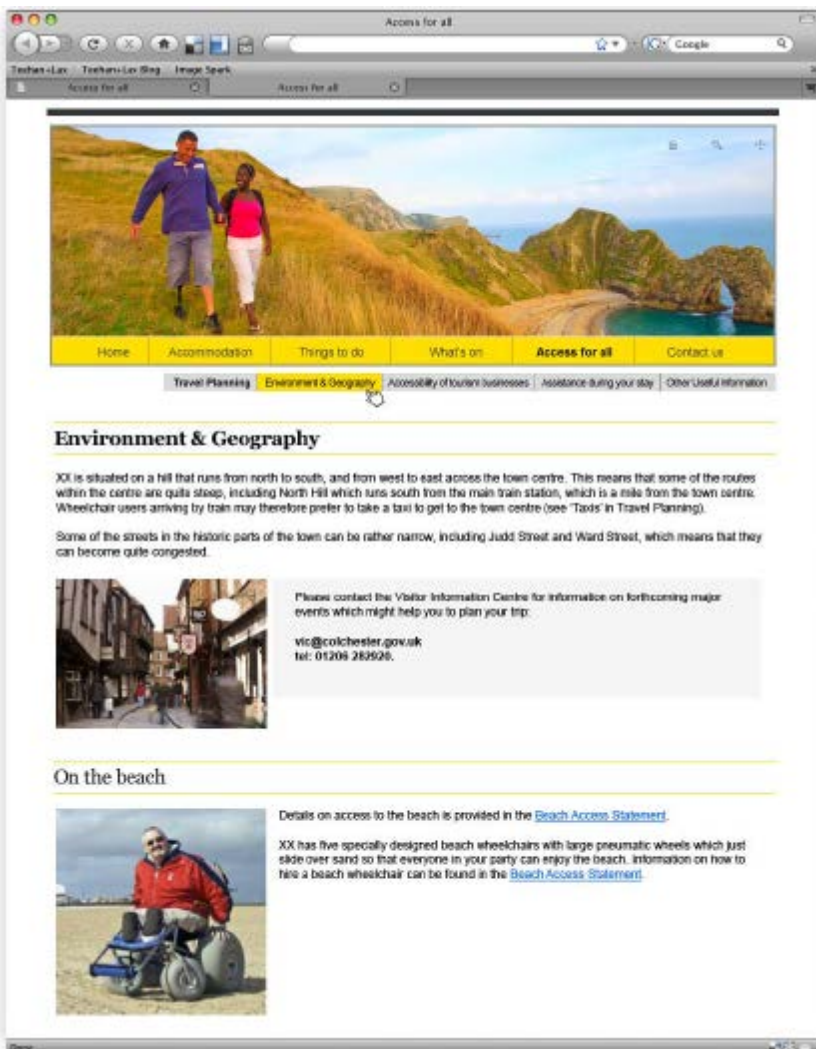


Appendix 2 - Example 'Access for All' section

We reviewed all DMO consumer websites and gathered examples of best practice to create a complete example of an 'Access for All' section.



Winning More Visitors: Access for All



Access for all


Home Accommodation Things to do What's on **Access for all** Contact us

Travel Planning **Environment & Geography** Accessibility of tourism businesses Assistance during your stay Other Useful Information

Environment & Geography

XX is situated on a hill that runs from north to south, and from west to east across the town centre. This means that some of the routes within the centre are quite steep, including North Hill which runs south from the main train station, which is a mile from the town centre. Wheelchair users arriving by train may therefore prefer to take a taxi to get to the town centre (see 'Taxis' in Travel Planning).

Some of the streets in the historic parts of the town can be rather narrow, including Judd Street and Ward Street, which means that they can become quite congested.



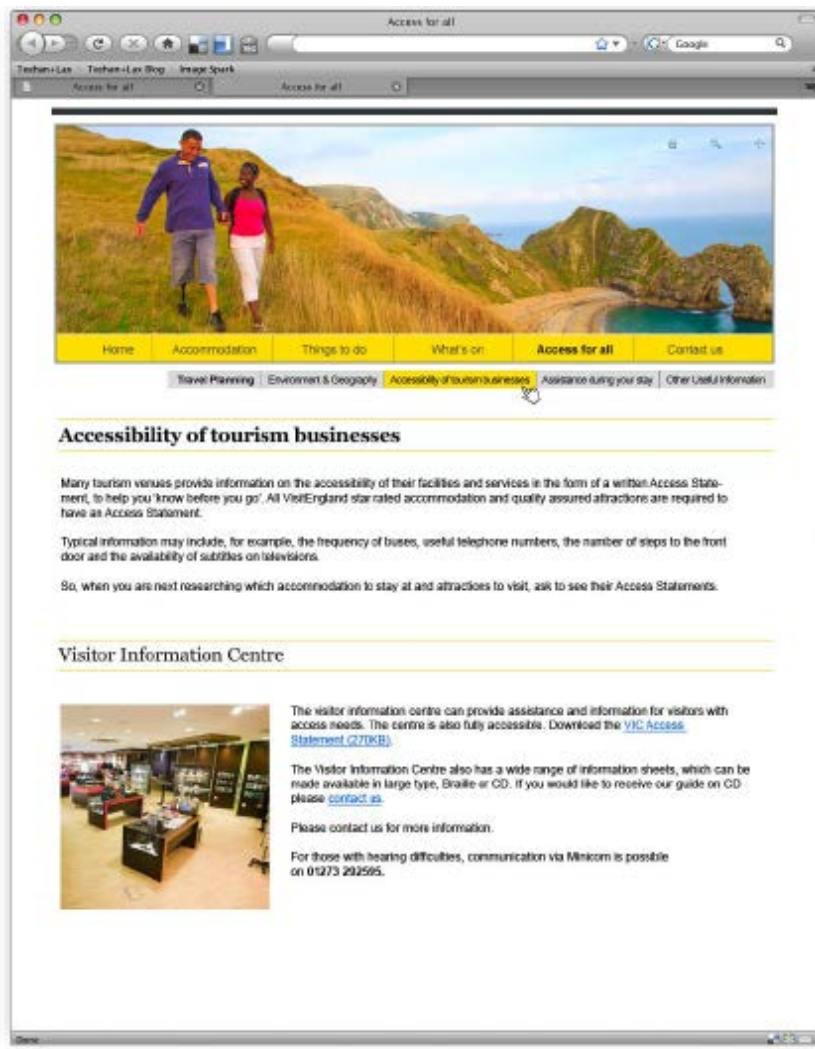

Please contact the Visitor Information Centre for information on forthcoming major events which might help you to plan your trip.

vic@colchester.gov.uk
tel: 01206 263926.

On the beach

Details on access to the beach is provided in the [Beach Access Statement](#).

XX has five specially designed beach wheelchairs with large pneumatic wheels which just slide over sand so that everyone in your party can enjoy the beach. Information on how to hire a beach wheelchair can be found in the [Beach Access Statement](#).



Access for all

Home Accommodation Things to do What's on **Access for all** Contact us

Travel Planning Environment & Geography **Accessibility of tourism businesses** Assistance during your stay Other Useful Information

Accessibility of tourism businesses

Many tourism venues provide information on the accessibility of their facilities and services in the form of a written Access Statement, to help you 'know before you go'. All VisitEngland star rated accommodation and quality assured attractions are required to have an Access Statement.

Typical information may include, for example, the frequency of buses, useful telephone numbers, the number of steps to the front door and the availability of subtitles on televisions.

So, when you are next researching which accommodation to stay at and attractions to visit, ask to see their Access Statements.

Visitor Information Centre




The visitor information centre can provide assistance and information for visitors with access needs. The centre is also fully accessible. Download the [VIC Access Statement \(270KB\)](#).

The Visitor Information Centre also has a wide range of information sheets, which can be made available in large type, Braille or CD. If you would like to receive our guide on CD please [contact us](#).


Please contact us for more information.

For those with hearing difficulties, communication via Minicom is possible on 01273 292595.



Access for all

Accommodation




XX has a range of accessible accommodation establishments.

You can search for establishments that have an official rating under VisitEngland's National Accessible Scheme and also those that have provided self-assessed Accessibility Information. You can also filter for accommodation with ground floor rooms.

Go to the [Accessible Accommodation search page](#)

Attractions




Most attractions have provided self-assessed Accessibility Information.

This can be found by clicking the green 'Accessibility Information' button on the visitor attraction's listing.

Please check with the attraction direct to confirm the accessibility before setting out.

Restaurants



Information regarding access into the many restaurants, cafes & public houses can be found in the Eating & Drinking section of this site.

Restaurants offering good access include:

B Bar Market Passage, Cambridge. Tel: (01223) 309796. The B Bar offers good wheelchair access & toilets.

More info on [Eating Out](#)

Winning More Visitors: Access for All

Access for all

Home Accommodation Things to do What's on **Access for all** Contact us


Travel Planning Environment & Geography Accessibility of tourism businesses **Assistance during your stay** Other Useful Information

Meet and Greet

If you need some company or support for a short visit to XX City Centre, the City Centre Partnership also runs a meet and greet service. A member of the Street Warden team can meet you at a pre-arranged location - your bus stop or the train station for example and then help you to find your way around the city centre.

Please call 0121 616 2259 or email dean.meyer@bttingham.gov.uk to take advantage of this free service.

Guided Walking Tours




Guided walking tours of the colleges operate from the Tourist Information Centre at Peas Hill on a daily basis. Our experienced guides have completed disability awareness training and will take the needs of all visitors into account when conducting tours.

No charge will be made for escorts of wheelchair users on tours operated by the Information Centre.

Tickets are limited on all tours, please book in advance of your visit on (01223) 457574.

Health services



You can find information on local hospitals, doctors and chemists using the NHS search <http://www.nhs.uk/services/directories/Pages/ServiceSearch.aspx>

Access for all

Home Accommodation Things to do What's on **Access for all** Contact us

Travel Planning Environment & Geography Accessibility of tourism businesses **Assistance during your stay** Other Useful Information

Accessible Toilets


There are a number of accessible toilets around the town which are part of the RADAR national key scheme.

RADAR toilets require a key to gain access.

Keys can be purchased from the TIC or RADAR website (<http://www.radar-shop.org.uk/Detail.aspx?id=8>) for £2.25. Download a [map showing the locations of accessible toilets](#).

A Changing Places facility, which is larger than a standard accessible toilet, is available at the bus station. A key fob is required to access the toilet, which is available from the information desk between 7am-10pm.


Wheelchair and equipment hire



The following companies offer sales (new and old), repair and hire of manual and electric wheelchairs, scooters and equipment:

- Yorkshire Care Equipment, Linkside House, Forest Lane Head, Harrogate HG2 7TE. Tel: 01423 799960.
- Able to Enable, Hookstone Park, Harrogate HG2 7DB. Tel: 01423 899882. Ring in advance to book.

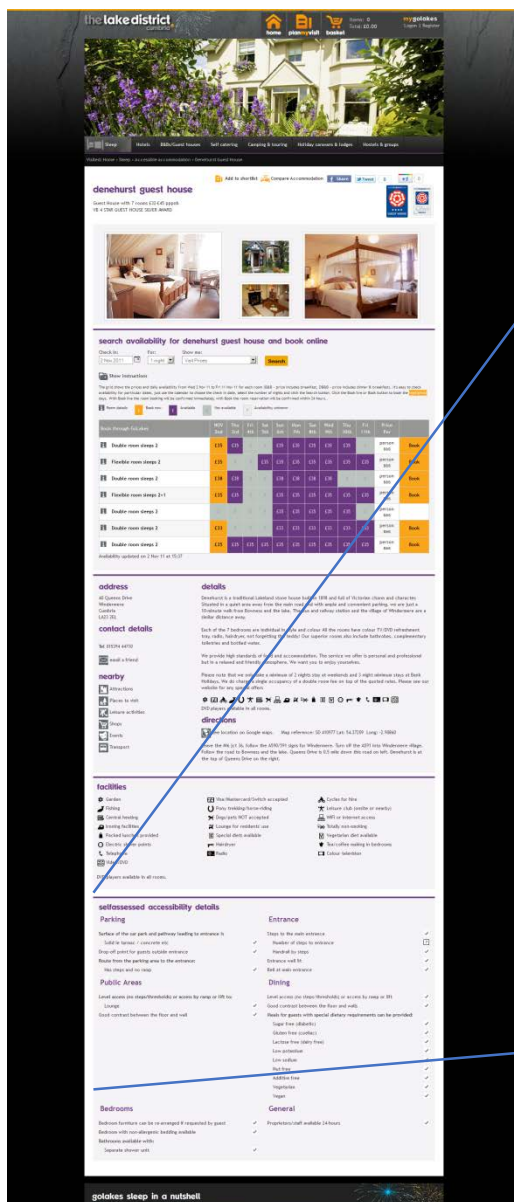
Useful Contacts



VisitEngland provides tips and ideas on holiday travel in England for people with physical and sensory needs. www.visitengland.org/accessforall

Tourism for All UK is a national charity that provides holiday and travel information to older and disabled people. info@tourismforall.org.uk www.tourismforall.org.uk

Accessibility information on websites



Steps

Events

Transport

see location on Google maps. Map reference: SD 410977 Lat: 54.37209 Long: -2.90860

Leave the M6 jct 36, follow the A590/591 signs for Windermere. Turn off the A591 into Windermere village. Follow the road to Bowness and the lake. Queens Drive is 0.5 mile down this road on left. Denehurst is at the top of Queens Drive on the right.

facilities

- Garden
- Fishing
- Central heating
- Ironing facilities
- Packed lunches provided
- Electric shaver points
- Telephone
- Video/DVD
- Visa/Mastercard/Switch accepted
- Pony trekking/horse-riding
- Dogs/pets NOT accepted
- Lounge for residents' use
- Special diets available
- Hairdryer
- Radio
- Cycles for hire
- Leisure club (onsite or nearby)
- WiFi or internet access
- Totally non-smoking
- Vegetarian diet available
- Tea/coffee making in bedrooms
- Colour television

DVD players available in all rooms.

self-assessed accessibility details

Parking	Entrance
Surface of the car park and pathway leading to entrance is Solid ie tarmac / concrete etc	Steps to the main entrance
Drop-off point for guests outside entrance	Number of steps to entrance
Route from the parking area to the entrance: Has steps and no ramp	Handrail by steps
	Entrance well lit
	Bell at main entrance
Public Areas	Dining
Level access (no steps/thresholds) or access by ramp or lift to: Lounge	Level access (no steps/thresholds) or access by ramp or lift
	Good contrast between the floor and walls

Accessibility information on UK tourism websites

- Oct 2010 – Oct 2011:
 - 2m+ accessibility searches across our websites
 - 26% (average) increase in bookings of accessible accommodation



Accessibility - Hotels and B&Bs

Search for accessible accommodation using either the National Accessible Scheme criteria or self assessment information below.

Tick each option within a tab that will meet your needs; establishments will be displayed that contain any of the options ticked in a tab. If facilities are required for several tabs, establishments will only be displayed if they contains facilities from each tab. Including a search for the National Accessible Scheme and self assessed information will return establishments which meet either criteria.

Self-assessed Accessibility

Parking **Entrance** **Public Areas** **Dining** **Bedrooms** **General**

- Designated parking for guests with disabilities
 - Within 50 metres approx. of entrance
- Surface of the car park and pathway leading to entrance is
 - Solid ie tarmac / concrete etc
 - Gravel
- Drop-off point for guests outside entrance
- Route from the parking area to the entrance:
 - Is flat (i.e. without steps)
 - Has a ramp
 - Has steps and no ramp

National Accessible Scheme

Mobility **Visual** **Hearing**

- Any National mobility grading
- Older and less mobile
- Part-time wheelchair users
- Independent wheelchair users
- Assisted wheelchair users
- Exceptional - Assisted wheelchair users
- Exceptional - Independent wheelchair users



Destination Websites - England

The screenshot shows the mobile interface of the Visit England website. At the top, there's a navigation bar with a search bar containing "I'm interested in...", a "Login | Register" link, and a search icon. Below this is a large heading "Access for All". The main content area features two images: a pair of hiking boots and a green cocktail with a lime wedge. A text box below the boots reads: "Plan an accessible short break with our free handy mini-guides. Great if you or a family member are disabled or have accessibility requirements. These guide were produced in 2015 with co-funding from the European Commission." Below the images is a "Destination guides" section with a list of categories: "Where to stay", "Travel to and around England", and "Access for All". Under "Access for All", there are sub-categories: "Accessible England", "Easy access in London", "National Accessible Scheme", "Accessible countryside escapes", and "Accessible coastal breaks". Below the list are two featured guides: "Accessible coastal breaks" (with a beach image) and "Accessible countryside escapes" (with a large stone building image). Each guide has a brief description and a download link.

14:24
www.visitengland.com

I'm interested in... Login | Register

Access for All



Plan an accessible short break with our free handy mini-guides. Great if you or a family member are disabled or have accessibility requirements. These guide were produced in 2015 with co-funding from the European Commission.

Destination guides

In this section

- Where to stay**
- Travel to and around England**
- Access for All**
 - > Accessible England
 - > Easy access in London
 - > National Accessible Scheme
 - > Accessible countryside escapes
 - > Accessible coastal breaks
- Practical information and advice**

Accessible coastal breaks

Download your guide to accessible coastal breaks - your mini-guide to Brighton and Margate.

Accessible countryside escapes

Download your guide to accessible countryside escapes - your mini-guide to the Peak District and Northumberland.

www.visitengland.com/plan-your-visit/access-all

Destination Websites - Germany

The screenshot shows the mobile interface of the Germany travel website. At the top, there is a navigation bar with 'Home', 'About us', 'Press', and 'Trade'. A language selector is set to English. A 'Barrier-free travel' button is visible. The main content area features a video player for 'Porsche Museum in Stuttgart' with volume and play controls. Below the video are buttons for 'Travel destinations', 'Travel ideas', and 'Good to know'. A search bar is located on the right side. At the bottom, there are social media icons, a newsletter sign-up, and links for 'News', 'ebrochure', 'Site map', and 'Legal notice Data protection'.

14:31
www.germany.travel

Home | About us | Press | Trade | Language | Supported by: Federal Ministry for Economic Affairs and Energy | Germany Simply inspiring

Is this your country? Yes No

Barrier-free travel

Home » Barrier-free travel

Porsche Museum in Stuttgart >

Travel destinations | Travel ideas | Good to know

Experience Germany without barriers.

Search at germany.travel

Unnamed route | 0 Destination(s) | My destinations

News | ebrochure | Site map | Legal notice | Data protection

www.germany.travel/en/barrier-free-travel/barrier-free-travel.html

Booking

The screenshot shows the top of the ABTA website. At the top left is the ABTA logo with the tagline "Travel with confidence". To the right of the logo are navigation links: "About", "Find a Member", "Go Travel", "Help & Complaints", "News", "Join ABTA", and "Member Zone". Below the navigation is a large blue banner with the text "ABTA – publications, videos and FAQs".

The screenshot shows a vertical navigation menu on the left side of the page. It has a blue header with the word "NEWS". Below the header are several menu items, each with a right-pointing arrow: "Latest", "News and comment", "Blog", "General Election hub", "Press zone", "Campaign zone", "Policy zone", and "Resource Zone". Under "Resource Zone", there are three sub-items: "– Infographics", "– Publications", and "– Videos".

Checklist for disabled and less mobile passengers

13 January 2015

We want everyone to enjoy completely successful travel arrangements. If you have a disability or a medical condition requiring special travel, accommodation or dietary arrangements, we strongly recommend that you complete this checklist at the time you make your booking.

If you have any specific needs for equipment or medication, you can use the checklist for this information, too. It can be completed by you, your travel organiser or your travel agent. The questions aren't meant to be intrusive. The information you provide will be treated confidentially and will be used only to check that the transport, accommodation and facilities in the destination are right for you. It all helps to ensure you receive a quality service tailored to your particular needs.

[DOWNLOAD CHECKLIST FOR DISABLED AND LESS MOBILE PASSENGERS](#)

RELATED CONTENT

The screenshot shows a video thumbnail for a video titled "Why book with an ABTA Member video". The video was published on 11 November 2014. The description says "Video explaining the benefits of booking with an ABTA travel company." The ABTA logo is visible in the top left corner of the thumbnail.

<https://abta.com/resource-zone/publication/checklist-for-disabled-and-less-mobile-passengers>

The screenshot shows a mobile device screen displaying a form titled "How would you describe your disability?". Below the title is a text input field with the instruction: "If you feel it may be helpful, please give us a name or, if relevant, the medical term for your disability." Below the input field is a section header "C: GETTING AROUND". The first question is ">1. Can you walk more than 500 metres without assistance?" with "Yes / No" options. Below the question is a text input field with the instruction: "For example, you may not need assistance all the time but some distances on board ship or between, say, the airline check-in desk and the departure gate, can be long – you may need assistance or you may need more time than most to get from one place to another." Below the input field is another section header "If No, please give details." followed by another text input field.

The screenshot shows a mobile device screen displaying a form titled "If Yes, will you be taking your own wheelchair?". Below the title is a text input field with the instruction: "If No, please go to Question 4." Below the input field is a question "3a. Is your wheelchair battery powered?" with "Yes / No" options. Below the question is a text input field with the instruction: "If the airline or ship operator doesn't ask for this information you should tell them anyway. For safety reasons they need to know the type of wheelchair battery." Below the input field is another question "3b. If Yes, is it dry or wet cell?" with "Dry cell" and "Wet cell" options, and "Yes / No" options. Below the question is a text input field with the instruction: "When flying you should remove the control box from the wheelchair and carry it in your hand luggage to avoid risk of loss or damage." Below the input field is a question "3d. If Yes, what are the dimensions and weight of your wheelchair?" with "OPEN" and "FOLDED" options. Below the question are two sets of input fields for "Width", "height", and "depth" in "in/cm". Below the input fields is a question ">4. Do you need to borrow a wheelchair to and from the plane or ship?" with "Yes / No" options. Below the question is a text input field with the instruction: "Please ask your travel company how they can ensure a wheelchair is ready for you at the airport or ship terminal." Below the input field is a question ">5. Can you walk up and down steps or a gangway to board the plane or ship without assistance?" with "Yes / No" options. Below the question is a text input field with the instruction: "Please be aware, some steps can be steep with narrow treads."

Travelling to and from a destination / Getting around



At the destination



WEBSITES



84,2% not accessible web pages for use with assistive products.

HOTELS SUITABLE FOR WHEELCHAIRS



57% problems with reserved parking.
81,1% reception not accessible.
92,8% staff without disability awareness training.
85,7% no documented information on accessibility.
85,4% do not offer assistive products for their guests.
41,7% do not have an adapted room.

RESTAURANTS WHEELCHAIR ACCESSIBLE



100% do not have menu in alternative formats.
100% do not have trained staff in disability awareness.
45,1% inadequate dimensions of indoor spaces.
49% do not have an adapted toilet.

TOURISM OFFICES



65,5% have a customer desk with accessibility deficiencies.
44,8% inadequate access signaling.
24,1% unevenness in access without accessible alternative (ramps).
69% without trained staff in accessibility or disability aware.
69% do not offer information in alternative formats.
75,9% do not offer accessibility information at the tourist office.

BEACHES WITH ACCESS FOR THE DISABLED



76% of the walkways mats do not have adequate color contrast.
48% do not have adequate shade spaces
36% no loanable material available.
34% do not have floating buoys
42% have adapted showers.
74,2% of toilets present deficiencies in the maneuvering and transfer space.

TOURIST ROUTES



90% without adapted public toilets.
70% do not have reserved parking spaces nearby.
60% have deficiencies in the pavement.
59,3% nonexistent or deficient signaling on attractions of interest.
40% significant obstacles in the itinerary

Hints and tips

How to create a more inclusive visitor experience

Accessibility can have benefits for everyone and need not be expensive. Could your business improve in any of these areas? Here are a few ideas:

01 Booking

- Fully accessible website designed to W3C standards
- Accessibility icons on all promotional material
- Alternative booking methods (helplines, 'text-based' option)



02 Reception

- Use beacon technology to recognise the type of special assistance required
- Well-trained staff available at easily identifiable reception desk
- Hearing loop or remote BSL interpretation available at front desk

05 Check-out

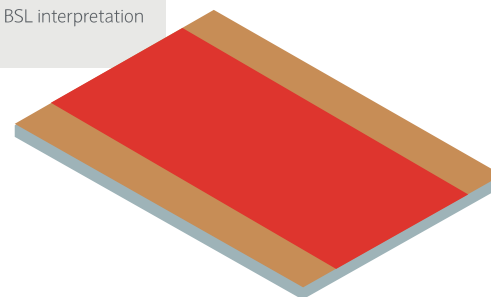
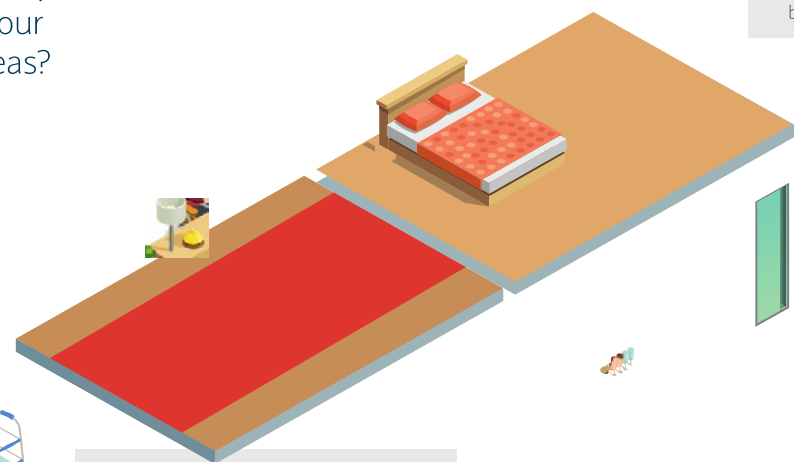
- Email receipts, not just paper options
- Consider remote BSL interpretation via iPad
- Moveable payment terminals

03 Bedroom

- Reconfigurable room layout, e.g. zip lock twin beds for carers
- Braille on shampoo and shower gel bottles
- Adjustable lighting and enough brightness

04 Dining

- Braille menu available
- Procedure in place to take assistance dog
- Clearly signed disabled toilets
- Exit signs in toilets



Memories and feedback



Why reviews are powerful

EUAN'S GUIDE

- Trusted source
- Generates new visits

✓ I visited this place because of this review

- Feedback for venues



Ask your customers

- How are we doing?
- What could we do better?
- Tell customers what action has been taken in response to their feedback (reinforces listening)



How do we change things?



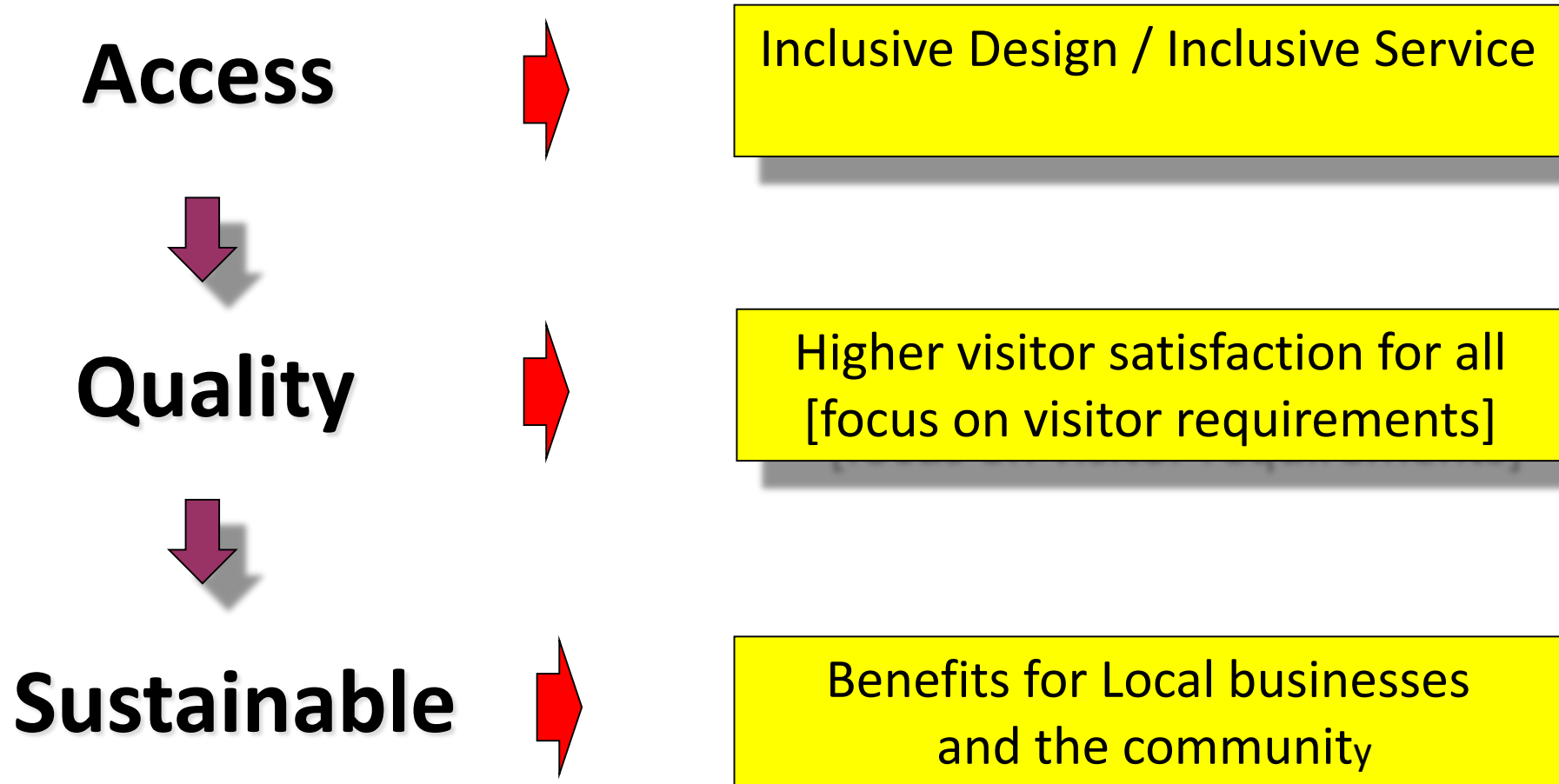
- Move Accessible Tourism into mainstream Business development
- Market should be addressed in the business planning and marketing planning process.
- Key role of business advisers in integrating accessibility and inclusiveness in their advisory work with SMEs and business start-ups,
- Promote the case for focusing on the market via other channels used by SMEs, e.g. SME membership organisations and industry associations, Banks, Chambers of Commerce.
- quantify business success in indicators such as: increases in revenues and profit, return on initial investment, increases in the volume of transactions
- Partnerships

What drives tourism destinations and businesses?

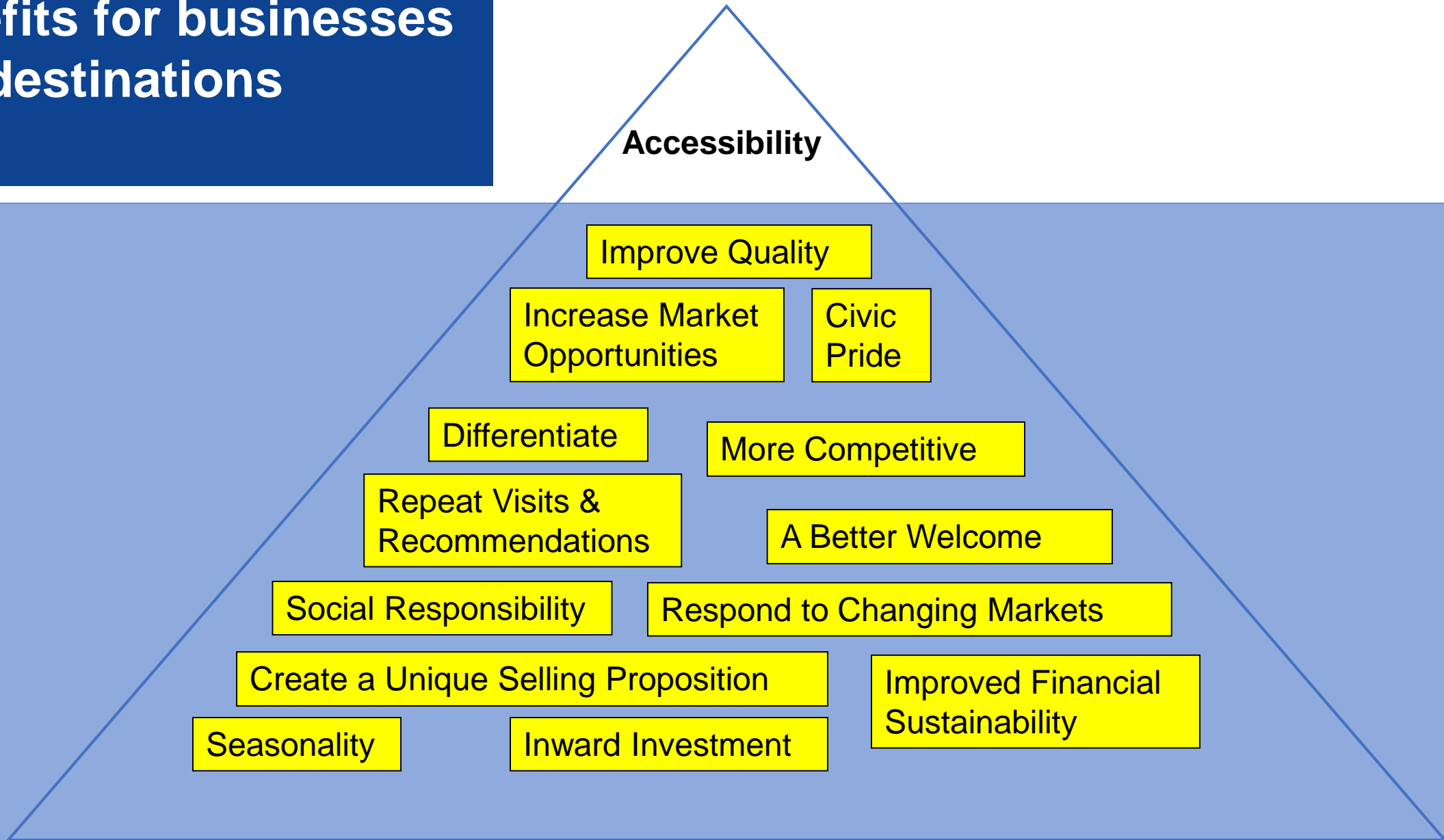
The Customer
is at the heart
of all we do



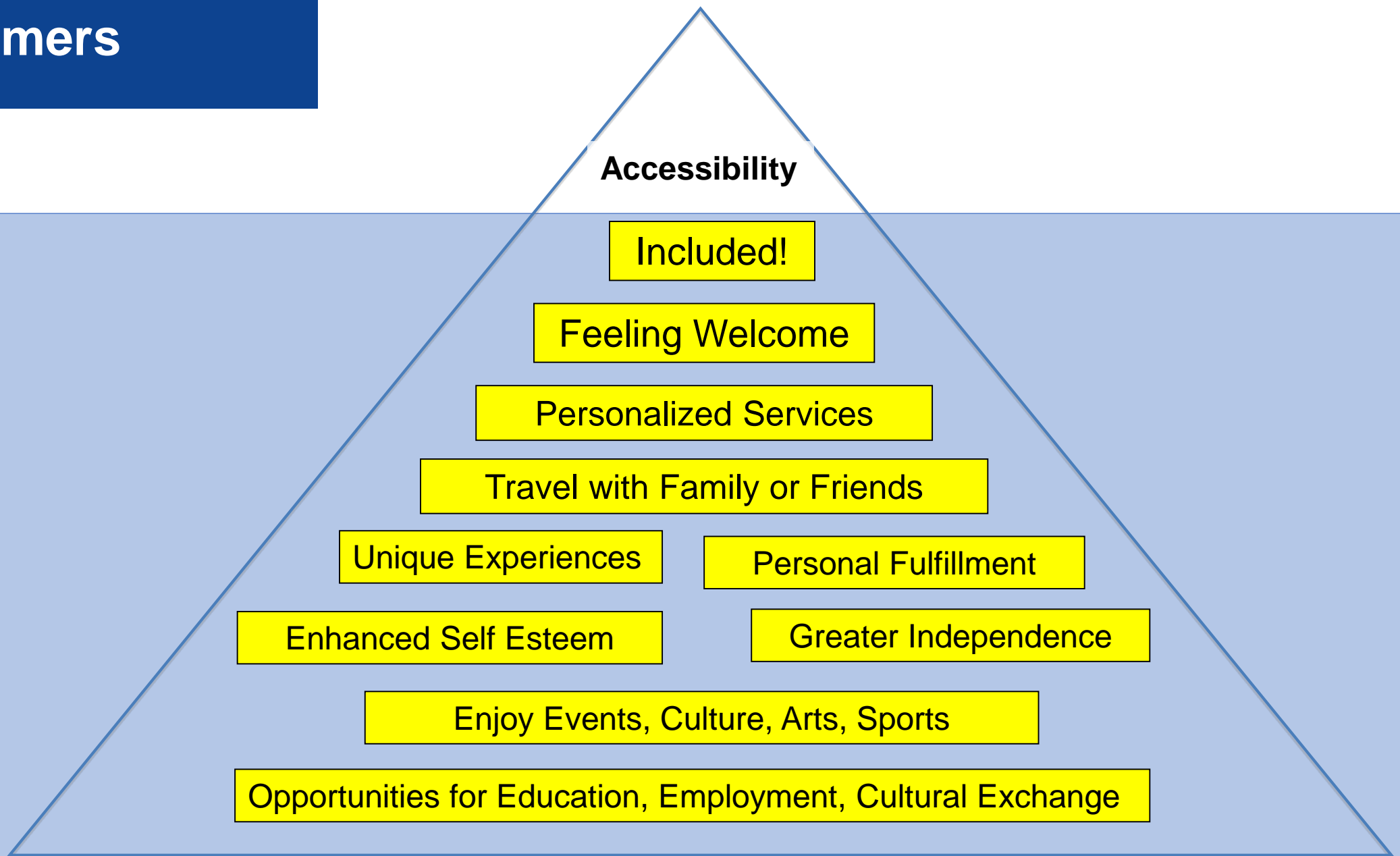
Managing accessibility: It's much more than being just accessible



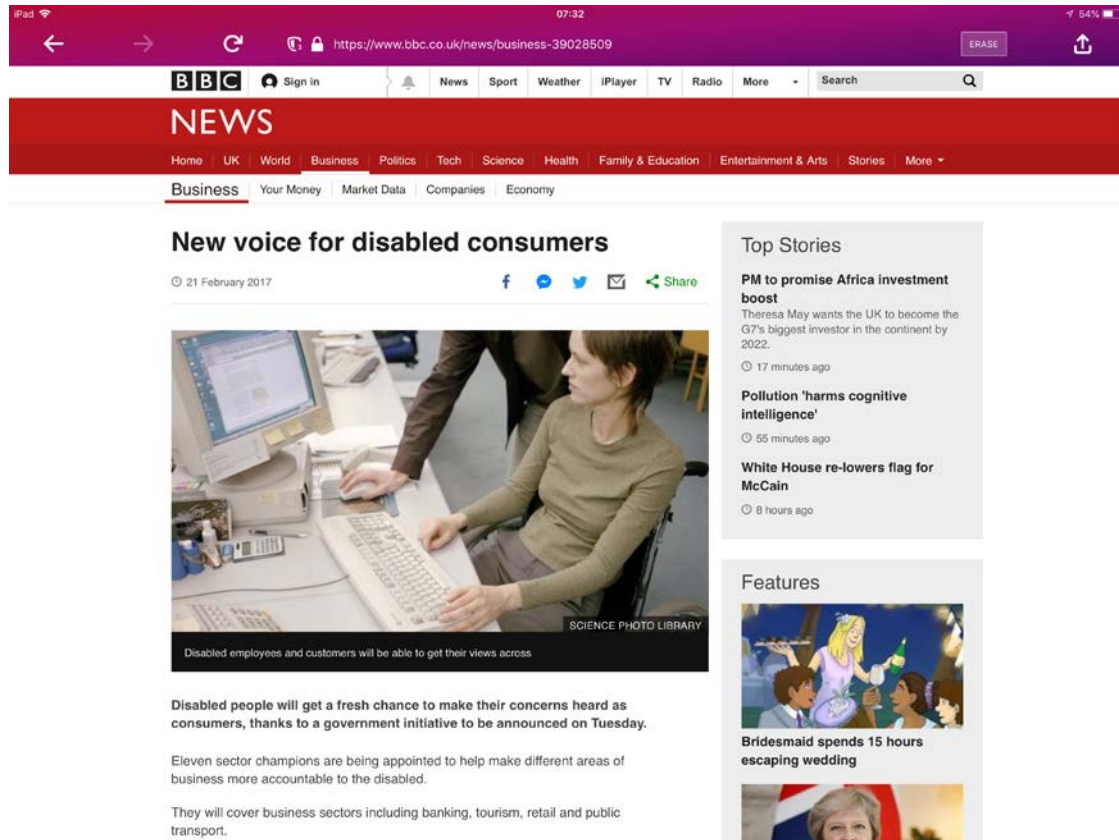
Benefits for businesses and destinations



Benefits for our customers



We need champions



The screenshot shows the BBC News website on an iPad. The main article is titled "New voice for disabled consumers" and is dated 21 February 2017. The article features a photo of a woman in a wheelchair using a computer. The text states that disabled people will get a fresh chance to make their concerns heard as consumers, thanks to a government initiative to be announced on Tuesday. It mentions that eleven sector champions are being appointed to help make different areas of business more accountable to the disabled, and they will cover business sectors including banking, tourism, retail and public transport.

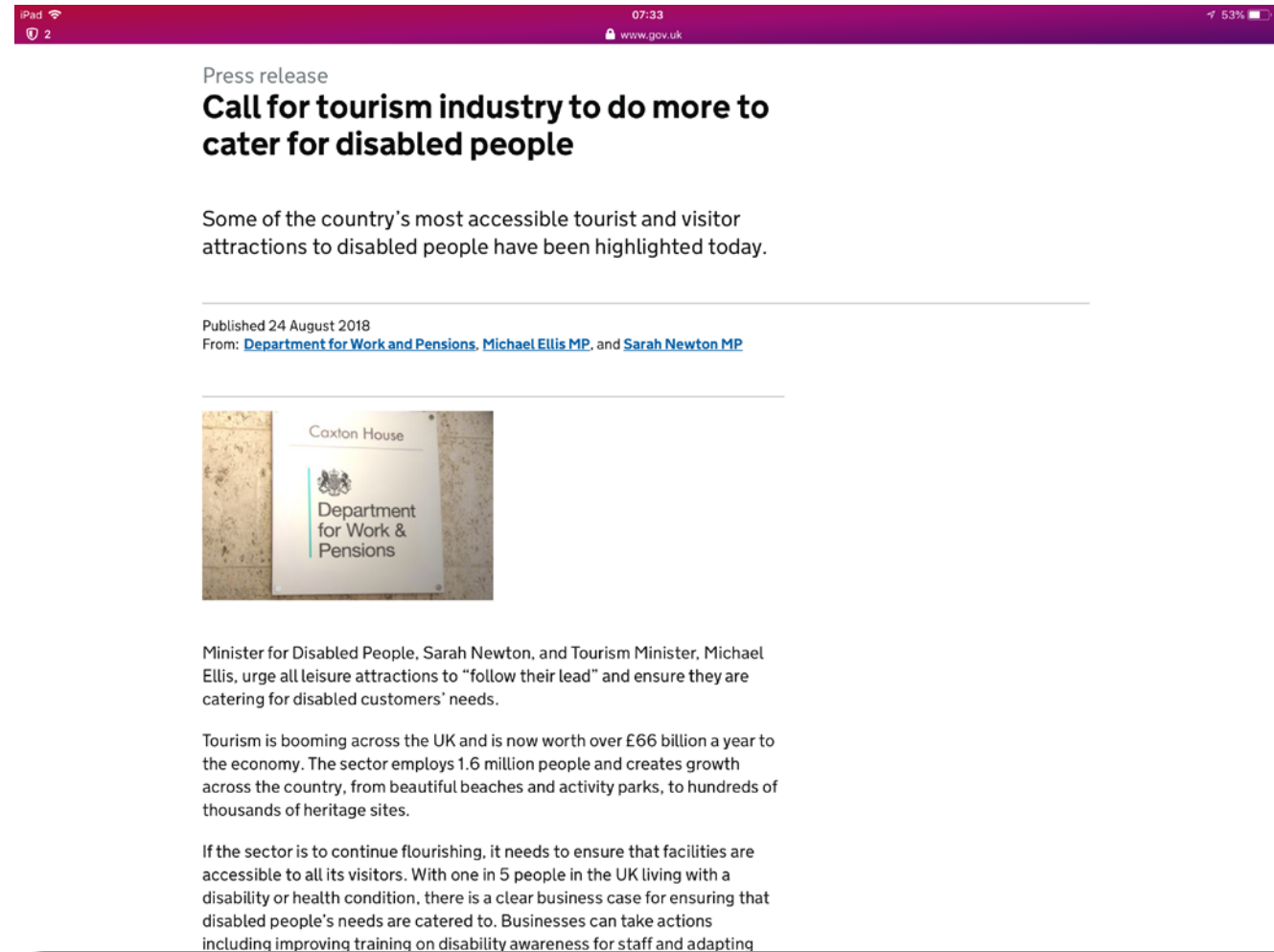
New voice for disabled consumers
© 21 February 2017

Disabled employees and customers will be able to get their views across

Disabled people will get a fresh chance to make their concerns heard as consumers, thanks to a government initiative to be announced on Tuesday.

Eleven sector champions are being appointed to help make different areas of business more accountable to the disabled.

They will cover business sectors including banking, tourism, retail and public transport.




The screenshot shows a press release from the Department for Work & Pensions. The title is "Call for tourism industry to do more to cater for disabled people". The text states that some of the country's most accessible tourist and visitor attractions to disabled people have been highlighted today. It is published on 24 August 2018 and is from the Department for Work and Pensions, Michael Ellis MP, and Sarah Newton MP. The press release includes a photo of a sign for Caxton House, Department for Work & Pensions. The text mentions that Minister for Disabled People, Sarah Newton, and Tourism Minister, Michael Ellis, urge all leisure attractions to "follow their lead" and ensure they are catering for disabled customers' needs. It also states that tourism is booming across the UK and is now worth over £66 billion a year to the economy. The sector employs 1.6 million people and creates growth across the country, from beautiful beaches and activity parks, to hundreds of thousands of heritage sites. Finally, it notes that if the sector is to continue flourishing, it needs to ensure that facilities are accessible to all its visitors. With one in five people in the UK living with a disability or health condition, there is a clear business case for ensuring that disabled people's needs are catered to. Businesses can take actions including improving training on disability awareness for staff and adapting

Press release

Call for tourism industry to do more to cater for disabled people

Some of the country's most accessible tourist and visitor attractions to disabled people have been highlighted today.

Published 24 August 2018
From: [Department for Work and Pensions](#), [Michael Ellis MP](#), and [Sarah Newton MP](#)



Minister for Disabled People, Sarah Newton, and Tourism Minister, Michael Ellis, urge all leisure attractions to "follow their lead" and ensure they are catering for disabled customers' needs.

Tourism is booming across the UK and is now worth over £66 billion a year to the economy. The sector employs 1.6 million people and creates growth across the country, from beautiful beaches and activity parks, to hundreds of thousands of heritage sites.

If the sector is to continue flourishing, it needs to ensure that facilities are accessible to all its visitors. With one in five people in the UK living with a disability or health condition, there is a clear business case for ensuring that disabled people's needs are catered to. Businesses can take actions including improving training on disability awareness for staff and adapting

We need champions

The Cambridge Dictionary definitions

Accessibility

the quality or characteristic of something that makes it possible to approach, enter, or use it

Champion

a person who enthusiastically supports, defends, or fights for a person, belief, right, or principle



Sue Copp,
an Accessibility
Champion at
Sandcastle
Waterpark



VisitEngland

Accessibility Champion

What is an Accessibility Champion?

- Someone who is responsible for embedding accessibility throughout the business by assessing access provision and promoting equality and diversity
- Duties will typically become part of an existing role. In some cases, where resources allow, it may be a specific role, either full-time or part-time, possibly undertaken by a volunteer
- They may be at any level within your business and the duties may be split between 2 people e.g. a Managing Director, who inspires everyone within his/her business and builds accessibility into the business plan and a Front of House Supervisor, who takes on the drive to implement best practice and encourages other team members to participate and understand
- They are the driver behind developing access for all and should ensure that everyone works positively to provide inclusive customer experiences

Who could be your Accessibility Champion?

In order to consider who in your business is the right candidate to take on this role, you need to assess their qualities.

Qualities:

- Inspired by inclusive tourism and the value and potential this has for the business
- Passionate about making improvements to current services and facilities in order to offer an inclusive experience for all your customers
- Wants to drive change and inspire colleagues
- Wants to make a real difference for disabled customers
- Acts as a role model by communicating, sharing, leading and inspiring both management and staff
- Drives best practice by increasing understanding of the wants and needs of disabled customers and how these might be met
- Recognises, advocates and supports equality within the workplace
- Keeps up to date with developments in inclusivity and implements them where appropriate

Working with others



Steering Group



**England's Inclusive
Tourism Action
Group (EITAG)**

Helping businesses be more accessible

Your map through access

To access the tools and resources below click on the text adjacent to each tick box.

Get started

Watch the Profiting through Accessible Tourism video
Hear from other tourism businesses.

Read Easy does it
Simple, low-cost changes.

Know the law
The Equality Act 2010 replaces the Disability Discrimination Act 1995.

Check out business case studies
Find out what others are doing.

Be confident - concentrate on these three areas

Customer service and training

- DisabledGo (online)
- Access for All (online).
- Accessible Travel Made Easy (online).
- WorldHost Customers with Disabilities (half day).
- Welcome All (1 day).

Information, communication and marketing

- Create an Access Statement**
A description of your facilities & services to inform people with access needs.
- Join OpenBritain**
A published guide and website used by disabled visitors and tourists.
- Enter the VisitEngland Awards for Excellence and/or the Cateys**
Promote your business using national accessibility awards.
- Check your website is easy to navigate**
Does design meet W3C guidelines?

Facilities

- Apply to VisitEngland for One Step Ahead and the National Accessible Scheme (Accommodation).
- Apply to VisitEngland for the Visitor Attraction Quality Assurance Scheme (Attractions).
- Commission a professional access audit.

Built Environment Professional Education Project 2012 Olympic Legacy

Pad 07:10 54%

GOV.UK

Search

Departments Worldwide How government works Get involved
Policies Publications Consultations Statistics Announcements

BETA This is a test version of the layout of this page. [Take the survey to help us improve it](#)

Home

This page is part of [2012 Olympic and Paralympic legacy](#) and 2 others + [show all](#)


Promotional material

Built Environment Professional Education project: updates

How the project is helping to make inclusive design an important part of education and training for all built environment professionals.

Published 1 April 2014
Last updated 11 May 2016 — [see all updates](#)
From: [Office for Disability Issues](#)
Collections: [Built Environment Professional Education Project](#)

Documents

 [March 2016 BEPE update](#)
RTF, 2.28MB
This file may not be suitable for users of assistive technology. [Request an accessible format.](#)

Pad 07:11 54%

Promotional material

Read what supporters say about the BEPE project

Updated 11 May 2016

Contents

- Mark Harper, Minister of State for Disabled People (2014 to 2015)
- Sir Edward Lister, Deputy Mayor of London for Planning Lord Coe
- Council of Heads of the Built Environment (CHOBE)
- Royal Institute of British Architects (RIBA)
- Institution of Civil Engineers (ICE)
- British Institute of Facilities Management (BIFM)
- Royal Institution of Chartered Surveyors (RICS)
- Royal Town Planning Institute (RTPI)
- Chartered Institute of Building (CIOB)
- Chartered Institution of Highways & Transportation (CIHT)
- Chartered Institution of Building Services Engineers (CIBSE)
- Landscape Institute
- Chartered Institute of Architectural Technicians



Mark Harper, Minister of State for Disabled People (2014 to 2015)

Building on the success of the London 2012 Olympic and Paralympic Games, the Built Environment Professional Education Project was launched last year to embed inclusive design into the education and training of built environment professionals.

<https://www.gov.uk/government/publications/built-environment-professional-education-project-updates>

Good design / Awards

“bespoke”
ACCESS

- Original ideas to improve access and provide an enhanced experience for hotel guests, particularly for those with disabilities.
- There are five guiding principles that the applicants have to meet:
 1. Universal
 2. Personal
 3. Flexible
 4. Functional
 5. Beautiful

<http://access.bespokehotels.com>



Examples of relevant good practice / business benefits

Case studies

Profit through Access

Dr George Muirhead
Museum Manager

Locomotion: The National Railway
Museum at Shildon
Bronze winner of the Tourism for All Award at the
2007 North East England Tourism Awards



Case study

BOSWORTH BATTLEFIELD Leicestershire

Lydia Wilson,
Marketing Manager



Bosworth Battlefield is a VisitBritain Quality Assured Visitor Attraction.

It is the site of the 1485 battle that ended the War of the Roses. Bosworth Battlefield is near to Market Bosworth and is owned and managed by Leicestershire County Council. The attraction was awarded a lottery grant in 2004 and the Bosworth Battlefield Heritage Centre and Country Park now includes the Tithe Barn Restaurant, indoor space for conferences, meetings and education visits and new exhibition space.



Marketing manager, Lydia Wilson talks about their approach to improving the quality of the visitor experience.

What does accessibility mean?

For some, it is a tick-box exercise to say you have particular facilities and services in place. My job is to get more bums on seats and for each visitor to spend more money while they are here. In order to do that, we need to offer something for all visitors and look at how we can make their experiences better. We look at what customers need rather than what their disability is.

How did you make the attraction accessible?

First, we undertook a mystery shopping exercise. We involved a range of people including families, older visitors and ethnic groups, and not just those who had visited before. They made mystery shopper phone calls and visits to find out where the gaps were.

What did you change?

Businesses tend to see pound signs when access is mentioned. But little changes often have the biggest impact. For example, in the shop our books were lined up to show their spines as we thought it made it easier to see titles and to fit more in. However, people told us that it was

You don't always have to reinvent the wheel

VisitEngland 



Universal Design Toolkit for Customer Engagement

1 Written Communication

www.VisitEngland.com/businessadvice

VisitEngland 

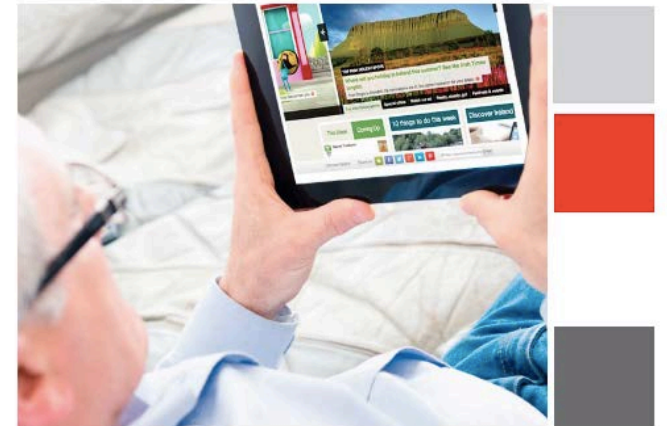


Universal Design Toolkit for Customer Engagement

2 Face-to-Face, Telephone &
Video Communication

www.VisitEngland.com/businessadvice

VisitEngland 



Universal Design Toolkit for Customer Engagement

3 Electronic & Web Based Communication

www.VisitEngland.com/businessadvice

- What
- Why



Isn't it time to get serious about a £12 billion market?

Welcoming All Customers

A brand new one day course for you and your staff packed with practical advice to allow your business to attract and delight all customers.



About Welcoming All Customers

It is designed to boost the confidence of staff in anticipating and meeting the needs of disabled customers and looks at how small changes and a positive attitude can make all the difference.

Participants will learn about:

- Adopting a positive attitude to all customers and anticipating accessibility requirements
- Legal obligations and types of discrimination
- The business benefits of accessibility and inclusivity
- Successful communication styles to identify customer needs
- The wide spectrum and range of accessibility requirements



Delivery is flexible

Courses are run over a day on an in-house or open basis. We can also train members of your team to deliver the courses to your staff. Content can be tailored to meet business and participant needs.

It's Interactive

The content is designed to be delivered in a participative way with a variety of activities, exercises and discussion sessions. The participant's guide is full of practical tips and reminders about how to make facilities and services accessible and inclusive. Those completing the course will receive a Welcome All pin badge and certificate.



Awards – Inclusive Tourism



VisitEngland™

Awards for
Excellence
— 2018 —



www.visitenglandawards.org

Communication channels: PR

- Mainstream media – human interest stories.
- Regional media – become their go-to expert
- Specialist media for more specific stories about facilities or promotions (be brave, be seasonal) : Enable, Disabled Motoring UK, All Together Now, Able Magazine, Pos-Ability, Inspire
- Bloggers are an influential group: for example <https://www.carrieannlightley.com>



Travel

Accessibility

Countryside

Wheelchair Abseiling with the BBC

11 Dec 2017

I'm attached to an abseil rope, sat in my wheelchair, which is strapped into a harness, and hanging at a 45 degree angle off a concrete slab.



Tourism is for Everybody Campaign

- Businesses
- Individuals
- Policy Makers

9 Commitments including:

- Staff Training
- Have an Accessibility Guide
- Have an Access Champion
- Recognise Equality



‘Stop thinking about access as access. Think about how you can maximise your sales by encouraging the widest range of people to visit, and you’ll get everyone on board’.

Peter White Disability Correspondent BBC



Visitors
Win



Businesses
Win



Destinations
Win





chris_veitch@me.com



Useful sources of information

- VisitEngland's Business Advice Hub section 'Providing Access For All' www.visitbritain.org/business-advice-hub (includes link to marketing guide called Speak Up!)
- Blogs
- ENAT (www.accessibletourism.org)
- Tourism is for Everybody (www.tourismisforeverybody.org)
- Mature Marketing Association (www.the-mma.org)
- Silver Travel Advisor (www.silvertraveladvisor.com)
- The UK Association for Accessible Formats
- Euan's Guide (www.euansguide.com)
- IDEAS (www.ideas.org.au)

Service & Facilities – Hints and Tips



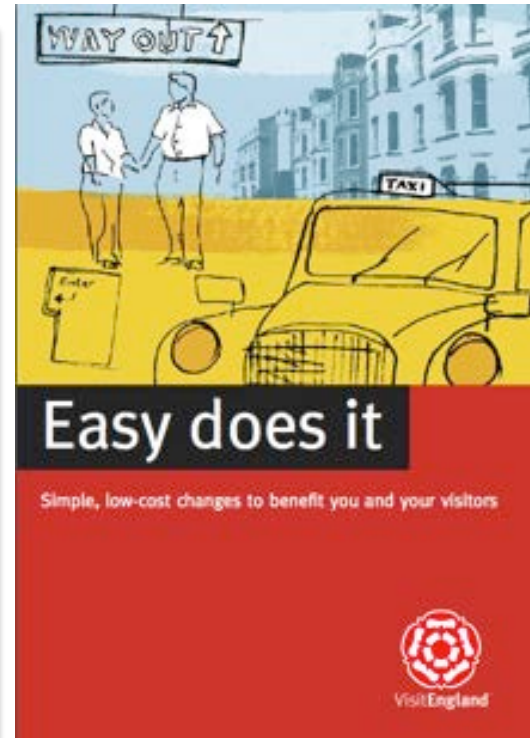
Corporal Mark Reid's next challenge is touring England

At your service

Your business case and guide to improving accessibility for customers




Visit England




WAY OUT ↑

Easy does it

Simple, low-cost changes to benefit you and your visitors




Visit England



Listen Up!

Tips and advice to help you welcome customers with hearing loss

ACTION ON HEARING LOSS



Visit England



Take the lead

A guide to welcoming customers with assistance dogs



Equality and Human Rights Commission



Visit England

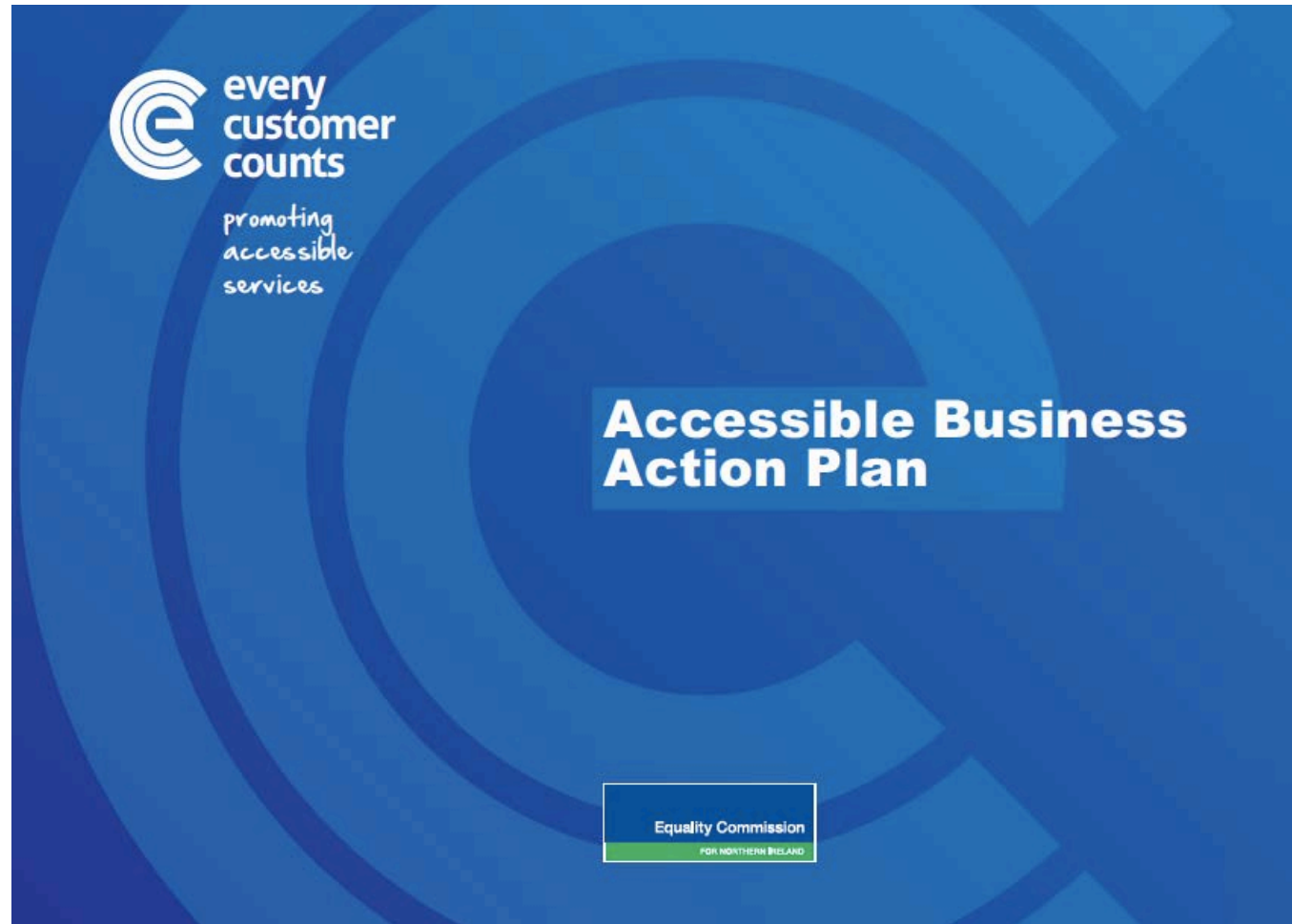


Welsh Cymru



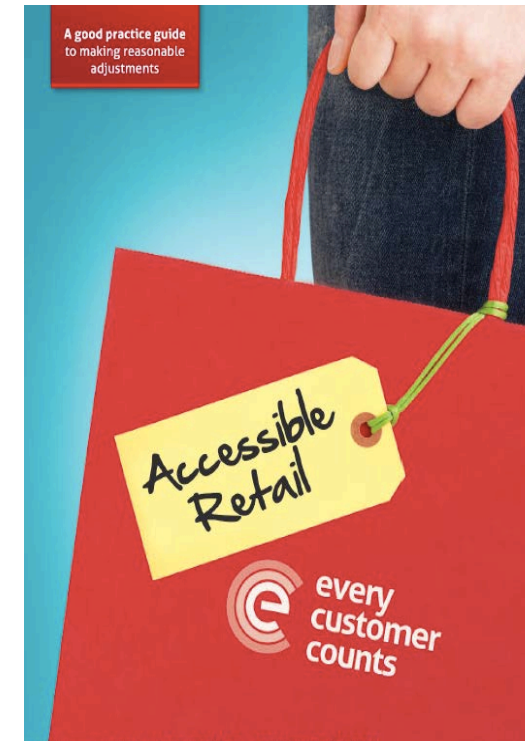
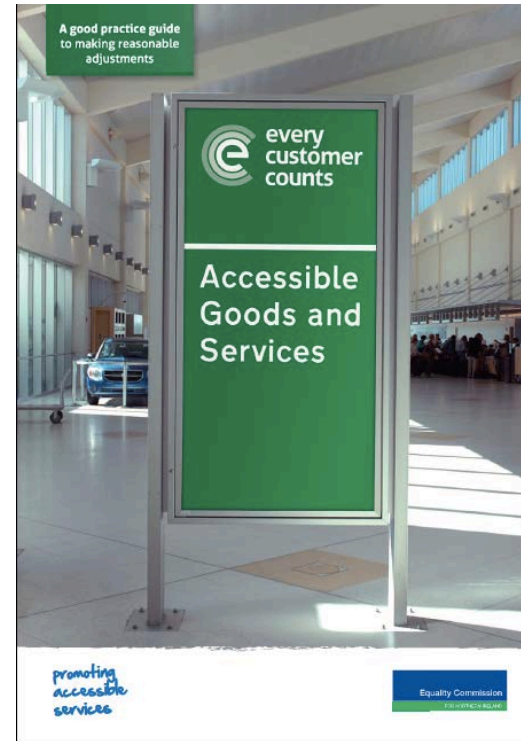
Visit Scotland

Service & Facilities – Hints and Tips

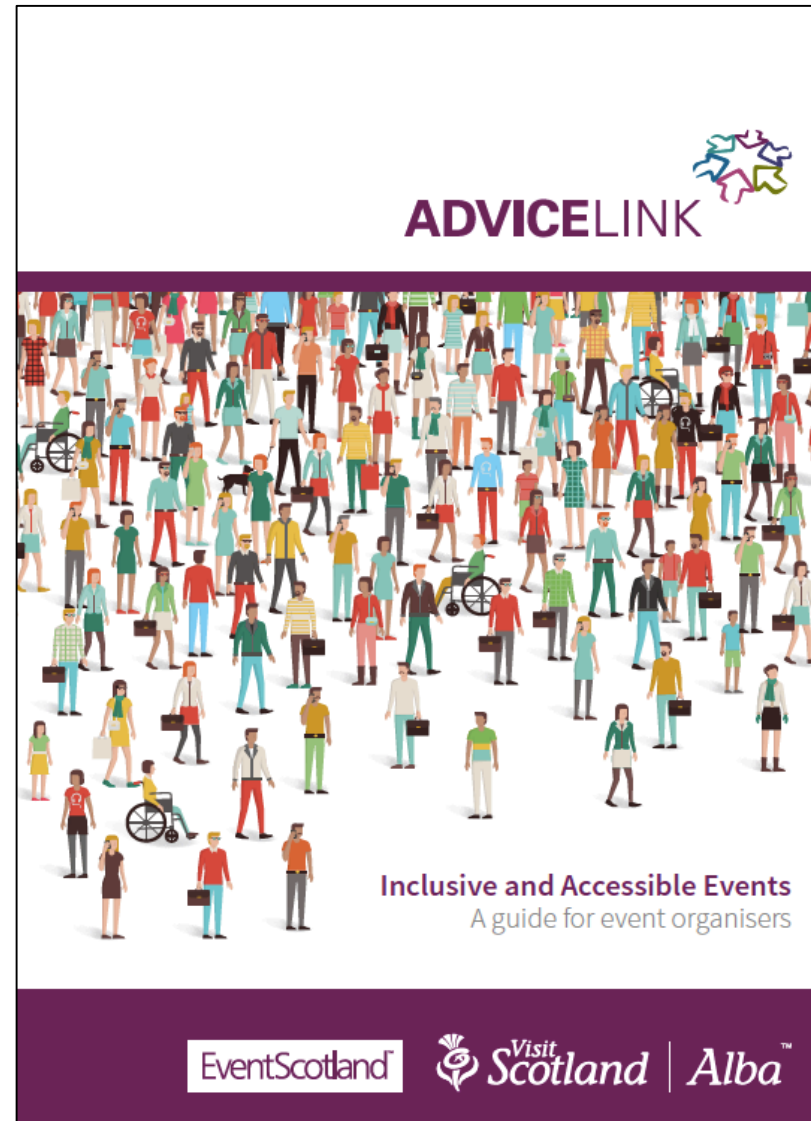


www.tourismni.com/globalassets/grow-your-business/accessibility/accessible-business-action-plan.pdf

Service & Facilities – Hints and Tips



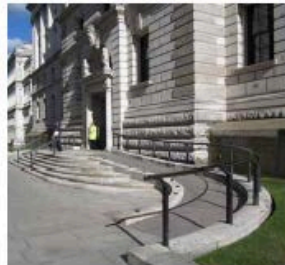
Events – Hints and Tips



Heritage – Guidance



Easy Access to Historic Buildings



<https://historicengland.org.uk/images-books/publications/easy-access-to-historic-buildings/>