

# Mainstreaming accessible tourism in England

Ross Calladine



## VisitEngland

- England's National Tourist Board
- Lead the development of a thriving tourism industry
- Supporting partners to achieve economic growth
- Encourage the development of excellent visitor experiences
- Leading the industry in harnessing the growing accessible tourism market



## Access for All Project

### **2 phase project:**

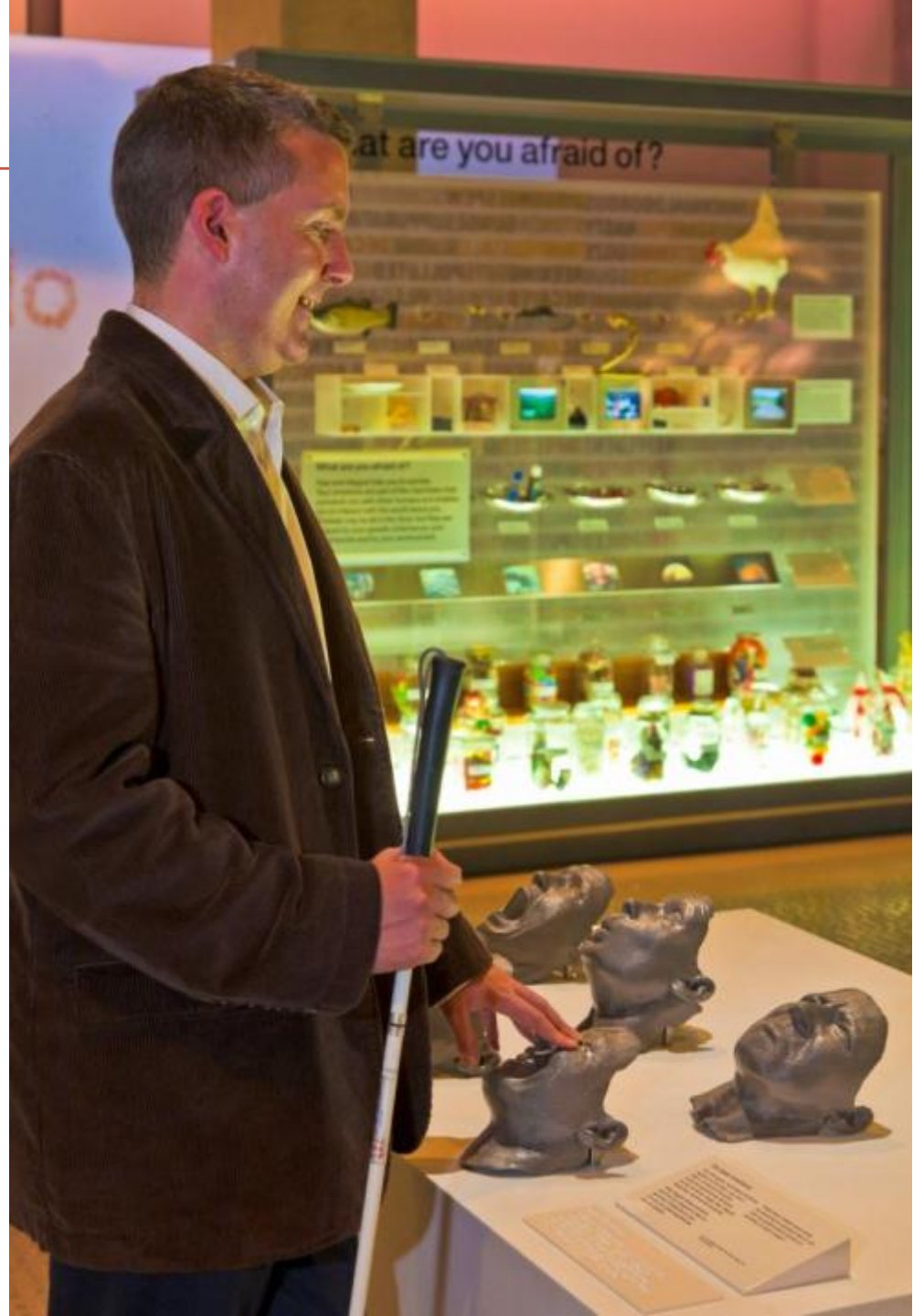
#### 1. Product Development

October 2012 – July 2013

3 Pillars of Accessible Tourism

#### 2. Mainstream Marketing Campaign

- A framework for destinations to engage businesses in accessible tourism
- A means for destinations to target the accessible tourism market
- Campaign to act as an incentive for businesses to improve product



## Partner Destinations

- 4 destinations
- c8 business partners each



Leicestershire



Bath



Newcastle Gateshead



Brighton

## Campaign Overview

### Primary Objectives

- Encourage our target audience to take a short break in England
- Raise awareness of accessible destinations and businesses in England
- Improve perceptions of Accessible England

### Target Audience

- Disabled people - 17.6% of people in England (9.3 million people) and carers

### Timings

- w/c 3<sup>rd</sup> March – w/c 7<sup>th</sup> April 2014
- Coincide with Winter Paralympic Games, Sochi



**Sun, sea  
and...  
step-free  
access**





## **Relaxation, romance and... ramps**

When you take a short break the last thing you should be thinking about is how to get around, whether your hotel has a lift or which attractions are accessible. You should be concentrating on having fun!

That's why VisitEngland has teamed up with VisitBath, goLeicestershire, Visit NewcastleGateshead and VisitBrighton to create travel guides for people with access needs, including ways to save when you travel by train.

**Download your guide at [VisitEngland.com/accessforall](https://www.visitengland.com/accessforall)**

**Disabled Persons Railcard**

**VisitEngland** 



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## History, heritage and... handrails

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## Art, aperitifs and... accessible loos

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Disabled Persons Railcard

VisitEngland 

# Mini Access for All Guides



## Relaxation, romance and... ramps

Your guide to an accessible break in Bath



## Sun, sea and... step-free access

Your guide to an accessible break in Brighton



## History, heritage and... handrails

Your guide to an accessible break in Leicestershire



## Art, aperitifs and... accessible loos

Your guide to an accessible break in NewcastleGateshead



- PDF
- Large Print Word
- Audio (mp3)

### Places to go

#### Fashion Museum

It's fitting that a city as beautiful as Bath should celebrate the virtues of style and design with its very own Fashion Museum.

Housed in the magnificent 18th Century Assembly Rooms, the Fashion Museum charts the ever-changing looks, designs, patterns and trends of the past 50 years. New and exciting exhibitions are unveiled on a regular basis and include profiles of famous designers, influential collections and guides to this season's big trends.

All floors of the Museum are accessible and are equipped

with ramps, a lift and level access throughout.

Other accessible features include audioguides compatible with the "T" switch on hearing aids and a copy of the audio tour text (with reading torch).

The Fashion Museum is open seven days a week, except for the 25th and 26th of December. Admission charges apply.

Tel 01225 477789  
www.fashionmuseum.co.uk



### Places to stay

#### Holiday Inn Express

The Holiday Inn Express is a modern hotel located under a mile from Bath city centre's wealth of attractions and breath-taking architecture.

Hotel facilities include the Great Room lounge with licenced bar, free Wifi through the hotel and a complimentary hot and cold breakfast buffet.

All rooms feature a 32-inch flat screen TV, air conditioning, tea and coffee making facilities, plenty of space to hang your clothes and essential toiletries are available from reception should you need them.

Seven, purpose-built, accessible bedrooms have been designed to suit a variety of access needs and include handrails, roll-in showers, emergency cords and vibrating pillows.

All public areas are accessible courtesy of level access and a lift. There are also designated Blue Badge parking spaces in the car park.

Tel 01225 303 000  
www.expressbath.co.uk





# Campaign hub on VisitEngland.com

VisitEngland

Explore

Guides

Plan Your Visit

Blog

Competitions and offers

UK

I'm interested in...


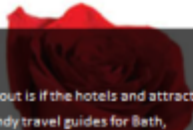

Romance

Family

Language

More sites

## Access for All



When choosing where to go on your holiday, the last thing you should be worrying about is if the hotels and attractions are accessible. After all, holidays are meant to be fun! So we've developed these handy travel guides for Bath, Brighton, Leicestershire and NewcastleGateshead with information on where to stay and visit. These places worked through VisitEngland's rigorous Access For All Process, ensuring that the only thing you have to do is have a great time!

These guides are also available in PDF, large print Word document and audio formats below. A limited number of printed copies are available for those who cannot access the guide online. Email [qaad@visitengland.org](mailto:qaad@visitengland.org) or phone 0207 578 1454 to request a copy.

Where to stay

> Boating accommodation

> Camping & holiday parks

> Farm stays

> Hostels & campus

> Hotels & Guest Accommodation

> Self-catering

Travel to and around England

Access for All

> Accessible England


> Easy access in London

> National Accessible Scheme

Practical information and advice


VisitEngland Awards for Excellence 2014 - winners

Where to visit




Access Bath

Bath is a UNESCO World Heritage Site and offers visitors an inspiring and relaxing escape.



Access Brighton

Brighton has something for everyone from the young, to the young at heart.



Access Leicestershire

Explore over 500 years of glorious heritage around Leicester and Leicestershire.

VisitEngland

# VisitEngland Enewsletter




more  
access  
for all

## Sun, sea and step-free access

From romantic getaways to painting the town red, England has great short breaks for everyone, including disabled travellers and those with access needs. Plan your accessible short break in NewcastleGateshead, Leicestershire, Brighton and Bath with our handy guides, providing you with everything you need to enjoy a fuss-free holiday to remember.

Plan your  
getaway >>

VisitEngland 

LET'S GET SOCIAL    

[UNSUBSCRIBE](#)

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# Support from other stakeholders

## History, heritage and handrails in Leicestershire

by Katie Rowe

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Category: [Expert insights](#)

[March 12 2014](#)

Wheelchair user, tourism advisor and travel blogger [Carrie-Ann Lightley](#) tells us about her accessible trip to [Leicestershire](#), where she makes friends with knights in shining armour, immerses herself in bloody battles and gets up close and personal with deadly weapons (and cute owls) before making full use of her four-star hotel. After all, civil war can be hard work...

Leicestershire is one of the four destinations VisitEngland has worked with to develop exciting itineraries with top class accommodation and attractions that provide a warm welcome for all visitors, including those with access needs - such as hearing loss, visual impairment, wheelchair users, older and less mobile people and people with pushchairs.

There is so much to do in Leicestershire so it's a great place for a weekend away - our itinerary included historical sites, an interactive museum and beer tasting!

After a speedy check in at the four-star Hinckley Island Hotel and a quick coffee in the luxurious lobby, we headed to Bosworth Battlefield, the country's first battlefield interpretation centre. On arrival we had lunch in the Tithe Barn restaurant, a beautiful barn building where we enjoyed delicious fresh sandwiches. After lunch we visited the exhibition, which was very interesting and had lots of tactile pieces - armour, weapons and dressing up materials which visitors are encouraged to touch and feel. At the end of the exhibition, there was a film room with large high screens and lower small monitors with subtitles and seating, depicting the bloody events of the Battle of Bosworth. The staff members, dressed in traditional clothing, were very passionate and offered tours in

character and falconry displays which can be tailored to different audiences and access needs. We were also treated to a walk around the Bosworth Trail with a knowledgeable guide, who taught us more about the area whilst we took in the beautiful scenery.

Back at the hotel, we collected the keys to our accessible room, which was spacious with a wet room shower and echoed the luxury and comfort of the lobby. To relax before dinner we took a dip in the swimming pool, which had a calming atmosphere and step-free access. Revived and hungry, we dined in the Brasserie restaurant, where the food on offer was a generous self-service selection - salads and cold meats, a traditional carvery and plentiful puddings. The waiting staff were happy to assist, and the hotel's café and bar also offer some dining alternatives, including simple favourites like pasta, steak and fish and chips.



[See living history at Bosworth battlefield](#)



You are here: [Home](#) > [Leicestershire](#) > [History, heritage and handrails](#)

### History, heritage and handrails in Leicestershire



#### History, heritage and... handrails

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[Read Carrie-Ann's full blog post on the VisitEngland site](#)



**Sun, sea and...  
step-free access**

> Download your guide to an accessible break

VisitEngland



# Daily Express Saturday Magazine

## 8th March – Bath & Leicestershire

**DISCOVER ACCESSIBLE BATH AND LEICESTERSHIRE**

**BATH & BEYOND**

In association with **VisitEngland**

**WIN A FABULOUS BREAK FOR TWO**  
SEE INSIDE FOR DETAILS

**INSIDE TOURS ACCOMMODATION MUSEUMS TRAVEL GREAT DEALS**

**GREAT VALUE LEICESTERSHIRE HERITAGE BREAKS**  
LOOK INSIDE

**BEN RUSHGROVE**  
PARALYMPIAN TAKES A TOUR OF THE SECRET GEMS IN HIS HOMETOWN OF BATH



**VisitEngland**

**ACCESS ALL ERAS — IN BEAUTIFUL BATH**

The city that captivated the Romans and the Georgians is now easier for all to enjoy



**TRAVEL**

### Paralympian Ben Rushgrove discovers the hidden secrets of his home city

**F**rom ancient Roman architecture to modern-day landmarks, Ben Rushgrove has discovered the hidden secrets of his home city, Bath. The Paralympian has been exploring the city's rich history and heritage, from the Roman Baths to the Georgian architecture. Ben has been exploring the city's hidden secrets, from the Roman Baths to the Georgian architecture. He has been exploring the city's hidden secrets, from the Roman Baths to the Georgian architecture. He has been exploring the city's hidden secrets, from the Roman Baths to the Georgian architecture.



Ben Rushgrove at the Bath Museum

### How to get there

Check out the latest offers and deals from all of Bath's major attractions. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history.

**Simply spa-tacular**



**TRAVEL**

### The Roman Baths

All the best bits of the city are in the Roman Baths. The Roman Baths are a must-visit for anyone interested in the city's history. The Roman Baths are a must-visit for anyone interested in the city's history. The Roman Baths are a must-visit for anyone interested in the city's history.

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**Five other great activities**

1. Enjoy a picnic in the park.
2. Visit the city's museums.
3. Enjoy a walk in the park.
4. Visit the city's museums.
5. Enjoy a walk in the park.

### Grab your Bath guide now

Find out the best things to do in Bath. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history.

### VisitEngland Bath



**SO MUCH TO LOVE ABOUT LEICESTERSHIRE**

Amazing attractions — with access for all!



**TRAVEL**

### Lauren Fordham enjoys the field good factor at Bosworth

**D**iscovering the secrets of the city's history is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history.

### Getting to Leicestershire is easy

Check out the latest offers and deals from all of Bath's major attractions. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history.

**Amazing breaks for just £399**



**TRAVEL**

### The National Museum of Leicestershire

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### Where to stay

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**Five great activities to try**

1. Visit the city's museums.
2. Enjoy a walk in the park.
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### Grab a guide

Find out the best things to do in Bath. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history. The Bath Museum is a must-visit for anyone interested in the city's history.

### VisitEngland





# Daily Express Saturday Magazine

## 15<sup>th</sup> March – Newcastle & Brighton

**DISCOVER ACCESSIBLE NEWCASTLEGATESHEAD AND BRIGHTON**

### EXPLORE NEWCASTLEGATESHEAD

In association with **VisitEngland**

**INSIDE ACCOMMODATION SHOPPING MUSEUMS EATING AND MORE**

**WIN A FABULOUS BREAK FOR TWO!**  
SEE INSIDE FOR DETAILS

**THE OUTLOOK'S BRIGHTON**  
MORE INFORMATION INSIDE

**ACCESSIBLE ATTRACTIONS FOR ALL TO ENJOY**



# GEMMA COLLIS

**PARALYMPIAN ENJOYS ALL THAT CITY HAS TO OFFER**

## A FINE TYNE FOR ALL IN NEWCASTLEGATESHEAD

Accessible venues that help give the city the wow factor

**Paralympian Gemma Collis finds everything on song at Sage Gateshead**

**THE PARALYMPIC NEWS CENTER ARE VISITING, IT'S NOT TO MISS**

**Five other great activities**

**Where to eat, sleep & stay**

**HOW TO GET TO NEWCASTLEGATESHEAD**

**GREAT GIVEAWAYS WIN a fine Tyne break**

**Grab your guide now**

**VisitEngland**

## WHY BRIGHTON ROCKS FOR 2014

England's favourite seaside destination – more accessible than ever

**Lauren Fordham takes time to relax and revel in Brighton's hottest spots**

**HOW TO GET THERE**

**Five other things to do**

**Explains Brighton's rich heritage**

**Start planning your visit**

**VisitEngland**

**GREAT GIVEAWAYS WIN a great break to Brighton**

**Travel**

## TRAVEL

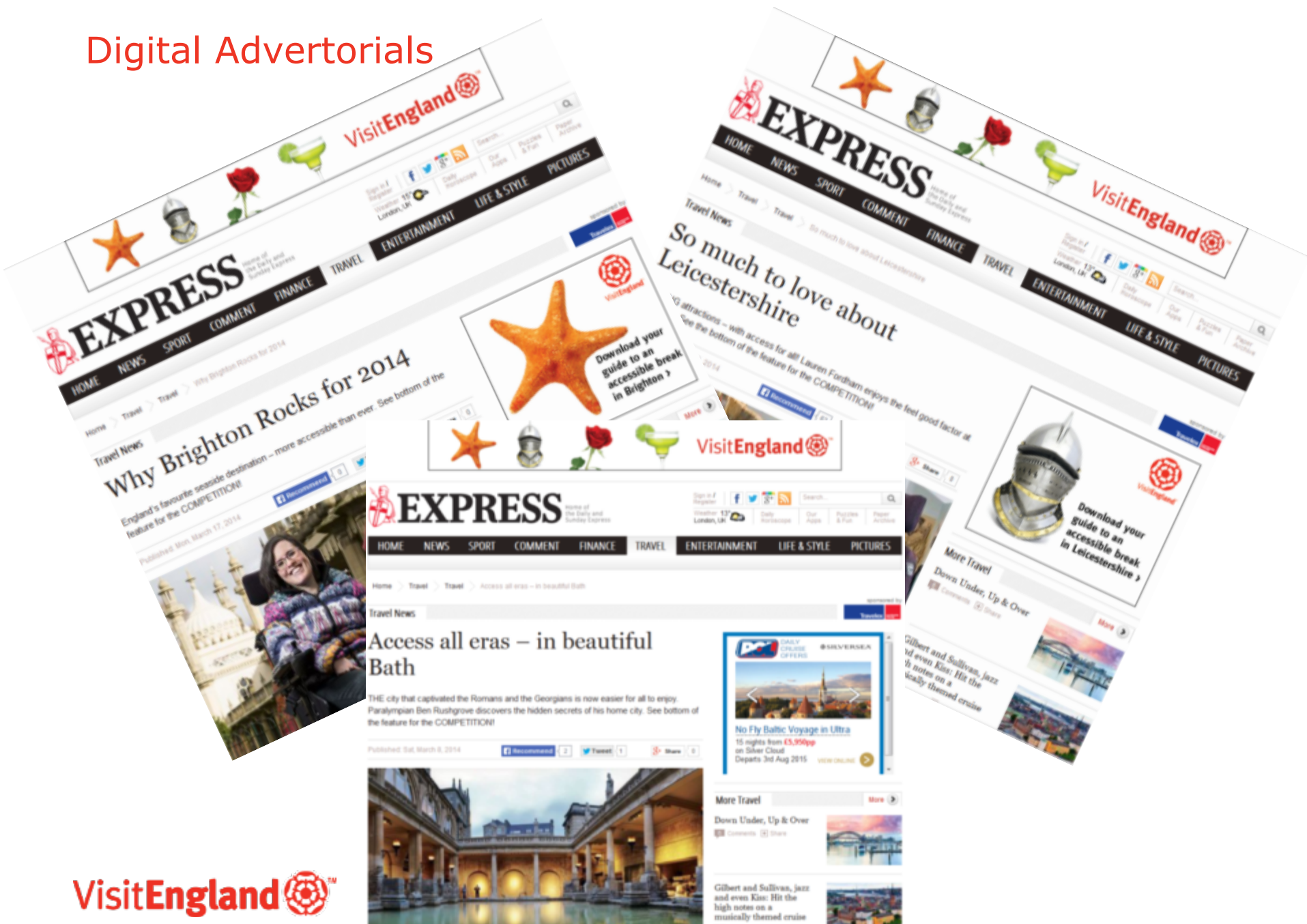
**VisitEngland**

**GREAT GIVEAWAYS WIN a great break to Brighton**

**Travel**




# Digital Advertorials



# Partnered with Association of Train Operating Companies


## Disabled Persons Railcard



### Spring is just around the corner

If you are planning to take a short break in England to enjoy the warmer, lighter days, the last thing you should be thinking about is how to get around, whether your hotel has a lift or which attractions are accessible. You should be concentrating on having fun!

That's why we've teamed up with VisitEngland to provide a series of travel guides for people with access needs, including ways to help you save money when you travel by train. These are available as audio files, large print and printed booklets.






As part of the Access For All campaign, each destination has worked with tourism attractions and hotels to ensure all venues have a consistent level of accessibility across information, customer service and facilities to help you plan and enjoy your visit.

Whether you want to take guided tours in the Georgian streets of Bath, enjoy the sea air in Brighton, take a heritage break in Leicestershire or shop 'til you drop in Newcastle, your Disabled Persons Railcard can take you there.

Click on the links below to find out more about each destination or go to [Access for All](#) to download or listen to the travel guides.

# Bath


visitbath.co.uk



[View more >>](#)

Plan a historical weekend break in Bath, UNESCO World Heritage city in the heart of the West Country, and you could be visiting the recently refurbished Georgian town house, No 1 Royal Crescent, the Roman Baths, Fashion Museum, art galleries and more.

[Access Bath >>](#)





## History, heritage and... handrails


When you take a short break the last thing you should be thinking about is how to get around, whether your hotel has a lift or which attractions are accessible. You should be concentrating on having fun!


That's why VisitEngland has teamed up with VisitBritain, Access to the Past and the National Trust to create travel guides for people with access needs, including ways to save when you travel by train.

Download your guide at [VisitEngland.com/accessrail](#)

 First Class

 Disabled Persons Railcard

 VisitEngland

VisitEngland 



# Editorial and Ads in Specialist Magazines

IN ASSOCIATION WITH VISITENGLAND

### Brighton

Committed to being accessible to all, the city by the sea has something for everyone.

Brighton Museum and Art Gallery provides step-free access to its innovative and dynamic galleries. The Hove Museum and Art Gallery is home to a kaleidoscope of collections from toys to fine art.

Preston Manor gives you a taste of Downham Abbey and the Royal Pavilion.



### Bath

People have been holidaying in Bath for 2,000 years, so come and see what the fuss is about. The Roman Baths, built around hot thermal springs, is a fascinating experience and accessible to everyone.

Elegant Georgian architecture is beautifully displayed at the Royal Crescent. They made or grew from a fully accessible tour.

The accessible Victoria Art Gallery, offering workshops and holding sessions, houses priceless works of art. And it makes sense a city this gorgeous has its very own accessible fashion Museum too.



## Access England

England's a magical place where everyone can have a piece of the action. VisitEngland is launching a new Access for All campaign, including a series of guides to help inspire an accessible break in Bath, Leicestershire, Brighton and Newcastle. The guides list a range of attractions and accommodation from free museums and value accommodation, right up to luxury spas and hotel suites. Here's a peek at some mini guides to help you plan your next accessible break in these dynamic destinations.

### Leicester

The history in Leicestershire is palpable. The Battle of Bosworth Field changed the destiny of the nation and the Battle of Eton College gave open access to hundreds of years of history.

Discover more at the Leicester Guildhall, chronicling the hunt for the bones of the nation's last king - Richard III.



### NewcastleGateshead

A hub of fashion, culture and shopping with world-class out. Sage Gateshead, is one of the world's best music venues and is an Access for All award winner.

The Intu Metrolink is the biggest shopping centre complex in Europe. Wheelchair users hitting the cinema and shops will find annual easy.

Grab a bite at award-winning Fat Buddha Asian Bar & Kitchen before heading to SALTIC Centre for Contemporary Art for some art in easily accessible galleries.

If you still haven't quenched your thirst for shopping there's Intu Eldon Square with accessibility throughout. Wheelchair users will find annual easy.



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### Leicestershire

The history in Leicestershire, at the heart of England, is palpable.

The Battle of Bosworth Field was the last time the English throne was seized in battle (by a man born in Wales no less) and the date changed the destiny of the nation. The bloody conclusion to the Wars of the Roses saw the ascension of the Tudors with the enthronement of King Henry VIII. The Bosworth Battlefield Heritage Centre opens you up to hundreds of years of history with hands-on activities and talks. And you can discover more about the whole gory saga at the Leicester Guildhall which chronicles the hunt for the bones of the battle's loser, Richard III.

Sribsten Discovery Museum has over 90 science and technology hands-on exhibits and the National Mineral Adventure inspires remembrance with 50,000 trees to wander among.

And if all of that sounds like thirsty work, head to The National Brewery Centre and raise a glass to hundreds of years of brewing history (it's educational).

Access for All award winner Hinckley Island Hotel, has level access, lifts, ramps and accessible parking, not to mention four fully accessible rooms with wetrooms and a Health Club, swimming pool and Plaza Lounge.



### Brighton & Hove

Committed to being accessible to all, this lively cosmopolitan city by the sea has got something for everyone in its independent boutiques lining the Lanes and North Laine, spectacular Regency architecture and the iconic Brighton Pier stretching out from a colourful waterfront.

Brighton Museum and Art Gallery provides step-free access to its innovative and dynamic galleries, while not far away, the Hove Museum and Art Gallery is home to a kaleidoscope of collections from toys to fine art.

Preston Manor gives you a taste of Downham Abbey and the Royal Pavilion (once the pleasure palace of the Prince Regent) displays paintings from the Queen's own collection on its extravagant walls.



To plan your accessible break and to download a PDF, large print Word or audio guide, go to [VisitEngland.com/accessforall](http://VisitEngland.com/accessforall). A limited number of printed copies are available for those who cannot access the guides online. Email [qa@visitengland.org](mailto:qa@visitengland.org) or call 0207 578 1454.



England is a magical place where everyone can have a piece of the action. No matter what your accessibility needs are we are constantly monitoring and evaluating ways to further improve your visitor experience. VisitEngland is launching a new Access for All campaign, which includes a series of guides to help inspire an accessible break in Bath, Leicestershire, Brighton and NewcastleGateshead. The guides list a range of attractions and accommodation from free museums and value accommodation, right up to luxury spas and hotel suites. Here we take a look at the mini guides that will help you to plan your next accessible break in these dynamic locations.

### NewcastleGateshead

This sparkling North East city is a hub of fashion, culture and shopping with world-class checking out.

The Norman Foster designed Sage Gateshead, perched along the Tyne, is one of the best music venues to be found anywhere and it's also an Access for All award winner.

The Intu Metrolink is the biggest shopping centre complex in Europe. Wheelchair users hitting the cinema screens and shops will find annual easy.

Grab a bite to eat at award-winning Fat Buddha Asian Bar & Kitchen before heading to SALTIC Centre for Contemporary Art for some art in easily accessible galleries.

If you still haven't quenched your thirst for shopping (well you won't stop!) there's Intu Eldon Square with accessibility throughout.

Stay at the Hilton Newcastle Gateshead. Located on the Quayside a short distance from the city centre, the hotel has a range of facilities including a 73 metre pool – all access friendly. Wheelchair users will find annual easy.



### Bath

People have been holidaying in Bath for 2,000 years to come and see what the fuss is about – it's a UNESCO World Heritage site after all.

The Roman Baths, built around a hot thermal spring, is a fascinating experience accessible to everyone. Amazing artefacts and displays offer a visceral connection with thousands of years of history and all staff are friendly and thoroughly accessibility aware.

Bath's elegant Georgian heritage is beautifully displayed in the incredible architecture of the Royal Crescent. Pop

inside the magnificent townhouse at No.1 Royal Crescent for a glimpse of Georgian finery or take an accessible guided tour with Bath Parks Guides.

The accessible Victoria Art Gallery houses priceless works of art and offers specific activities like workshops and holding sessions.

And it makes sense a city this gorgeous has its very own accessible fashion Museum.

Just a mile from Bath's historic centre is the Holiday Inn Express with free Wi-Fi, Blue Badge parking and seven purpose-built accessible rooms.

## We have changed opinions

17%

- of respondents say they have a **much better opinion** of the way English destinations cater for disabled people and others with access needs

35%

- of respondents say they have a **somewhat better opinion** of the way English destinations cater for disabled people and others with access needs

18%

- of respondents say the advertising make them **a lot more likely to consider** England for a holiday or short break

19%

- of respondents say the advertising make them **a little more likely to consider** England for a holiday or short break

## Evaluation

- The Visit England campaign has **increased** Express readers likelihood of visiting England for a short break or holiday
- Our campaign has **changed Express readers perceptions towards** England being a destinations that caters for those with disabilities or access needs
- The likelihood of Express readers **recommending** and English short break or holiday to friend and family has increased by **6%**
- **52%** recall the advertisements
- **73%** agree that it is **a good way to advertise** a holiday or short break in England
- **52%** say that they have **much better or somewhat better opinion** of the way English destinations cater for disabled people and other with access needs