



## Access for All Tourism Winners Revealed

The cream of English tourism was marked by the Enjoy England Awards for Excellence 2010 in Brighton on St George's Day.

A total of 46 gold and silver winners were selected from more than 100 regional winners submitted by the nine regions in England. These were assessed by independent assessors and a team of judges to make it through to the national final.

**imago at Burleigh Court** was the Gold winner of the Access for All award. imago is a 4-star conference hotel based at Loughborough University, which has 225 bedrooms, 24 meeting rooms and a leisure club. imago is just one of only a few hotels in Britain to be rated as suitable for independent wheelchair users, hearing and visually impaired guests under VisitEngland's National Accessible Scheme.

The judge commented that "Imago's commitment to access is led by the CEO and they provide extensive disability awareness and customer service training programmes coupled with comprehensive evaluation of guests' access needs resulting in excellent facilities."

**The Sage**, Gateshead and **Hidelow House Cottages**, nr Malvern were Silver winners. "The Sage offers unrivalled accessibility of facilities with staff that have a 'can do' attitude resulting in commendable innovations to enhance guests' experiences. 'Access to Music' is a thorough best practice example of an access statement" said the judge.

Hidelow House Cottages was said to provide "an excellent mix of cottages including a unit sleeping 12 with two ensuite wetrooms allowing disabled friends to holiday together. Pauline and Stuart are committed to offering wheelchair accessible accommodation and a Local Disabled Access Directory provides a wealth of user generated feedback on local attractions".

VisitEngland chief executive James Berresford said: "The fantastic diversity and quality of tourism product across the length and breadth of England means we can compete confidently on the international stage, making this country a must visit destination for Brits and overseas visitors."

Brian Richardson, executive secretary of The Caravan Club, headline sponsor of the awards, said: "We know these award winners will be beacons of inspiration for many other tourism companies to follow."

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