

**Title of the project:****VisitEngland**

102/G/ENT/PPA/13/511 – “Design, Implementation, Promotion and Marketing of Accessible Tourism Itineraries”

**Acronym of the project:** Access for All, VE (VisitEngland)

**Project duration and start date:**

18 months

1<sup>st</sup> October 2014 – 31<sup>st</sup> March 2016

**Short description of project****Objectives**

The Access for All project, led by VisitEngland, will develop and promote 7 high quality accessible tourism itineraries. It will do this by:

- supporting tourism businesses through an ‘Access for All Development Process’ to improve information, customer service and facilities for the benefit of people with access needs.
- delivering a mainstream national marketing campaign

It will increase opportunities for people with access needs to take a short break giving them confidence in the accessibility of tourism products and services. Awareness of accessible destinations will be increased improving perceptions of Accessible England and Europe.

A sustainable legacy will be achieved by upskilling and empowering destination organisations (DOs) to become local champions of long-term accessible tourism development and developing at Accessible Tourism Itinerary Toolkit for other destinations. New partnerships will be forged between key tourism stakeholders and disability stakeholders.

**Destination Partners**

- Visit Kent (coastal)
- Visit Birmingham (city)
- Visit Lincoln (city)
- Visit Northumberland (countryside)
- Visit Peak District and Derbyshire (countryside)
- Experience Nottinghamshire (countryside)
- VisitBrighton (coastal)

## **Description of the work**

The work is organised into 4 work packages:

- **WP1 – Designing.** This will include: appointing Accessibility Experts; holding introductory workshops for destination organisation partners; holding project start up meetings with business partners in each destination.
- **WP2 – Implementation** (Access for All Development Process). This will include: inspection of venues; production of improvement plans; staff training; mystery visits; updating of access information.
- **WP3 – Dissemination.** This will include: dissemination to people with access needs via a mainstream consumer marketing campaign including production of itinerary guides, campaign creative and securing advertorial and editorial space in key specialist media channels; dissemination to businesses via B2B communications plan, video case studies and production of ‘Accessible Itineraries Development Toolkit’; dissemination to other EU member states via web and social media coverage provided by European Network for Accessible Tourism (ENAT).
- **WP4 – Evaluation.** This will include: evaluation of marketing campaign against a set of defined measurement vehicles; project monitoring and reporting; post-completion project evaluation.

### **Lead partner/coordinator:**

VisitEngland

Ross Calladine (UK) + William Smart (UK) + Hannah Lowe (UK)

### **Contact:**

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