

Profit through Access

NEW COURSE AVAILABLE ON THE TOURISM BUSINESS TOOLKIT FROM MID SEPTEMBER

Profit through Access is a brand new online training course. Designed for tourism businesses, it will help you to attract a wider range of visitors and improve your profits.

Some businesses are daunted by the prospect of tackling access. Many think it will be expensive. It needn't be. One NorthEast has developed this course to help businesses improve the experience for all visitors. From an elderly couple who struggle with steps to a single traveller who is hard of hearing. From a family juggling children and luggage to a teenager managing diabetes. In fact any visitor who might need a little extra help.

The course will help you

- recognise the opportunities accessibility offers your business
- improve your understanding of how you manage your visitors' experience
- identify practical and low-cost ways you can improve your business
- provide better information to potential visitors
- learn from other businesses in the region

Study at your own pace

The course is divided into sections. You study in your own time - as much or as little as you like in a session – save your progress and return to the course at your leisure.

Profit through Access is interactive

There are video clips with comments from visitors and ideas from other businesses. We ask you questions to get you thinking. As you work through the course, you will be able to develop an Access Statement and an action plan for your business. When you have completed the course you will receive a certificate.

Tried and tested

"I came away with the knowledge and confidence to produce a comprehensive Access Statement. It really was a great course." Chris Calvert, Bamburgh Castle.

Sign up now. (Link to <http://www.profitthroughaccess.co.uk/signup.php>)

