Mainstreaming accessible tourism in England

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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

Newcastle Gateshead

Leicestershire

Bath

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 3rd March – w/c 7th April 2014
• Coincide with Winter Paralympic Games, Sochi
Relaxation, romance and... ramps

Sun, sea and... step-free access

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
History, heritage and... handrails

Art, aperitifs and... accessible loos

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Disabled Persons Railcard

VisitEngland

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)
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 qad@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

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.
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 >>
Support from other stakeholders

History, heritage and handrails in Leicestershire

by Katie Rowe

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

Sun, sea and... step-free access

VisitEngland™

> Download your guide to an accessible break
Digital Advertorials
Partnered with Association of Train Operating Companies
Editorial and Ads in Specialist Magazines

Access England

England is 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 peak at some mini guides to help you plan your next accessible break in these dynamic destinations.

Bath

People have been holding holiday in Bath for 2,000 years or so and you can’t miss the 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 screens and shops and find arrival easy.

Leicestershire

The History of Leicester, at the heart of England, is palpable. The Battle of Bosworth Field was the last battle between the English throne was seized in battle (by a man born in Melton Mowbray) 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 endorsement of King Henry VII. 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 gray saga at the Leicester Guildhall which chronicles the hunt for the bones of the battle’s hero, Richard III.

Newcastle Gateshead

This buzzing North East city is a hub of fashion, culture and shopping worth checking out. The Norman Foster designed Sage Gateshead, perched on the Tyne, is one of the best music venues to be found anywhere and it’s also an Access for All award winner.

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VisitEngland
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 an 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.