

Universal Design and Service: Opportunities for Destinations & SMEs

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**The winner of the 2022 award
for the destination offering the
most outstanding visitor
experience is...**

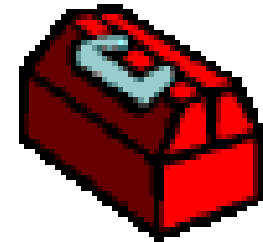


The most accessible one!



Accessibility development

- Universal Design and Service offers **exciting** and **untapped** development **opportunities** for local businesses and destinations.
- We should see improving accessibility in tourism as **compelling**, not just a means to an end in itself (a more accessible destination) but also as a **‘tool’** leveraging many other wider benefits.



Business & Destination Benefits



Accessibility

Improve Quality

Increase Market Opportunities

Changing Markets

Differentiate

More Competitive

Repeat Visits & Recommendations

Create a Unique Selling Proposition

A Better Welcome

Improved Financial Sustainability

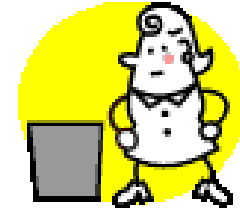
Seasonality

Civic Pride

Social Responsibility

Inward Investment

We all fit into this box we call accessibility!



See the person not the disability



Maximize the opportunities



Domestic Visitors



Business



Overseas Visitors

Visiting
Friends & Relatives

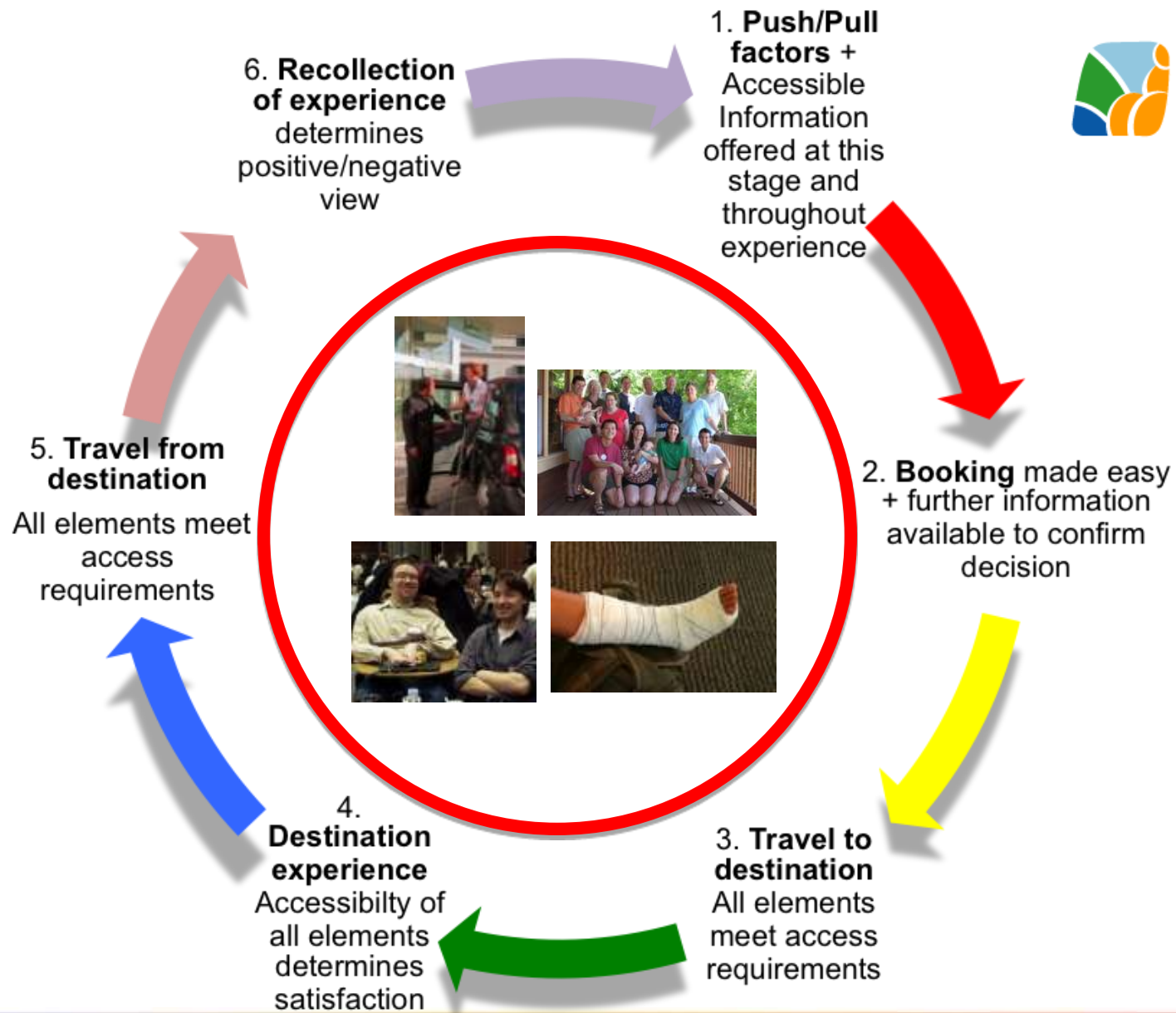
Education

Local Community

See the market differently

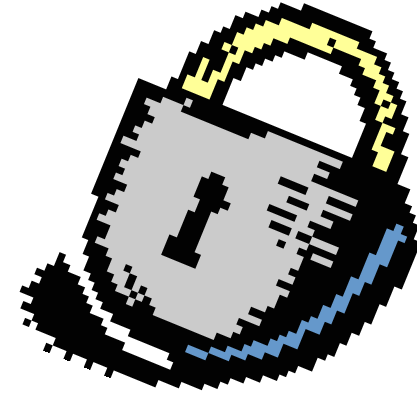
“Accessibility, we try to think of it as the norm, we don’t think of ourselves as an accessible accommodation or an accommodation just for people with disabilities. We just happen to be a holiday cottage that had been adapted and is suitable for everybody”





Unlocking the potential

- How can we manage all of these moments of truth that our visitors have in our destinations?



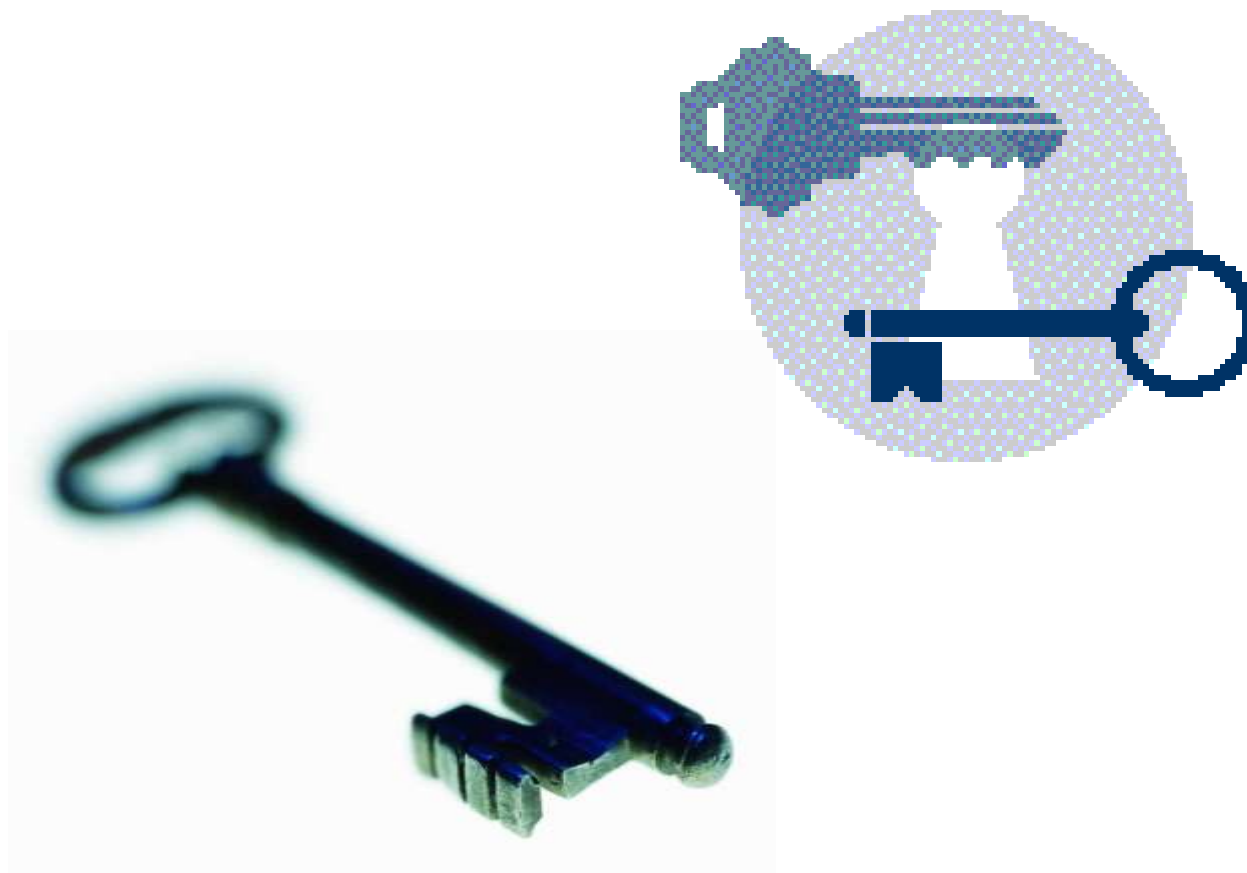
Developing synergy

‘Understanding this interconnectedness and interdependence of individual businesses in the experience of the visitor is essential in order for destinations to grow their market share.’

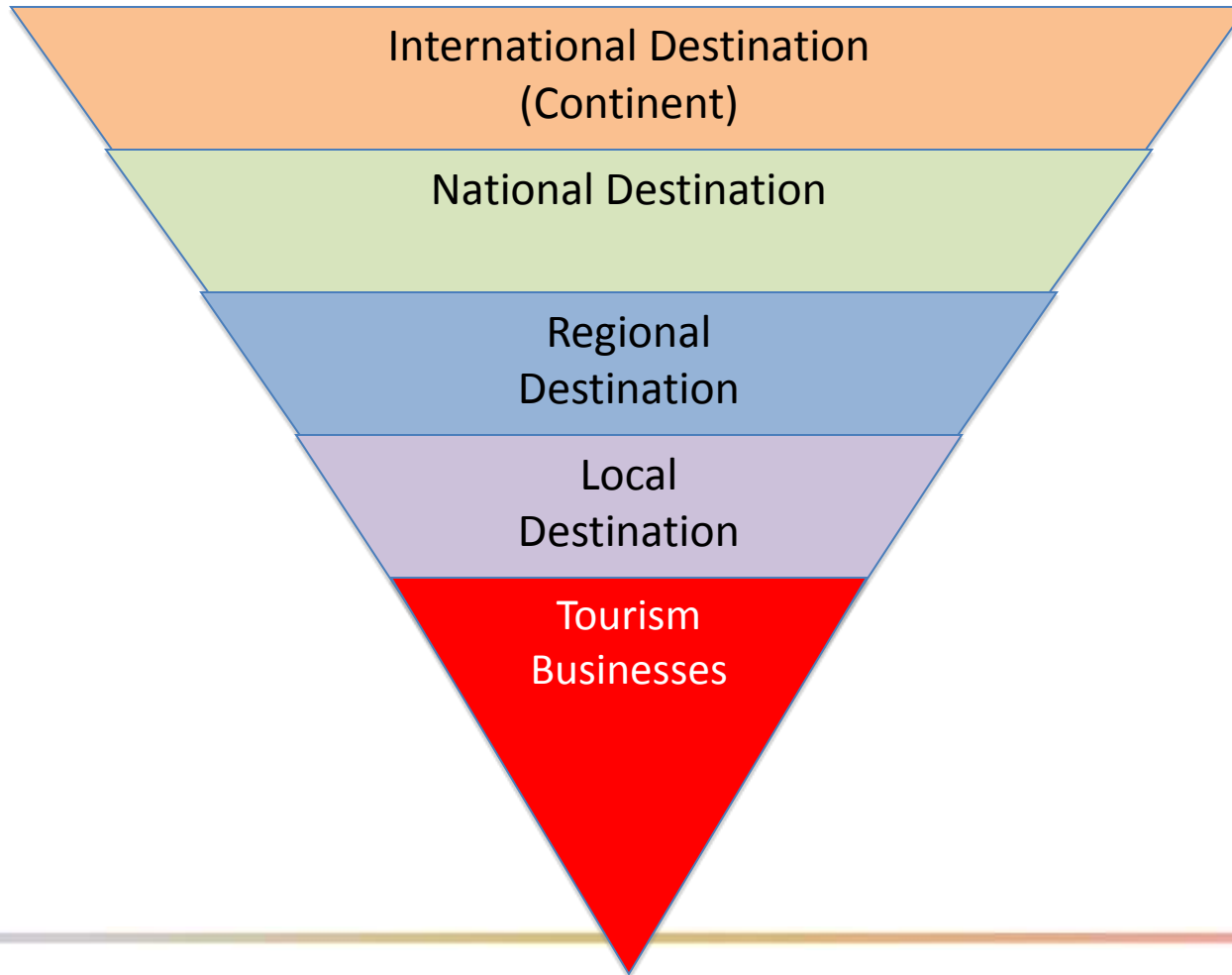
‘To achieve this understanding may require the leadership of destination managers and marketers, such as regional tourism organisations, local chambers of commerce as well as local governments.’

Dickson & Darcy (2012)

Key role for destinations



We are the champions!



Accessible Tourism

Information



Facilities



Customer Service



Your map through access

To access the tools and resources below click on the text adjacent to each tick box.

Get started

- Watch the Profiting through Accessible Tourism video**
Hear from other tourism businesses.

- Read Easy does it**
Simple, low-cost changes.

- Know the law**
The Equality Act 2010 replaces the Disability Discrimination Act 1995.

- Check out business case studies**
Find out what others are doing.

Be confident - concentrate on these three areas

Customer service and training

- DisabledGo (online)
- Access for All (online).
- Accessible Travel Made Easy (online).
- WorldHost Customers with Disabilities (half day).
- Welcome All (1 day).


Information, communication and marketing

- Create an Access Statement**
A description of your facilities & services to inform people with access needs.
- Join OpenBritain**
A published guide and website used by disabled visitors and tourists.
- Enter the VisitEngland Awards for Excellence and/or the Cateys**
Promote your business using national accessibility awards.
- Check your website is easy to navigate**
Does design meet W3C guidelines?

Facilities


- Apply to VisitEngland for One Step Ahead and the National Accessible Scheme (Accommodation).
- Apply to VisitEngland for the Visitor Attraction Quality Assurance Scheme (Attractions).
- Commission a professional access audit.

Access Statements



Access Statement Tool
Provided for you by [VisitEngland](#)

home




Your Access Statement




A description of your facilities & services to inform people with access needs

Four good reasons to have an Access Statement...

- Minimum requirement for VisitEngland accommodation and visitor attraction quality scheme members
- Can help you to meet your obligations under the [Equality Act 2010](#) (replaced the Disability Discrimination Act on 1st October 2010)
- Marketing opportunity, informing your visitors in one concise document
- England's population is ageing and almost 1 in 5 people are disabled



New user? Start at Step 1...
Please read the [terms & conditions](#) before starting

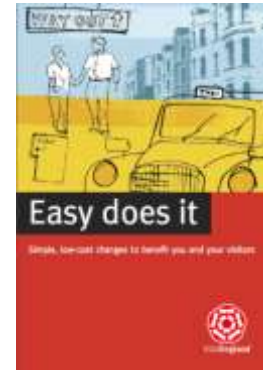
- 1 Create & print your information collection form**

Create and Print Form
- 2 Gather your information**

- 3 Complete your Access Statement online**

Complete Access Statement
- 4 Download your Access Statement**
Make available to potential customers:
 - Put on your website
 - Email on request
 - Promote in your leaflets and newslettersDownload Access Statement



Working together
for cleaner,
greener places



England Business Support



england
Official Visitor Information



ACCESSIBILITY ACTION PLAN

- Vision**
To harness the growing, high value accessible tourism market to become internationally recognised as a leading destination for people with access needs. This will contribute to UK growth, year on year, in the England tourism market by 2020.
- Objectives**
1. To motivate tourism businesses across all sectors to improve accessibility.
 2. To improve and develop tourism products across all sectors to meet the requirements of people with access needs by:
 - a. Ensuring staff are access aware and have the key skills and knowledge to meet the requirements of people with access needs.
 - b. Providing information on the accessibility of facilities and services that is detailed, accurate and readily available to enable people with access needs to make an informed choice.
 - c. Improving facilities and making reasonable adjustments as per the Equality Act 2010 for people with access needs.
 3. To increase consumer awareness of accessibility initiatives and the accessibility of tourism products.



All about balance



**Value to
Visitors**

**Achievability
For Businesses**

Destination Support



SMEs – Barriers?

- Business doing very well – no obvious reason to make changes.
 - Stereotyping - Lack of understanding of range of access requirements.
 - Fear - Lack of confidence (what do I say and do?)
 - No perceived demand
 - And why is there no demand?
 - Because they may not be offering any accessible facilities/services at all.
 - Because they may not be marketing or providing any information about existing accessible facilities/services.
 - Because the destination is not promoting accessibility to attract people with access requirements.
-

Engaging with SMEs



‘A successful
business is an
inclusive
business’

**2012 LEGACY FOR DISABLED PEOPLE:
INCLUSIVE AND ACCESSIBLE BUSINESS**

**Improving messages to SMEs: The case for the
disabled customer**

August 2010

Report insights

- Main barriers for SMEs – low level of awareness and misconception about disability and access
- Develop positive ‘business opportunity’ messages
- Explain the diversity of the customer base
- Emphasize the benefits to the business – stress financial one
- Relevant information needs to be made available via channels used by them
- Accessibility and inclusivity needs to be integrated in day to day activities of SMEs
- Accessibility-focused events “less effective” would work better if integrated into regular SME event



Visitors

Win



Businesses

Win



Destinations

Win



Thank
You!

“The most positive experiences were to be found at properties where there was a high level of customer service and awareness from staff.”

Focus Group:

VisitBritain's Access Consumer Research
