

# A Warm Welcome to Everyone

## How to Develop Accessible & Inclusive Experiences



EUROPEAN UNION  
European Regional Development Fund



**Norfolk**  
County Council

**Interreg**   
France ( Channel  
Manche ) England  
**EXPERIENCE**  
European Regional Development Fund



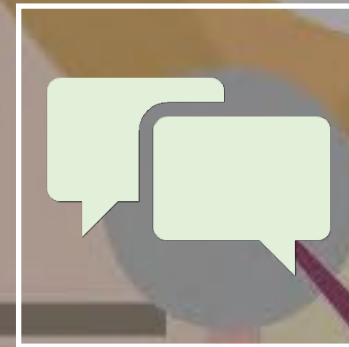
# Welcome & Housekeeping



Please keep **your microphone muted during the presentation**; and please show your full name if you can ('more button' next to name)



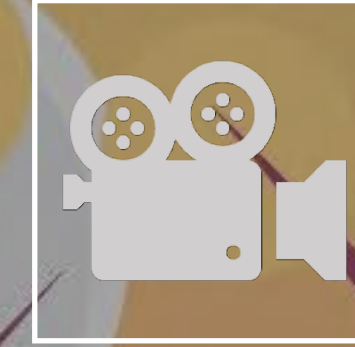
If you have connection issues, **turning off your video** can help



Questions are welcome at any time – please **type your query** in the chat.



A copy of the presentation and next steps will be **circulated after the workshop**.



This session is **being recorded** but you and the chat are not.



# 2022 Training & Networking opportunities



- Previous training available on the Resources Hub
- Last training delivered by **EXPERIENCE** will be on:
  - Attracting walkers and cyclists
- **Norfolk Visitor Experience Show – 16 November**
- Sign up to our Norfolk newsletter to receive project updates:  
[www.norfolk.gov.uk/experienceupdates](http://www.norfolk.gov.uk/experienceupdates)

Join our  Norfolk EXPERIENCES Facebook Group



# Be ADVENTUROUS

**NORFOLK. ENDLESS ADVENTURES. ONE DESTINATION.**

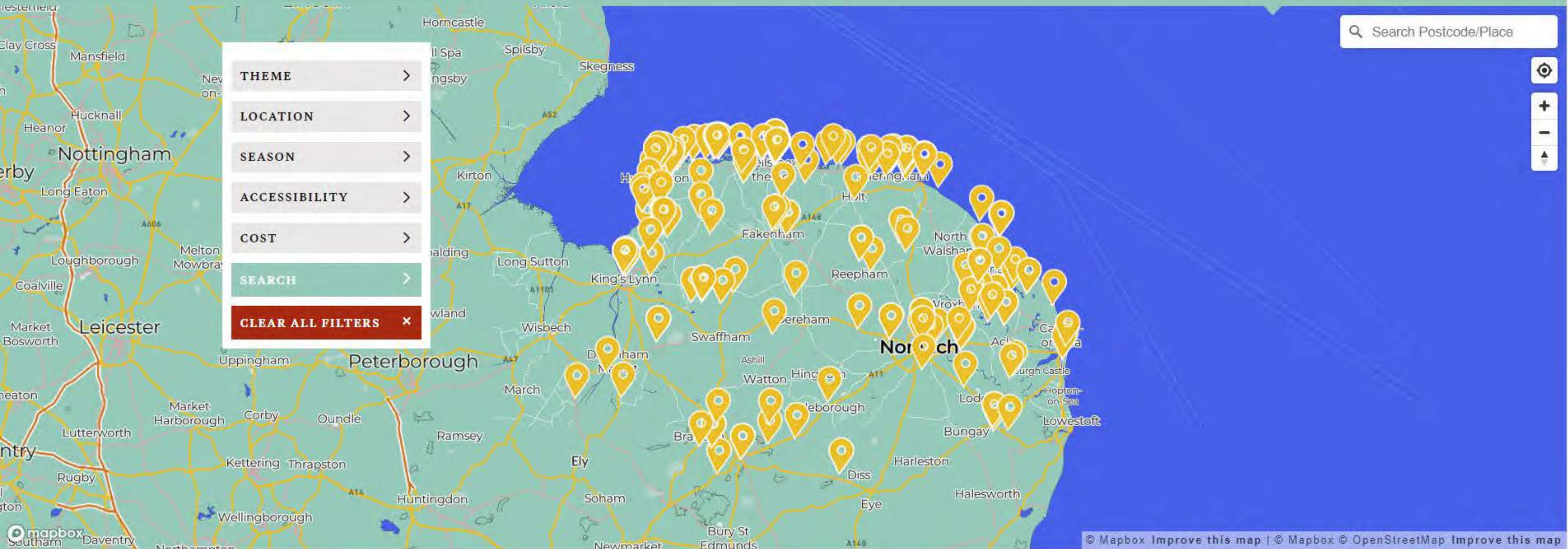
Discover unique activities, explore themed itineraries or create the journey of your dreams. You are what you do, where you go, who you meet. Be the story. Be Norfolk.

START YOUR JOURNEY! >

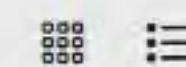
[www.benorfolk.co.uk](http://www.benorfolk.co.uk)







Found 221 Activities





 CLEAR ITINERARY 

 ADD MORE ACTIVITIES 

 SAVE ITINERARY 

 TYPE YOUR ACTIVITY NAME

MY  ACTIVITIES

(Drag them into your day planner)

DAY PLANNER

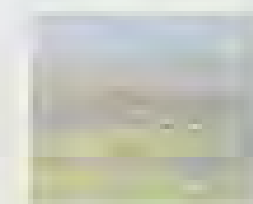
Sort By:

Date 

Cost 

Date added 

DAY 1



ACTIVITY NAME TO GO HERE

Sub heading

REMOVE

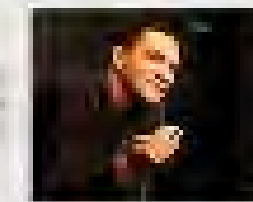


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FIND OUT  
MORE



ACTIVITY NAME TO GO HERE

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FIND OUT  
MORE

DRAG YOUR ACTIVITY HERE



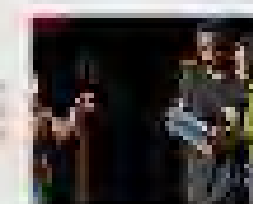
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FIND OUT  
MORE

DRAG YOUR ACTIVITY HERE



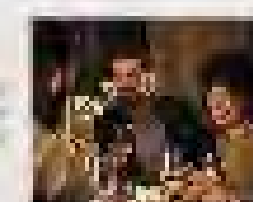
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FIND OUT  
MORE

DRAG YOUR ACTIVITY HERE



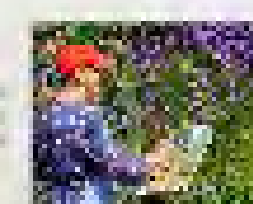
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FIND OUT  
MORE

DRAG YOUR ACTIVITY HERE



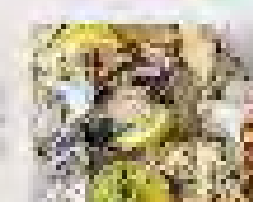
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FIND OUT  
MORE

DAY 2



ACTIVITY NAME TO GO HERE

Sub heading



FIND OUT  
MORE

DRAG YOUR ACTIVITY HERE



DRAG & DROP

CHANGE OF HEART?

Click 'Save itinerary'  
to see saved itinerary  
page



# Coming up



- Meet our target customers
- How to assess accessibility of a visitor experience/service
- Activity - Review the environment of your experience
- How to address the requirements of the target customer segments
- How to develop a truly accessible tourism offer and meet demand
- How to bring to market and promote an accessible/inclusive product
- Next steps
- Q&A discussion



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# MEET OUR TARGET CUSTOMER SEGMENTS



# What are the different types of disability?

Six core areas of disability:

- MENTAL HEALTH CONDITIONS
- LEARNING DISABILITIES
- HEARING LOSS
- VISUAL IMPAIRMENT
- MOBILITY IMPAIRMENT
- DISFIGUREMENT

There are a wide range of disabilities/impairments covered by the Equality Act; you can find more examples on the Equality and Human Rights Commission site.



21%

of the British population  
has an impairment



# Not forgetting

- 70%-80% of disabilities are not visible
- Visitors with a temporary disability
- Visitors with a long-term health condition
- Visitors who are frail with age-related health problems





# What visitors need and want?

## The pillars of Accessible Tourism

INFORMATION

GOOD  
CUSTOMER  
SERVICE

TRANSPORT

FACILITIES

BUILT  
ENVIRONMENT



# Accessible Tourism is not special

It's a part of what we do  
and offer

## Differently abled

### What visitors are looking for

- Not feeling special, but catered for
- Fitting in
- No awkward or insensitive moments
- Able to access all facilities

### Quick wins to entice this audience

- *Everyone's welcome*
- *Easy access around the venue*
- *Signage at eyesight*
- *Marketing photos showing people differently abled*
- *Space around seating for wheelchairs*
- *Safe routes into and around the venue*
- *Accessible toilets*
- *Nothing too high up to reach*



# Hidden Disabilities





# The total expenditure generated by those with health conditions and impairments and their travelling companions is estimated to be £15.3 billion

(VisitEngland, 2019)



Visitors with health conditions and impairments tend to travel outside of the typical high season and tend to travel with others

Visitors with health conditions and impairments tend to take longer holiday breaks than average and therefore tend to spend more money per trip







UNMISSABLE  
*England*

## LGBTQ+

What visitors are looking for

- Fitting in
- Feeling welcomed
- No awkward or insensitive moments

Quick wins to entice this audience

- *Everyone's welcome*
- *No "His & Hers" wording anywhere*
- *Marketing photos showing same sex couples*
- *Toilets labelled sensitively*



# BAME community 'still underrepresented' in travel industry



Travel Weekly 2021

## BAME

### What visitors are looking for

- Fitting in
- Feeling welcomed
- No awkward or insensitive moments

### Quick wins to entice this audience

- *Everyone's welcome*
- *Marketing images showing black, asian, dual heritage visitors*
- *Highlighting BAME well known personalities connect with a destination or in travel*

### Norfolk Ethnic Minority Tourism Report



# HOW TO ASSESS ACCESSIBILITY OF A VISITOR EXPERIENCE/SERVICE



# Completing an online Accessibility Guide

- An Accessibility Guide is completed by the business using VisitEngland's online tool. It's not a statement as to whether or not the business is accessible, it us a descriptive journey around a business offering adding information which would not otherwise be available to visitors.
- It can help communicate a businesses facilities and services to disabled people and other customers who want specific accessibility information.
- Detailing the accessibility of an experience or venue in an Accessibility Guide will enable visitors, their family, friends and carers to make informed decisions to meet their individual needs and requirements.



### Arrival

**Path to main entrance**

- From the street to the main entrance, there is level access.
- The path is 990mm wide, or more.
- The path is sloped.

**Main entrance**

- The main entrance has level access.
- The door is 840mm wide.
- The main door is sliding and automatic.
- The walkway to the reception desk has a small incline. There is a projected image on the flooring

View of our main entrance from the street

Our main entrance

Entrance lobby





# How do I produce an Accessibility Guide?

VisitEngland provides a new, free to use website for the easy production and publication of Accessibility Guides.

First you will need to register, which includes accepting the site Terms of Use. Once registered on the site, you can start the process of producing your guide in three steps:

- 1.Prepare** – Review the example guides and Photo guide on the website, in order to prepare. You will also find a video where operators share the benefits of having a guide and ‘Top tips for a great guide’.
- 2.Produce** – Simply answer a series of questions on your venue’s accessibility, upload useful photos and input any further information. You can then review your guide and submit it to be published in a standardised format that makes it easy for consumers to compare different guides.
- 3.Promote** – It is important that you make your guide widely available and visible to potential customers. You will be given a unique URL, which you can add to your website and also share across social media channels.

## Accessibility Inclusivity Indicators Tool



# See the customer not the disability

Ask and listen to your customers



## Review the environment

For example

- Make sure the entrance and reception/ticket office are well lit
- Provide seating close to the reception area/ticket office
- Consider fast-tracking for those who can't stand for a period of time
- Be prepared to write down information for customers with hearing loss
- Be ready to complete forms on behalf of guests



## Activity

NOW YOUR TURN TO REVIEW THE  
ENVIRONMENT FOR YOUR EXPERIENCE

WHAT COULD YOU DO DIFFERENTLY?



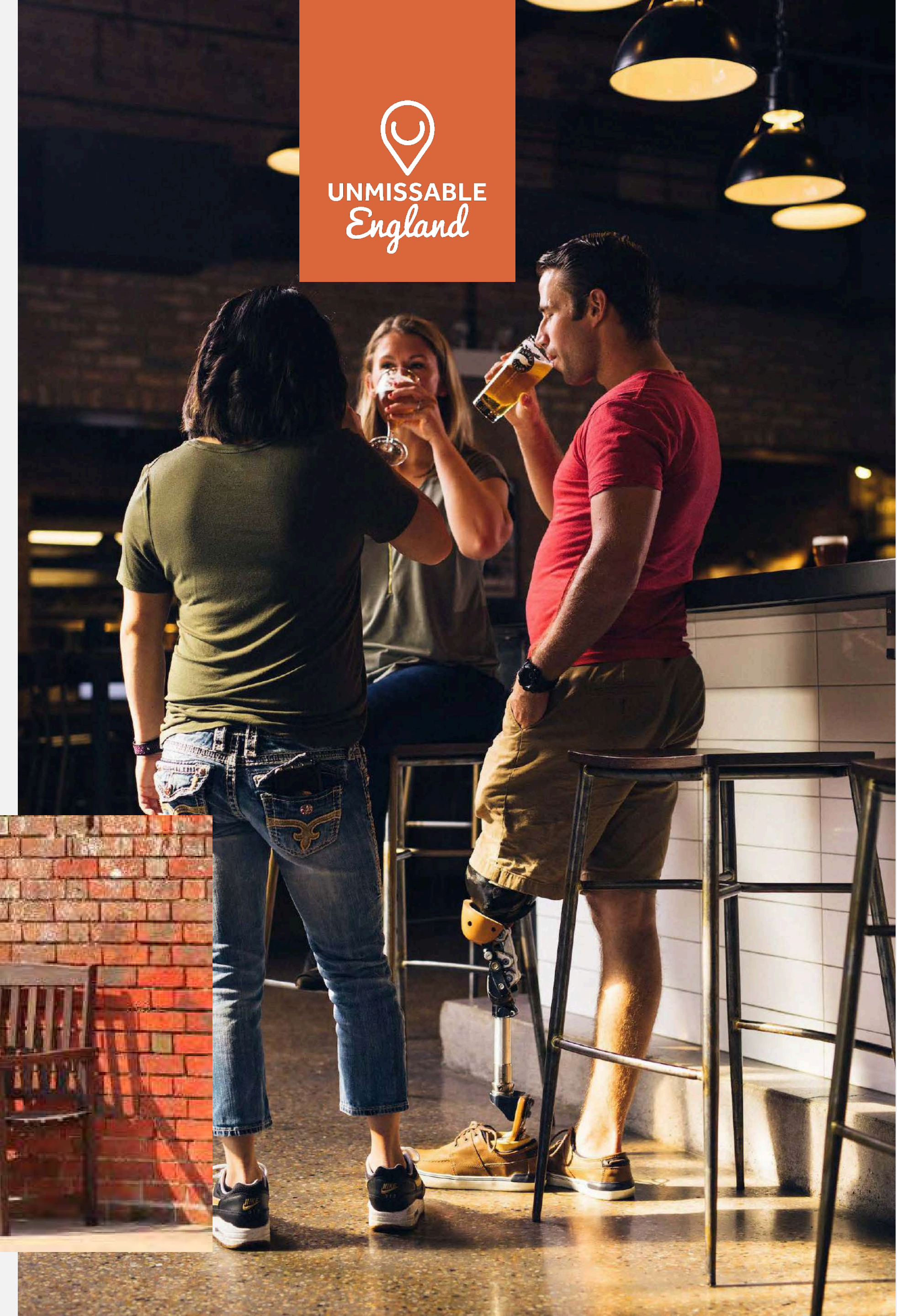
# HOW TO ADDRESS THE REQUIREMENTS OF THE TARGET CUSTOMER SEGMENTS



# Understand your target market

There are four core areas of this market:

- Visitors with access requirements related to physical impairments
- Visitors with access requirements related to sensory impairments (e.g. vision, hearing);
- Visitors with access requirements related to cognitive impairments
- Visitors with access requirements related to long-term health conditions





## For visitors with access requirements related to physical impairments

Examples:

Accessible parking

- Accessible communication routes/paths
- Bells, switches
- Lifts
- Accessible doors
- Accessible toilets & bathrooms

## For visitors with access requirements related to sensory impairments (hearing & visual)

Examples:

- Communicating with deaf people and people with hearing impairments
- Hearing enhancement systems (e.g. hearing loops)
- Face to face communication
- Accessible websites
- Guide dogs and assistance dogs

## For visitors with access requirements related to cognitive impairments

Examples:

- Easy-to follow information, easy reading format
- Allowing time and space for quiet conversation without stress
- Communication materials: easy to understand signage, use of pictograms



## For visitors with access requirements related to long-term health conditions

Examples:

- Nutrition offer:- Special diet meals, information about ingredients and allergens- Food preparation and kitchen equipment
- No smoking policy, air quality







# HOW TO DEVELOP A TRULY ACCESSIBLE TOURISM OFFER AND MEET DEMAND





These tips were produced by England's Inclusive Tourism Action Group, comprising a range of leading accessible tourism stakeholders who share the vision for England to provide world-class accessible tourism experiences that every person with accessibility requirements can enjoy.





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# HOW TO BRING TO MARKET AND PROMOTE AN ACCESSIBLE PRODUCT



# Access information should be detailed, accurate and up-to-date, as well as easy to find.



It should be clearly indicated on the website's homepage and listed in a specific section, as well as throughout the website in other sections e.g. accommodation, attractions, restaurants etc.

Include photographs of your accessible facilities so guests know what to expect and can get familiar with your venue, hotel, attraction or destination before arrival.

An access statement provides information about the accessibility of a tourism facility and or service, and can be a helpful tool for (potential) visitors with disabilities and those with specific access requirements (caused by age, illness or long-term health problems, lack of language proficiency or even cultural differences, and thus not always visible).

Presenting adapted suggested itineraries and additional information can aid people with access needs to plan their visit, e.g. transport options with relevant access information, such as details on accessibility of public transport, accessible parking, etc.

Consider representing a diversity of visitors in the images shown on your website. Photographs including people with special access needs not only gives you the chance to show off your access services, it is also a way to illustrate your dedication to equality and inclusivity.

Testimonials from previous visitors will help decrease uncertainty and are especially highly valued by visitors with disabilities.



# Airbnb Experiences

When a guest who requires an access provider books an Experience that has this option enabled, their access provider won't be charged for (or counted as) a separate seat.



# Social Media Influencers & Specialist Websites

EuansGuide.com is the disabled access review website where disabled people, their families, friends and carers can find and share the accessibility of venues around the UK and beyond. The website shares thousands of experiences and is the go-to tool for many disabled people.

[www.euansguide.com](http://www.euansguide.com)





Welcome **Chris**,

The Access IT Web Tool should help users to assess the performance of their company in relation to the following five topics of accessibility: Accessible tourism & Visitor experience, Information, Design of accessible tourism services, Marketing, Participation. Please choose a topic below to begin the self-assessment and answer the statements using the scale from lowest to highest.

### Please select a topic:



#### 1. ACCESSIBLE TOURISM & VISITOR EXPERIENCE

Start Test  
Best Score: N/A



#### 2. INFORMATION

Start Test  
Best Score: N/A



#### 3. DESIGN OF ACCESSIBLE TOURISM SERVICES

Start Test  
Best Score: N/A



#### 4. MARKETING

Repeat Test  
Best Score: **80%**



#### 5. PARTICIPATION

Start Test  
Best Score: N/A



# NEXT STEPS



# My Accessibility Checklist



- ✓ Develop an Accessibility Guide using VisitEngland's online tool
- ✓ Start asking guests at time of booking if they have any accessibility requirements
- ✓ Research local public transport accessibility and add to your Accessibility Guide
- ✓ Approach local access groups to visit your business and give feedback
- ✓ Train yourself (and any staff) in disability awareness and ensure they are familiar with accessible facilities, services and equipment available
- ✓ Use imagery of BAME, LGBTQ+ and people differently abled in your marketing



And don't forget  
to tell everyone  
about what you  
are doing!



# Useful resources and tools

VisitEngland Accessibility Guide

VisitBritain's Rosie Jones short films

Do the ACCESS IT Test

VisitEngland's Easy Does it – Business Support Guide

[www.euansguide.com](http://www.euansguide.com)

Pink Book of Legislation

Know Your Legal Obligations (Equality Act 2010)





# Purple Tuesday



Tuesday 1 November 2022

Purple Tuesday is a national initiative that helps businesses to improve the experience for their disabled customers, culminating in a celebration in November every year where organisations across all sectors showcase their support for this lucrative market.

## Why you should take part?

- Registration is free and you only need to make a minimum of one commitment to improve the accessibility of your business. This could include creating an [Accessibility Guide](#) or adopting the hidden disabilities [Sunflower Lanyard Scheme](#)
- Get free guidance and resources to help you be more inclusive through simple, low or no cost changes
- Improve the experience for all of your customers
- Raise your profile as a participating business in a national celebration on 1 November
- Show your customers that you are inclusive for all







# Next Steps

## Any ideas?

Contact us at [experience@norfolk.gov.uk](mailto:experience@norfolk.gov.uk)

**1:1 business support for activity development available**

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Website is live! [BeNorfolk.co.uk](http://BeNorfolk.co.uk)

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Norfolk Visitor Experience Show, 16 Nov, 10:30am – 3pm

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Feedback form

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# THANK YOU!

