



Everybody Welcome

Supporting a more inclusive and accessible region

Webinar 1: 13th June 2023

Introduction to Accessible Tourism

NORTH OF TYNE
COMBINED AUTHORITY


Newcastle Gateshead
Initiative

Local Visitor Economy Partnership

Recognised by

Visit England

Access & Inclusion UK


Everybody
Welcome

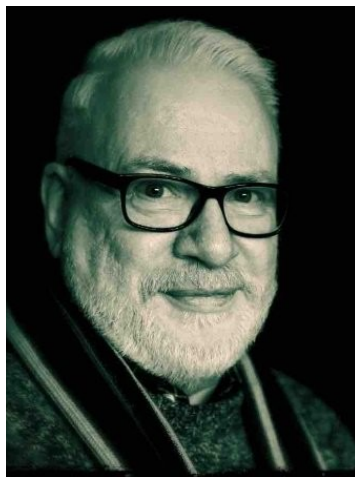
Welcome



Ian Thomas
Destination Director, NGI



Hello!



Chris Veitch



Jane Cooper

Access & Inclusion UK



Making everybody welcome

Everybody
Welcome

Our clients include...





Megan

Objectives:

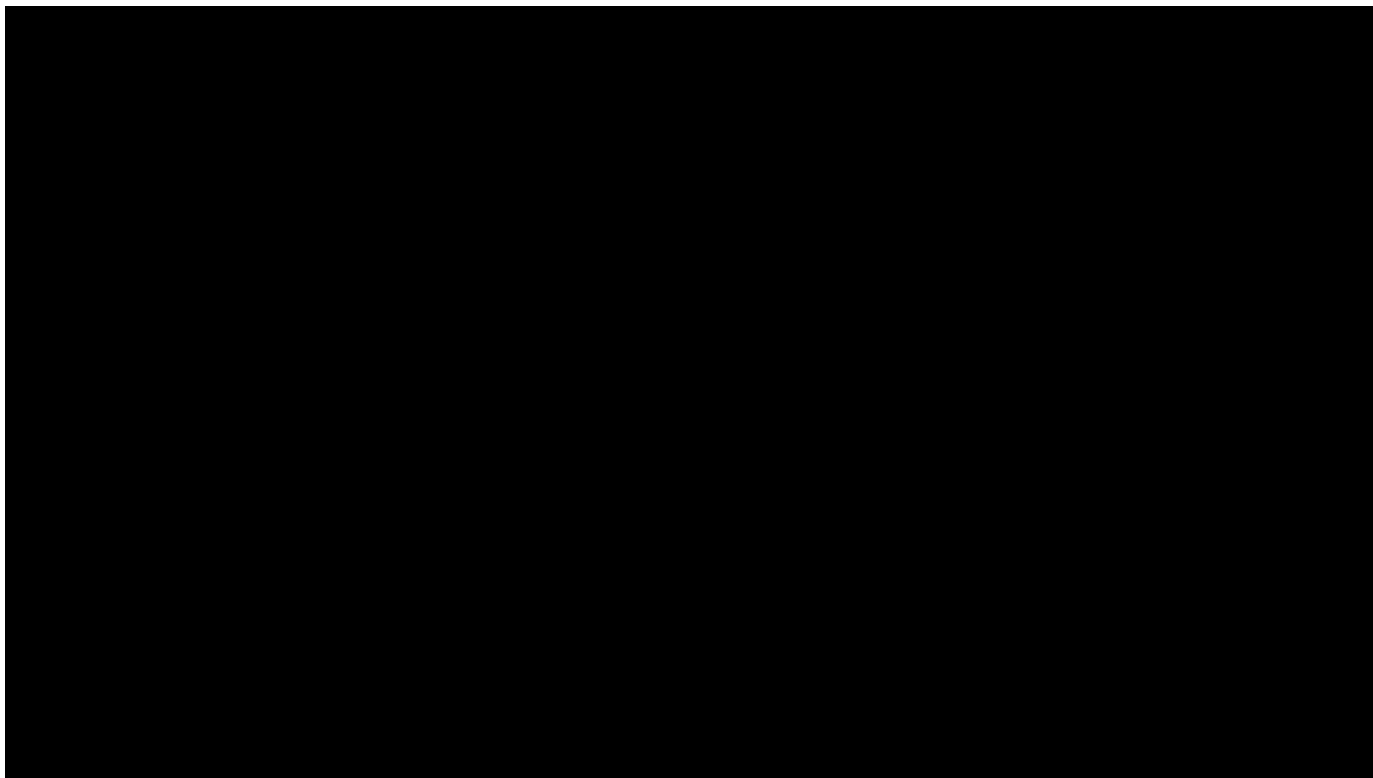
By the end of the workshop you will have:

- Learned more about the Everybody Welcome Programme
- Understood what 'Accessible Tourism' is, the value of the Purple Pound, who benefits and how
- Learned more about the Equality Act and its relevance to you
- Understood what the visitor journey is like for visitors with accessibility requirements
- Learned some 'top tips' on providing good accessibility information online

Ground Rules



Accessibility needn't be difficult!




There is no mystery!



At its heart, accessible tourism is about doing the things which visitor economy businesses already do best:

- providing a warm welcome to every visitor
- demonstrating that:
 - we know you
 - we understand you and, most of all
 - we value you!



We know you
We understand you
We value you



The UK aims to be the most accessible tourism destination in Europe by 2025. The Everybody Welcome Initiative will help ensure our region plays a key role in making that vision a reality.

Why do this?

Accessible Tourism supports your destination, its businesses, visitors, and local communities by:

- improving customer service and the visitor experience
- growing visitor numbers
- meeting the needs of underserved markets e.g. disabled people
- responding to changing markets e.g. an ageing population
- tapping into the growth of 3G family holidays and breaks
- ensuring valuable business is not lost
- contributing to sustainable and responsible tourism development
- supporting resilience, creating job opportunities, boosting a destination's image

Everybody Welcome

- New business improvement initiative across Newcastle, Northumberland and North Tyneside
- FREE programme, funded by the North of Tyne Combined Authority
- Extended across the region as part of the DDP programme
- Support businesses to provide excellent:
 - information
 - facilities
 - servicesfor visitors with accessibility requirements



Everybody Welcome

- Three FREE, 1 hour, online webinars:

Introduction to Accessible Tourism	13th June 9.30 – 10.30
Understanding Access Needs	20th June 9.30 – 10.30
Marketing Your Accessibility	27th June 9.30 – 10.30

- FREE access to the WelcoME App
- digital platform to support businesses and customers
- FREE 360 degree filming for selected businesses
- to support marketing and visit planning
- Social media and marketing campaign to raise awareness and drive visits

Welcome





Icebreaker



Quick quiz



The **Purple** Pound

**Loyal customers
who return year
on year**

**Over 14.1 million
people in the UK
are disabled**

**Attracts the
whole travelling
party**



**Total spending
power of £274 billion**

**Accessible tourism
alone worth £15.3 billion**

The **Grey Pound**

+



=

Total Market

**£594
billion!**

**Total spending
power of £320 billion**

The Equality Act

- Equality Act 2010 (formerly DDA)
- Covers all service-providers
- Covers all aspects of your business
- 9 'Protected characteristics' including disability
- Make changes to overcome barriers by:
- Adjusting information, facilities and services



The **Three Pillars** of accessibility



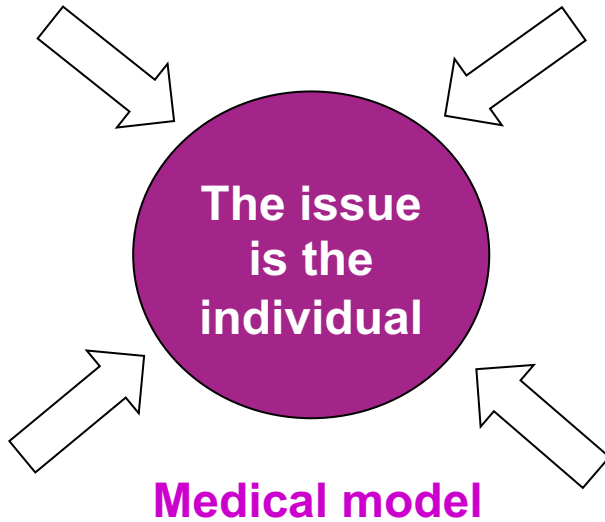
Information

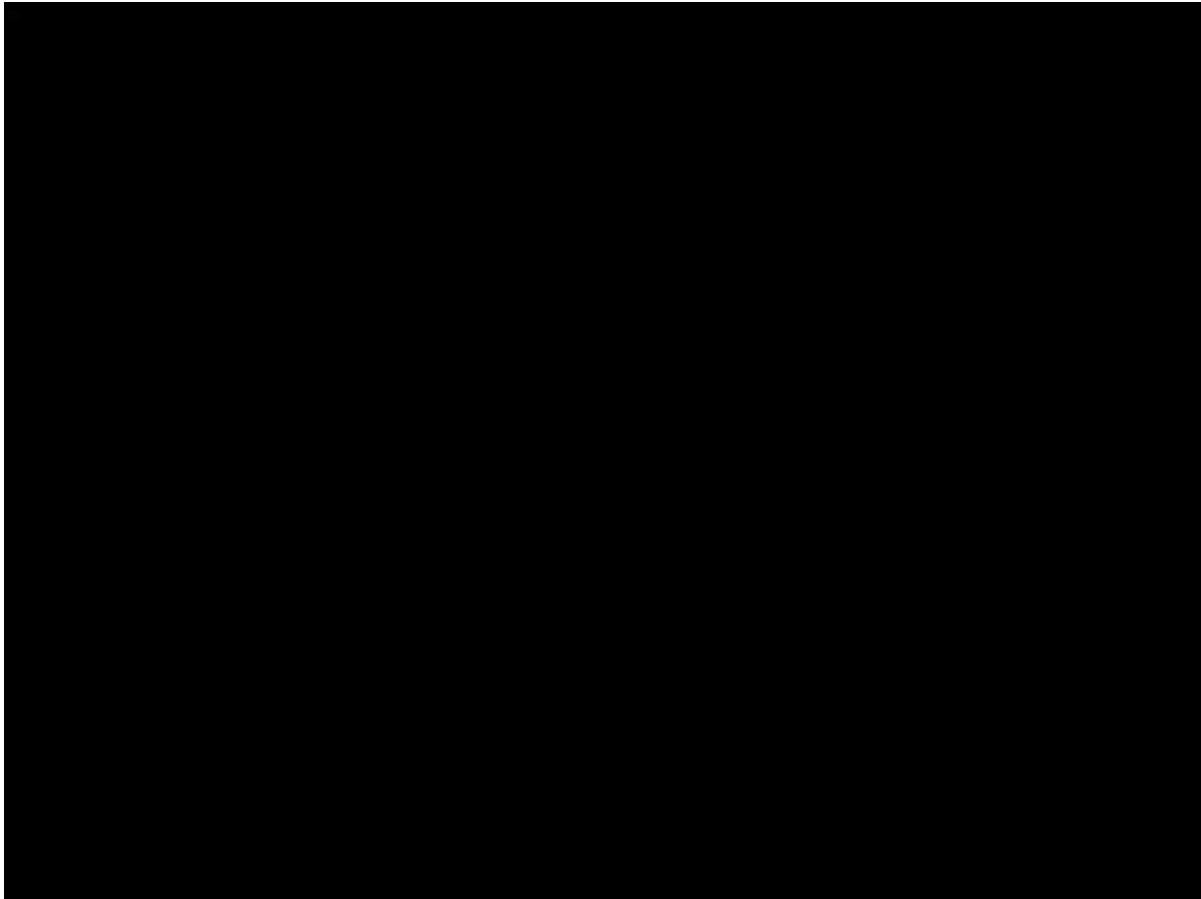
Facilities

Customer
service

A shift in thinking

From the traditional '**medical**' model of disability to the '**social**' model of disability





What is a visit like for us?



Everybody
Welcome

From this.....



Everybody
Welcome

To this.....





1



Select target

Everybody
Welcome

GUIDE

EVAN'S



Water Park

Water Ambassadors Quiet Room

Accessible Family Evenings

10th March 2018	5:30pm - 7:30pm	Bookings open 12th February
14th April 2018	6:30pm - 8:30pm	Bookings open 12th March
12th May 2018	6:30pm - 8:30pm	Bookings open 16th April
9th June 2018	6:30pm - 8:30pm	Bookings open 14th May
7th July 2018	6:30pm - 8:30pm	Bookings open 11th June
8th September 2018	6:30pm - 8:30pm	Bookings open 9th July
13th October 2018	6:30pm - 8:30pm	Bookings open 10th September
10th November 2018	5:30pm - 7:30pm	Bookings open 15th October
12th January 2019	5:30pm - 7:30pm	Bookings open 12th November
9th February 2019	5:30pm - 7:30pm	Bookings open 14th January
16th March 2019	5:30pm - 7:30pm	Bookings open 11th February

Prices and Booking
 Disabled Guest - £3.50 pp
 Disabled Guest Companion/Carer - £3.50 pp
 Immediate Family/Siblings - £4.50 pp

To book call 01253 343602
 Full payment required at time of booking.
 Advanced bookings essential.

Changing Place Wet Room Fun for everyone



ROUGH GUIDES

THE ROUGH GUIDE to
Accessible Britain

DAYS OUT • EXPERT REVIEWERS • HANDY TIPS

Everybody
Welcome



2



Gather intelligence



91% of disabled people will
try to find accessibility
information about a place
before they visit

Everybody
Welcome

Accessibility information available from home page



Accessibility video
or 360 degree tour



Changing Places

Access for All

Call our Access Hotline for information: 01253 340721

Plan your visit

Every day we learn from our guests and strive to make our waterpark the best it can be. Whether you want to prepare for your visit with the help of our extensive Accessibility Guide or Sensory Story or take time out in our Autism-Friendly Quiet Room and find out about our friendly Access Ambassadors or Essential Companion scheme, you will find all the information you need here.



Guests with
Mobility
Impairment



Guests with Vision
Impairment



Guests with
Hearing
Impairment



Guests with
Autism



Accessible
Facilities

Information for visitors
with different needs

Accessibility Guide for The Roman Baths & Pump Room

Contact for accessibility enquiries: Group Bookings

romanbaths_booking@bathnes.gov.uk 01223-07788

www.romanbaths.co.uk

Guide last updated: 7 August 2018

At a glance Getting here Arrival Getting around inside Customer care support

Download this guide as docx Share this guide

Welcome

The Roman Baths is one of the most popular tourist attractions in Bath, UK, and one of the most popular tourist attractions in the UK. At the heart of the city, Bath stands on the site of the Roman Baths, one of the most remarkable preserved remains of one of the greatest civilisations of the ancient world. The city's Roman thermal springs run from the sea and the Baths still flow with natural hot water.

The Roman Baths and Pump Room with the adjacent restaurant is located in Bath city centre next to Bath Abbey. There are extensive steps and ground protrusions, but the site is accessible and 90% of the site is accessible to wheelchair users. We look forward to welcoming you.

Watch the video: ACCESSIBILITY VIDEO FOR THE ROMAN BATHS & PUMP ROOM



Accessibility Guide



Help available



58% of disabled people
assume you are inaccessible if
they can't find accessibility
information

Everybody
Welcome



3



Reconnaissance

'Dummy-run'



Arrival and parking



Entrance and queues



Special facilities



Chat to staff

Everybody
Welcome



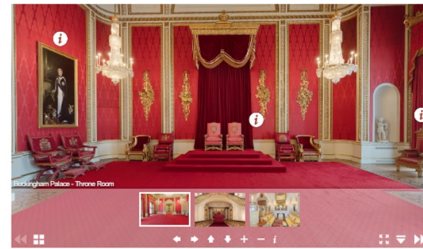
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The Mission

Everybody
Welcome

The Mission



EXPECTATIONS
vs
REALITY

A graphic with a blue background and a white border. The word 'EXPECTATIONS' is written in a simple, black, sans-serif font. Below it, the word 'vs' is written in a small, black, sans-serif font. Below that, the word 'REALITY' is written in a larger, black, sans-serif font with a white outline.

Audio
Description



Everybody
Welcome

Customer Service is key!



Welcome



Everybody
Welcome



5



**Mission
accomplished!**

When somewhere has
good accessibility...



“82% tell others about it

“87% will make a return visit



**Q: So how can
you improve your
accessibility?**



So how can you improve your accessibility and welcome?

- Provide good information online
- Understand the barriers which people may face and remove them
- Market your accessibility effectively



**Everybody
Welcome**

The logo for 'Everybody Welcome' is repeated in a larger size. It features the text 'Everybody' stacked above 'Welcome' in a purple, sans-serif font. To the right of the text is a green graphic element consisting of a vertical line and two horizontal lines that meet at a point, forming a stylized arrow pointing to the right.

**supports you with
all of these!**

The WelcoME App

Welcome

360 degree tours





KERCKHOFFS

Beyond Boundaries

360-degree VR tours

What are the methods in 360 VR videos?

VR tours – Standard or



👉 Exploration

Engagement



Interactive VR tours



Wheelchair perspective VR tours



👉 Accessibility

Visualisation



Digital twins or Animated 360



What are the methods in 360 VR videos?

VR tours – Standard or



Immersion

Interaction

Interactive VR tours



Wheelchair perspective VR tours



Inclusivity

Simulation

Digital twins or Animated 360



Why?



- Improved Accessibility
- Inclusivity
- Increased Engagement
- Education
- Off-Season Tourism
- Visit preparation for children and adults with Special Needs and disabilities



Museums and Historical Sites

- 360 VR tours can enrich the visitor experience by providing supplemental content and immersive storytelling.
- They can bring exhibits to life, allowing close-ups of artifacts or exploring areas that would normally be off-limits.
- These experiences can build interest and anticipation for an actual visit.



National Parks & Reserves

- 360 VR tours can serve as interactive guides, providing a sneak peek of the trails, sights, and experiences awaiting visitors.
- This can spark curiosity and inspire people to plan a visit to experience it first-hand.
- The educational component can also deepen their appreciation of the environment and wildlife during their visit.



Hotels and Resorts

- A 360 VR tour can function as a digital concierge, offering a comprehensive preview of the facilities, rooms, and surrounding area.
- This can help guests to visualize their stay and build excitement, leading to increased bookings and customer satisfaction.



Cities and Towns

- 360 VR tours offer a novel way to showcase a city's charms, from historical landmarks to hidden gems.
- It provides a more dynamic and interactive form of promotion than traditional brochures or videos, stimulating interest and potentially drawing more tourists.



Festivals and Events

- Capturing the essence of an event through 360 VR allows people who can't attend to experience the atmosphere virtually, creating a sense of inclusion and potentially encouraging them to attend future events.
- It can also serve as a memory preservation tool for attendees, enhancing their overall experience.





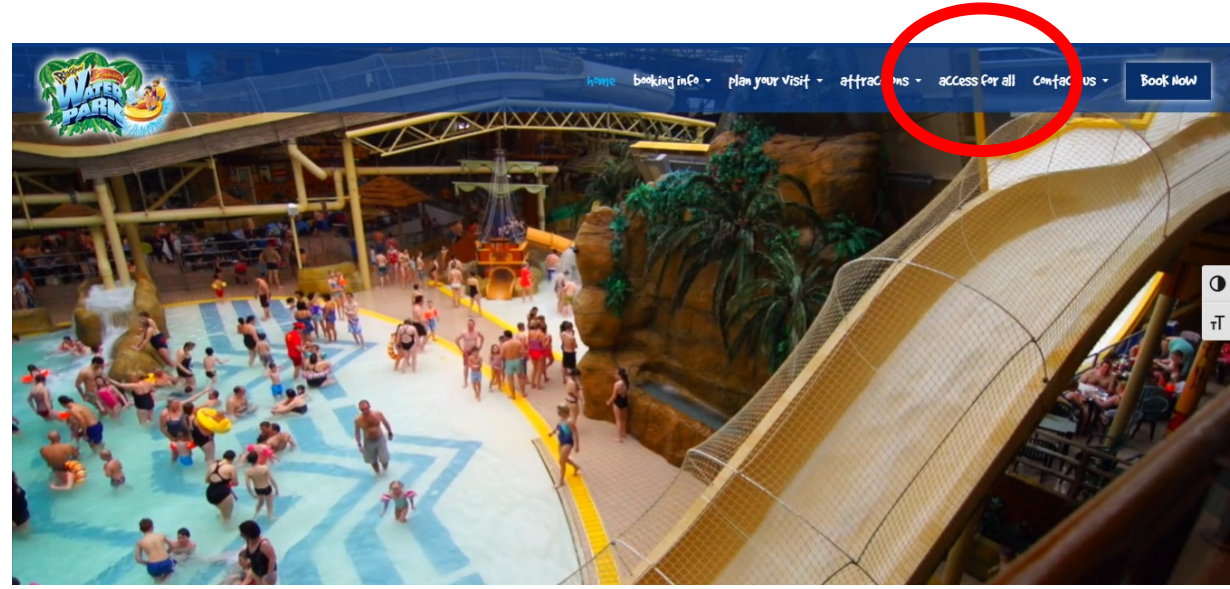
Thank you



Top Tips for online Accessibility Information

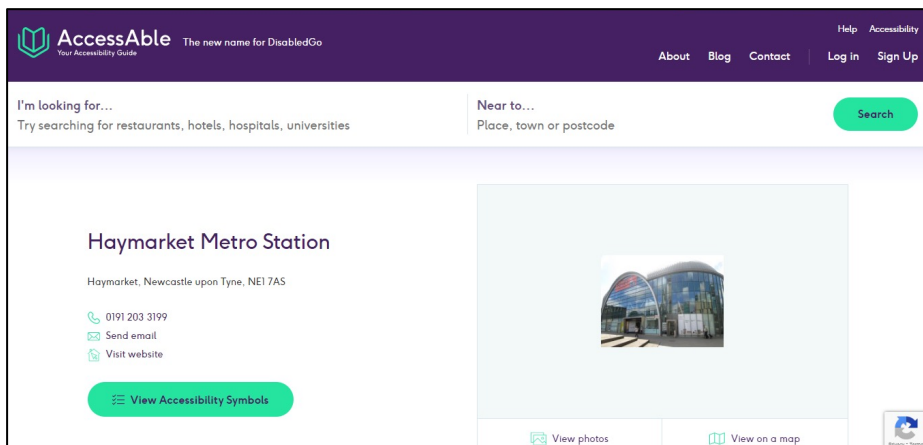
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Create an 'Access For All' or 'Everybody Welcome' tab on your website and make it easy to find



Top Tips for online Accessibility Information

2 Provide relevant accessibility information



Check whether you have an AccessAble Guide at [accessible.co.uk](https://www.accessible.co.uk)

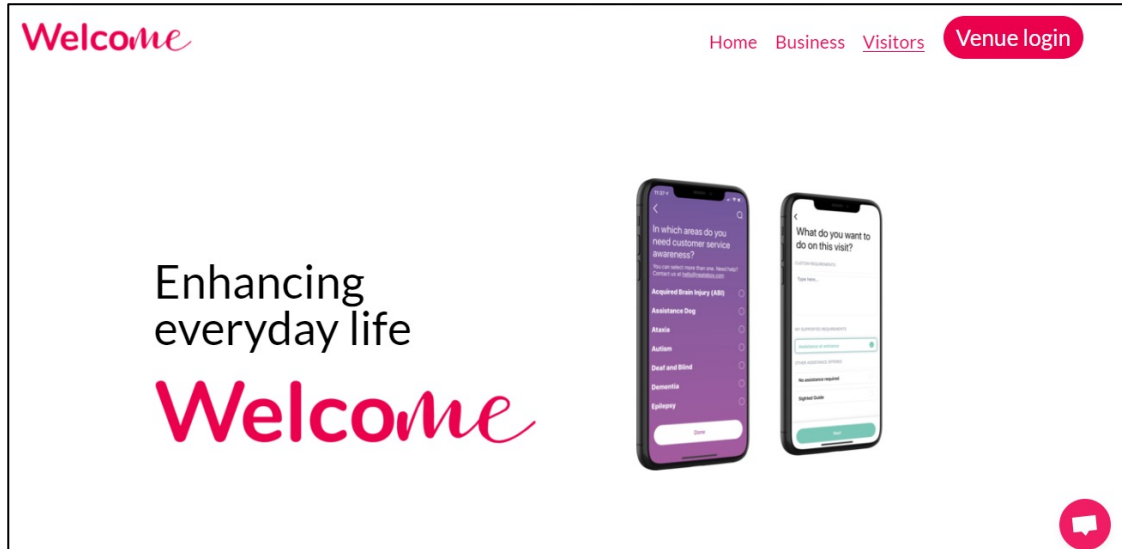


Create an FREE Accessibility Guide at [accessibilityguides.org](https://www.accessibilityguides.org)

Top Tips for online Accessibility Information

3

Use the WelcoME App





Next webinars:

Tuesday, 20th June 9.30 - 10.30 Understanding Access Needs

Tuesday, 27th June 9.30 – 10.30 Marketing Your Accessibility

Sign up for the webinars on the [Everybody Welcome Eventbrite page](#)

For updates please [Subscribe to Everybody Welcome](#)



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