



# Everybody Welcome

Supporting a more inclusive  
and accessible region

**Webinar 2: 20<sup>th</sup> June 2023**

**Understanding Access  
Needs**

**NORTH  
OF TYNE**  
~~~~~  
**COMBINED  
AUTHORITY**

  
**NewcastleGateshead**  
Initiative

**Local Visitor  
Economy  
Partnership**

Recognised by  
  
**VisitEngland**

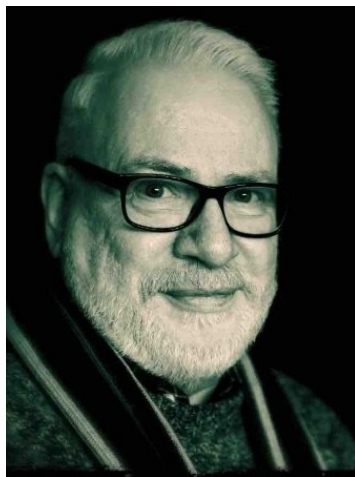
**Access &  
Inclusion UK**  


# Welcome



Lisa Liddell  
Head of Destination Development, NGI

Hello!



Chris Veitch



Jane Cooper

# Access & Inclusion UK



Making everybody welcome

Everybody  
Welcome

# Our clients include...





Megan

# 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:

|                                           |                                          |
|-------------------------------------------|------------------------------------------|
| <b>Introduction to Accessible Tourism</b> | <b>13<sup>th</sup> June 9.30 – 10.30</b> |
| <b>Understanding Access Needs</b>         | <b>20<sup>th</sup> June 9.30 – 10.30</b> |
| <b>Marketing Your Accessibility</b>       | <b>27<sup>th</sup> June 9.30 – 10.30</b> |

- 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*



# Objectives:

## **By the end of today's workshop you will have:**

- Had a quick reminder of the topics in webinar 1
- Understood the scope of this market: who are we talking about
- Understood the importance of the 'welcome' and customer service within this market
- Understood the potential barriers for visitors with accessibility requirements and how these may be overcome
- Learned some Top Tips for welcoming visitors with accessibility requirements



# Ground Rules





# Recap:

## **Webinar 1: Introduction to accessible tourism:**

### **Looked at:**

- The Everybody Welcome Programme including
  - The 'WelcoMe App'
  - 360 degree tours
- The Purple Pound
- Equality Act
- The visitor journey for visitors with accessibility requirements
- 'Top tips' on providing good accessibility information online

The **Purple** Pound



Total spending  
power of £274 billion

+

The **Grey** Pound



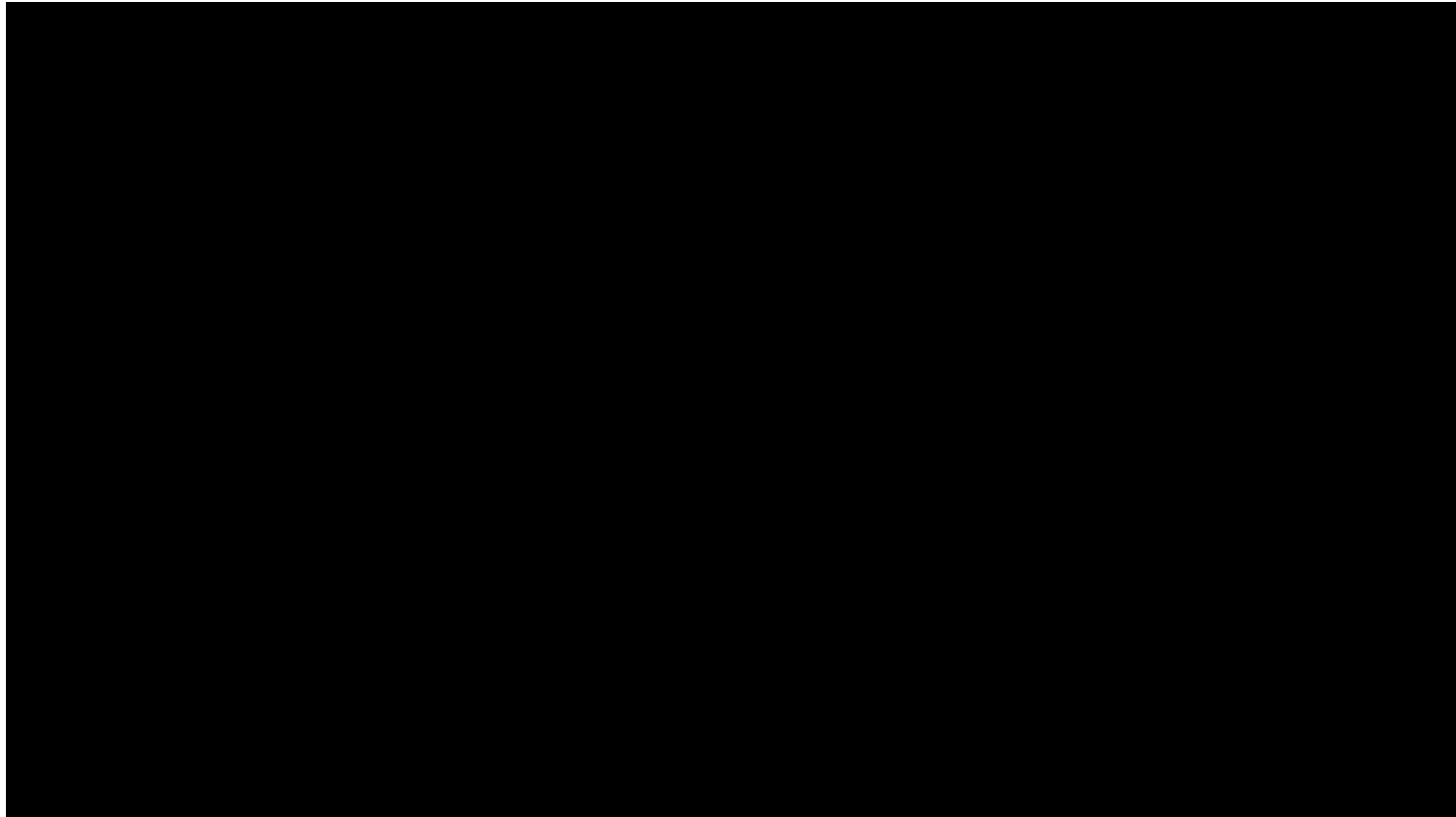
Total spending  
power of £320 billion

=

Total Market

**£594  
billion!**

# 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!

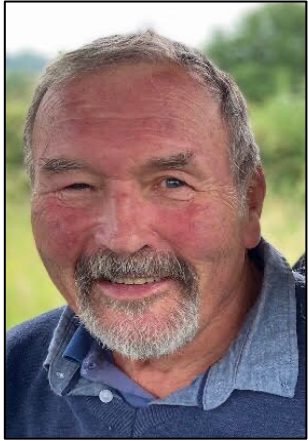


We know you  
We understand you  
We value you

A photograph of a museum interior. A fighter jet is suspended from the ceiling. A person in a wheelchair is walking on a glass walkway. The background shows museum architecture with railings and windows. A red semi-transparent box is overlaid on the center of the image, containing white text.

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.

# Understanding Access Needs



**Gary**



**Stephanie**



**Hannah & Alex**

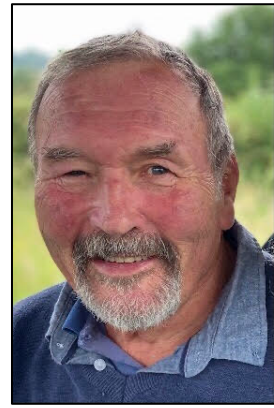


**Megan**



**Brian**

## People who are Deaf or have hearing loss



Gary

Affects 11 million people in the U.K: 1 in 6 of us

40% of people over 50, 71% of people over 70  
(Action on Hearing Loss)



# Hearing loss

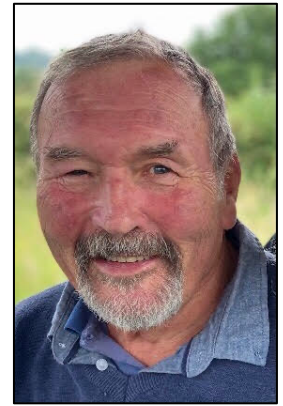




## Barriers:



....in the correct format



Gary

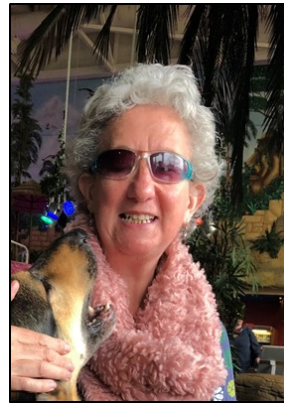
## Support visitors who are Deaf or have hearing loss by providing:

- Clear signage
- Good written information
- Pen and paper to aid communication
- Hearing loops at key interaction points
- Tour guide hearing loops where appropriate
- Microphones for talks and presentations
- Subtitles on videos
- BSL signed sessions at larger venues



Hearing loss affects 11 million people in the UK

## People who are blind or partially sighted



**Stephanie**

2 million people in the U.K with sight loss

360,000 registered as blind or partially sighted

(Royal National Institute for the Blind)





# Barriers:



**No information in alternative formats**



**Protruding 'obstacles'**



**Tree roots**



**Uneven surfaces**



**Clutter**



**Poor lighting**



**Poor visual contrast**

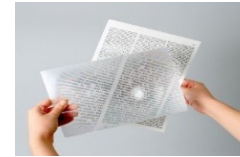
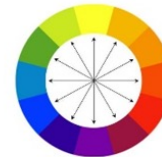
# Top Tips

## Support visitors who are blind or partially sighted by providing:

- Good visual contrast
- Magnifiers
- Uncluttered environment
- Information in large print
- Audio information / Tours
- Tactile maps, signage and paving
- Key signage in Braille
- Touch Tours



Stephanie



**Sight loss affects 2 million people in the UK**

# Wheelchair users and people with mobility impairments



**Hannah & Alex**

[lakedistrict.gov.uk](http://lakedistrict.gov.uk)

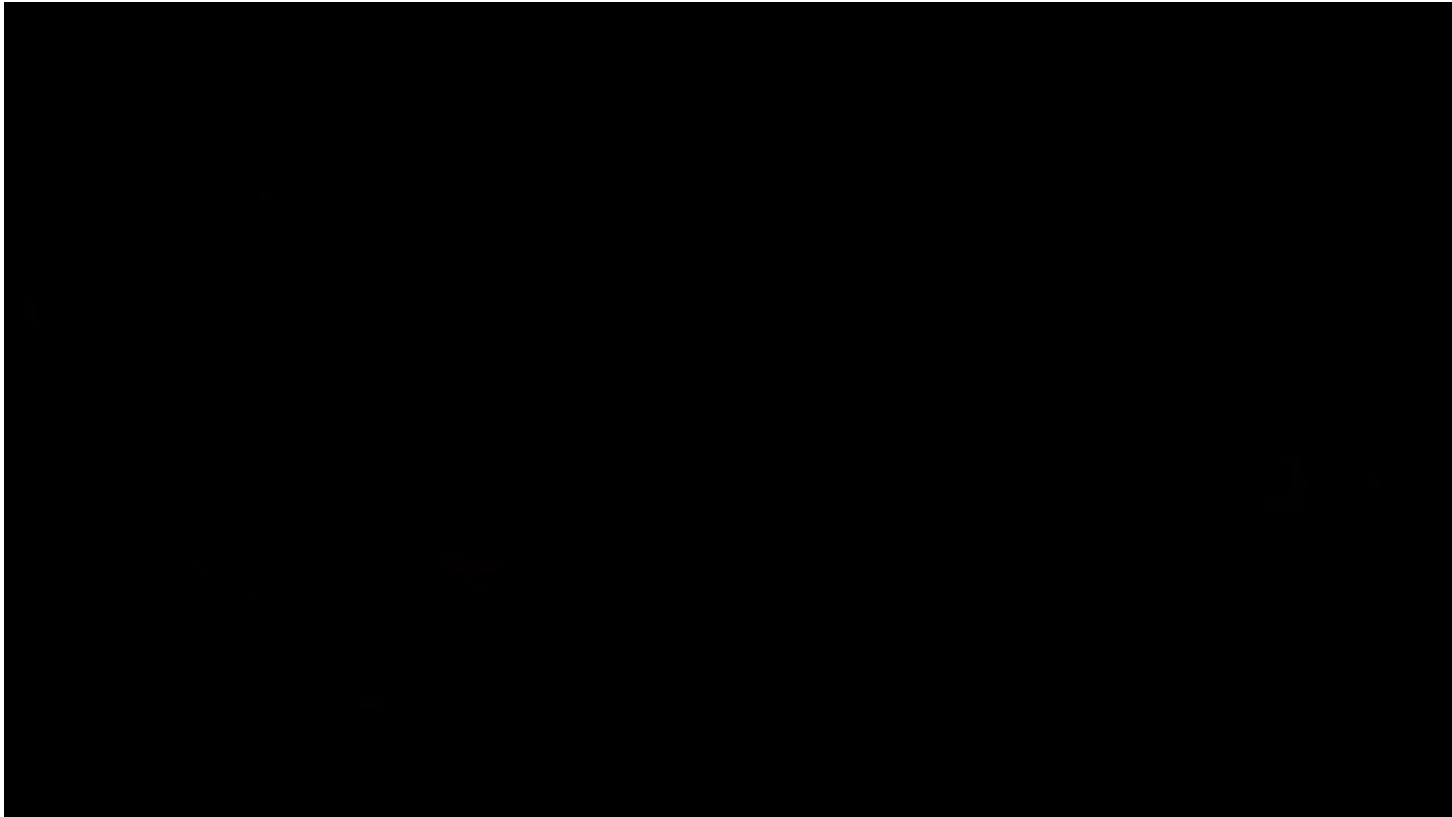
1.2 million wheelchair users in the U.K.

At least 2/3<sup>rd</sup>s are over 60

(NHS England)



# Video: 'Yes I can.....if'





## Barriers



Uneven ground



Clutter



Manual / heavy doors



No hoist



Narrow doorways / corridors



Steep gradients

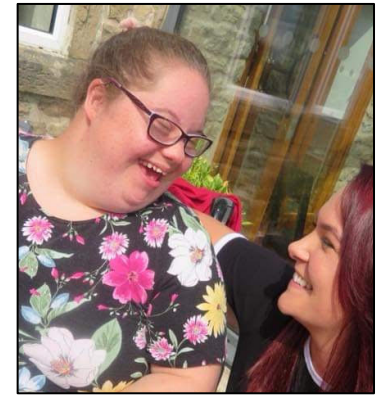


Steps

# Top Tips

## Support visitors who are wheelchair users/ have mobility impairments by providing:

- Ramps and lifts
- Accessible walkways
- Lowered counters
- Wheelchair accessible viewing areas
- Wheelchair accessible picnic tables
- Accessible routes
- Dropped kerbs
- Automatic doors
- Scooter charging points



**Hannah & Alex**



**There are 1.2 million wheelchair users in the UK**

# Autism



Megan

[epilepsy.com](http://epilepsy.com)

700,000 people in the U.K. are autistic

Including their families, 2.8 million people are affected (National Autistic Society)

# Autism

- A 'spectrum' condition



Asperger's  
Syndrome

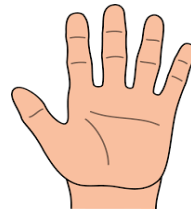


# Autism

- Comes from the Greek word 'Autos' which means 'self'
- Neurological disorder
- No known cause
- 3/4 people with Autism also have learning difficulties
- 1/3 people with Autism experience severe mental health problems

# Autism

• **Affects the senses:**



# Sensory Overload





# 'Meltdowns' and 'Shutdowns'

- 'Busy' areas can cause 'sensory overload'
- Can trigger a 'meltdown' or a 'shutdown'
- Time and space are needed to recover
- A medical episode: **not** the same as a 'toddler tantrum'



# Barriers



**Change to familiar routines, places , people or things**



**Noisy environments**



**Communication**



**Waiting and queueing**



**Facial expressions / body language**



**The 'unwritten rules'**

# Top Tips

## Support autistic visitors by providing:

- 'Fast-track' queueing
- Quiet spaces
- Sensory spaces
- PECS symbols
- Makaton signed sessions
- Good Wi-Fi



**Megan**



**700,000 autistic people in the UK**

# Dementia



850,000 people in the U.K with dementia

2 million by 2051

(The Alzheimer's Society)

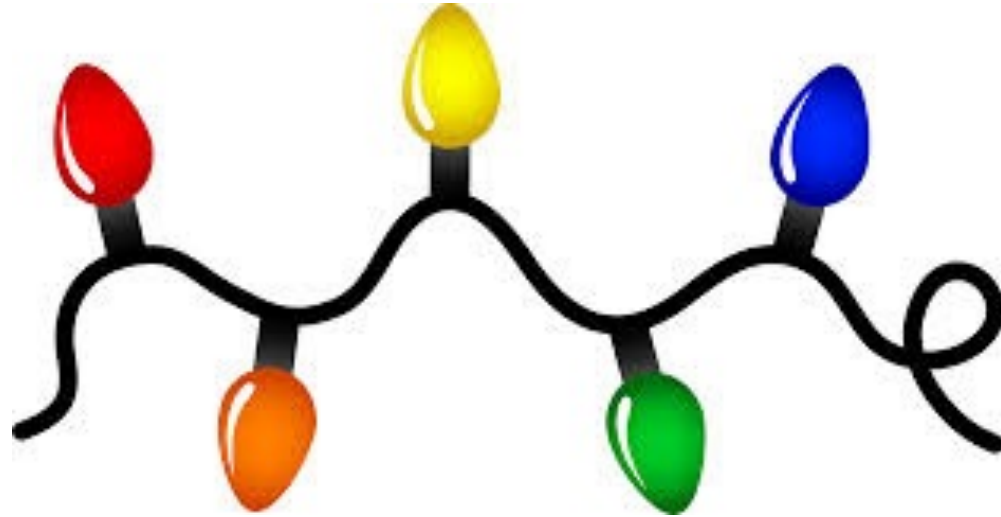
# Key messages:



- 1. Dementia is not a natural part of ageing**
- 2. Dementia is caused by diseases of the brain**
- 3. Dementia is not just about losing your memory**
- 4. People can still live well with dementia**



# How dementia affects someone:



# Dementia



# Barriers



**Black threshold mats**



**Heavily patterned wall /  
floor coverings**



**Poor or 'pooled' lighting**



**Highly reflective floors**



**Mirrors**



# Top Tips

## Support visitors living with dementia by providing:

- Neutral, rather than black, threshold mats
- Neutral, rather than 'busy' decor
- A space to relax
- Good lighting
- Non-reflective flooring
- Memory boxes or 'nostalgia'
- Dementia-friendly signage
- Cover mirrors



**Brian**



**850,000 people in the UK are living with dementia**

# Top Tips



## Support all visitors with additional accessibility requirements by providing:

- Accessible toilets
- Changing Places toilets e.g. Rise or Mobiloo
- Shelter for events
- Facilities for assistance dogs e.g. water bowls
- Good lighting
- Assistance
- Variety of seating
- Clear signage throughout
- Catering for a range of dietary requirements



**14.1 million disabled people in the UK**

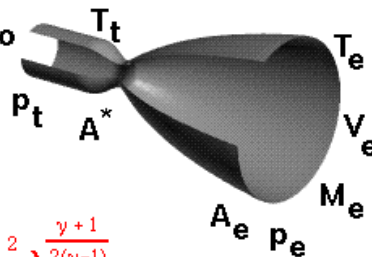


## Rocket Thrust Summary

Glenn  
Research  
Center

**Known:**

$p_t$  = Total Pressure       $\gamma$  = Specific Heat Ratio  
 $T_t$  = Total Temperature       $R$  = Gas Constant  
 $p_o$  = Free Stream Pressure       $A$  = Area



**Mass Flow Rate:**  $\dot{m} = \frac{A^* p_t}{\sqrt{T_t}} \sqrt{\frac{\gamma}{R}} \left(\frac{\gamma+1}{2}\right)^{-\frac{\gamma+1}{2(\gamma-1)}}$

**Exit Mach:**  $\frac{A_e}{A^*} = \left(\frac{\gamma+1}{2}\right)^{-\frac{\gamma+1}{2(\gamma-1)}} \frac{\left(1 + \frac{\gamma-1}{2} M_e^2\right)^{\frac{\gamma+1}{2}}}{M_e}$

**Exit Temperature:**  $\frac{T_e}{T_t} = \left(1 + \frac{\gamma-1}{2} M_e^2\right)^{-1}$

**Exit Pressure:**  $\frac{p_e}{p_t} = \left(1 + \frac{\gamma-1}{2} M_e^2\right)^{-\frac{\gamma}{\gamma-1}}$

**Exit Velocity:**  $V_e = M_e \sqrt{\gamma R T_e}$

**Thrust:**  $F = \dot{m} V_e + (p_e - p_o) A_e$



# Thoughtfulness...



**Coming soon....!**

**NEW VisitEngland  
Accessible Tourism  
Toolkit for businesses!**





## Final webinar:

**Tuesday, 27<sup>th</sup> June      9.30 – 10.30      Marketing Your Accessibility**

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

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



# Everybody Welcome

Supporting a more inclusive  
and accessible region

**Webinar 2: 20<sup>th</sup> June 2023**

**Understanding Access  
Needs**

**NORTH  
OF TYNE**  
~~~~~  
**COMBINED  
AUTHORITY**

  
**NewcastleGateshead**  
Initiative

**Local Visitor  
Economy  
Partnership**

Recognised by  
  
**VisitEngland**

**Access &  
Inclusion UK**  
