



# Everybody Welcome

Supporting a more inclusive  
and accessible region

**Webinar 3: 27<sup>th</sup> June 2023**

**Marketing Your  
Accessibility**

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

  
**NewcastleGateshead**  
Initiative

**Local Visitor  
Economy  
Partnership**

Recognised by  
  
**VisitEngland**

**Access &  
Inclusion UK**  


Everybody  
Welcome

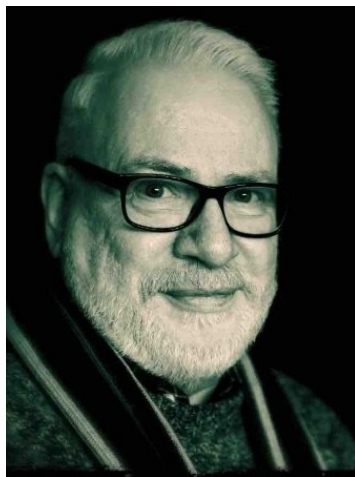
# Welcome



Ian Thomas  
Destination Director, NGI



Hello!



Chris Veitch



Jane Cooper

# Access & Inclusion UK



*Making everybody welcome*

# 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**

**Understanding Access Needs**

**Marketing Your Accessibility**

- 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 webinars 1 & 2
- Understood the importance of marketing the accessibility of your business
- Learned about VisitEngland Accessibility Guides and how to create a free guide for your business
- Learned some Top Tips for marketing your accessibility





## Ground Rules



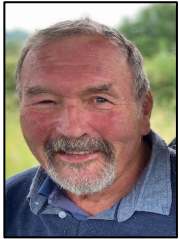
## Recap:

**Webinar 1: Introduction to accessible tourism**

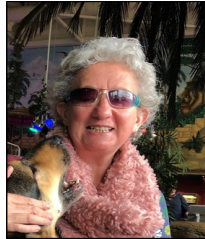
Welcome



**Webinar 2: Understanding Accessibility Requirements**



Gary



Stephanie



Hannah  
& Alex



Megan



Brian

**Available now on the NGI Youtube Channel!**



# Marketing Your Accessibility



# What is a visit like for us?





1



**Select  
target**

2

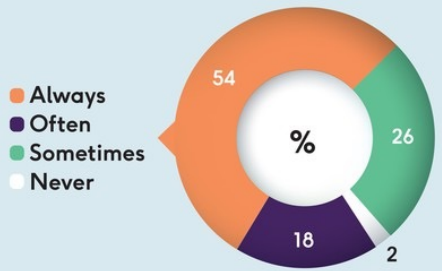


**Gather  
intelligence**



- 91% of disabled people will try to find accessibility information about a place before they visit
- 58% will assume that you are inaccessible if they can't find accessibility information

Do you check accessibility in advance  
before going to a new place?



**98%**  
...of people **check**  
**accessibility in**  
**advance.**

Where do you expect to find  
**accessibility information?**



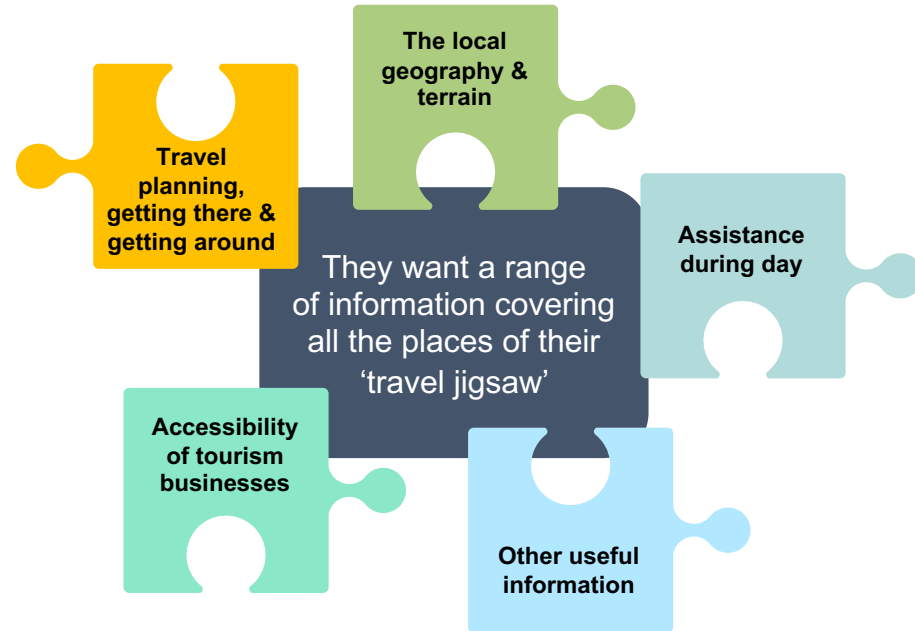
...on the  
venue's **website.**



# “Accurate information gives you the power of choice which we don’t have at the moment”

## Information needs to be:

- Easy to find** In a specific ‘**Access information**’ section as well as throughout the website
- Accessible** With information in a number of accessible formats
- Reliable** With an indication of who or what organization is providing the information
- Accurate** So there are no nasty surprises on arrival
- Up to date** With a clear indication which season/year the data refers to and when the information was last updated





# Accessibility Guides

VisitEngland

Visit Scotland | Alba

## Accessibility Guides

The official site to create and publish your guide



Log In

Register


63% of businesses do not promote the fact they make provisions for guests with access needs (Ref: Eurostat survey)



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The benefits of having a guide

Why have an Accessibility Guide?  
from Accessibility Guides



Help to get you started



Start creating your guide now



# Accessibility Guides

## What?

- Provides important accessibility information about a venue
- Enables informed choices
- ‘Pan-disability’ - not just wheelchair-users
- Replaces Access Statements – new format

## Why?

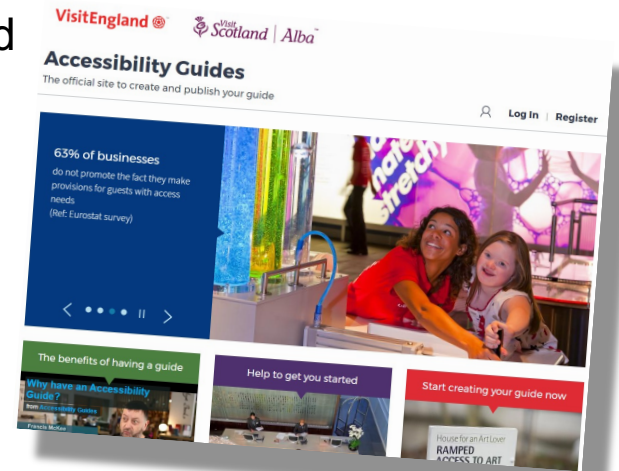
- Helps you appraise your accessibility – legal obligation
- Provides essential information for people with access needs
- Marketing opportunity
- Minimum requirement of V.E. National Quality Assessment Schemes
- Access statements were longer, harder to compare and hard to find info



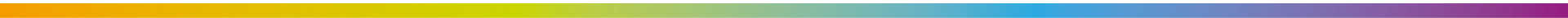
# Accessibility Guides

## How?

- Free website provided by VisitEngland and VisitScotland
- Questionnaire on your venue's accessibility
- Upload photos
- Add in additional information
- Gives you a **unique URL** - changes updated automatically
- Use old Access Statement tool to help you



# Accessibility Guides



# Accessibility Guides

## Three main steps:

### Prepare

#### Review:

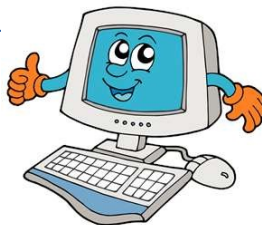
- Example Guides
- F.A.Q's
- Photography Guide
- Measurement Guide
- Map & video Guide
- Top Tips
- Dig out your old Access Statement

### Produce

- Answer a series of questions on your accessibility
- Upload photos, maps or videos
- Add any other useful info
- Review your guide
- Publish

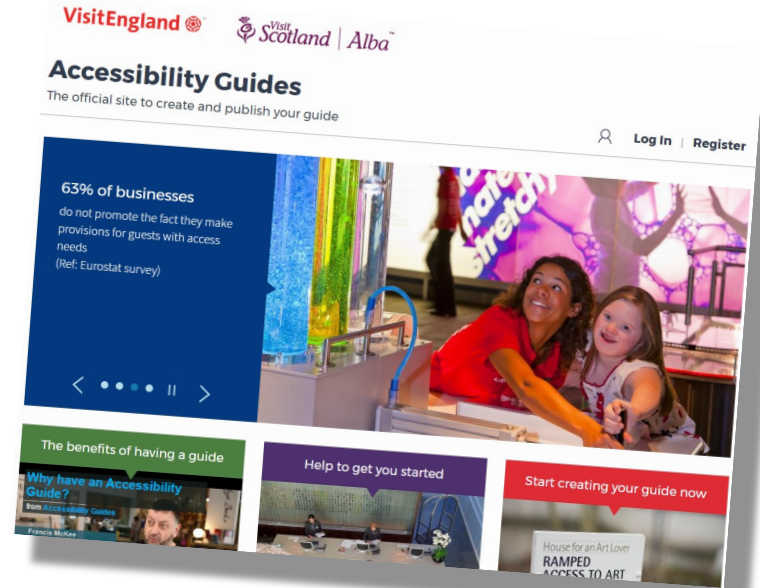
### Promote

- Make your guide widely available and visible
- Add your unique URL to your website
- Share on social media



# Getting Started

1. Visit the Accessibility Guides website  
[www.accessibilityguides.org/](http://www.accessibilityguides.org/)
2. Click on 'Start Creating Your Guide Now'
3. Click on 'Produce Your Guide'
4. Register or Log In
5. Off you go!





# Your completed Guide:

## Accessibility Guide for Sandcastle Waterpark

Contact for accessibility enquiries: Call our Access hotline on 01253 340721 or contact Mark Wilkins on 01253 340708. Email : [mwilkins@sandcastle-waterpark.co.uk](mailto:mwilkins@sandcastle-waterpark.co.uk)



✉ [info@sandcastle-waterpark.co.uk](mailto:info@sandcastle-waterpark.co.uk) ☎ 01253 343 602

🌐 [www.sandcastle-waterpark.co.uk](http://www.sandcastle-waterpark.co.uk)

Guide last updated: 13 June 2019

[At a glance](#) [Getting here](#) [Arrival](#) [Getting around inside](#) [Getting around outside](#) [Customer care support](#)

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### Welcome

Sandcastle Waterpark is the UK's largest indoor Waterpark with over 18 slides and attractions. We are an accessible venue and Quality Assured Visitor Attraction.

In our 84 degree tropical climate there is something to suit everyone! Enjoy the thrill of our Hyperzone Slides like Masterblaster: the World's Longest Indoor Rollercoaster Waterslide, our Aztec themed slides Montazooma and Aztec Falls or simply relax in the Shimmering Shallows or Typhoon Lagoon. Inside you will also find 2 shops, and 4 catering outlets.

Our extensive range of information, facilities and services makes us accessible for all.

Watch the video: [GUIDE TO ACCESSIBLE FACILITIES AT SANDCASTLE WATERPARK](#)



Level Access



Level access



Hearing



Visual



General

- The main entrance has level access.
- There is level access from the main entrance to:
  - Wet Room 1
  - Changing Places Wet Room
  - Family and Accessible Changing Room
  - Family and Accessible Changing Room - Male Accessible Toilet
  - Family and Accessible Changing Room - Female Accessible Toilet
  - Entering the pools and general Waterpark environment

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# In more detail



## Level Access



## Level access



Hearing

- The main entrance has level access.



Visual

- There is level access from the main entrance to:

Wet Room 1

Changing Places Wet Room



General

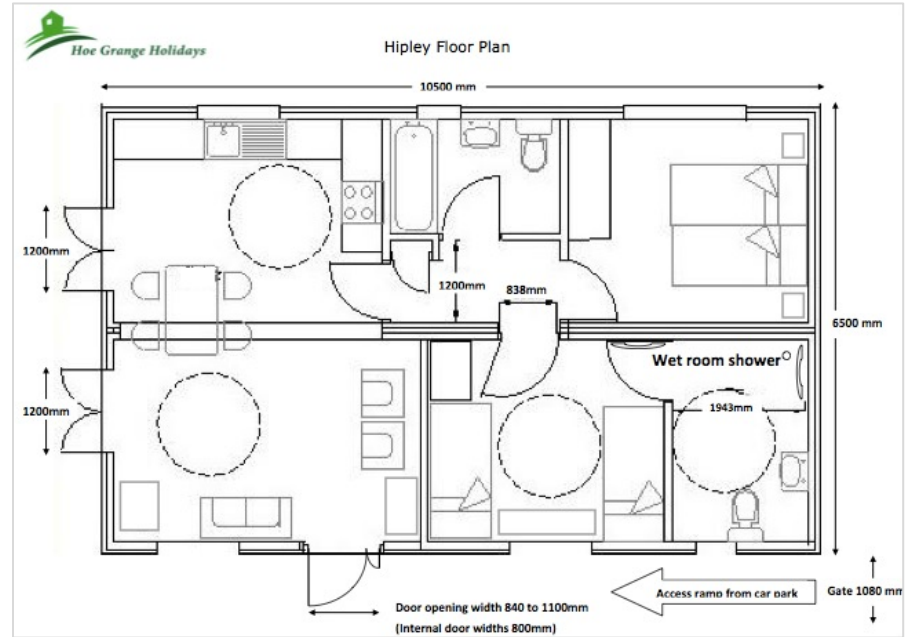
Family and Accessible Changing Room

Family and Accessible Changing Room - Male Accessible Toilet

Family and Accessible Changing Room - Female Accessible Toilet

Entering the pools and general Waterpark environment

# Use Photos, Videos, Maps and Floorplans



# Accessibility Guides

## Top Tips:

### 1. Be honest

Reflect your accessibility honestly to avoid misleading customers

### 2. Let the customer decide

Don't pre-judge who your venue is or is not suitable for

### 3. Follow the tips in the Accessibility Guide

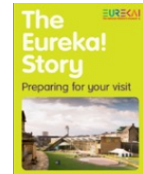
Look for the 'i' symbol next to the questions to access help and guidance





# Marketing Top Tips

1. Provide an 'Access For All' tab on your website homepage and make sure your website is accessible (W3C / WCAAG)
2. Create an online Accessibility guide
3. Identify an Accessibility Champion
4. Produce an Access information leaflet / download (Remember alternative formats)
5. Write a Sensory Story



# Marketing Top Tips

6. Create a 360 degree tour



7. Promote your accessibility on Social Media  
(and remember to use Alt Text for images)



8. Promote your offering to local user groups



9. List your venue with specialist publications / websites



10. Enter your venue in accessibility awards





Everybody  
Welcome




# VE Accessible and Inclusive Marketing Toolkit

- Introduction to inclusive marketing
- Inclusive communication hints and tips
- Marketing tools for inclusive promotion
- Ensuring digital accessibility
- Inclusive marketing channels
- Moving forward



UKVI  [Latest news & media centre](#) [Who we are & what we do](#) [Opportunities, campaigns & resources](#) [England Business Advice Hub](#) [England research & insights](#) [Inbound research & insights](#) [Inbound markets & segments](#) 

**Accessible & Inclusive Marketing Toolkit**  
A guide to marketing your accessibility



Visit: [twitter.com/UKVI](#) [facebook.com/UKVI](#) [linkedin.com/company/ukvi](#) [youtube.com/UKVI](#)

This Accessible & Inclusive Marketing Toolkit explains the importance of inclusive terminology and disability representation, as well as providing hints and tips on creating accessibility guides and promoting your offer through specific marketing channels. The Toolkit also includes case studies from tourism businesses throughout England.

The content in the toolkit was last updated in March 2022.

**Coming soon....!**

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



# Any questions?



# The Way Forward





It can feel scary...



**For venues:** Uncertainty on how to ensure a warm welcome for all

**For us:** Will it be okay?

...But the rewards are huge!



**For you:** increased share of a  
£15.3 billion market

**For us:** treasured memories  
that will last a lifetime

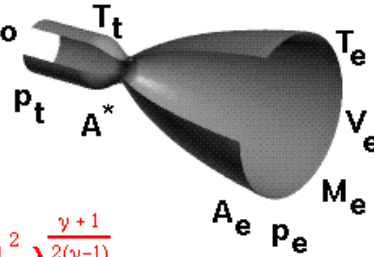


## Rocket Thrust Summary

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

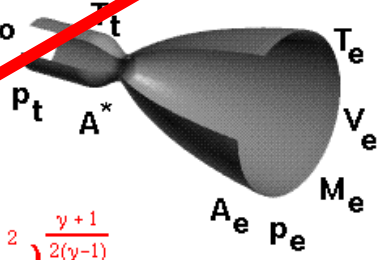


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Thrust:  $F = \dot{m} V_e + (p_e - p_o) A_e$



# Thoughtfulness...



# Hearing Hands

After the 2011 earthquake, the  
United States Coast Guard  
helped with the cleanup of  
oil spill barriers.





And remember...



HE WHO DARES,  
WINS.



DEL BOY.



Everybody  
Welcome

Everybody  
Welcome



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