



Breaking Down Barriers: Essential Accessibility Tips for Visitor Attractions



Spencer Clark
Managing Director
ATS

Steve Dering
Director
Direct Access



International Award-Winning Access Consultants

Accessibility Consultancy established for **20 years**

Certified DOBE – Disability Owned Business Enterprise

Majority of team are disabled people

Broad client and sectors base which includes UNESCO World Heritage Sites, Museums and Heritage facilities

Storytelling + Visitor Experience + Technology

10 million+ visitor experiences a year

Content design & production

- Adult & Family Tours
- Multi-lingual
- Access Tours

Technologies (Devices, Apps, Web, AV)

Service & Support – UK & Europe

Why are we talking about accessibility?

54% of people with access requirements avoid going to new places if they cannot find information about accessibility (Euan's Guide Survey).

63% of businesses do not promote their facilities for those with access requirements – meaning that a lot of potential visitors are missed.

With an ageing population, those with accessibility requirements are likely to represent an even larger section of visitors. Between 2006 and 2015 there was a 31% increase in the number of domestic trips taken by the 55+ age group.

Who Benefits from Accessibility?



Wheelchair users



People with sight loss



Deaf / Hard of hearing



Hidden disability / Non – Apparent disability



Families



Elderly people



People with mobility difficulties



Expectant mothers

How to make your venue accessible: Accessibility Audits - Checklist

- Approach, Routes & External Features
- Pavements and dropped kerbs
- Parking
- External Steps / Ramps
- Entrances
- Reception and Service Desks
- Corridors and Surfaces
- Internal Ramps and Stairs
- Internal Doors and Hardware
- Lifts
- Restrooms
- Changing Places
- Facilities
- Way Finding
- Lighting
- Acoustics
- Escape and Safety
- Building Management



Prioritisation Action Plan

The access audit action plans are prioritised via a coloured traffic light system and have detailed costings based on our experience of other projects and will strive to provide a range of options.

We will also provide simplified brackets as per below for ease of reading.



N – None



M – Minimal



OG – Ongoing Maintenance



ST – Structural Change

Section 4 - Action Plan

ACTION TABLE

COSTS- N = NONE M = MINIMAL OG = ONGOING MAINTENANCE ST = STRUCTURAL CHANGE EX = MAJOR STRUCTURAL CHANGE

ITEM REF	DETAILS/ISSUE	RECOMMENDATION	EST COST	ACTION TAKEN
PRIORITY A				
2.3	The accessible parking space is not marked out. A bay should be clearly marked with the appropriate hatched zones in accordance to BS8300.	The existing designated accessible parking should be clearly marked out at least 2.4m wide x 4.5m long plus a 1.2m side transfer zone at the side and end of the bay.	M	
6.5	There is an induction loop provided to the reception desk to accommodate hearing aid users who struggle when there is background noise. This was tested using my own hearing aids and this appeared to be working well.	The induction loop should be tested on an annual basis to ensure that it is working sufficiently.	N	
6.9	At current there is not a procedure to ask visitors if they have any access requirements prior to visiting the school.	Site management need to ensure that this is suitably in place. There should be a procedure to ask visitors prior to their visit if they may have any access requirements that the school should be aware of.	N	
6.10	At current visitors are not asked if they may require assistance should the fire alarm be activated. This could be added as a question on the sign in screen.	Site management need to ensure that this is suitably in place. Visitors should be asked if they would need any assistance in the event of the fire alarm being activated, potentially provide a question on the check in screen.	N	

PRIORITY B

1.1	<ul style="list-style-type: none"> The school is located near public transport options and there is a car park available which may be used on request. Options on how to arrive at the school should be clearly illustrated on literature and on the website. 	<ul style="list-style-type: none"> Options on how to arrive at the site should be clearly illustrated on literature and on the website. The information regarding the site on the internet should be fully accessible for persons with reading disabilities through enlargement capability and screen readers, combined with synthetic speech or Braille displays. A clear and logical design that includes written explanations for visual or audio content. Text and graphics should be easily understood without use of colour... 	N	
6.5	<ul style="list-style-type: none"> The ramp provided to the side of the school (out of the main hall) has handrails which are of exposed metal making them cold to touch. The handrails for the slope down to the playing field are of exposed metal making them cold to touch. The right side slope down to the playing field does not have any handrails installed. 	<ul style="list-style-type: none"> The handrails should be coated with nylon or a suitable alternative to ensure that they are not cold to touch. The handrails should be coated with nylon or a suitable alternative to ensure that they are not cold to touch. BS8300 compliant handrails should be installed to one side. The handrails should be coated with nylon or a suitable alternative to ensure that they are not cold to touch. 	OG/ M	

6.7	The school does not have a minicom provided to accommodate hearing impaired people who are unable to use the telephone.	<ul style="list-style-type: none"> Provide a minicom facility and ensure staff are trained in how to use the facility. Ensure that the direct line is advertised in relevant literature and on the internet. Note- whilst it is possible to take an incoming minicom call via BT Type talk (a BT relay operator recites what is being typed on the minicom) Personal research shows that people would rather not have a third person in the conversation. 	M	
10.3	Whilst the handrails to the internal step flight are of the correct profile and at two heights, they are not well contrasted to aid people with impaired vision.	The handrails should be painted a contrasting colour to ensure that they are clearly distinguishable against the background upon which they are seen.	OG	
12.3	Not all fittings within the WCs are suitably colour contrasted against their surround to aid people with impaired vision such as the white sanitary ware when seen against cream tiles.	<ul style="list-style-type: none"> Colour contrast should be added to the fixtures and fittings within the WCs. According to BS8300- to help blind and partially sighted people identify key objects within sanitary accommodation, support rails and grab rails should contrast visually with the wall, the WC seat and cover should contrast visually with the WC pan and cistern, and sanitary fittings and accessories should contrast visually with the background against which they are seen. 	OG	

How to make your story accessible?

Pre visit

Visitors are planning, make a great first impression (access webpage – check out)

On-site visit

Staff

Screens (Information & Interpretation)

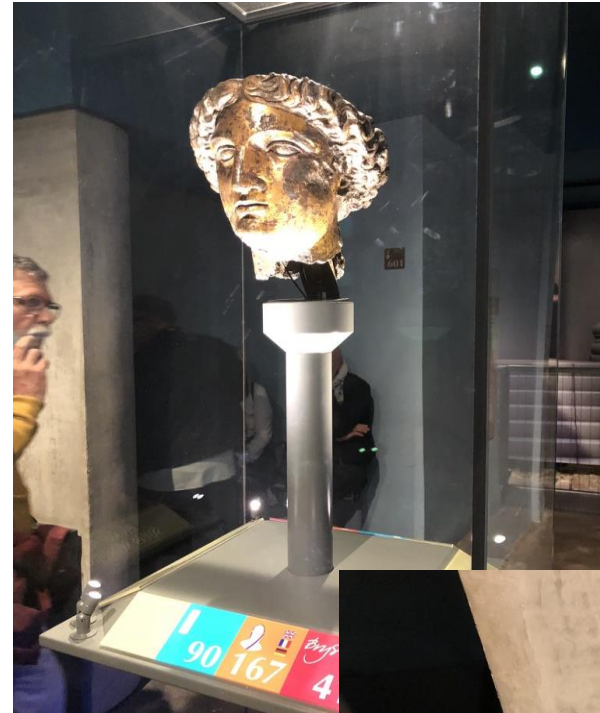
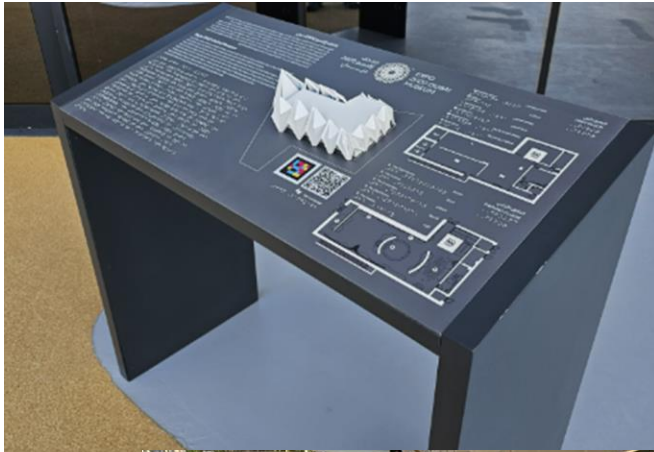
Multimedia guides / audio guides – consistent storytelling

Apps (BYOD)

Virtual Tours

Handling objects (3D replicas / Touch Maps)

How to make your story accessible?



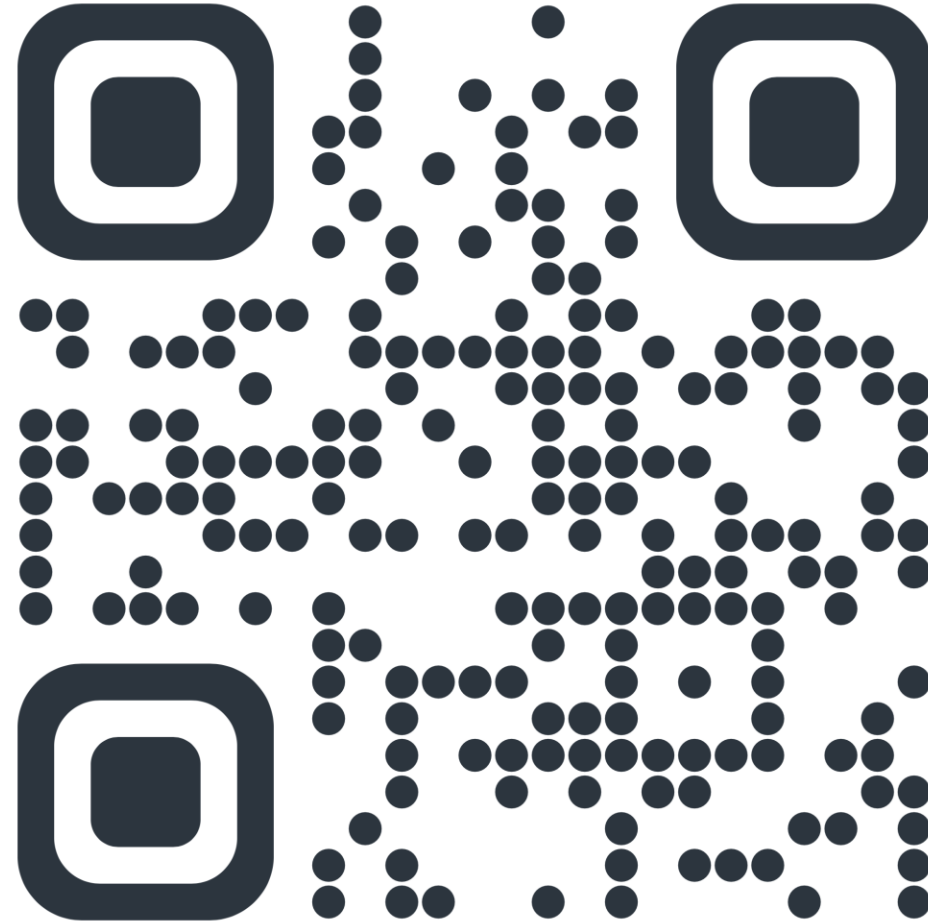
Show empathy.

Reach out – use your network.

Commit to being better.



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