Auditing and Creating An inclusive trail
Hello......

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Our organisations...
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Vision:
By 2030 English National Parks will be places where:

“Everyone can discover the rich variety of England's natural and historic environment, and have the chance to value them as places for escape, adventure, enjoyment, inspiration and reflection, and a source of national pride and identity.

They will be recognised as fundamental to our prosperity and well-being”
A very special project..

- £80,000 legacy
- Create an area of the Trans-Pennine Trail accessible for all
- Audit current offer and make recommendations
- ‘Pan-disability’/ auditors hard to find
- They came to us!
1. Identify an area

Somewhere that is:
- Reasonably level
- Some good existing accessible features
- Good existing infrastructure e.g. car park, buses, refreshments
- Well-managed and maintained
- Torside section of the Trans-Pennine Trail – 1.5 miles
2. Audit

Not just auditing the landscape!
We are auditing…

The ‘three pillars’ of accessible tourism
We are auditing these…

At each stage of the ‘customer journey’

- Pre-visit
- Arrival
- Visit
- Departure

95% of disabled people will try to find accessibility information about a place before they visit.

85% will visit your website.

47% assume your are inaccessible if they can’t find accessibility information.
For visitors with…

- Hearing impairment
- Vision impairment
- Mobility impairment
- Autism
- Learning disabilities
- Dementia
13 million disabled people with a combined spending power of £12.1 billion on accessible tourism!
What did we find?
No information on accessibility
Website

We recommended…

Accessibility tab on ‘home’ page with detailed information, maps, audio and videos
Visitors with hearing impairment
What we found…

Poor / broken signage

No hearing loops

Minimal written Information / maps

No videos with subtitles

Helpful Apps not promoted
We recommended...

Improved signage

Clear maps and leaflets

Informative videos with subtitles

Promotion of Apps

Fixed and portable hearing loops
Visitors with vision impairment
Barriers:

What we found...

- Visual, ‘2D’ maps only
- Great features but no ‘interpretation’
- Areas of uneven ground
- No audio information
- No lighting in key areas
Solutions:

We recommended…

‘Tactile’ maps / signs  Audio posts  Tactile models

Audio benches  Improved lighting
Visitors with mobility impairment
Barriers:

What we found...

- No safe ‘drop off’ point at the bus stop
- Inaccessible accessible picnic bench!
- Minimal seating
- No Changing Places toilet
- Accessible bays poorly marked
- Barriers e.g. ‘A’ Frames and gates
- No hoisting facility
Solutions:

We recommended:

- Creation of safe ‘drop off’ point
- Accessible picnic areas
- Variety of seating at regular intervals
- Changing Places toilet
- Re-marking of parking bays
- Accessible bikes & All-Terrain wheelchairs
- Adaptation of access controls
Visitors with autism
Barriers:

What we found...

No shelter

Peaceful environment
Ideal but not promoted

Little ‘visual’ information

No ‘structure’…
Solutions:

We recommended...

- Lots of photos and videos on website
- Markers to create ‘structure’
- Creation of a ‘Sensory Story’
- Creation of shelter
- Use of Makaton and PECS symbols
Visitors with dementia

Barriers and solutions: Any of the above plus!

‘Memory Boxes’  Photographs  Music
Other recommendations:

- Promote the local accessible offer
- Staff training
- Repairs and maintenance
- Defibrillator
Promote what you have!

Reach out to schools and user groups!
Outcomes

• ‘Work in progress’!
• £80,000 legacy more than doubled with ‘matched funding’!
• Awareness raised by audit
• Created a ‘wish list’
• Forged great partnerships in the area
• ‘Miles Without Stiles’ route
Britain’s breathing spaces for all...
Thank you ......