



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018



Accessible Derbyshire

Improving Accessibility in Derbyshire and the Peak District

Creating an Accessible Destination

Gillian Scotford and Jane Cooper

Hello!



Gillian Scotford

Jane Cooper

Our organisations:



Our inspiration:



Tom and Sam



Megan

We identified a number of problems:

- We wanted to visit places, but:
- Accessibility information was hard to find
- The Information available was often inaccurate
- This created a lot of work
- Visits could be disappointing and stressful
- Sometimes we avoided visits altogether

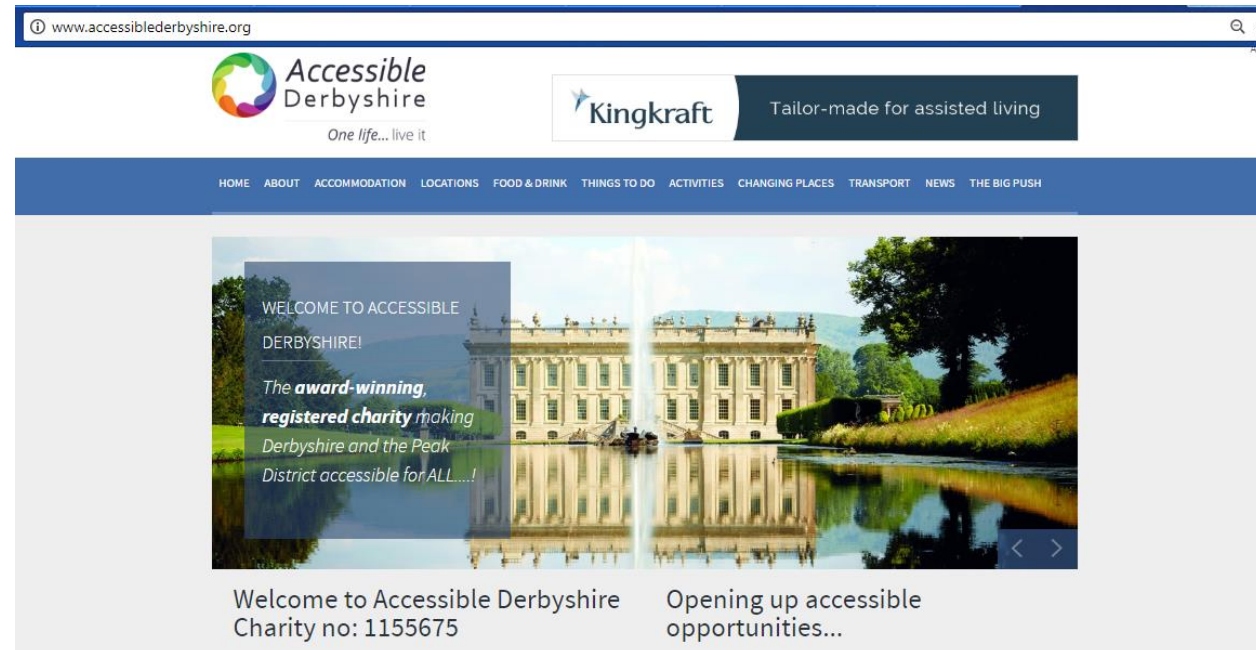
‘Euan’s Guide’ access survey 2017 found that:

- 92% lack confidence visiting new places
- 93% search for accessibility information
- 85% won’t visit if it is missing!



We decided to solve those problems!

- £10,000 funding from Derbyshire County Council
- Many months of research
- The Accessible Derbyshire website was created!



Our website has information on accessible...



Accommodation



Food and Drink



Toilets



Days out



Transport



Activities

We became a registered charity

- To give confidence
- To help us to raise funds
- To help with campaigning



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We developed partnerships, including....



We launched 'The Big Push'...



- 2 year project across our area
- In partnership with key organisations
- Raising awareness
- Raising funds
- To make our area THE most accessible



Amazing results in two years!

- 241,000 page views on www.accessiblederbyshire.org
- 61,000 users & over 3,000 Twitter followers
- 178 meetings, 65 presentations, 67 events
- Listed in 'Lonely Planet'
- Appeared on BBC Breakfast
- Parliamentary reception



Fantastic projects achieved, including...



'All – Terrain' wheelchair



Wheelchair accessible boat



Sensory equipment



Electric profiling beds



Hoists



**Recliner
Chairs**



Mountain Trike

Plus...



Winning awards



**Support from
our Mayor**



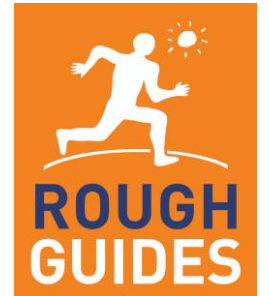
**Accessible Derbyshire Awards at Chatsworth
House**



Meeting the Queen

Since then...

- Now 500,000 page views
- Access Exchange Conferences to share information
- Our access consultancy: Access For All UK.
- Our clients include:



What has worked?

- Partnership working & sharing best practice
- Website: 'umbrella' for accessibility information
- Intense, initial project: 'The Big Push'
- A positive approach
- Social Media: 4,000 followers on Twitter
- Access Exchange Conference



What has been a challenge?

- Funding – voluntary apart from initial funding
- Lack of awareness amongst decision-makers
- Engagement of businesses on accessibility
- Keeping our information up to date
- Finding new information
- Getting information to end users



Wha next?



- Funding application alongside our partners
- 'Membership' of Accessible Derbyshire?
- More printed information for visitors
- Share our experience
- Be THE most accessible area of the U.K!
- The 'School of Accessible National Parks'



Thank you!



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