

REGIONAL TOURIST BOARDS

Cumbria

Cumbria Tourist Board
Ashleigh
Holly Road
Windermere LA23 2AQ
Tel: (015394) 44444
Fax: (015394) 44041

Cleveland, Durham, Northumberland, Tyne and Wear

Northumbria Tourist Board
Aykley Heads
Durham City
Durham DH1 5UX
Tel: (0191) 375 3000
Fax: (0191) 386 0899

Cheshire, Greater Manchester, Lancashire, Merseyside

North West Tourist Board
Swan House
Swan Meadow Road
Wigan Pier
Wigan WN3 5BB
Tel: (01942) 821 222
Fax: (01942) 820 002

Yorkshire

Yorkshire Tourist Board
312 Tadcaster Road
York YO24 1GS
Tel: (01904) 702 000
Fax: (01904) 701 414

For all enquiries about the National Accessible Scheme in these areas contact:
Quality Assurance Unit, 312 Tadcaster Road, York YO24 1GS
Tel: (01904) 702 000 Fax: (01904) 701 414

Greater London

London Tourist Board and Convention Bureau
1 Warwick Row
London
Sw1E 5ER
Tel: (020) 7932 2000
Fax: (020) 7932 0222

Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk

East of England Tourist Board
Toppesfield Hall
Hadleigh
Suffolk IP7 5DN
Tel: (01473) 822 922
Fax: (01473) 823 063

For all enquiries about the National Accessible Scheme in these areas contact:
East of England Tourist Board, Toppesfield Hall, Hadleigh, Suffolk IP7 5DN
Tel: (01473) 822 922 Fax: (01473) 823 063

Berkshire, Buckinghamshire, East Dorset, Hampshire, Oxfordshire and the Isle of Wight
Southern Tourist Board
40 Chamberlayne Road
Eastleigh
Hampshire SO50 5JH
Tel: (023) 8065 2000
Fax: (023) 8061 0286

East Sussex, Kent, Surrey, West Sussex
South East England Tourist Board
The Old Brew House
Warwick Park
Tunbridge Wells
Kent TN2 5TU
Tel: (01892) 540 766
Fax: (01892) 511 008

For all enquiries about the National Accessible Scheme in these areas contact:
The Area Accommodation Unit, Southern Tourist Board,
40 Chamberlayne Road, Eastleigh, Hampshire SO50 5JH
Tel: (023) 8065 2000 Fax: (023) 8061 0286

Derbyshire, Gloucestershire, Hereford & Worcester, Leicestershire, Lincolnshire, Nottinghamshire, Northamptonshire, Shropshire, Staffordshire, Warwickshire, West Midlands
For all enquiries about the National Accessible Scheme in this area contact:
Heart of England Tourist Board
Larkhill Road
Worcester WR5 2EF
Tel: (01905) 763 436
Fax: (01905) 763 450

Cornwall, North Somerset, Devon, Bath & North East Somerset, West Dorset, Wiltshire and the Isles of Scilly

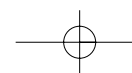
For all enquiries about the National Accessible Scheme in this area contact :
South West Tourism
Woodwater Park
Pynes Hill
Exeter EX2 5WT
Tel: (0870) 442 0830
Fax: (0870) 442 0840

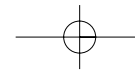


Ratings you can trust

National Accessible Scheme

The Benefits of Participation





Why should you be interested?



National Accessible Scheme

The purpose of the National Accessible Scheme is to assist you in providing a more accessible environment for guests who may be mobility, hearing or visually impaired and so improve the quality of their stay. The rating will also help you to make the most of a great business opportunity.

1 Increase your business

• Ensure that your business meets the needs of a changing market

- 26% of all tourism trips in 2000 were taken by people over 55
- The mature market prefers a domestic holiday
- Mature tourists prefer to travel out of peak season

• Make the most of an extended market

- 9.4 million people are registered disabled in the UK
- 30% of people have a temporary disability at some time in their lives
- They usually travel with friends, family and carers

• Increase your repeat business

- Research shows that people with disabilities are loyal customers

2 Providing a more accessible environment is a legal requirement

- Oct 2004 the final part of the Disability Discrimination Act (DDA) will be fully effective
- Addressing accessibility issues now will be seen as having taken reasonable steps to comply with the DDA.

The new National Accessible Scheme developed by the ETC will go a long way in assisting you in providing a more accessible environment for your guests

The Standards

Meeting the new national accessible standards does not necessarily mean that you are faced with great expense. Many of the requirements can be provided through a low cost solution.

- Using coloured glassware and water jugs makes it easier for visually impaired guests to see them.
- Ensure all steps/stairs are distinguishable through contrasting colour
- Have a portable vibrating alarm available on request for guests who may have difficulty responding to an audible fire alarm
- Specialist equipment required by guests with a disability is often available locally for hire through Social Services, the Red Cross or Disability Information Advice Line (DIAL).

There are many other examples of low cost solutions available in the National Accessible Scheme application pack available from your tourist board Area Centre (See details overpage). Please allow up to 28 days for delivery.

The Assessment

The assessment is carried out by experienced assessors who will identify the current rating and (if you wish) areas that would need attention in order to achieve a higher rating.

Access assessments carried out by the English Tourism Council can be organised to take place at the same time as your quality assurance assessment, which reduces any disruption to your business and also reduces the cost of the accessible assessment.

Marketing Benefits

The access rating awarded as a result of the assessment can be used in all your advertising material. It will help raise the profile of your establishment and will help your guests make an informed choice. Bromides and display signs are available for all the ratings.

Consumer Recognition

The new ratings will start to appear in 2003 publications



Typically suitable for a person with sufficient mobility to climb a flight of steps but would benefit from fixtures and fittings to aid balance.



Typically suitable for a person with restricted walking ability and for those that may need to use a wheelchair some of the time.



Typically suitable for a person who depends on the use of a wheelchair and transfers unaided to and from a wheelchair some of the time.



Typically suitable for a person who depends on the use of a wheelchair and transfers to and from the wheelchair in a seated position. They also require personal/ mechanical assistance to aid transfer, (e.g. carer/hoist).



Minimum entry requirements to meet the national accessible standard for visually impaired guests.



Recommended (Best Practice) additional requirements to meet the national accessible standard for visually impaired guests.



Minimum entry requirements to meet the national accessible standard for guests with hearing impairment, from mild hearing loss to profoundly deaf.



Recommended (Best Practice) additional requirements to meet the national accessible standard for guests with hearing impairment, from mild hearing loss to profoundly deaf.

