

# Making your business more accessible



The Office of the  
Committee *for*  
Employment & Social Security

*In partnership with  
the GDA and Access for All*

# Introduction to speakers

**Ellen Pragnell**, Senior Policy Officer – Disability Discrimination Legislation

**Caroline Mullins**, Disability Officer

**Karen Blanchford**, Guernsey Disability Alliance and Access for All

# On hand experts

**Tony Yates**, Access for All

**Emma Carter**, Create Architects and Access for All

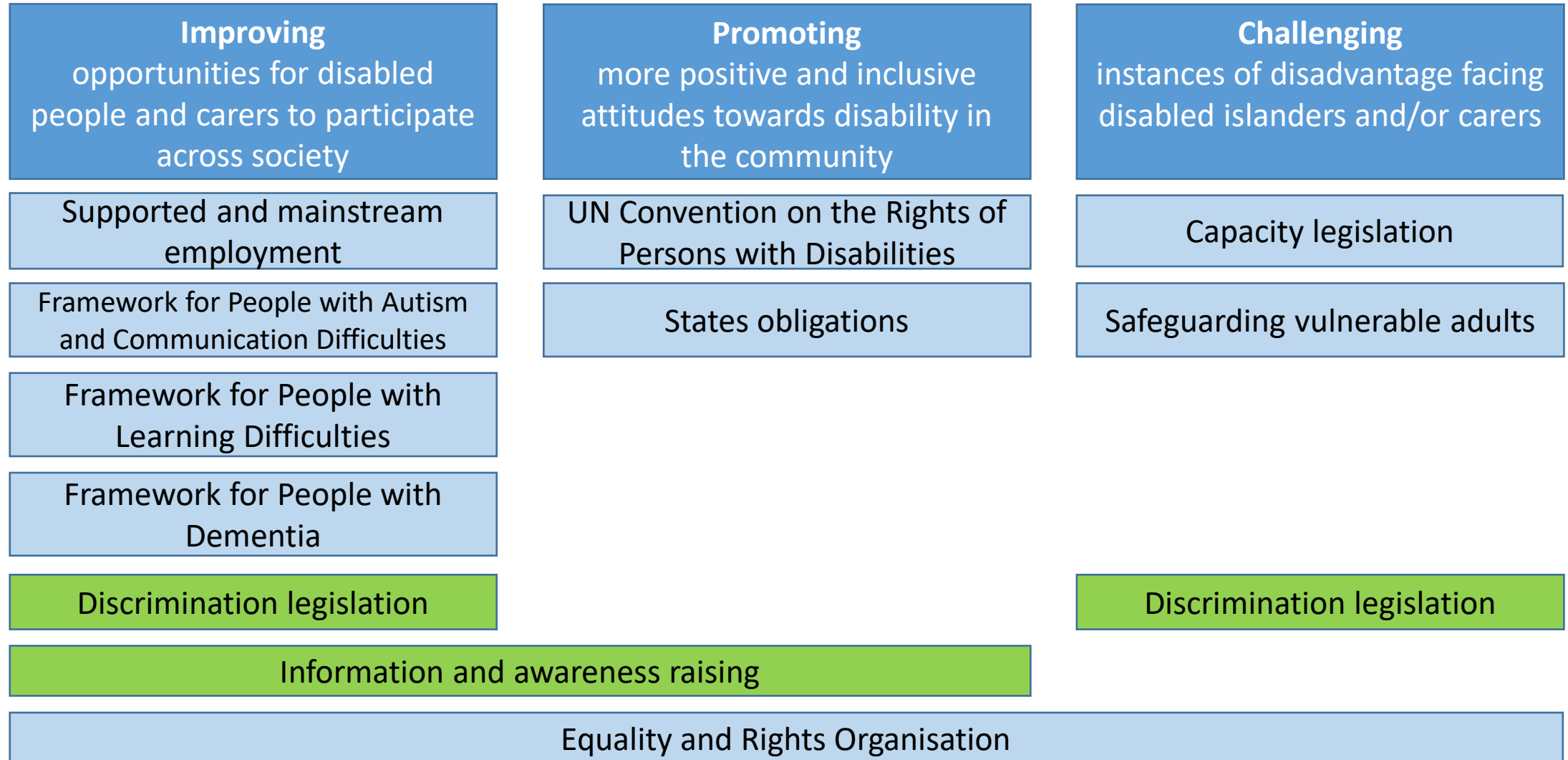
# Agenda

- Disability and Inclusion Strategy – brief overview
- Disability Discrimination Legislation project – brief update
- Why does this matter to the tourism sector?
- How to improve the accessibility of your business in preparation for this new legislation:
  - Physical environment
  - Information
  - Services
  - Activities

# The Disability and Inclusion Strategy

- Approved by the States in November 2013.
- Political responsibility transferred from the former Policy Council to the new Committee *for* Employment & Social Security on 1 May 2016.
- Its aim is to improve the quality of life of disabled Islanders and their carers through changing attitudes towards disabled people and carers so that they can be active and engaged socially, economically and culturally.

# Priority areas of the Strategy



# Disability Discrimination Legislation Project Team

## Chairman

**Malcolm Nutley**  
Chief Secretary, E&SS

## Political representation:

**Deputy Emilie Yerby**  
Member of the Committee *for*  
Employment & Social Security

## Officer representation:

**Jon McLellan**  
Director – Legislative Drafting,  
St James Chambers

**Ellen Pragnell**  
Senior Policy Officer – Disability  
Discrimination Legislation

**Caroline Mullins**  
Disability Officer

## Stakeholder representation:

**Rob Platts**  
Equality Adviser, Guernsey  
Disability Alliance

**Karen Blanchford**  
Guernsey Disability Alliance and  
Equality Working Group

**Hana Plsek**  
Chamber of Commerce

*Other stakeholders of the project  
may be involved as required  
from time to time*

# Disability Discrimination Legislation Project Framework

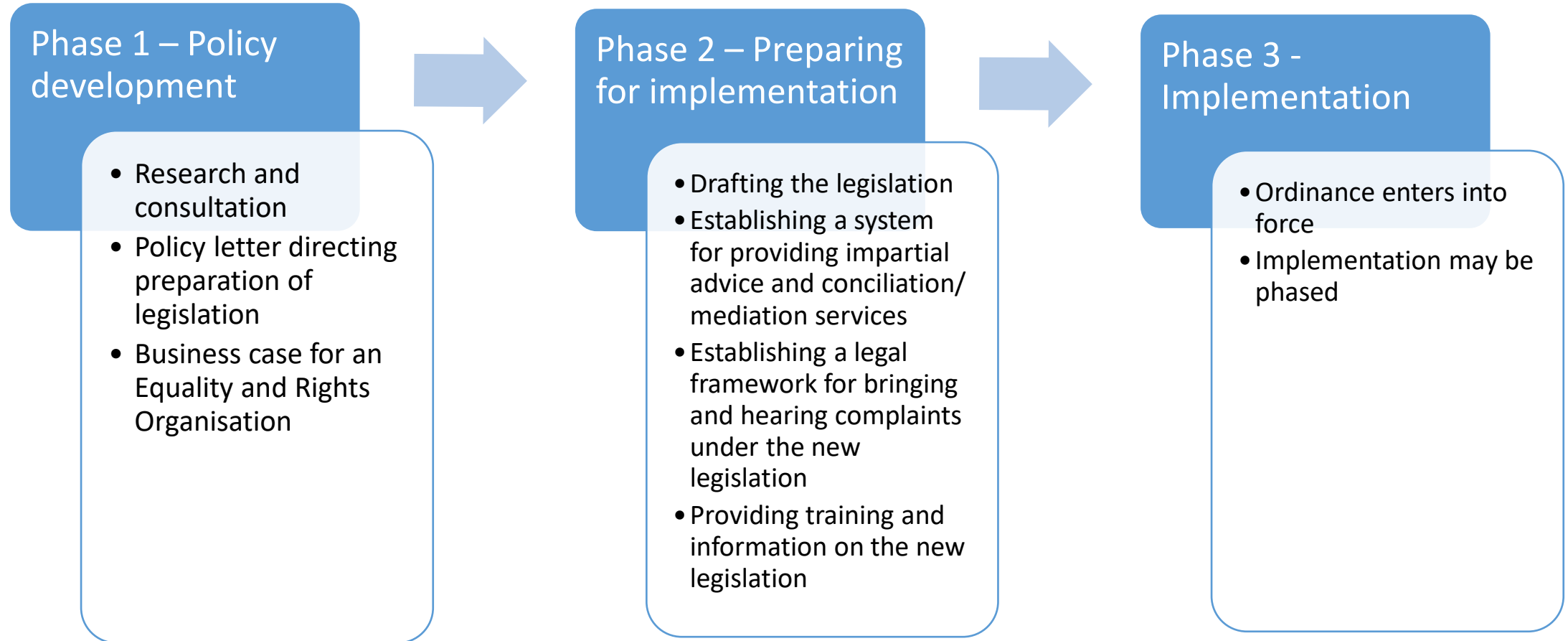
- Draft Framework due to be considered by the Committee today.
- The Framework outlines:
  - how the project links in with the outcomes and policy objectives set out in 'Future Guernsey' and the strategic objectives and commitments set out in the Disability and Inclusion Strategy,
  - the project's purpose and vision,
  - the desired outcomes of the project,
  - the priority areas of focus, and
  - key principles.

# Desired outcomes





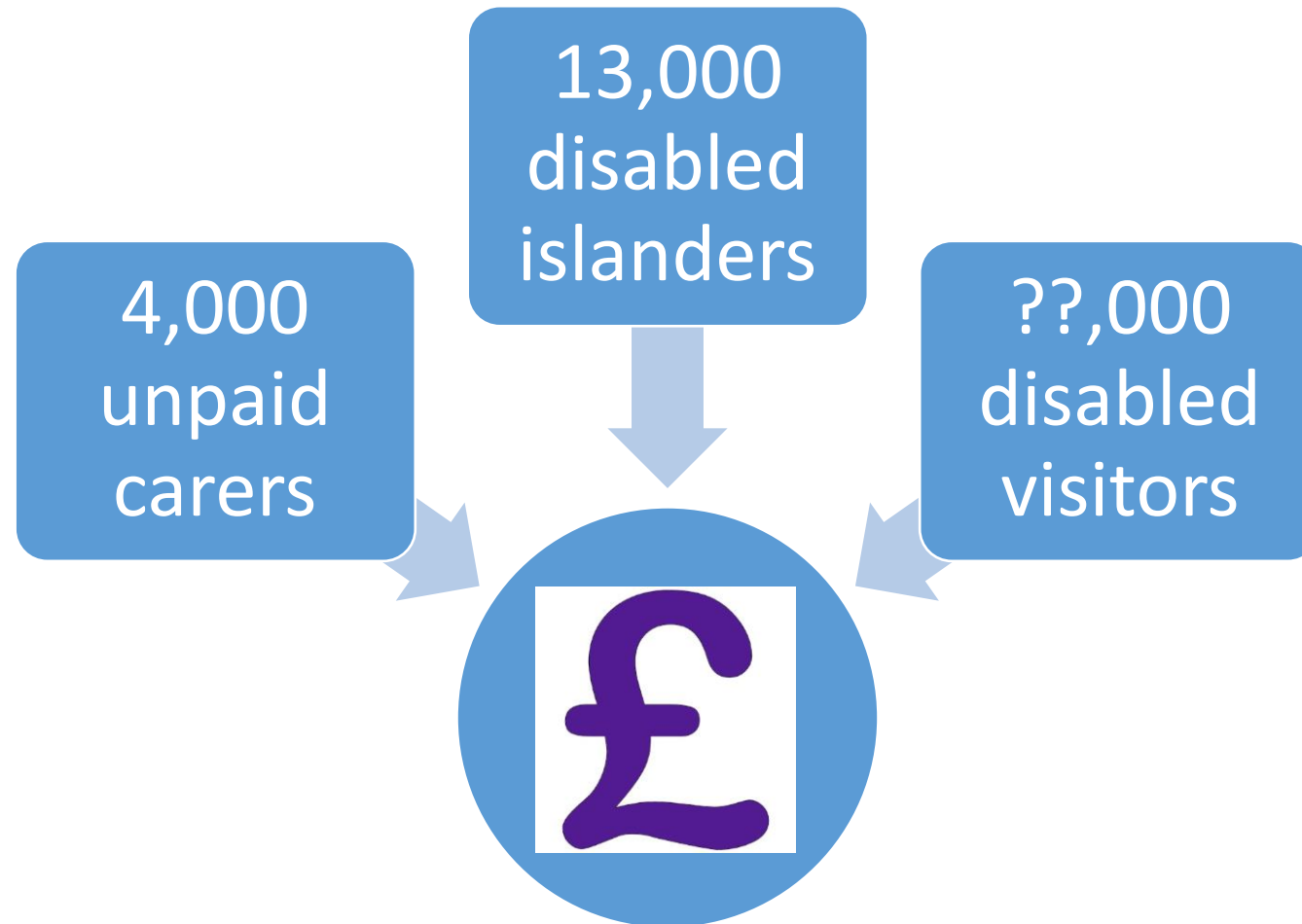
# High level plan



# Concept of “reasonable accommodation”

- The term “reasonable accommodation” means necessary and appropriate modification and adjustments *not imposing a disproportionate or undue burden*, where needed in a particular case, to ensure to persons with disabilities the enjoyment or exercise on an equal basis with others of all human rights and fundamental freedoms.
- In the UK Equality Act, this same concept is referred to as “reasonable adjustment”.
- The denial of reasonable accommodation/failure to make a reasonable adjustment results in discrimination and a Tribunal could order an employer or a provider of goods or services to make the appropriate modification or adjustment.
- This duty is fundamental to removing the barriers that disabled people face.

# Why does this matter to the tourism sector?



# Four good business reasons to ensure you cater for the accessible tourism market

- At least 54% of people with access requirements avoid going to new places if they cannot find information about their accessibility [*source: Euan's Guide – the disabled access review site*].
- We have an ageing population who are likely to represent an even larger section of your customer base – need to consider their access requirements.
- Higher occupancy rates and loyal customers who keep returning.
- Accessible tourism is also about parents with young children, senior travellers and people with temporary injuries and their travel companions.

# What support is currently available?

- DisabledGo Access Guides for over 600 venues in Guernsey - also provides access statements for VisitGuernsey:
  - 50% of the traffic to this site is from Guernsey,
  - 50% from the UK,
  - 19,012 views between April 2016 and April 2017 - an increase of 81% on the previous year.
- Free online disability awareness training - helping you to become disability smart.
- Good Practice Guide for Employers - developed by Guernsey Employment Trust.
- [www.matters.gg](http://www.matters.gg)

# Access for All



# Diversity of Disability



A word cloud on a light gray background featuring various medical conditions and disabilities. The words are in different sizes and orientations, with some in bold green and others in black. The conditions listed include: Multiple sclerosis, Respiratory disease, Facial disfigurement, Dyslexia, Learning disability, Brain injury, Mobility impairment, Diabetes, Down's Syndrome, Fibromyalgia, Cerebral palsy, Heart disease, Motor Neurone Disease, Autism, Cancer, Visual impairment, Spinal injury, Hearing impairment, Bi-polar disorder, Eczema, Depression, HIV - AIDS, Dementia, Amputation, and Epilepsy.

Multiple sclerosis

Respiratory disease

Facial disfigurement

Dyslexia

Learning disability

Brain injury

Mobility impairment

Diabetes

Down's Syndrome

Fibromyalgia

Cerebral palsy

Heart disease

Motor Neurone Disease

Autism

Cancer

Visual impairment

Spinal injury

Hearing impairment

Bi-polar disorder

Eczema

Depression

HIV - AIDS

Dementia

Amputation

Epilepsy



# Barriers

Inaccessible buildings

Inaccessible transport

Cost of equipment

Access to Education

Panel interviews

Prejudice

People's attitudes

Complex wording

Level of education

Inaccessible Services

People's assumption

High kerbs

Small Print Sizes

Stereotyping & Stigma

Online-only recruitment processes





# Access for All

“Access for All works in partnership with the community to improve accessibility, in its widest context, for islanders and visitors alike”

- Physical environment: buildings & infrastructure
- Information: web and paper
- Services: Customer Service
- Activities

# We All Matter Eh?

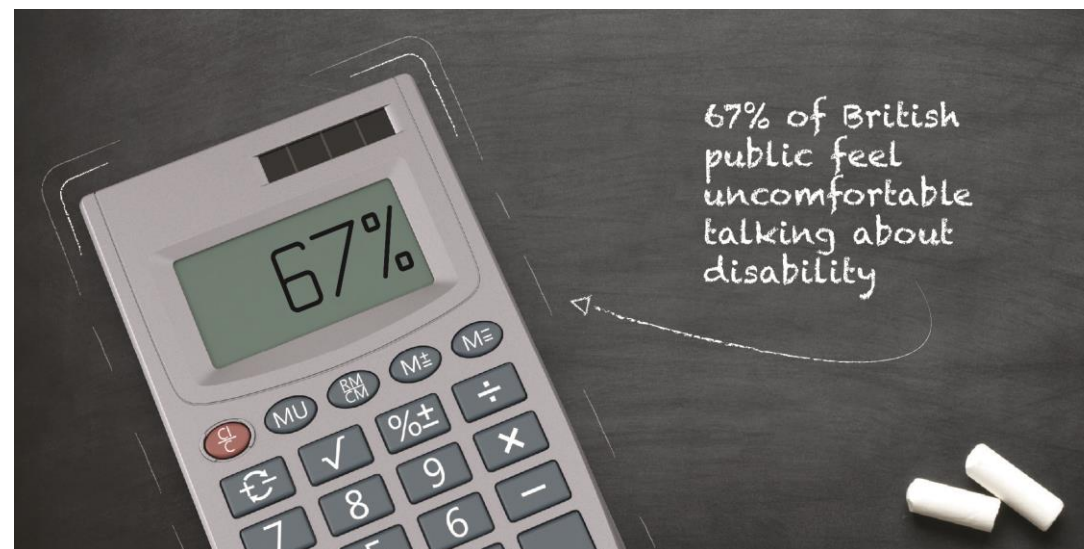


‘Think Differently about Disability’ #MakeAChange

Change Cards by sector

Change Cards by activity

- customer service,
- web design & marketing
- accessible spaces,

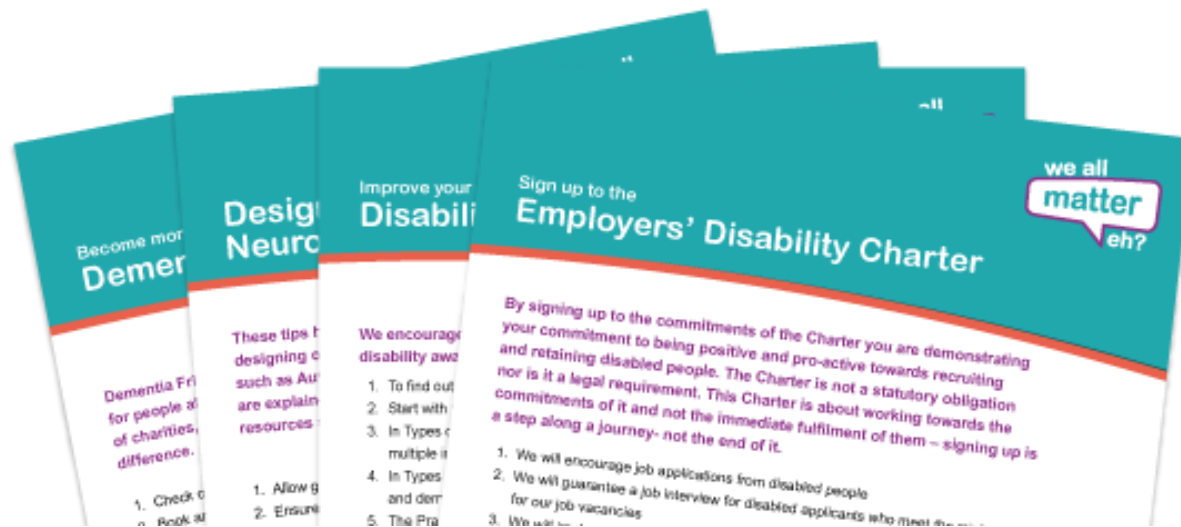


[Hidden Disabilities](#): Videos and Factsheets

# Access for All – Physical Change Cards

Tony Yates – Vice Chair, Access for All


Emma Carter - Create Architects and Access for All committee



# Access for All – information, services and activities

Our 'Think Differently about Disability' campaign covers a number of top tips useful to tourism including:

- customer services and language
- web design
- brochures



**Top tips for increasing Tourism accessibility**

**we all matter eh?**

**Increasing Tourism accessibility to not only good for our 13,000 disabled islanders, 4,000 carers but tourists and business. Access is a very broad topic and not only includes increasing the physical environment such as ramps, accessible bathrooms, lightening, and acoustics, but also customer service, information and activities.**

1. One of the core barriers is customer service, encourage front line staff to take the Free States disability awareness training. Review change card here or go to [signpost.gg](http://signpost.gg)
2. Learn more about Hidden Disabilities and how to interact by watching our local videos and reading factsheet at [We All Matter Eh?](#)
3. Consider your physical environment accessibility, check our the [Change cards](#)
4. Book access review with [Access for All](#) or [Create](#)
5. Review your website using the [Change card](#) tips
6. Are your brochures and leaflets accessible? Our [Change card](#) has advise
7. Do you provide activities, tours of St Peter Port, island tours or concerts? How

# Find out more

Access for All

[www.access.gg](http://www.access.gg)

We All Matter Eh?

[www.matter.gg](http://www.matter.gg)

GDA

[www.gda.org.gg](http://www.gda.org.gg)

Create Architects

[www.create-architecture.com](http://www.create-architecture.com)

Scope #endtheawkward [campaign](#)

Signpost

[www.signpost.gg](http://www.signpost.gg)

[Guernsey Technical Standards \(M\)](#)