

Making your business more accessible



The Office of the
Committee for
Employment & Social Security

*In partnership with
the GDA and Access for All*

Today's speakers

Ellen Pragnell, Senior Policy Officer - Disability Discrimination Legislation

Caroline Mullins, Disability Officer

Karen Blanchford, Guernsey Disability Alliance and Access for All

Also on hand

Tony Yates, Access for All

Emma Carter, Create Architects and Access for All

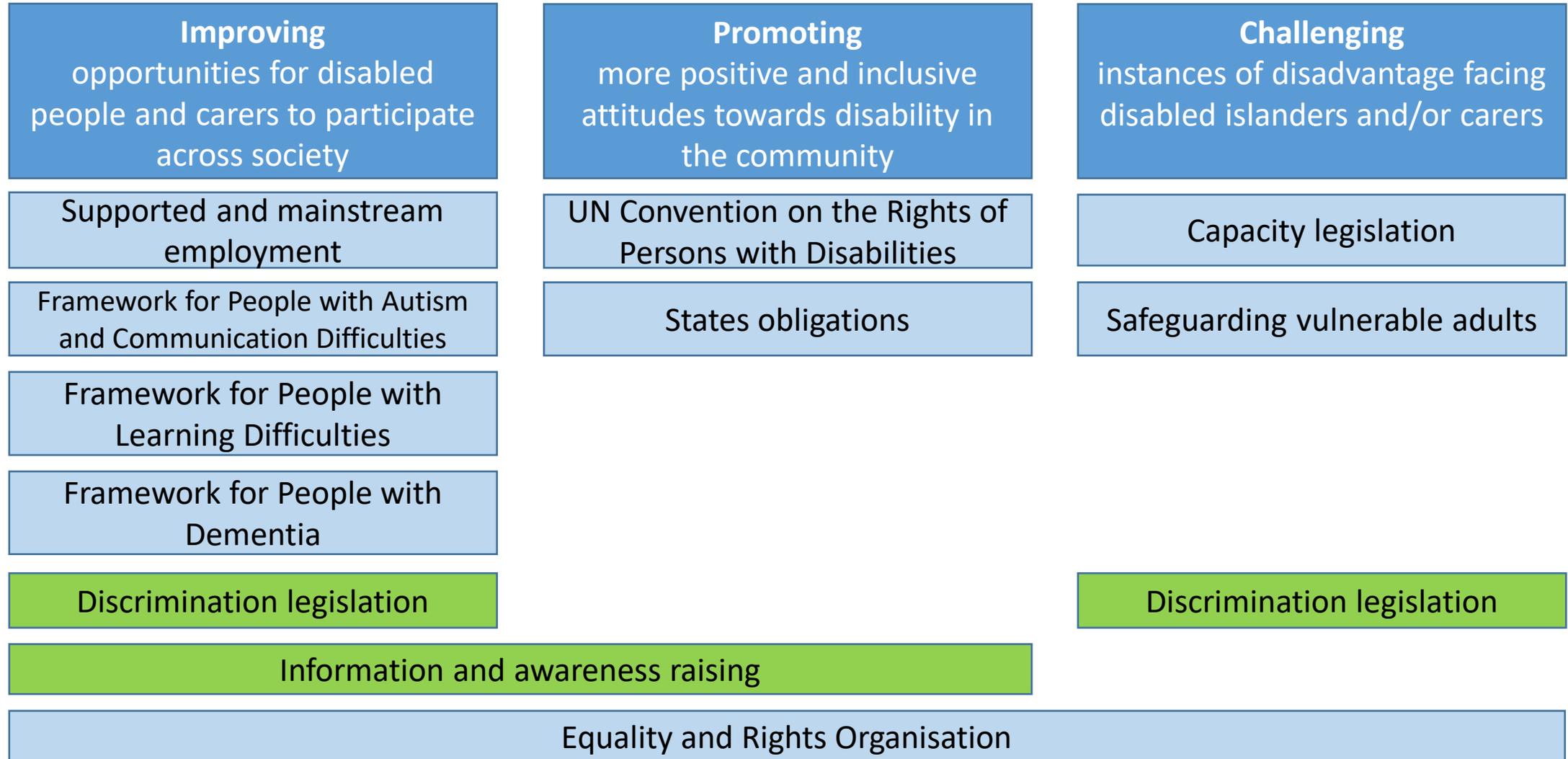
Agenda

- 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*

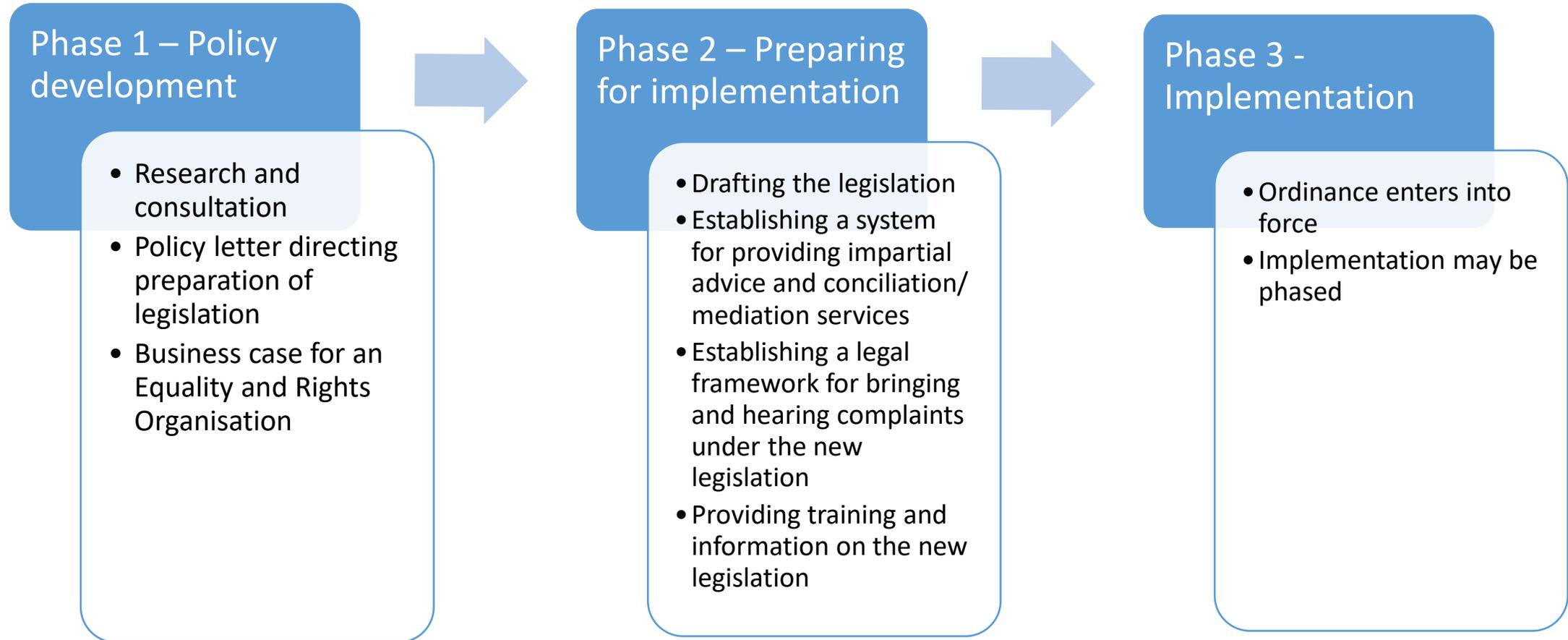
Disability Discrimination Legislation Project Framework

- 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



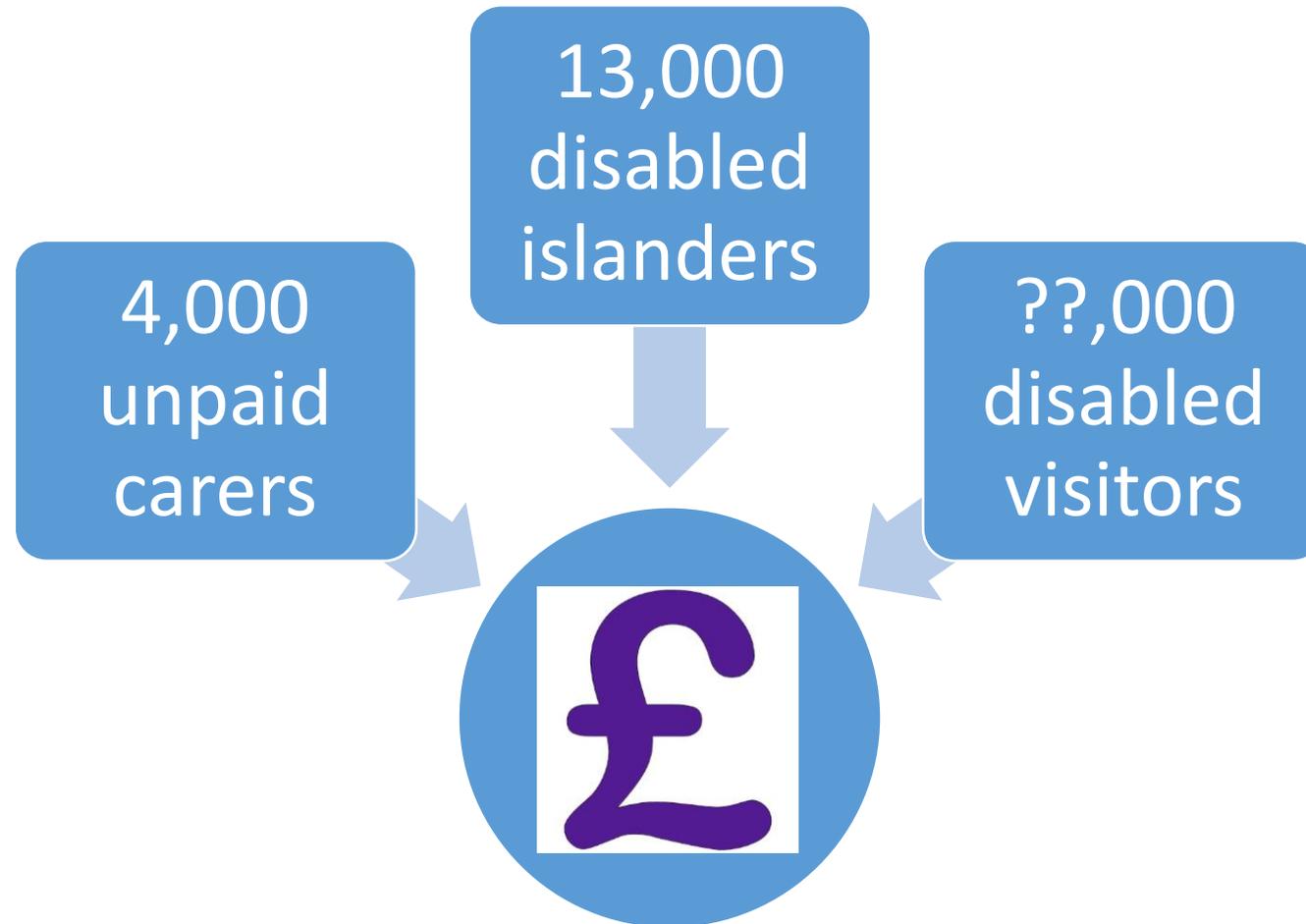
High level plan



Why does this matter to the tourism sector?

- The legislation will impose a **duty** on all employers and providers of goods and services and education to make **'reasonable adjustments'**.
- This duty is fundamental to removing the barriers that disabled people face.
- This means making sure that, **as far as is reasonable**, a disabled person or carer has the same access to employment, goods and services and education as a non-disabled person or non-carer.
- The needs of both the person and the organisation are taken into account when deciding what is reasonable.
- Failure to make a reasonable adjustment results in discrimination.
- A Tribunal could order an employer or a provider of goods or services to make the appropriate modification or adjustment.

Why does this matter to the tourism sector?



Four good business reasons to justify catering 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.matter.gg

Access for All



Diversity of Disability

Multiple sclerosis

Respiratory disease

Facial
disfigurement

Dyslexia

Learning disability

Brain injury

Mobility impairment

Diabetes

Downs 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

We All Matter Eh?

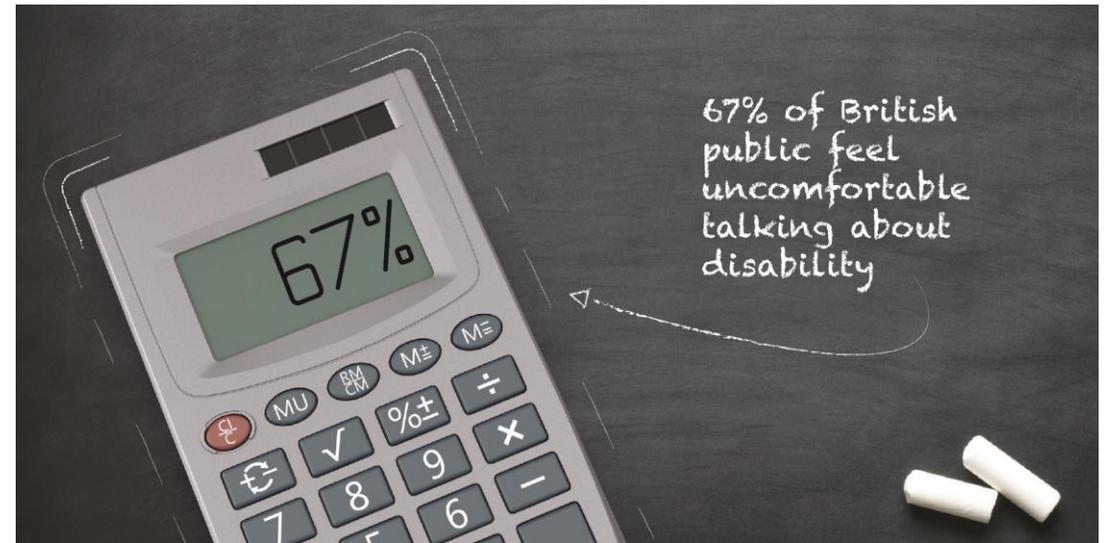


‘Think Differently about Disability’ #MakeAChange

Change Cards by sector

Change Cards by activity

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



[Hidden Disabilities](#): Videos and Factsheets

Access for All



“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

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



Increasing accessibility is good for our 13,000 disabled islanders, 4,000 carers and visitors, but for your business too. Access is a very broad topic and involves changes to the physical environment such as installing ramps and accessible bathrooms and improving light and acoustics, but also customer service, information and activities.

1. One of the core barriers to inclusion is customer service. We want to encourage front line staff to take the free ‘States Disability Awareness Training’. You can review the change card here or visit signpost.gg
2. Learn more about hidden disabilities by watching our local videos and by reading our factsheets at matter.gg
3. Consider the accessibility of your physical environment. Read our [Change Cards](#)
4. Book an access review with [Access for All](#) or [Create](#)

Access for All – Physical Change Cards

Tony Yates - Vice Chair, Access for All

Emma Carter - Create Architects and Access for All Committee



Create Architects – Who we are:

Chartered architects

We design:

- Specialist housing
- Extra care
- Autism housing
- Private work for special needs clients

Research + Training

- 1st Autism design conferences
- CAE training
- Understanding of design for neurological conditions
- Partnership with **Access for All**
- Committee member for **GHHA**

Create Architects – Why we are here

- Architects are at the front of the design process
- We have the ability to make change
- Not always easy- often lost due to perceived cost and difficulty
- Building Regulations and British Standards are minimum requirements not always keeping up with constantly changing requirements, our role as Architects to respond to these changing needs and adapt accordingly
- We all have responsibility to make our community inclusive and accessible
- We have seen and been involved in buildings which discriminate

Create Architects – What we have learnt

- So many things to consider it is a constant process of learning from User Experience
- Therefore important to get an experienced Professional to advise
- Experience + partnership with Access for All - great place to undertake Access Audits. Aim of access audit:
 - assess existing building
 - recommend improvements to accessibility (not dictate)
- Businesses that actively embrace inclusivity:
 - Better environment for the public
 - Potential profit from increased audience

Examples of lesser known considerations 1

Lighting- good lighting important

- to see potential trip hazards- physical accessibility
- for colour contrast- for hard of sight
- to read lips or signing- hard of hearing
- fluorescent- subvisible flicker stressful for many people with neurological

Examples of lesser known considerations 2

Layout- Easy to understand

- many people with disabilities survey space when they enter
- is it understandable to people with learning difficulties
- can someone with physical disabilities see where they can access
- neurological conditions- 'escape' and 'retreat' spaces

Examples of lesser known considerations 3

Floor finishes- carpet next to hard flooring

- potential trip hazard
- causes difficulties for wheelchairs
- slip resistance

Acoustics- good acoustics important

- to hear others- can be really simple to improve acoustics

Find out more

- [Disability Awareness Training](#) - free online training
- [Accessibility guides](#) - factual information about accessibility to venues
- [Access For All](#) - support and information around improving accessibility
- [We All Matter Eh?](#) - useful hints, tips and videos sharing different experiences
- [End the Awkward](#) - four short videos of peoples experiences
- [Signpost.gg](#) - information about support, services and activities for disabled people and carers
- [Create Architects](#) - providing information and advice on accessible designs
- [Guernsey Technical Standards](#) – access to and use of buildings
- [Guernsey Disability Alliance](#) – working to improve island life for disabled people

create.

chartered architects | chartered surveyors