



Access All Areas

A Guide to Destination Access Audits

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Report by Outside the Box
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Tourism South East
on behalf of Accentuate



TOURISM
SOUTH EAST

Accentuate has been funded by a range of partners, in particular, Legacy Trust UK, which is creating a lasting impact from the London 2012 Olympic and Paralympic Games by funding ideas and local talent to inspire creativity across the UK.

Section 1

Introduction

Background to the Guide

Over the last three years, Tourism South East has been responsible for delivering 'Destination Zones'. This is an Accentuate project that aims to make the South East more welcoming to disabled people.

Accentuate is a transformational programme of 15 projects, inspired by the Paralympic Movement. It seeks to make a cultural shift by changing perceptions and offering opportunities to showcase the talents of Deaf and disabled people. It is a Legacy Trust and SEEDA funded initiative managed by Screen South.

The principal components of the Destination Zones project have been destination access audits. Following competitive tendering, external access auditors were commissioned to carry out the audits. The audits were part funded by local authorities seeking to improve the accessibility of town centres and transport interchanges. Prior to the launch of Destination Zones two destination access audits, covering Brighton and Winchester, were undertaken with the benefit of SEEDA funding. These helped to shape the Destination Zones project.

Since 2009, 15 destination access audits have been undertaken across Buckinghamshire, Kent and West Oxfordshire. These have assessed the experience of disabled visitors with mobility, visual and hearing impairments, from arrival to what they encounter around the destination. This included public transport links, parking, WC provision, as well as accessibility to shops, restaurants, parks and



tourist attractions. Recommendations were made on how barriers to access can be removed. Some of these audits have already led to significant investment through the take up of those recommendations.

The importance of involving disabled people was one of the key lessons from the audit process and became the subject of a separate best practice guidance document for local authorities. This was commissioned and widely disseminated in 2011/12. However, other aspects emerging from the process of undertaking audits also needed to be recorded or there was a danger that they would be lost. This document aims to highlight these areas of learning and provide a guide to best practice.

Purpose of the Guide

This best practice guidance is for Local Authorities wishing to carry out a destination access audit. Its aim is to take you through the different key stages of the process.

These are:

- Planning the audit
- Procurement
- Carrying out the audit
- The audit report
- Evaluating the audit

Because the involvement of disabled people is a highly important aspect of the process, an abbreviated version of 'Involving Disabled People in Access Audits' has been included in **Section 4**. To access the full version of this guide to best practice, please visit:



www.accentuateuk.org.uk/toolkits-how-to-involve-disabled-people

