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GUIDE
EUAN'S

Welcome!

- Introduction to Euan's Guide
- The Market
- Behaviour
- Good Practice
- Trusted Communication
- What Next?

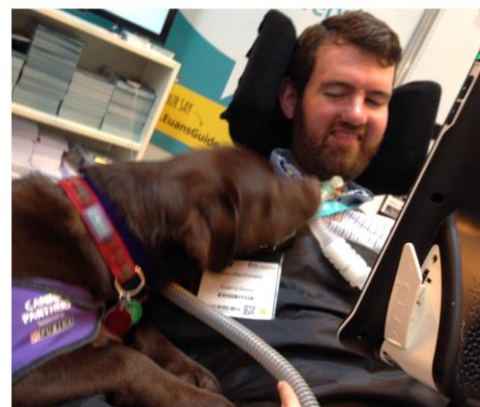


About Euan's Guide

- Award winning disabled access charity
- Best known for [EuansGuide.com](https://euansguide.com)
- We make thousands of accessible toilets safer
- We run the UK's largest Access Survey



Who's Euan?



The Market

“It’s not worth getting a ramp as we don’t see many disabled people in here”



The Market

- 14.6 million disabled people
- £274 billion spend
- £1.4 billion spend on Tourism in Scotland
- Diversity of the Market
- Health + Safety v's New Opportunities
- Accessible v's Inclusive



The Access Survey 2021

- **92% of respondents stated that they try to find disabled access information before visiting somewhere new**
- **56% avoid visiting a venue if it has not shared their disabled access information**

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**ACCESS
SURVEY**



Supported by: **Motability
Operations** Ltd



The Access Survey 2021

- **Accessible parking (81%) and accessible toilets (80%) remain a top priority for disabled visitors**
- **42% said that if they could not find information about accessible toilet facilities they would avoid going somewhere new**

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**ACCESS
SURVEY**



Supported by: **Motability
Operations** Ltd



The Access Survey 2021

- **73% of respondents have experienced a disappointing trip or had to change plans due to poor accessibility.**

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Understanding Behaviour

“We need a dedicated system so people can search by accessible features first”



Understanding Behaviour

- No 'special' stuff - just information, a warm welcome and a can do approach
- Don't think access information doesn't matter as you've don't see many disabled people
- Help people over come the 'baseline' requirements



Good Practice

“When you can turn up regardless of impairment, and enjoy the simple pleasures like everyone else, you know that is an inclusive and accessible setting”



Good Practice

- What does bad look like?
- What does good look like?
- Wow... Did that just happen?



Trusted Communication

“They said they had two accessible rooms but they didn’t mention the steps at the hotel door”



Trusted Communication

- Fully Accessible
- Where do disabled people seek information?
- What do disabled people identify with more?
- What is the impact of trusted information?



What next?

- Promote your accessible facilities
- List on [EuansGuide.com](https://euansguide.com) (it's free!)
- Venue Knowledgebank & Top Tips
- Ask your visitors for feedback



Things to remember

- Nothing is 'fully accessible'
- 'Accessible Hotel'
- Accessible v's Inclusive
- Accessibility is good for everyone
- Tell people what you have got... and what you haven't
- You (probably!) don't know how good you are



Your experience

- **Visitors with access requirements**
- **Access challenges**



Thank you!

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