Access Tracker
Introduction

There are 14.1 million disabled people in the U.K. with a combined spending power of £265 billion pounds. £15.6 billion pounds is spent on tourism alone (day trips and overnight stays) so getting your accessible offering right will help you to acquire and retain your share of this valuable and growing market.

Ensuring that your organisation makes 'reasonable adjustments' to its whole offering to meet the needs of disabled people is also a requirement of the Equality Act, 2010.

Information, Facilities and Customer Service

These are the Three Pillars of Accessible Tourism and are interdependent. If you have great facilities but don't promote them on your website and in your literature, your visitors are less likely to know about them. Similarly, if you don't train your staff on what your accessible facilities are, who needs them and why, they will not have the understanding they need to advise and support your customers effectively. Providing training to appropriate staff on how to use, check, maintain and market relevant equipment and services is also vital to ensure its availability to your visitors.

Visitors with different access needs will need different information, facilities and services at the different stage of your customers journey. Understanding and improving your accessibility in order to create a great visitor experience for disabled people can therefore sometimes feel daunting.

Our Access Tracker enables us to audit all these different elements of your existing visitor offer and make recommendations for improvement including 'quick wins' and medium to longer term improvements.

Access Tracker

Website

According to the [Euan's Guide Access Survey 2019](#), 93% of disabled people will try to find access information about a venue or site before they visit, with 81% visiting a venue's website. 72% of disabled people do not feel confident visiting new places, but 83% are more likely to visit somewhere if they can find access information about it beforehand. If a venue has not shared its accessibility information, 41% of people will avoid visiting altogether.
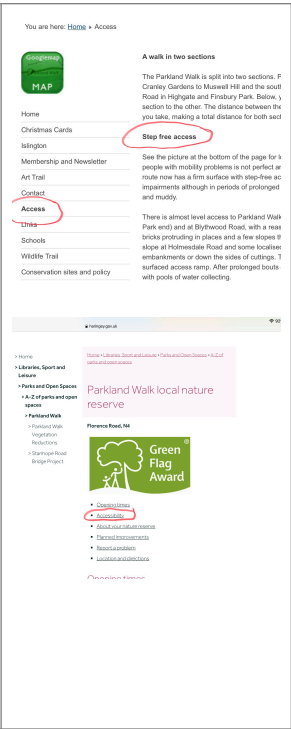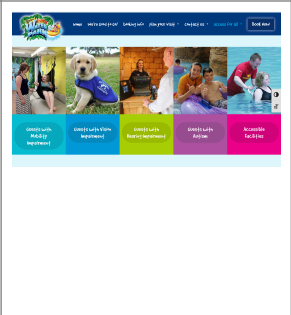
Where access information is provided, however, 77% of disabled people found it to be misleading, inaccurate or confusing.
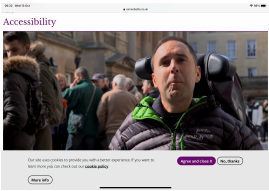
Providing relevant, accurate accessibility information on your website is therefore very important for potential visitors with additional access requirements. In fact, when asked what change would make the biggest difference to helping them get about more easily, disabled people ranked having more detailed, reliable access information 3rd out of the top ten things that would help.

Below is our review of the accessibility information provided on the the Friends of the Parkland Walk website and the Haringey Council website,

Website			
Feature	Notes	Recommendations	Image

Accessibility tab on Home page	Both the FOPW website and Haringey Council website have an Access tab on the home page. The information provided within these tabs is relatively limited however. The FOPW website has information on step-free access points, public transport routes, getting between the two parts of the Walk, refreshments and facilities and 'things to see and do'. There is also an online map with a link to a further map which can be followed on mobile devices. The Haringey Council website is more limited.		
Information provided separately for visitors with: Vision impairment Hearing impairment Mobility impairment Autism Dementia	Information is not provided separately for visitors with different access needs and is currently focused around visitors with mobility impairment, providing information on points which offer level access.	**Create summary information for visitors with different access requirements on the accessibility section of the website, as the offering for users with different access needs on the Parkland Walk develops.** **A good example of this can be found on the Sandcastle Waterpark website.**	

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Videos available on website.	There are currently no videos available on the website, and these do provide an effective means to engage potential visitors, enabling them to learn more about its offering prior to visiting. A video showcasing the accessibility of a venue or route is particularly helpful, as it helps with visit planning and preparation.	**Create an Access For All video for the Parkland Walk showcasing the route and its accessible offering e.g. level access entry points.** **This is helpful for all potential visitors and can be very helpful in heating to prepare autistic visitors for their visit.** **An example from the Roman Baths in Bath can be seen here.** **Drone footage which provides an overview of the Parkland Walk would be a further useful addition.** **Access For All UK Studios: our 'in-house, professional videography team are able to provide these services.** **Any videos that are created in the future for the Walk need to include subtitles and ideally have an alternative, audio-described version available to assist blind or partially sighted visitors.**
Audio description available	There is currently no specific, audio described content on the website.	**Create an audio description of the Parkland Walk and its key features. Alternatively, create an audio-described version of an accessibility video for the Walk, if produced in the future.**
Link to on-line Accessibility Guide	There is currently no detailed Accessibility Guide or online Access Statement for the Walk. Given that 93% of disabled people will try to find accessibility information about a venue before they visit, and that 41% will not visit if they cannot find that information, providing this information provision is important. (Source: Euan's Guide Access Survey 2019) Parts of the Parkland Walk already feature on the AllTrails App but this gives very limited access information.	**Create detailed accessibility information for the Walk to assist potential users with additional access needs. This can be achieved using the Phototrails website, for example, which is currently being updated.Specific routes can be uploaded to the site free of charge detailing key aspects such as entry points, surface conditions, slopes and cambers, toilets and public transport options, each illustrated with images.**

Adjustable text and contrast available on website	Whilst both websites score well on the Google Lighthouse accessibility checker, it is not clear how text size and contrast may be adjusted.	**Provide clear indication as to how colour, contrast and font sizes can be adjusted. This is often done via a 'tab' with appropriate icons at the right hand side of the screen.**	
Website meets W3C website accessibility guidelines	The Haringey Council website scores 96% on the Lighthouse Accessibility checker within Google, which is an excellent score. The web content for the Parkland Walk does need to be enhanced however. The FOPW website scores 89% on the above, which is still a good score. Again, enhanced web content for disabled users needs to be developed, as described above.	**Ensure that the websites which house information on the Parkland Walk meet W3C and WCAG guidelines.**	
Other	The use of 360 degree videos is increasingly used to assist with visitor orientation and visit planning prior to visiting. This is not something which is currently available for the Parkland Walk online and would be a helpful addition. Drone footage/ video creates a great overall view of The Parkland Walk location in London and would give a clear view of the	**Create a 360 degree tour of the trail to assist visitor orientation and visit planning.** **Provide information on accessible transport options to the accessible entry points on the Parkland Walk. This should include tube and bus routes and should be specific about which routes serve which entry point.** **Information about accessible taxi companies in the area would also be helpful.** **In addition, it would be helpful to highlight points of interest along and close to the trail e.g. Highgate Cemetary, as well as cafes, local accessible attractions, pubs, shops and accessible toilets, including Changing Places Toilets. (There is a Changing Places toilet at Finsbury Park and it would be helpful to provide information on this and on other Changing Places facilities close to the route of the trail).**	