



“All Are Welcome!” Roadshow

Learn how you can take advantage of the major market that is opening up, and join us in celebrating improvements in accessibility for disabled visitors.

For the last 25 years **Tourism for All UK (TFA)** has been working to raise awareness in the tourism and hospitality industries of the needs of the 10m people in this country who have a disability. With the UK's ageing population, this is a growing sector, which is all too often excluded from the market. The “All Are Welcome!” Roadshow will provide an opportunity for you to learn what you need to do to join in with the government's stated aim to create in Britain ‘the most accessible destination in Europe’.

Being accessible needs to be seen as part of the ability to offer first class customer care to all customers. Greater inclusiveness benefits many different groups – clearer signage helps foreign visitors as well as those with visual impairment; level access helps parents with buggies, and those wheeling luggage, as well as wheelchair

users, and so on. The market for older and disabled visitors and their families has been dubbed ‘the last major untapped market for tourism’, with an estimated spend of £50 billion a year!

From 1st October 2004, there has been a legal requirement under the Disability Discrimination Act to enable disabled people to access services, with potential damages claims against those who do not.

Following London's success with the 2012 Olympics and Paralympics bid, there will be a marketing advantage and added value to be gained to tourism destinations which can attract an expanded market of people with disabilities and their families. It will be a one-off opportunity to really bring the UK up to the best international standards. Please join us.

Taking place around the regions, the *“All Are Welcome!”* Roadshow **FIRST TWO EVENTS** will be:

SEPTEMBER 15TH 2005
HOLIDAY INN KENSINGTON FORUM , LONDON 11.00 - 3.00

SEPTEMBER 19TH 2005
METROPOLE HOTEL, BRIGHTON 11.00 - 3.00 Co-hosted with Tourism South East

Roadshow sponsored by the Dept of Culture, Media and Sport, and The Camping and Caravanning Club

Speakers at the LONDON event will include:

- **Sir William Lawrence Bt OBE** Sir William, a wheelchair user himself, is chairman of the Heart of England Tourist Board, and Tourism for All UK
- **Christopher Rawstron**, Director of Operations London and South East on "Creating a Welcome for All in a major international hotel chain"
- **Kirsty Monk**, Visit Britain Quality Department on "The National Accessible Scheme – An Informed Choice for All"
- **Brian Seaman**, Tourism for All Head of Consultancy on "Creating an accessible destination".
- **Visit London** on "Preparing to host the Paralympics in 2012"
- **Nick Gradwell** Policy Officer of the Disability Rights Commission The DDA and the Leisure Industry

Speakers at the BRIGHTON event will include:

- **Sir William Lawrence Bt OBE** Sir William, a wheelchair user himself, is chairman of the Heart of England Tourist Board, and Tourism for All UK
- **Michael McGrath**, Disability Champion for Hilton Hotels, also an inspirational business speaker and a wheelchair user who has broken records in travelling to both North and South Poles "Creating a Welcome for All in a major international hotel chain"
- **Brian Seaman**, Tourism for All Head of Consultancy on "Creating an Accessible Destination" – highlighting the recent destination access audit of Brighton.
- **Simon Pickering**, Policy Officer the Disability Rights Commission "The DDA and the tourism industry"
- **Paul Jeffries**, "How Tourism South East can help you become accessible"

All events will include the opportunity to view access arrangements in the venue and destination, and will provide you with a pack of literature and advice, along with the opportunity to seek advice from the presenters and network with other providers.

Roadshow events are free of charge, but as Tourism for All UK is a charity we ask participants to make a contribution of £25 towards the lunch, which will also secure them

membership of the organisation if they wish. Those unable to attend are also invited to consider membership or to send a donation to help us in the above aims.

To book a place at either of the above events, please **email: jenny@tourismforall.org.uk** or send the form with a cheque to: **Tourism for All UK, 3 Broomfield Hall, Enmore, Nr Bridgwater, Somerset TA5 2DZ**

I/We would like to attend the following event: (please tick box)

September 15th 2005, Holiday Inn Kensington Forum, London

September 19th 2005, Hilton Metropole Hotel, Brighton

Name

Organisation Name

Address

Tel No Email

I enclose a cheque payable to Tourism for All UK for £25 Other amount £.....

I would like this amount to count as TFA membership and receive the quarterly TFA newsletter please send to: Jenny Stephenson, Tourism for All UK, 3 Broomfield Hall, Enmore, Nr Bridgwater, Somerset TA5 2DZ
email: jenny@tourismforall.org.uk Tel: 01278 671863 Fax: 01278 671535 www.tourismforall.org.uk