

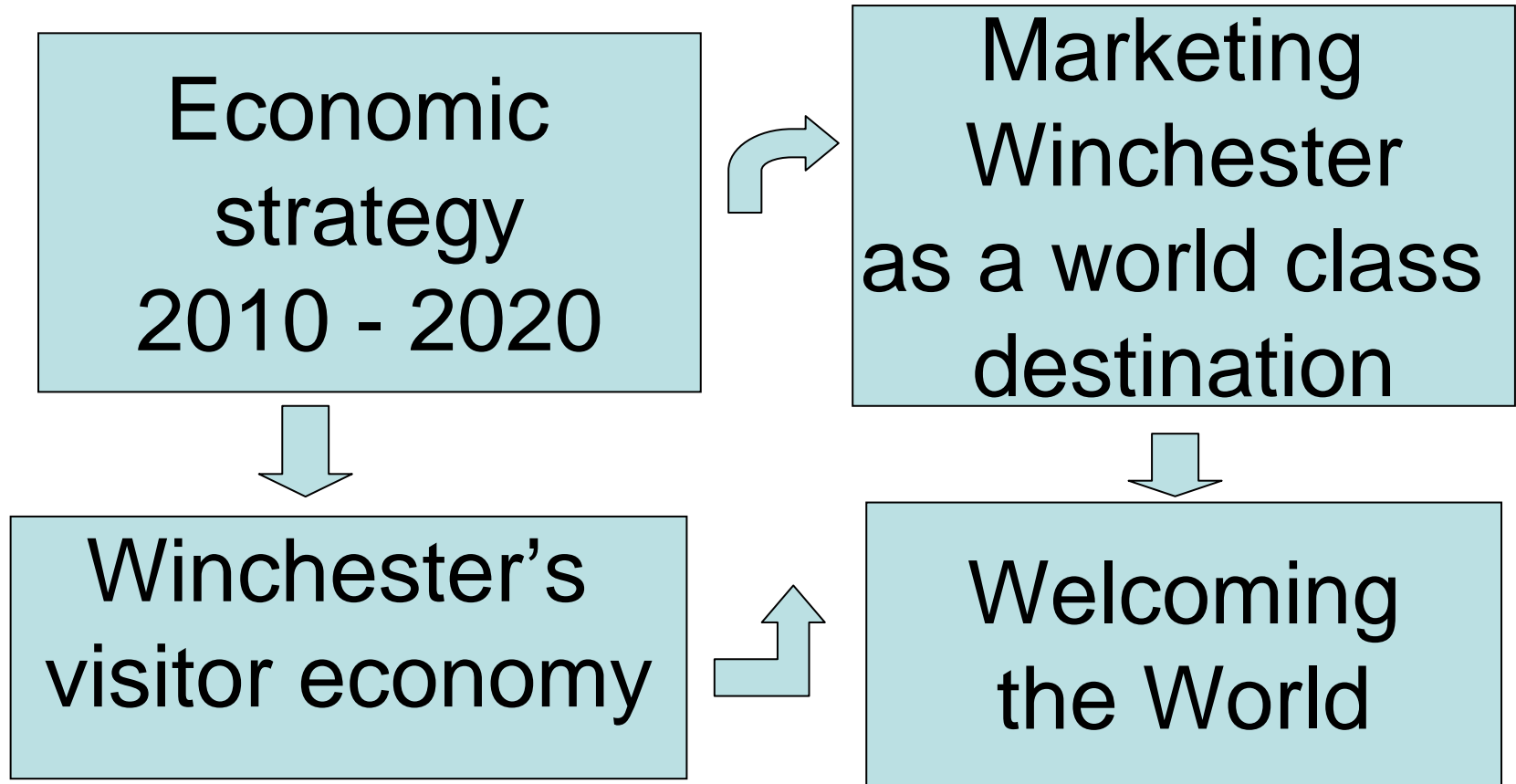
Winchester Destination Access Audit

Town Forum, September 2009



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The Context



Welcoming the World

- inspired by the London Olympic and Paralympic Games
- regional focus in celebration of Stoke Mandeville
- prepares for the legacy of increased visiting to the UK



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Welcoming the World

- improved marketing
- unforgettable experiences
- a destination for everyone



Progress So Far

- tourist information centre
- communications equalities impact review
- disability and diversity training
- tour of Winchester by wheelchair
- accessibility advice for businesses



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Winchester Destination Access Audit

- town centre
- desk research, personal visits, interviews
- information, transport, toilets, accommodation, attractions, eateries, shops
- prioritised action plan



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Quick Wins

- web improvements – searchable listings, virtual tours, pre-visit information
- managing the High Street works
- Tourism South East support for training
- new information on disabled parking
- additional accessible spaces



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Long Term Value

- Winchester Town Access Plan
- evidence base against which to lobby for further improvements
- dialogue with business community



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Summary

- a good starting point – “policies, procedures and practices that encompass the requirements of disabled people”
- most key locations for visitors accessible – Cathedral, City Museum, toilets, Shopmobility, some hotels (but not cheap), banks, post office
- good service provided by Park and Ride and Dial-a-Ride
- some information on the web to enable visitors to plan a trip without taking ‘risks’, although limited in scope



Key Actions

- ✓ actively seek feedback from those who have disabilities
- ✓ improve the range and visibility of information available on websites
- ✓ improvements at the station to include accessible lift to link the platforms



Key Actions

- ✓ further disability awareness training for taxi drivers and hotel staff
- ✓ exploration of community toilet scheme to increase provision
- ✓ need for greater use of access statements



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Key Actions

- ✓ more rigorous checking of cleanliness, alarms and call buttons
- ✓ review inadequate or confusing signage of accessible town centre facilities
- ✓ lack of wheelchair repair service in town
- ✓ the need to manage town centre works effectively (High Street, Silver Hill)



Next Steps

- ✓ share findings with tourism industry, transport operators, colleagues and other stakeholders
- ✓ follow up high priorities on action plan
- ✓ embed long term actions in other plans and strategies
- ✓ lead by example/celebrate best practice



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Good Practice in Action

Winchester Cathedral: accessibility case study



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