



# THE ACCESSIBLE TRAINING COMPANY

Improving Accessibility in the UK

[www.theaccessibletrainingcompany.com](http://www.theaccessibletrainingcompany.com)

'The Accessible Training Company'  
were part of a consortium that  
**designed and delivered training**  
to 57 tourism businesses for  
**VisitEngland's Access for All project in 2015**



# WELCOME TO THE ACCESSIBLE TRAINING COMPANY

# ACCESS YOUR POTENTIAL

Our aim is to improve the lives of disabled people in the UK by offering a range of accessible training opportunities tailored around your needs and budget.

Our programmes provide simple, practical tips & advice together with the skills and knowledge you need to provide a warm welcome to all.

And **we are no ordinary company.**

**We are a company with a conscience.** It is important to us that our programmes improve the lives of disabled people.

**Why? Because we have 6 children between us, 3 of them with disabilities and we are passionate about making a difference.**

We bring to our training exceptional insight from 20 years first-hand experience of the challenges that disability can bring.

This, combined with specialist expertise in training and development, accessible tourism and healthcare, makes us a team **unique and unrivalled in accessible training provision.**

**Working in partnership** we can improve your accessibility and your profitability and enable people with access needs to get out and enjoy life to the full!

Together we can make the UK the global leader in accessible tourism.

*Gillian Scotford and Jane Carver*

Directors, The Accessible Training Company.





# ACCESSIBLE TOURISM IN THE UK IS WORTH £12.4 BILLION

(Source: Visit England)

“With 12 million disabled people in the UK, 78 million Americans and 75 million Europeans, accessible tourism is not a niche market. It is a lucrative, growing sector.”

(Antonella Carrera: Policy Officer, European Commission)

In the UK there are:

1.86 million people with sight loss.

9 million people who are deaf or hard of hearing

1.2 million wheelchair users

2 million people whose lives are affected by autism

1.5 million people with a learning disability

(Source: EFDS and [www.learningdisabilities.org](http://www.learningdisabilities.org))

In other words: disability is normal. They are your customers.



# HOWEVER...

## Despite disability affecting 1 in 4 families in the UK:

- Only 13% of attractions train all their **staff** in accessibility
- 1/5 **shops** have no wheelchair access
- Only 15% of **restaurants** and shops have hearing loops
- 75% of **restaurants** do not cater for people with visual impairments
- 40% of **restaurants** & 1/3 **department stores** do not have an accessible toilet
- 2/3 **department stores** do not have an accessible changing room
- A large percentage of **sports stadia** require significant improvements

(Source: Revitalise magazine and Visit England)

“As a business knowing the right thing to do can be daunting so at the Accessible Training Company we will work with you to understand and increase your share of this massive market.”







# WHY CHOOSE US?

“We have 25 years of professional experience in

- accessible tourism
- training and development
- healthcare and business
- fundraising

having raised over £1.25 million between us

- disability

This makes us a unique and highly-skilled team perfectly equipped to creatively design and passionately deliver high-quality, high-impact training to exacting standards: training which is enjoyable and training which makes a difference.”



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# WHO WE HAVE WORKED WITH

“Our current client-list includes VisitEngland /Visit Britain for whom we are trainers and strategic partners on accessible tourism as well as H.M. Government via the National Citizens Service programme.

Jane's career history also includes training delivery for FTSE 100 companies, the NHS and local government as well as working in partnership with some of the country's top consultancies on training design and delivery.

For the past 15 years we have voluntarily worked alongside local and national charities including Mencap and Bluebell Wood Children's Hospice.”





# OUR TRAINING IS:



## ENJOYABLE

We learn best when we have fun! So if your idea of a good time is not sitting for hours listening to someone droning on don't worry: it isn't ours either.

## PRACTICAL

Learning lasts longer when we actively 'do' things so a safe, fun, practical element is central to our programmes.

## FOCUSED

Our learning designs are crafted around specific objectives to ensure you go away with the skills and knowledge you need and are confident in how to use them.

## EXPERTLY DESIGNED

We have over 25 years experience in successful, creative, learning design and delivery from customer-facing staff to director-level. Our training is designed to succeed.

## PASSIONATELY DELIVERED

With 19 years of first-hand experience of disability we feel uniquely placed to speak from the heart.





# OUR PROGRAMMES

“Our programmes are tailored to meet the needs of our clients and are run at a location to suit you. Come to us in the breathtaking surroundings of the Peak District National Park where we have access to amazing accessible venues from stately homes to farms or let us come to you: the choice is yours.”

The programmes we offer include training in:

## Disability Awareness

Duration: 1 Hr. - Full Day depending on your requirements. Cost: £150 - £700

This interactive and informative programme helps participants develop a realistic insight into and appreciation of the challenges faced by disabled people.

## Accessible Tourism - Introduction

Duration: Half Day. Cost: £350

This programme provides an introduction to the potential of the accessible tourism market and enables participants to develop practical next steps to improving the accessibility of their own business.

## ‘Walk and Talk’ Audit

Duration: Half Day. Cost: £350

An opportunity to walk around your own business, understanding and identifying the barriers for disabled visitors and developing solutions.

## Accessible Tourism - Your business

Duration: Full Day. Cost: £700

This full day programme is run ‘on location’ at your business and combines ‘an introduction to accessible tourism’ with a ‘walk and talk’ audit.





Our prices are based on 2 trainers delivering the session at your venue and are exclusive of expenses.

If you prefer to come to us the prices will be as above plus room-hire and refreshment costs.

Please contact us for an informal, no-obligation chat to discuss your specific requirements.

[www.theaccessibletrainingcompany.com](http://www.theaccessibletrainingcompany.com)



# OUR PROGRAMMES

## Accessible Ambassador Programme

Duration: 1 Day. Cost: £100 per delegate

Having a friendly, knowledgeable, skilled and enthusiastic 'Accessible Ambassador' at your at your venue makes a world of difference to disabled visitors, their families and friends. This one day programme develops an understanding of the issues faced by people with different access needs and builds the skills and knowledge required for this role in your business and in the community, ensuring a warm welcome for all.

## Fundraising skills

Duration: 2 Hrs. - Half Day depending on your requirements. Cost: £200 - £350

With a track-record of raising over £1.25 million for good causes we've learned a thing or two about fundraising and we'd love to share it! From engaging with the local community and holding fundraising events to grant applications and making the most of social media, this is a crash-course in the 'dos' and 'don't' of successful fundraising and will provide you with our 'top tips' for success. This can be delivered as a group or 1:1 session and can be tailored to your own, specific fundraising project.

## A Positive Approach to Disability

Duration: 2 Hrs. Cost: £200

Two thirds of disabled people become disabled during working life and the news can be devastating. However, with the right information and support, a whole new world of activities and experiences is out there. This course shows you how to unlock this new world of opportunities.

## Passenger Assistant Training (P.A.T.s)

Duration: 4 Hrs. Cost: £50 per delegate.

Transporting disabled people, whether you are taxi company, minibus company, school or nursing home, can be a challenging process and the consequences if you get it wrong can be fatal. This course, accredited by the Community Transport Association gives you all the information you need to ensure a safe and comfortable journey for all. Successful participants are awarded a Community Transport Passenger Assistant Training (P.A.T) certificate.

## Changing Places awareness

Duration: 2 Hrs. Cost: £300

Changing Places facilities are needed by over 250,000 people but what are they, who needs them and why, how much do they cost and what criteria do they need to meet? This programme answers these questions and more leaving you equipped to make the right choices for your business. This course is ideal not only for business owners/managers but also for planners, architects, service-providers and end-users.

# ABOUT US JANE CARVER

BA Hons, PGDip, Chartered MCIPD

**DIRECTOR**  
THE ACCESSIBLE TRAINING COMPANY

**Professionally:** a passionate and creative designer, presenter and facilitator of targeted and effective training and development interventions with a successful track-record of over 25 years professional experience in the fields of training and development, consultancy, communications and engagement and business development in major, blue-chip companies and the public-sector.

**Personally:** a highly successful, award-winning, million-pound fundraiser, charity founder, leading disability campaigner and published writer on disability-related issues drawing on 18 years first-hand experience of disability as a parent and carer.

*"I have over 25 years personal and professional experience working in the fields of training and development and disability. I know first-hand the many challenges that disability can bring and am driven to enable organisations to increase their accessibility and to enable people with access needs to get out and enjoy life to the full!"*



# ABOUT US

# GILLIAN SCOTFORD

DN. RGN, ONC

**DIRECTOR**  
THE ACCESSIBLE TRAINING COMPANY



**Professionally:** an inspirational charity founder and fundraiser, public-speaker, trainer and adviser on accessible tourism as well as published tourism author with an unrivalled insight into all aspects of disability gained as a highly experienced and compassionate medical professional with over 25 years experience in the field.

**Personally:** a successful, award-winning charity ambassador and fundraiser, leading disability campaigner and authority on accessible tourism and accessible home-building drawing on 19 years first-hand experience of being a parent and carer having 3 sons, 2 of whom are disabled.

*"I have been involved in disability for 37 years. I have always believed in excellent care and services of the highest possible standard and love to share good practice. We aim to give you the confidence and knowledge to welcome all visitors and increase your share of the accessible tourism market."*





# ACCESSIBLE VIRTUAL VIDEO TOURS

Describing the accessibility of your business, whether you are a hotel, attraction, café or holiday cottage, can be tricky to get right. Alternatively, showing people exactly what you have provides an effective and attractive solution that showcases your business and enables disabled travellers to decide for themselves whether what you have to offer is right for them.

**The Accessible Training Company has an 'in-house' team able to offer customer-focused, accessible tourism videos and corporate video production.**

From pre-production with scripting and planning your video to ensure it captures your key messages, through the filming process itself, to post-production: editing, voice-overs, graphics, soundtrack and duplication, this is an 'end-to-end' service.

With his dedicated, professional and creative approach, cameraman Steve Bullock will help document and promote your business and inspire customers to choose you.

Cameraman Steve Bullock has worked for 30 years in the advertising industry both in front of and behind the lens, creating films for some of the world's best-known companies such as Harley-Davidson and Triumph. His body of work includes T.V. Commercials, global marketing campaigns and most recently, stunning accessible 'virtual-tour' videos for some of the finest holiday properties and hotels in the country.

Recently, Steve has teamed up with documentary film-maker Andy Barrett and this, combined with his eye for action, love of people and artistic flair will ensure that Steve's productions are the ideal showcase for your business.



## **"Leading the way in accessible tourism in Britain, if not in Europe..."**

David James, Head of Visit Peak District speaking about our unique accessible tourism charity [www.accessiblederbyshire.org](http://www.accessiblederbyshire.org)

Speaking at the Visit Peak District Conference 2014



## **"Two amazing women..."**

Jim Dixon, Head of the Peak District National Park

## **"Gillian and Jane are two of the most passionate people I know. They are completely committed to accessible tourism"**

James Berresford, CEO VisitEngland

## **"Jane and Gillian's vast personal knowledge and experience of accessibility issues, excellent communication skills and friendly nature would be a real asset to any organisation."**

Martin Jackaman, Changing Places Consortium Member and Guardian Public Servant of the Year 2007

**"...Jane and Gillian were invited to deliver a session on accessible tourism to representatives of leading European travel and tourism press in 2014.**

**The session was creatively designed to fully meet the agreed objectives and was professionally and enthusiastically delivered using a mix of well-researched facts and figures and compelling first-hand experience of the issues involved.**

**The session was really well-received with lots of positive feedback resulting in an invitation to hold a similar event specifically on Accessible Tourism for specialist magazine representatives in Derbyshire in 2015.**

**This team have a great reputation for excellent quality training and I would highly recommend their services."**

Arram Tehrani – Visit Peak District & Derbyshire DMO

# **WHAT PEOPLE SAY ABOUT US**

## **Leading the way in accessible tourism in Britain, if not in Europe...**

David James, Head of Visit Peak District

On BBC Breakfast 2014





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# CONTACT US

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