



Pembroke
SIR BENFRO

**Visit Pembroke's
Open to All project**

**June 2022 Conference
Report**



On Wednesday 15th June we held the Open to All Conference at Haverhub in Haverfordwest.

The conference aimed to bring together people from the hospitality and tourism sector and the disability sector.

We wanted to

- Find out about what's already happening
- Plan what we do next - from individuals to organisational level

Tourism and hospitality businesses

A Bay to Remember
Pantier Holiday Retreat
Airbnb
Harriet Davis Seaside Holiday Trust
Bluestone Resorts Ltd
Pembrokeshire Seaweeds Ltd
Asheston Eco Barns
Pembridge Stud/ Carriages in the Park
Hean Castle Estate
Leanne Bird Wellbeing & Adventure
Hampton Court Holiday Park
Coastal Foraging

From tourism and
hospitality businesses,
local government, the
third sector and
disability user groups.

We were joined by
33 people
from **23 different**
organisations.

Other Organisations

Pembrokeshire Mencap Ltd
Pembrokeshire Coast National Park Authority
Pembrokeshire County Council
Tackling in-work poverty Pembrokeshire
Versus Arthritis
Sign and Share Club
Pembrokeshire People First
Barod CIC
Assist My Life App
LifeSeeker CIC
Swansea University

Visit Pembrokeshire



Open to all



Welcome!

WE WANT YOU TO share ideas & listen!



THERE'S A LOT MORE TO ACCESSIBILITY THAN RAMPS!
I NEEDLY HAVE AN IMPAIRMENT!

THERE ARE OVER 18 MILLION PEOPLE



DIFFERENT IMPAIRMENTS

WE DON'T NEED PITY!



ORGANISATIONS HAVE A DUTY AND A RESPONSIBILITY TO MEET THE NEEDS OF DISABLED PEOPLE!

THERE IS A BIG MARKET OPPORTUNITY...



the PURPLE POUND

1/5 OF THE BRITISH HAVE A DISABILITY!

How can we be a more INCLUSIVE and ACCESSIBLE place to visit for Pembrokeshire residents and visitors with apparent and hidden disabilities?

ask people with lived experience

what do you need?

IT IS THE SOCIETY THAT DISABLES Disabled People.

improve EMPLOYMENT OPPORTUNITIES

We are ready to take your jobs!

WE HAVE TO HAVE A GREATER representation EVERYWHERE!

ADVISING FOR NON-DISABLED PEOPLE!

LEAVE NEGATIVE PERCEPTIONS AT THE DOOR!

CHALLENGE YOUR UNCONSCIOUS BIAS!

SHIFT TO A SOCIAL MODEL

DISABILITY IS EVERYONE'S PROBLEM!

FOCUS ON BARRIERS!

PHYSICAL

INFORMATIONAL

ATTITUDINAL

BUT WE DON'T HAVE THE MONEY...
A RAMP IS ENOUGH, RIGHT?!

EDUCATION

THIS NEEDS TO START IN SCHOOLS!

DIFFERENT NEEDS, DIFFERENT APPROACHES!

ATTITUDES

BY ALSO TOP DOWN INFLUENCE

FAMILIES

STAFF

BUSINESS DIRECTORS

GOVERNMENT

FLEXIBILITY

• TIMES

• PLACES

• FORMATS

LISTENING

MAKE AND ASSUMPTIONS OF ABILITY!

TRAINING

ONLINE LISTS

UP TO DATE INFORMATION!

GOOD ACCESS STATEMENT

DIRECT VISITOR FEEDBACK

RESOURCES

LOCAL DISABILITY SERVICES...

EMERGENCY NATIONAL PARK

BEACH WHEEL CHAIR!

BOOK ACCESSIBLE OPTIONS ONLINE!

NO VEHICLE TOYS!

AssistMyLife

SIGN UP to our CHARTER!

LEARNING DISABILITIES

WORKSHOPS

CURRY CIRCLE

RAIN MANAGEMENT

PROBATION

WE ARE EDUCATING STAFF

EQUALITY RESPONSIBILITY DIVERSITY

LANYARD SCHEME!

HIDDEN DISABILITIES!

SCHEMES for BUSINESSES

Disability Confidence

Access to Work

Helping people get back to work or improve employment opportunities!

SIGN & SHARE CLUB

for Deaf and hard of hearing people!

IT IS ALSO A RICH CULTURE

BUSINESS LIAISON

Free Advice!

GET TO KNOW YOUR LOCAL AREA

DO SOME STAFF TRAINING

NEURODIVERSITY

APPOINT A CHAMPION!

OWNERSHIP

DO SOME WORK ON YOUR WEBSITE

UNIVERSAL DESIGN

EASY ACCESS

GOOD DESIGN

These features work for EVERYBODY!

"SPECIAL FACILITIES"

QUIET SPACES

OR TIMES!

SITE DESIGN & PRACTICALITIES

TRANSPORT: BETTER PROVISION!

IF YOU DON'T KNOW, JUST ASK!

EVENTINGS

BANK HOLIDAYS

MORE VEHICLES THAT CAN TAKE WHEELCHAIRS!

EVIDENCE TO SHOW AHEAD?

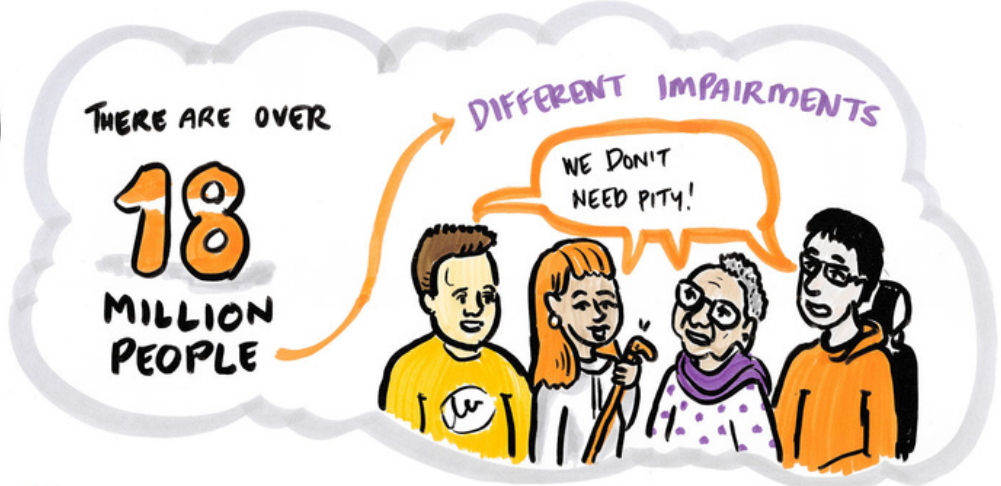
INFRASTRUCTURE AND LOCAL COUNCILS

Laura Sovala captured the discussions and events of the day in this detailed infographic



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I MERELY HAVE AN IMPAIRMENT!



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DIFFERENT IMPAIRMENTS

WE DON'T NEED PITY!

ask people with lived experience



IT IS THE SOCIETY THAT DISABLES Disabled People.

improve EMPLOYMENT OPPORTUNITIES



ILLUSTRATION: LAURA SORVALA

Disability Inclusion Specialist Michael Grimmatt gave the Keynote Speech

Brian Garrod,
Professor of
Marketing at
Swansea
University, helped
frame important
questions around
who is responsible
for meeting the
needs of visitors
with disabilities,
how and why



There are some excellent organisations, businesses and projects providing support for people with disabilities in Pembrokeshire. It was beneficial to hear from some of them and especially from people with lived experience of disability.

LOCAL DISABILITY SERVICES...

PEMBROKESHIRE NATIONAL PARK

BEACH WHEEL CHAIR!



BOOK ACCESSIBLE OPTIONS ONLINE!

AND VIRTUAL TOURS!



AssistMyLife



LEARNING DISABILITIES

SIGN UP to our CHARTER!



CWTCH CYMRU

WORKSHOPS



PEMBROKESHIRE COUNTY COUNCIL

EQUALITY ACCESSIBILITY DIVERSITY

WE ARE EDUCATING STAFF



HIDDEN DISABILITIES!



LANYARD SCHEME!

WORKWAYS+

SCHEMES for BUSINESSES

Helping people get back to work or improve employment opportunities!



SIGN & SHARE CLUB

For D/deaf and hard of hearing people!



BUSINESS LIAISON

Free Advice!



ILLUSTRATION: LAURA SORVALA

We used Open Space facilitation to guide us when addressing the question,

How can we be a more inclusive and accessible place to visit for Pembrokeshire residents and visitors with apparent and hidden disabilities?

Everyone participated and responded with comments and questions.

We grouped the responses into five themes for Open Space discussions:

- Attitudes
- Training
- Resources
- Site design and practicalities
- Infrastructure and local councils



How can we be a more **INCLUSIVE** and **ACCESSIBLE** place to visit for Pembrokeshire residents and visitors with apparent and hidden disabilities?



ILLUSTRATION: LAURA BORVALA

Each Open Space theme had a facilitator to support the discussion and capture notes.

These notes are shared on the following pages.

All participants were encouraged to consider what they can do personally and as a business or organisation. Rather than suggesting what others 'should' do.

The ideas and discussions we had on the day will influence and inform the actions we take to make Pembrokeshire more accessible and inclusive.

Reading them may be helpful when considering what you could do.

ATTITUDES - Improving and cultivating a world for all

- Attitudes start/change from the top and work down
- Government / business: these are the people who influence families etc.
- Don't give up, keep trying to understand people, avoid it being seen as taboo
- Say something, not nothing
- everyone communicate with each other
- Starts in school, education is important. Accessibility necessary. Shows children it is the norm and expected.
- Talk and ask about disabilities sensitively. Smile don't stare.
- Ask all people with disabilities what they need (not just those with visible impairments)
- Need to see people with disabilities, not isolate them, for attitudes to improve
- A holistic approach
- Bad attitudes cause suffering; good attitudes reduce it
- Change the victim and hero narratives
- Meet people at their needs; may require a different frame of understanding than what society has taught so far.
- Adapt our expectations
- Change attitudes through training, giving everyone the knowledge
- Understand each person's needs are different
- Avoid compliance
- Try different approaches
- Change mindsets from a young age
- Don't just have equipment to tick a box – show and normalise accessibility equipment.

TRAINING - Awareness, Skills, Advice

- Bluestone is having a thorough audit of all aspects of visitor offer; bringing disability awareness into customer service
- Bluestone has quiet times, though does not promote it too loudly
- Complaints may come post-stay, when issues could have been dealt with if staff knew- important guests know it is safe to bring up problems
- Having on site 'disability champion' for visitors to approach
- Sensitive areas for visitors include: pre arrival info; arrival/check in; provision of quiet and calm sensory facilities
- Pembrokeshire People First (PPF) offer lots of training and advice e.g. converting venue information, terms and conditions, into 'Easy read' info for marketing officers
- Signing up to PPF Charter provides advice on autism and learning disability needs; allows service provider to join their Directory and be listed on Assist My Life app.
- Business could try the experience e.g. use a wheelchair for a day, to gain insight into needs
- Make no assumptions around disability: listening to learn is the solution
- Provide flexible training times to suit the wellbeing of business and trainers' needs
- Make a plan / strategy: one step at a time as accessibility is a big topic. Start where it makes sense for you / your service
- Employers can be concerned to hire people with disabilities in case their special needs e.g. for time off, is hard to integrate into their businesses. 'Workways' can advise on this
- Advice, training and support on making services more accessible and inclusive is available from Cymru Versus Arthritis; PPF; Dementia Friends; Sign and Share (taster days, signposting etc.); Pembrokeshire college offers British Sign Language courses.

ACCESSIBILITY RESOURCES FOR BUSINESS / SERVICES

How to find information - Funding - Digital

- Knowing what is accessible when visitors arrive e.g. restaurants.
- List of changing places / toilets
- Cymru Versus Arthritis website lists funding for supported physical activity
- Link into tourist information centres
- Encourage feedback on services to keep information up to date
- Resources for businesses regards what people need
- Good access statement
- Facebook page e.g. of wheelchair access; allergies
- Video by 'end users' outlining their needs
- Providers advertise what they offer e.g. quiet hour; autism friendly facilities
- Collect evidence on cancellations that are due to accident, illness or ability
- Where do you find info on vibrating alarms under pillows?
- How do businesses let guests know when a fire alarm goes off
- What is available to rent?
- Need hoists from moving from wheelchairs to beach wheelchairs
- Toilets open all year round
- Awareness of wheelchair user needs who can walk short distances
- No play areas geared to specific disabilities

SITE DESIGN - Practicalities and Beauty

- Cost implications: grant availability; ticking the right boxes; requires effort
- Conservation values are priorities of sites: can be in conflict with disability adaptations. Find some way to meet both through good design
- Network for solutions
- Loan out equipment / venues
- Tech hacks for neuro divergent visitors e.g. audio positioning; www.nauwu.com
- Quiet spaces and times with good lighting for everybody's wellbeing (Assist My Life app)
- Friendly design that is inclusive for people with disabilities, rather than the 'majority'
- Normalise people with disabilities being integrated into public spaces and visitor services
- Limits are demoralising. E.g. keeping up with new regulations, such as for bigger wheelchairs; designs rejected by planning authority.
- Cannot do everything for everyone.
- Being challenged can feel aggressive for the visitor or the business.
- Recognise needs beyond the legislation: listen and learn
- Lead the way through design (future proofing)
- Easy access and good design can be universal and inclusive: We are all people
- Need to educate and train leaders and planners.

INFRASTRUCTURE & LOCAL AUTHORITY

Consultation - 'Nothing about us, without us' - Travel - Facilities

- Evening and Sunday transport needed
- Confidence that something is going to be there when needed
- Many disabled people cannot drive due to their condition or impairment
- Communication between tourism providers and transport
- Less spending cuts – invest!
- More changing places and toilets
- Needing evidence to show need- people need to fill in surveys, write letters etc.
- Promote being independent
- Work together to achieve goals
- Don't be scared of offending someone – just ask!
- More taxis that can take wheelchair users
- Variation/flexibility on bus routes so you can go where you want
- Community / town councils taking control in their area
- Listening!

Thank you to everyone who came along and actively took part on the day.



We asked participants, 'What was the most helpful, interesting or unexpected thing you learnt?' Here are some of their responses,

We met some really interesting people and organisations and increased our network and contacts

Personal testimonies from disabled users.

How sincere and diligent the Bluestone reps are about their hospitality trade and people's experience


Other people's experiences, both positive and negative

That disabled people don't want pity

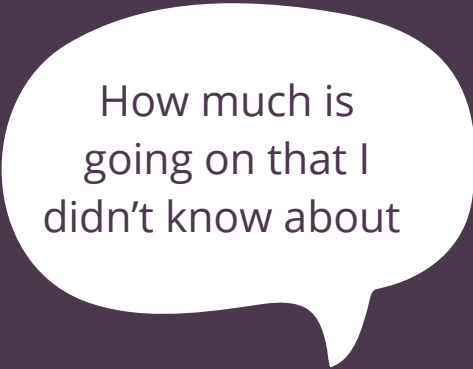
How far National Parks have come in providing accessible information for tourists in Pembs

Differing views but with similar aims

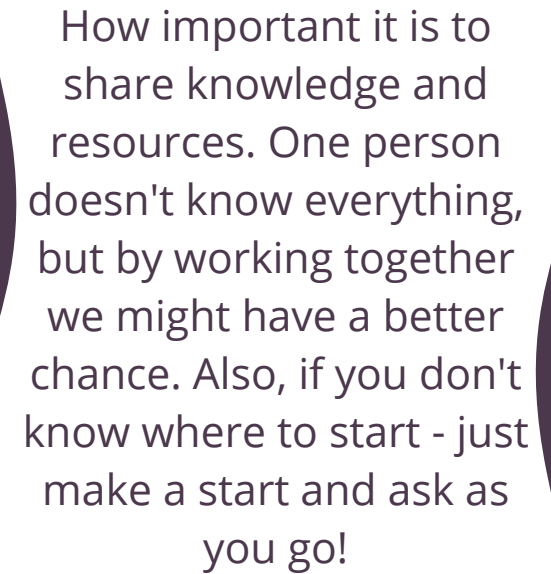
For me, it was the amount of passion in the room for inclusion within Pembrokeshire.



I enjoyed Brian Garrod's presentation and meeting Michael Grimmett. Michael has visited Pembrokeshire from Southampton and seen how different things are here for disabled people.



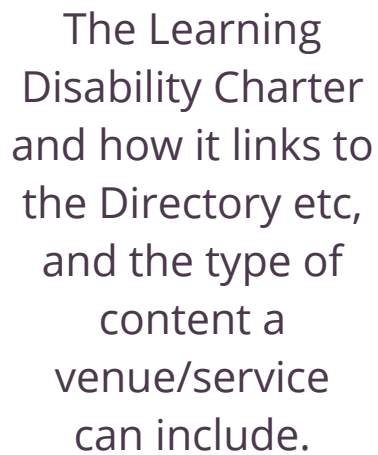
How much is going on that I didn't know about



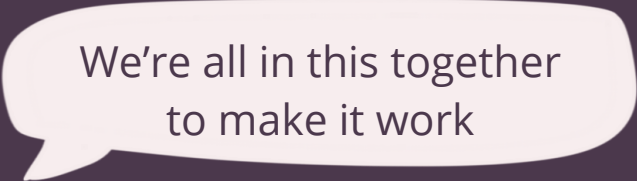
How important it is to share knowledge and resources. One person doesn't know everything, but by working together we might have a better chance. Also, if you don't know where to start - just make a start and ask as you go!




Useful contacts



The Learning Disability Charter and how it links to the Directory etc, and the type of content a venue/service can include.



We're all in this together to make it work



That Chris National Park Ranger would be happy to arrange educational visits to NP sites for our disabled visitors

The discussions we had and the connections we made will continue.



This project is funded by the UK Government through the UK Community Renewal Fund.

The UK Community Renewal Fund is a UK Government programme for 2021/22. This aims to support people and communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place, local business, and supporting people into employment.

For more information visit:

<https://www.gov.uk/government/publications/uk-community-renewal-fund-prospectus>



UK Government
Llywodraeth y DU