

# ACCESSIBLE DESTINATION SUFFOLK



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# Accessibility and Inclusion: Enabling growth of the Suffolk Visitor Economy





**Customer  
service**



**Information  
and  
promotion**



**Facilities  
and the  
public realm**



**Transport**



**Employment,  
training and  
development**

1 in 5

**OF THE UK POPULATION HAS  
A DISABILITY OR IMPAIRMENT**

which may affect where they choose to stay or visit

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**31%**

of the UK  
population will  
be aged 65 and  
over by 2040



Average  
time a  
person  
will spend  
disabled  
in their  
lifetime

**9%**

of disabled people  
are wheelchair users

**55%** have long term conditions

**45%** have mental health related  
conditions

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**OVER 850,000**

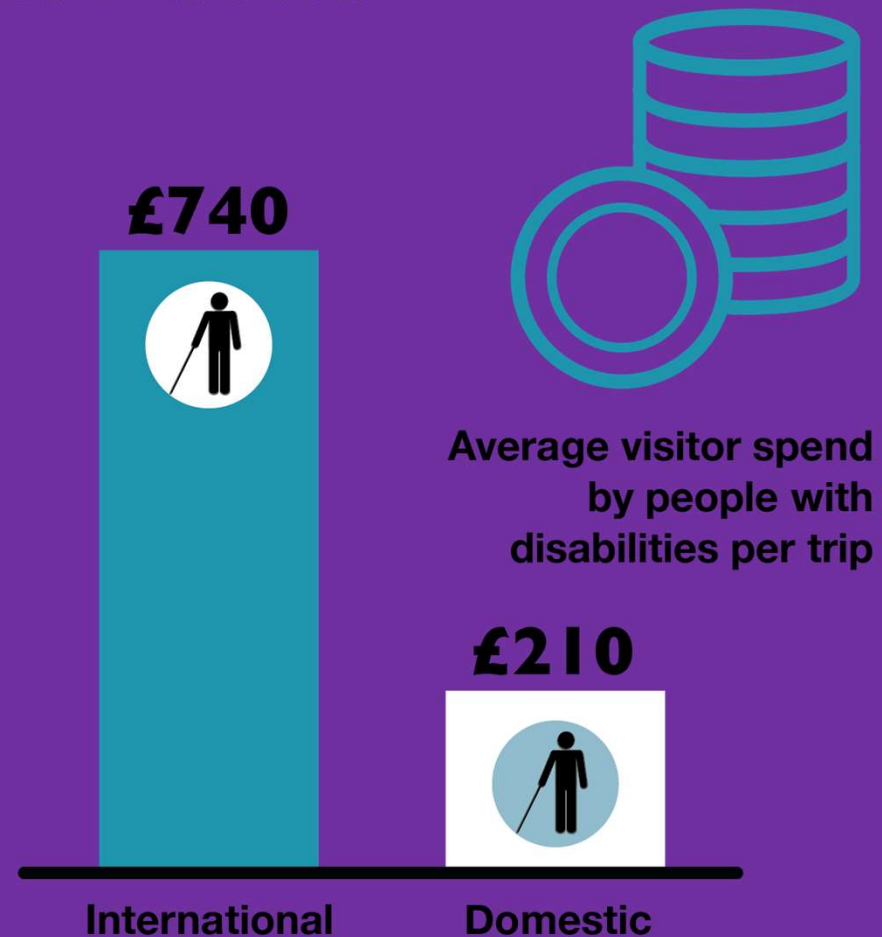
people in the UK are living with  
dementia with 7,200 people aged over  
65 in Suffolk living with the condition.

# The Value of the Purple Pound

**NATIONALLY**  
**£15.3bn**  
per year

**SUFFOLK**  
**£303m**  
per year

**EQUAL TO**  
**20%** of total visitor  
economy spend





“Don’t tell me what I want, tell me what you have and I’ll make my decision”

“If I don’t know, I don’t go”

## Programme focus



**Engaging stakeholders & promoting accessibility across our LA areas of influence & investment**– transport and place development and regeneration, health and well being, festivals and events,

**Developing better information and promotion** – working with local business, DMOs, and accessibility and inclusion forums/advisory groups

**Guidance and support to businesses to benefit from the Purple Pound.** Suffolk Growth has supported Visit England working group developing national Accessible Destination toolkit.

**Enhancing customer service and inclusive training and careers for the visitor economy** working with the VENI skills project

Exploring opportunities around **digital inclusion**

**Developing our partnership with Access Able**



## Our work with Access Able

- 100 plus new Detailed Access Guides now available
- Streetscape Access Guides available to Ipswich, Felixstowe, Lowestoft, Sudbury, Bungay and Stowmarket
- Over 18 Easy Access walking trails across Suffolk available in 2024
- E-Learning for visitor economy included in program improving disability awareness
- Contract includes yearly review of Access Guides for the duration
- Ongoing integration of AccessAble Links on relevant websites
- Annual engagement opportunities with user led groups

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Place, town or postcode

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# ACCESSIBLE DESTINATION SUFFOLK

## Suffolk Growth

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## Suffolk Growth Access Guides


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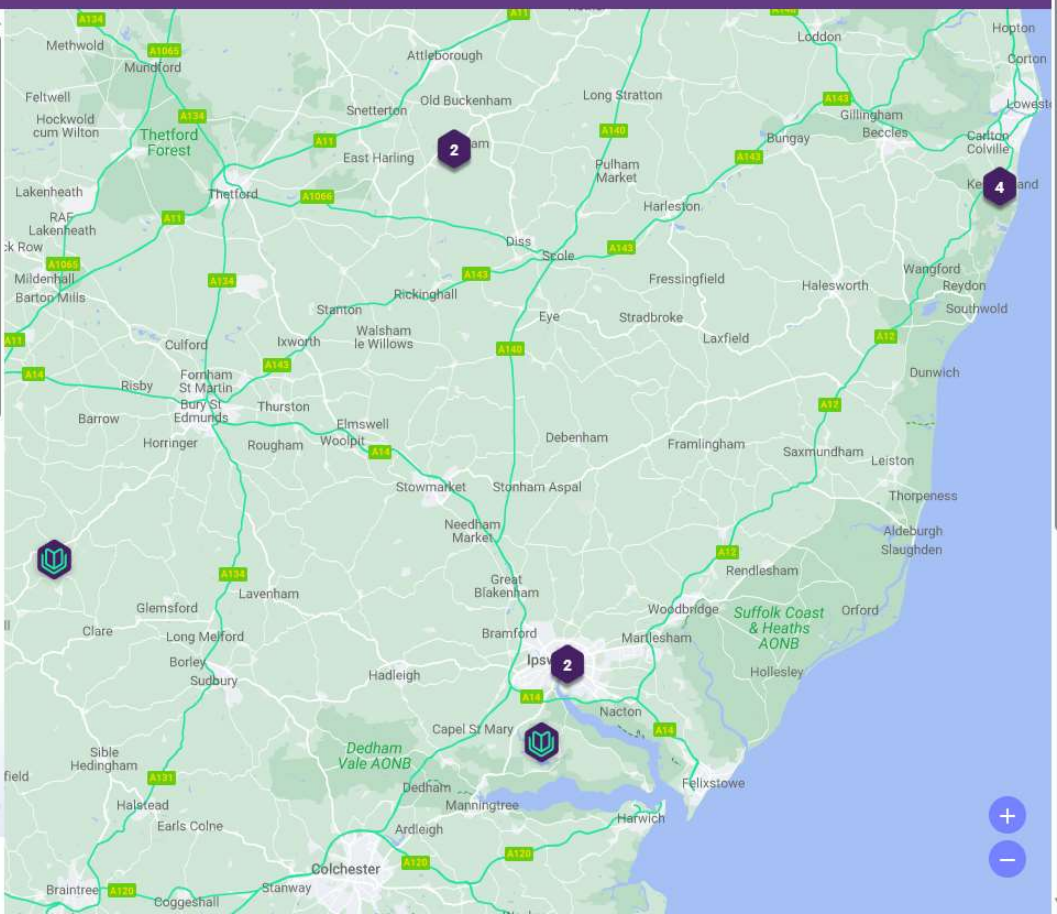
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**Africa Alive Zoological Reserve - Parkside Pizza**  
Whites Lane, Kessingland, Lowestoft, Suffolk, NR33 7TF  
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**Africa Alive Zoological Reserve - The Glade**  
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**Africa Alive Zoological Reserve - The Keeper's Hut**  
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**Alexandra Park**  
78C Back Hamlet, Ipswich, Suffolk, IP4 1NY  
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# ACCESSIBLE DESTINATION SUFFOLK



Creating one of England's most accessible and inclusive visitor destinations



Developing the value of the Purple Pound across Suffolk's visitor economy



Enabling great visitor experiences - welcoming, accessible and inclusive

# Changing Places Toilets

registered in Suffolk

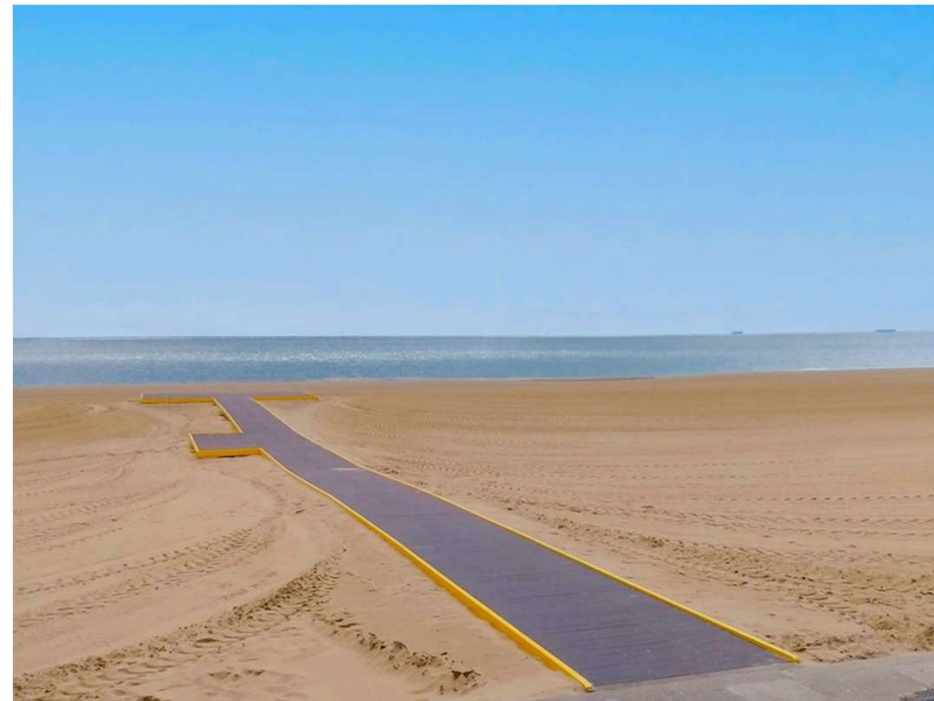


**ACCESSIBLE  
DESTINATION  
SUFFOLK**



# Good Practice – welcoming everyone

## Lowestoft seafront & Felixstowe “seashore village”:



## Good Practice – welcoming everyone

Dementia friendly town status for **Bungay**;

pilot for further work across East Suffolk

**St Edmundsbury Cathedral** - dementia & stroke friendly tours

**ITFC** – enabling access to CPT for supporters on matchdays;

New matchday sensory packs; noise cancelling headphones

**Christchurch Mansion** – enhanced digital accessibility &

Access Champions

**Africa Alive** – Assistance dog policy; virtual story guide;

CPT in 2024;

**Ickworth House** and Suffolk Sight– audio and visual guides



### Signage Improvements

We have recently installed new signage at the Cathedral. Our dementia-friendly working group were consulted during the design process to make sure these were helpful to all.

### Staff and Volunteer Training

Training is available to up-skill staff and volunteers to provide the best welcome and experience possible to our visitors who have dementia.

### Dementia Awareness Talks

We have organised dementia awareness talks to help our wider community understand how they can help those living with dementia. We also provide books on dementia and caring for people with dementia that are available for people to borrow from the Cathedral Office.

### New Welcome Mat

We listened to feedback that the welcome mat in the Cathedral porch was not ideal for those with dementia and have installed a new, dementia-friendly mat.

### Dementia-Friendly Community

We are actively working with partners to promote inclusivity and accessibility in Bury St Edmunds. This includes furthering how we are a dementia-friendly community.



St Edmundsbury Cathedral 



# Good Journey Suffolk – Car Free Accessible Suffolk



**Discover Suffolk** – Walking Festival wheelchair friendly routes; “Removing barriers to access to the countryside”

**The Food Museum** – MEND redevelopment and accessibility.

[www.goodjourney.org.uk/accessible-suffolk](http://www.goodjourney.org.uk/accessible-suffolk)

## Get engaged in Accessible Destination Suffolk



- Sign up and promote the free Disability essentials online training
- Promote your participation in Disability Essentials and Detailed Access Guides encouraging visitor economy businesses to participate...
- Be part of the next 100 ...
- Take advantage of the excellent guidance from Visit England

Be part of our network:

- Become a champion for Visitor Economy Accessibility and inclusion
- Be a critical friend and advisor as we develop Accessible Destination Suffolk
- Share your knowledge of good practice, success and development plans in your locality
- Support our planned research for accessible tourism and help us evidence improvement



Click here to view the report

[https://www.suffolkgrowth.co.uk/  
accessibility-and-inclusion-  
enabling-growth-in-the-suffolk-  
visitor-economy/](https://www.suffolkgrowth.co.uk/accessibility-and-inclusion-enabling-growth-in-the-suffolk-visitor-economy/)

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