

Project Accessible

An exploration of the North York Moors' suitability for accessible tourism
Stage Two Report

Prepared for VisitEngland

Image: Larpool Viaduct; Visit Britain / Dependable Productions



VisitEngland™

kubi
kalloo

Contents

- 1 Methodology
[\(pages 3-8\)](#)
- 2 Summary
[\(pages 9-15\)](#)
- 3 Understanding our audience
[\(pages 16-23\)](#)
- 4 Accessibility guide
[\(pages 24-29\)](#)
- 5 6-day itineraries
[\(pages 30-38\)](#)
- 6 Accommodation
[\(pages 39-44\)](#)
- 7 Appendix
[\(pages 45-57\)](#)





1. Methodology

Background, recap of stage one and who we spoke to

Background of the project

VisitBritain/ VisitEngland seeks to stimulate inbound visits from people with accessibility requirements. VisitBritain/ VisitEngland has a specific role in promoting the North York Moors to international markets via an agreement with the North York Moors National Park Authority, as a result of Section 106 developer contributions to mitigate the impacts of the development in the National Park.

The North York Moors Accessibility Project seeks to inspire people with accessibility requirements in the Dutch and/or German markets, and from the Explorer segment, to take short breaks in the North York Moors region.

To better understand the travel behaviour of this segment, VisitBritain/ VisitEngland commissioned research particularly into their customer journey and perceptions and consideration of the North York Moors.

The research has two stages. The first stage was comprised of a quantitative survey of 200 German and 200 Dutch Explorers with a health condition or impairment which affects their travel. Fieldwork and analysis were carried out between August and September 2021. The second stage is comprised of 11 in-depth qualitative interviews with Dutch Explorers with a health condition or impairment which affects their travel. For stage two, respondents were shown a promotional video, sample accessibility guide, itinerary for a hypothetical a 6-day trip, along with four accommodation options. For both stages of the research, members of the respondent's household who were involved in the holiday decision-making process were allowed to respond on their behalf. Fieldwork was carried out between 1st to 13th August 2022.

Image: Robin Hood's Bay; VisitBritain / Dependable Productions



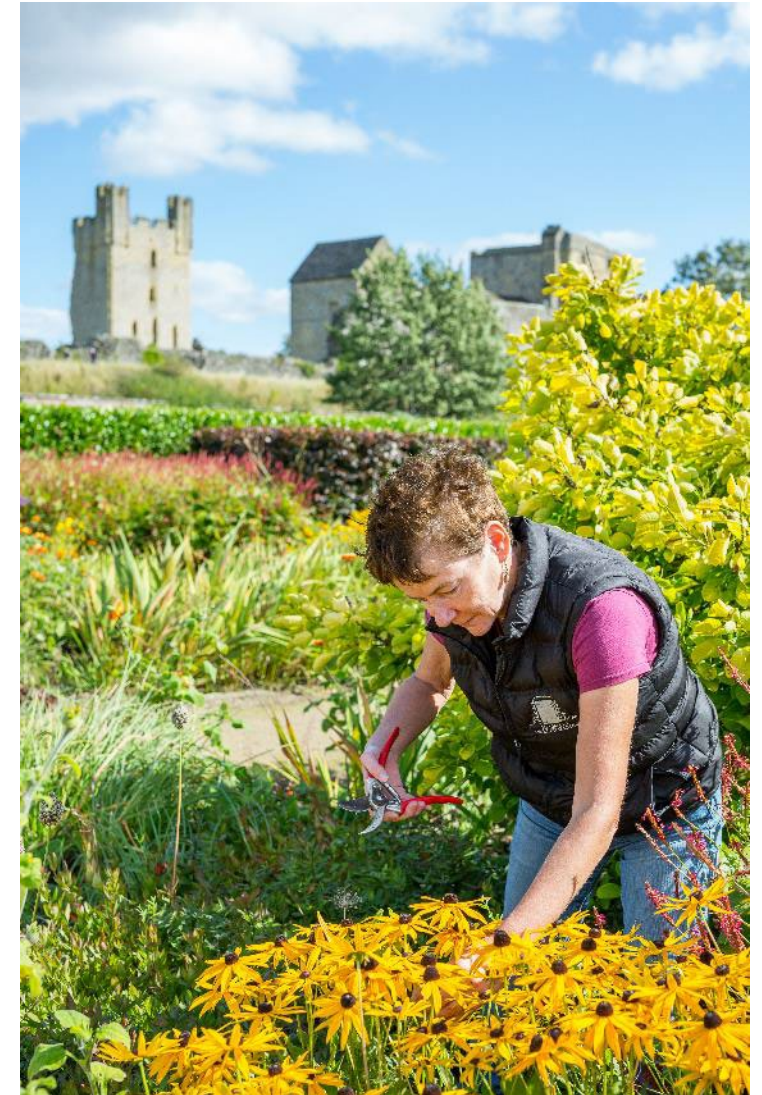
Recap of key findings from stage one

The scope of stage one was to:

- Understand how our target audience tend to travel (where they want to go, what they want from a trip, concerns about COVID-19)
- Understand the customer journey and how our audience plan and book trips
- Understand our audience's existing knowledge and perceptions about the North York Moors

Some of the key findings were:

- Our target audience are not heavy travellers, and tend to stay in Europe when they do travel
- They tend to spend 1 month or less planning their trip, but can take up to 6 months to book their trip, suggesting there is a long window to influence them
- Existing awareness of the North York Moors is low (28%)
- The region is seen as beautiful and rugged, but also inaccessible. Less than 1 in 3 (31%) felt the region was accessible for their needs



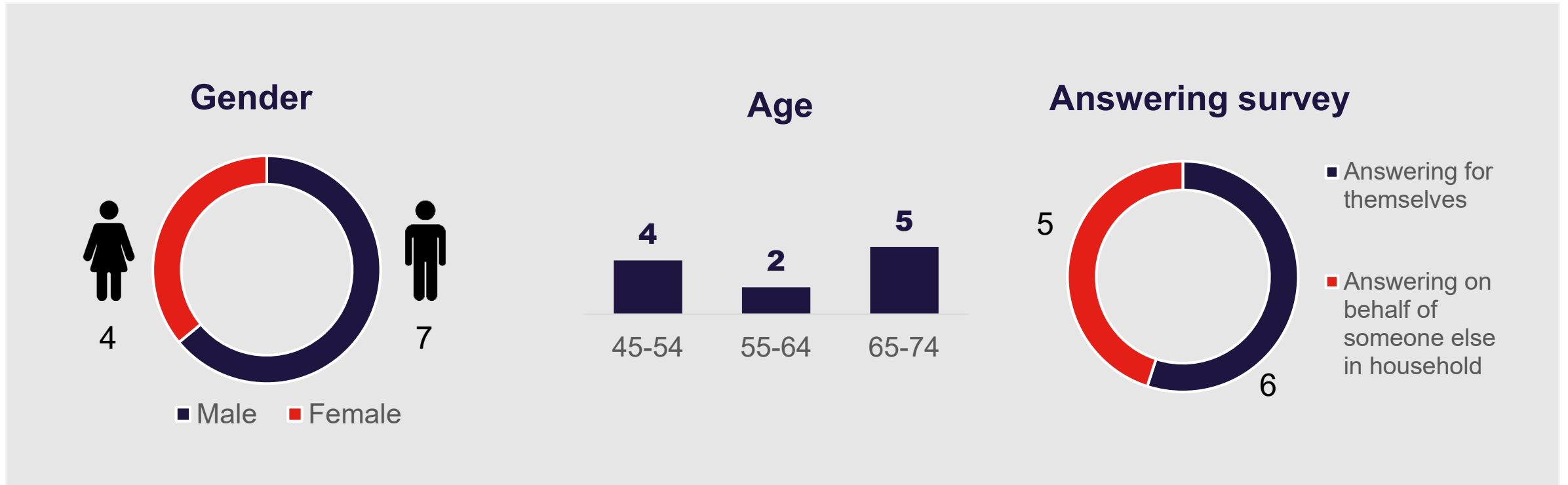
Explorer segment

All our respondents are Explorers.

Explorers are typically independent of social image – true to themselves, they are contented and enjoy holidays that offer relaxation and a relaxed pace. Nature lovers, they enjoy the outdoors as well as visiting the must-see sites. Despite intense pre-planning, they embrace the unexpected, particularly the opportunity to go off the beaten track, meet locals and embrace local culture. Typically, they are 45+ years and likely to travel as couples.



Who did we speak to? – Netherlands Explorers

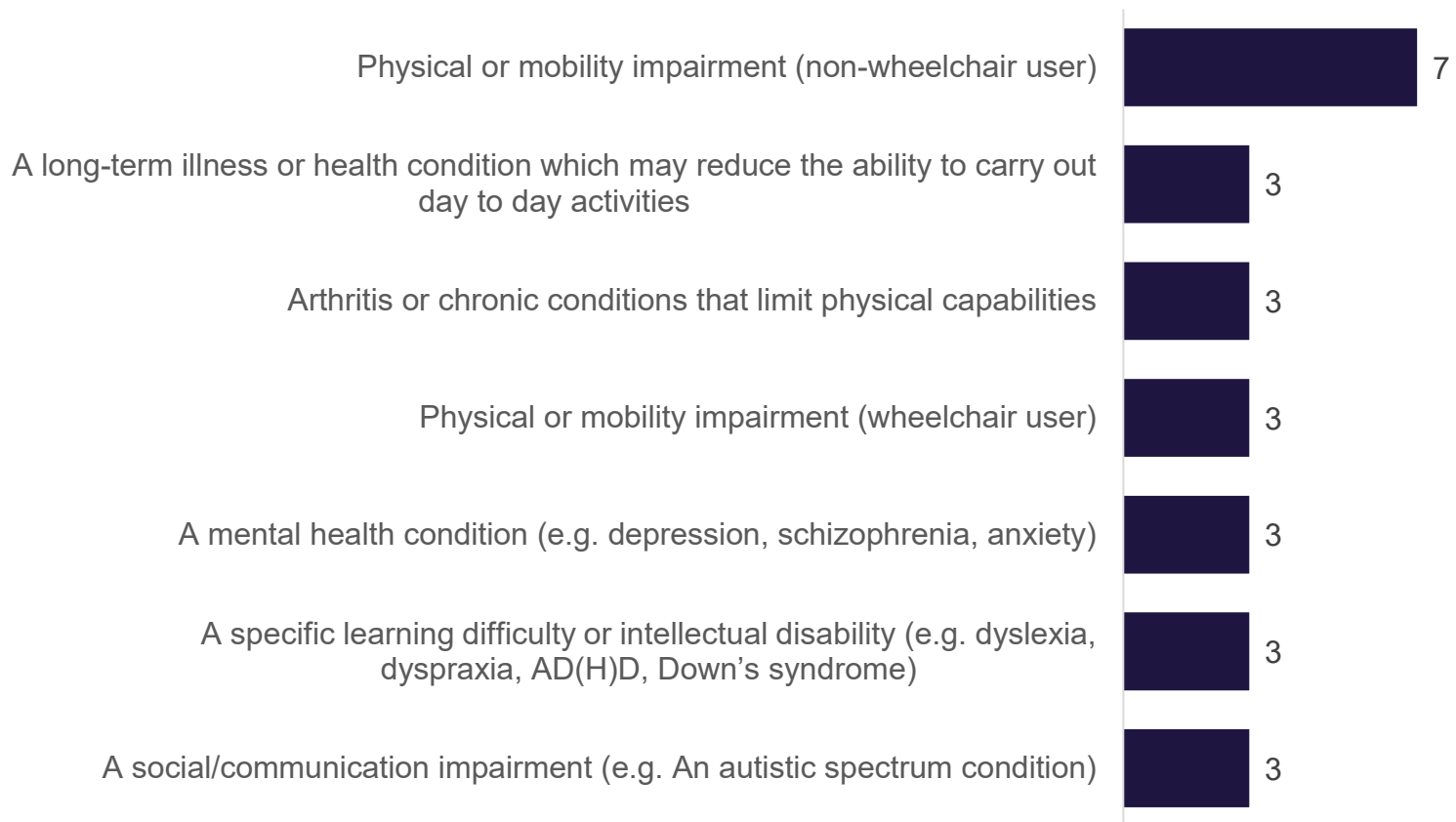


Sample size n=11

Who did we speak to? – Health conditions and impairments



Health conditions and impairments





2. Summary and recommendations

Image: Whitby Pier and Lighthouse; VisitBritain Wildey Media

A photograph showing the lower half of a person in a wheelchair on a dirt path. The person is wearing light-colored trousers. The wheelchair is black with a 'DRAFT' logo on the backrest. The background is a blurred green forest.

1

All respondents see the North York Moors as an interesting and accessible holiday destination when presented it, as a holiday destination

- **While there were some small suggestions for improvement, the response to the itineraries and accommodation was overwhelmingly positive**
- **Our target are largely unaware of the destination but once they are shown it, consider it a must visit destination**
- **Ensuring that marketing materials are seen by our audience is now crucial. Once they have seen the promotional content, the indications are that they will consider visiting**

A photograph of a person in a wheelchair on a forest path. The person is wearing light-colored pants and a grey long-sleeved shirt. The wheelchair is black with a 'DRAFT' logo on the backrest. The path is dirt and gravel, and the background is a lush green forest. A dark blue semi-transparent box covers the middle of the image, containing text. A red vertical bar is on the left side of the blue box.

2

This type of trip is ideally suited to the Explorer segment in the Netherlands

- **As Explorers, our audience love the great outdoors and finding out more about local culture when on holiday**
- **The itineraries fit their interests perfectly. The historical focus was also popular with our audience**
- **The perceived Englishness of some of the activities is also a point of attraction. This should be emphasised in communications**

A photograph of a person in a wheelchair on a forest path. The wheelchair is black with a 'DRAFT' logo on the backrest. The person is wearing light-colored pants. The path is dirt and gravel, and the background is a lush green forest.

3 The strong focus on the accessibility of the venues and activities has both a functional and an emotional value

- **The repeated reference to the accessibility of the venues is not only helpful from a practical perspective, but also has an emotional resonance for our audience**
- **It shows that visitors with accessibility requirements are welcomed and valued, and that catering for their needs is a priority to the venue**

A photograph showing the lower half of a person in a wheelchair walking on a dirt path in a forest. The person is wearing light-colored pants. The wheelchair is black with a 'DRAFT' logo on the backrest. The path is surrounded by green foliage and trees, with sunlight filtering through the leaves.

4

Keep providing detailed accessibility information, but also be aware that visitors will still want to contact venues directly

- **The high level of detail in the accessibility guide and itineraries was received very warmly**
- **Nevertheless, the range of potential accessibility needs is so broad that visitors will still want to get in touch to check this information themselves. Ensure contact details are available and staff are properly trained**

5

Be careful to make sure we speak to all disability types in communications

- **Some of our audience with less severe accessibility requirements found the specially adapted parts of the accommodation alienating, as they do not need this level of assistance**
- **The range of adaptations can also make the accommodation look more clinical than homely**
- **Where possible, show accommodation that caters for a range of different type of accessibility requirements**

A photograph of a person in a wheelchair on a forest path. The wheelchair is black with a 'DRAFT' logo on the backrest. The person is wearing light-colored pants. The path is dirt and gravel, surrounded by green foliage. A dark blue overlay covers the bottom half of the image, containing text.

6 The variety of activities on offer in the region is a selling point, but be careful not to pack too much in

- **While our audience find the wide range of activities on offer in the region appealing, they also want a relaxed holiday**
- **Those with physical impairments need time to rest throughout the day. Make sure this is accounted for**



3. Understanding our audience and their relation to the North York Moors

Image: Sheep in a field near Hutton le Hole; VisitBritain/Melody Thornton

Section summary

- **Our target audience of Dutch Explorers are well suited to this type of holiday**
- **Their choice of holiday destination and the way they plan it varies, however it is informed by their accessibility requirement – so it is important this type of information is readily available**

How suited is this type of holiday to our target audience? (1/6)

The heavy focus on nature, history and local sites make this holiday ideally suited to our target audience

Explorers love holidaying in nature. The natural beauty and arresting landscapes of the North York Moors are the first thing that get the attention of respondents.

The history of the area, and historical focus of several of the activities, also tap into the segment's interest in local sites.

Although this group enjoy active holidays, having time for rest and relaxation is also important. In general, the mix between activity and relaxation in the itineraries is about right, however it is important to make sure enough time is given to allow visitors to rest.

Travel elements that will be important to our target audience in the future*



93%
Scenery



89%
Relaxation /
Switching off



88%
Cultural
activities



'I am very impressed [by the North York Moors]. It is incredibly beautiful and really unexpected.'
45-54, caretaker and mobility issues



'I would definitely visit it [the North York Moors area]. I love all the historical buildings and sites and it is really nice to see how inclusive it is.' 65-74, Caretaker physical impairment

* Data from quantitative survey of stage 1 of the research. B70. Which of the following are likely to interest [YOU/THEM] when thinking about [YOUR/THEIR] next holiday or leisure break? Sample size n=401

How suited is this type of holiday to our target audience? (2/6)

Our target audience love the master video's portrayal of the North York Moors as a historic and naturally beautiful destination that caters to those with accessibility needs

The master video was received extremely well and illustrates the close fit between our audience and the North York Moors.

The video shows visitors with a range of accessibility requirements taking in the landscapes and history of the region.

The combination of nature, history and seeing people they can relate to in the video made the region feel like somewhere our audience could see themselves visiting.



'Nice, there is a person in a wheelchair [in the video]. So, I can do this as well! That makes it more interesting. I would definitely want to know more and do some research.'

55-64, mobility impairment



What do we know about our audience's holiday behaviour? (3/6)

Awareness of the North York Moors is low, and our group's travel destinations are similar to those of other Dutch holidaymakers. However, they will thoroughly research the accessibility of any place they stay in before booking



Most people have not heard of the North York Moors but based on the name some believe it to be in the North of England.

28%

This echoes findings in the first stage of the research, where only 28%* had heard of the region.



Our audience tend to go to similar places as Dutch people in general. There is a preference for warmer, southern European climates and also staycations within the Netherlands

Our group's accessibility needs do not dictate their choice of holiday destination - their destination choices are broadly similar to other Dutch people.

They don't look for activities or spaces that cater only to people with an impairment. Instead, they look for destinations that have solutions that enable them to join in.

However, considerations relating to accessibility are important when they are deciding where they want to stay and the type of holiday they want to have. They will look for detailed accessibility information on an organisation's website.

* Data from quantitative survey of stage 1 of the research. C10. Awareness of the North York Moors; C20. Open end knowledge of the North York Moors
Sample size n=401

Quotes (4/6)



'The accessibility information is the first step when finding a holiday destination. I will choose a region based on how accessible it is. I want to see how welcome I am.' 65-74, mobility impairment and fatigue



'I have mobility issues; walking is sometimes difficult for me. I can't walk for very long and I usually use walking sticks. So, when I look for holiday activities I always look if there are plenty of places to rest.' 45-54, caretaker and mobility impairment



Image: Helmsley; VisitBritain Wildey Media

How do our target audience plan and book their holidays? (5/6)

Some prefer a more tightly pre-planned holiday, while others prefer more freedom to be spontaneous. This is a personal preference, and has no direct connection to their disability status

People are evenly split in terms of preferring a structured, package holiday or preferring an unstructured, independent holiday.

Some people prefer a holiday to be structured and all-inclusive, with a clear program for the holiday and where everything is pre-booked. They find this slightly safer in case something goes wrong and find it easier to stay within their budget.

Others prefer more spontaneous holidays. They will book transport and accommodation – preferably a cottage so they can do their own thing. They will research some activities but won't pre-book these. They also like to ask locals for recommendations to find hidden gems.



'We prefer to book through a travel agency. We like an all-inclusive package, because it is safer in case something goes wrong during the trip. Then you have somewhere to ask for help or complain.' 45-54, caretaker and mobility impairment



'I prefer to rent a cottage rather than stay at a hotel. You can cook what you like and in a hotel you are more restricted. You are less free [in a hotel].' 65-74, mobility impairment



'I usually go on group holidays as I'm single. I need a walker to get around, so I always look for accessible accommodation and transport and how long the activities last because I get tired very quickly.' 65-74, mobility impairment

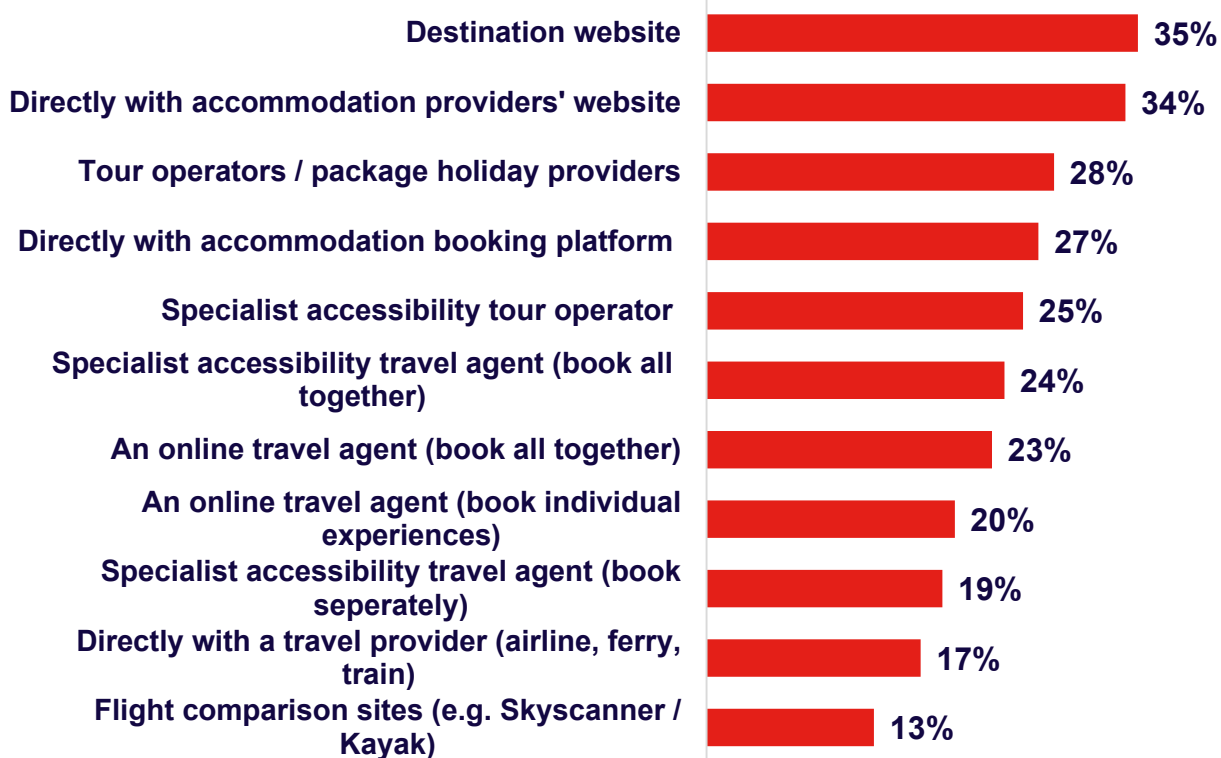
How do our target audience plan and book their holidays? (6/6)

Leading on from this, there is also a split in terms of the tools our audience use to plan their holiday.

Some would begin by using Google, while others would start their search with an online travel agent directly. Recommendations from friends and family is another way people get a feel for the holiday destination they want to visit.

Again, this is down to personal preference and not directly linked to their impairment.

Resources used to book holiday





4. Accessibility guide

Image: Information Desk at North York Moors National Park; VisitBritain/ Peter Kindersley

Section summary

- **The sample accessibility guide from Inn on the Moor was reviewed very positively**
- **The level of detail in the guide was particularly impressive**
- **Providing detailed accessibility guides has both a practical and emotional value for visitors**
- **Make sure to include contact details for the venue and that staff are well trained**

What did our audience think of the accessibility guide? (1/4)

Respondents were each shown the accessibility guide for Inn on the Moor. They were told that similar guides existed for each venue and place of accommodation they were shown

The accessibility guide contained the following sections:

- High level summary of key accessibility information
- Getting here
- Arrival
- Getting around inside
- Getting around outside
- Customer care support
- The full guide can be seen [here](#)



Double doors at the Bar entrance with single i



Alternative wider entrance through conservat

At a Glance

♿ Level Access

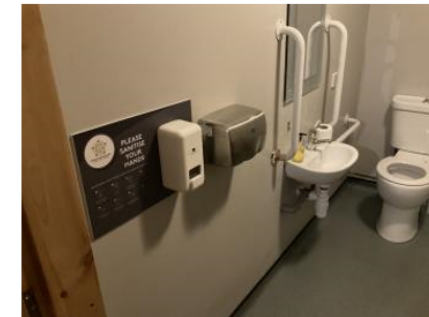
- There is level access from the main entrance to:
 - Reception Desk
 - Bedroom: Accessible bedroom with wheelchair accessible, en-suite wet room
 - Bedroom: Accessible bedroom with smaller en-suite wetroom
 - Dining Table
 - Lounge
 - The Hydro Bar
 - Accessible toilet
 - Gardens

♿ Level access bedrooms

♿ Public toilet

Accessible toilet

- There is a public toilet for disabled visitors.
- From the main entrance to the public toilet, there is level access. The route is 1400mm wide, or more.
- The toilet door is 800mm wide.
- The direction of transfer onto the toilet is to the left.
- There is 800mm at the side of the toilet. There is 1920mm in front of the toilet. The toilet seat is 490mm high. The toilets have handrails.
- The sink is at a height of 700mm and there are lever operated taps together with an electric hand dryer. This facility also houses a baby changing trolley.



Accessible toilet showing toilet, grab rails, sink and automatic hand dryer.

What did our audience think of the accessibility guide? (2/4)

Combatting perceptions that the North York Moors is inaccessible was a key action from stage 1. Having comprehensive accessibility guides for all venues helps to do this

The level of detail in the guide was especially appreciated by our audience.

For example, the precise measurements of the interior of the building and range of images allow people with accessibility requirements to assess whether the venue is suitable for them and what adaptations they need to make.

None of the respondents had ever seen an accessibility guide this detailed. However, all have had experiences in the past of venues which say they are accessible but have turned out not to be – so it is important that all information in the guide is accurate and up to date.



'This is a new experience for me. I have never seen an accessibility guide that is this clear before.' 65-74, mobility impairment



'This [the accessibility guide] is very complete. There is nothing missing. It gives me confidence to go on holiday there.' 65-74, mobility impairment and fatigue



'This guide is super clear. In France, they often use misleading pictures and photoshop to make places look bigger, but then when you get there, there is a nasty surprise waiting for you.' 65-74, mobility impairment

What did our audience think of the accessibility guide? (3/4)

As well as practical value, the guide also has symbolic value in signalling that people with accessibility requirements are welcome

It shows that the experience of people with accessibility requirements matters to the venue. It has an emotional value, not just a functional one.

Several participants have had experiences of venues where accessibility feels like an afterthought. Producing such a comprehensive guide not only gives the reader practical advice, but also lets them know that their experience is a priority.



'When I see this [the accessibility guide] it makes me very happy. From start to finish, all information is there.' 45-54, caretaker and mobility impairment



What did our audience think of the accessibility guide? (4/4)

Whilst detailed accessibility guides are important, they are only one part of what our audience need when travelling. Making it easy to contact the venue and providing disability awareness training for staff are also key

Detailed accessibility guides are just one part of the jigsaw. No matter how detailed the guide is, some visitors will still want to contact the venue to check the accessibility information for themselves. This helps to reassure them before travelling.

This means that alongside a detailed and thorough accessibility guide, contact info for the venue should be clearly listed. The reference to disability awareness training for staff is also well received.



The only information that is missing is about the parking. One person wanted to know whether the venue has a charging station for electric vehicles.

'The [accessibility] guide is very clear with all the images and the explanation. To make it better, they should highlight the phone number.' 45-54, Mental impairment



'Staff training is super important. They should bring this information forward. In case my wife falls, I can't help her. So, for me, this information is very important.' 45-54, caretaker and mobility issues



5. 6-day itineraries

Section summary

- **Our audience responded favourably to all the itineraries, and all the venues are seen as accessible**
- **Because they are explorers, the activities are well-suited to our audience; they find them genuinely interesting**
- **Dial up the Englishness of the region in communications – this confers an authenticity to the trip that our group like**
- **Be wary of overpacking the itineraries, and make sure there are images available of anything that impacts accessibility, such as slopes**

Building an appealing itinerary: how do we do it? (1/7)



Day 1 Sutton Bank National Park Centre

Get a fantastic introduction to the North York Moors at **Sutton Bank National Park Centre**. It's the place to take in the big-skies and open panoramas from Sutton Bank escarpment, looking to Hood Hill, [Gormire Lake](#) and beyond.

The visitor [centre](#) is wheelchair accessible. There is a hearing loop at the information desk and information available in braille. Book in advance to hire the trumper (an electric all-terrain mobility scooter). Follow one of the wheelchair accessible trails to see what James Herriot (the famous Yorkshire vet and author) described as 'the finest view in England' or head out onto the 'White Horse Trail'. After exploring the extensive site, call in at Park Life Café. Get a bit closer to the local birdlife in the Nature Hub (a purpose-built observation [centre](#)).

Insider tip: The Nature Hub doubles as a Star Hub and is one of the locations for the many dark skies' events, across the North York Moors Dark Skies Reserve.



Respondents were shown a hypothetical 6-day itinerary for a trip to the region.

Each day of the itinerary contained one or more activities and was shown during the interviews in a format similar to the image displayed on the left.

The itineraries can be seen in full in [the appendix](#).

Building an appealing itinerary: how do we do it? (2/7)

The fact that the descriptive text and images for each activity are closely focused on accessibility is crucial in giving disabled people the key information they need

Continue to focus on the accessibility of all the venues and activities. Respondents appreciated this close focus in the itineraries.

Keep advertising mobility aids such as trampers. The reference to the availability of trampers on days 1, 2 and 5 helped to reassure those who struggle with walking longer distances.

Use images to give a sense of size and distance. For example, the wheelchair ramp leading onto the train on day 4 and the wide path shown on days 1 and 3 which made it suitable for wheelchairs.



Building an appealing itinerary: how do we do it? (3/7)

By including these small bits of information designed to help those with accessibility requirements, we are showing that a trip to the region can meet all the accessibility needs of our audience

Continue to include small details related to accessibility when advertising venues.

When combined together, these details add up to create a fuller picture of the North York Moors as a region that is well-suited to visitors with accessibility requirements.



'I would rent the tramper, because I can't push myself the whole day in a wheelchair, especially not uphill!' 65-74, mobility impairment, talking about day 1 (Sutton Bank National Park)



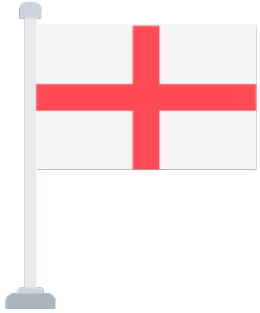
'It's amazing you can rent a tramper. You don't see that very often. Usually, it is a normal wheelchair. We used to choose flat destinations, but with this [the tramper] we don't have to.' 65-74, mobility impairment, talking about day 1 (Sutton Bank National Park)



'This looks very accessible. There are a lot of possibilities for people with a disability.' 65-74, mobility impairment and fatigue, talking about day 2 (Whitby Abbey and the Coast)

Building an appealing itinerary: how do we do it? (4/7)

We know that our audience love to embrace local culture when they go on holiday – and the perceived Englishness of the region and some of the activities allow them to do this



Emphasise the Englishness of the North York Moors in all communications.

Draw on typically English imagery to do this. Respondents like how the itineraries show them a lot of typically English things like cottages, old ruins and fish and chips. It helps them to feel like they are having an authentic experience.

Whitby Abbey and The Coast (day 2) is seen as an especially English day. Some of the accommodation options like Summerfield Farm are also seen as quintessentially English.



'I am very impressed [by the North York Moors]. It is incredibly beautiful and really unexpected. It feels very English, and I like all the history.' 45-54, caretaker and mobility issues



'Really beautiful nature. It [the North York Moors] looks typically English and very accessible.' 55-64 mobility issues

Building an appealing itinerary: how do we do it? (5/7)

Over and above the fact that the activities in the itineraries are seen as accessible, our target audience find them genuinely interesting



The activities really piqued the interest of our segment, so keep tailoring the activities to suit their interests.

Continue to tap into the Explorer segment's fascination with nature, history and local culture. The historical nature of several of the activities, such as the link between Whitby Abbey and Dracula, and the bronze age remains at the Ryedale Folk Museum, are a real selling point.



'In the Netherlands we also have an old village like this. I find this [Ryedale Folk Museum] very interesting, I'm intrigued to learn about the history and about how people used to live.' 55-64, mobility impairment

Building an appealing itinerary: how do we do it? (6/7)

Getting the balance of rest and activity is crucially important. This is generally not a problem in the itineraries; however some say that day 5 feels too active



'I have mobility issues; walking is sometimes difficult for me. I can't walk for very long and I usually use walking sticks. So, when I look for holiday activities I always look if there are plenty of places to rest.' 45-54, caretaker and mobility impairment

Don't pack too much activity into each day. Too much activity and walking can be a turn off for people with accessibility requirements. An ideal holiday for our audience would contain a range of activities, but with enough rest and time for the days to feel relaxing.

Make sure that people are aware of places for them to rest and regather their energy within each venue. Most days strike this balance well, however some say that day 5 – which contains three activities in Dalby Forest – is too much to fit into one day.

Some also queried how long activities would take on days 4 and 5, so make sure to give people an estimate of how long each activity will take.



'Nature is nice, but this is a bit too active for me. We can't walk all day. This appeals the least to me. It's just not really what we are interested in.' 45-54, caretaker and mobility impairment

Building an appealing itinerary: how do we do it? (7/7)

The images are generally received well, however make sure that where there are factors that impact the accessibility of a venue, such as slopes, detailed pictures are available

Where there are factors that impact accessibility, make sure to include detailed images or further text to help visitors understand how much of a problem it will pose for them.

For example, the itinerary for day 3 says that Rievaulx Abbey is 'sloped with some grass paths', but no indication of the steepness or size of the slope is given. Similarly, the site on day 6 at Ryedale Folk Museum is described as 'gently sloping', but without detail on how steep the slope is.

Having more images or text that describes the slope would help here. There is also a general sense that it would be helpful to have more images of the terrain and not just people.



'It says here the abbey is on a slight slope, is this easy to do with a wheelchair?' 55-64, mobility issues



'It mentions that the site is on a slope with grass paths. It is not clear whether you can do this with a wheelchair.' 65-74, mobility impairment



'The garden is less interesting to me. I am interested in the abbey, but the site is on a slope, so I am not sure if I can do that.' 65-74, mobility impairment and fatigue

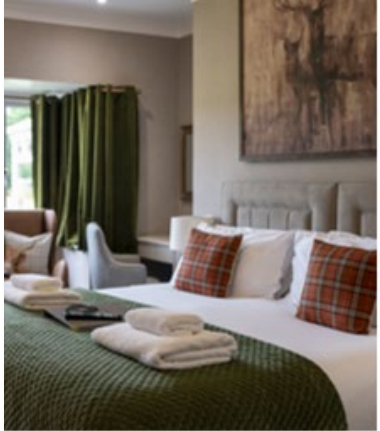


6. Accommodation

Section summary

- **Overall, respondents are reasonably positive about the accommodation options presented to them**
- **However, there is some concern from those with less severe physical impairments that some of the accommodation is too heavily adapted for those with severe impairments**
- **Our audience prefer the idea of staying in accommodation with other non-disabled visitors, rather than fully specialised accommodation**

Creating the dream accommodation: how do we do it? (1/4)



Accommodation #1

Inn on the Moor Hotel

Inn on the Moor Hotel is the friendliest of hotels nestled in the scenic village of [Goathland](#). Often described as a hidden gem, The Inn on the Moor Hotel will greet you with the very warmest of welcomes the moment you arrive.

The hotel has level access from the carpark to reception, lounge, and dining areas and accessible toilets on the ground floor. There is a beautiful accessible bedroom located on the ground floor, with a luxury wet room, which can be made up as a double or twin room.

Respondents were shown four accommodation options.

Our audience were shown three images along with some text containing key information for each accommodation option.

The full accommodation stimulus can be seen in full in [the appendix](#).

Creating the dream accommodation: how do we do it? (2/4)

Positive responses to the accommodation focus on the slickness and modern feel, while some negative responses focus on the images which show heavy adaptations made for those with more severe impairments. To counter this impression, while still catering for the needs of those with severe impairments, a range of lesser and more adapted rooms could be showcased in marketing material and accessibility guides.

Wellspring Farm:

It is quite popular with people who like a holiday at their own pace. Some appreciate the style, the environment, and the parking available, at the farm. It enables visitors to have rest days at the hotel when necessary

Inn on the Moor Hotel:

Respondents enjoy the luxurious and modern style. They also appreciate the accessibility facilities available while not focusing too much on being an 'accessibility hotel'



'I really like the look of the Wellspring farm. It looks very spacious, and it would be nice if you're staying longer.' 45-54, caretaker and mobility issues on Wellspring Farm



'The first hotel stands out to me in terms of ambiance and it looks clean. It is also completely adapted in case you have a mobility impairment. Very impressive.' 45-54, caretaker and mobility impairment on Inn on the Moor Hotel



'It looks very clean. I like that the hotel is relatively big and not just for disabled people.' 65-74, mobility impairment on Inn on the Moor Hotel



'Maybe it sounds a bit crazy, but to me this looks like a room in a hospital.' 55-64, mobility issues on images selected to illustrate adapted accommodation in North York Moors Cottage



'I think the Summerfield Farm room looks a bit clinical. They don't really show the ambiance and focus too much on the facilities for people with a disability.' 45-54, caretaker and mobility impairment on Summerfield Farm

Summerfield Farm:

People are attracted to the location and the view; however, the images selected show strongly adapted accommodation, which was less enticing for respondents who require less adaptation. They would appreciate seeing other room types

North Yorkshire Moors Cottages :

The images show how the room is accessible to people with a severe mobility impairment. Some think this might be too much for them, and they would like to know whether all rooms are adapted to this degree or there are rooms that are less adapted

Creating the dream accommodation: how do we do it? (3/4)

Our audience want the right balance between accommodation that caters to their accessibility needs, but does not feel too specialised

- Providing all necessary accessibility information
- Use more pictures for easier visualisation
- Favourable elements such as ground floor rooms
- Trained staff to handle accessibility needs
- Clear contact methods to ask for additional information



- Respondents don't want to be defined by their accessibility needs
- They would like to stay in places which also cater for non-disabled people
- By the same token, they do not just want to interact with other people with accessibility needs
- They like luxurious, modern accommodation

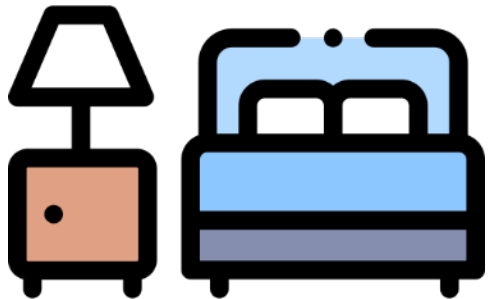
Accessibility
needs



Not too
specialised

Creating the dream accommodation: how do we do it? (4/4)

Key pointers for creating the accommodation our audience want to stay in include presenting the accommodation as suitable for people with a range of impairments and making sure staff are well trained



Present the accommodation as a place that is for both people with a range of accessibility requirements, and ideally also those without any accessibility needs

Identify and explain the solution to all the 'hidden hurdles' (e.g. slopes)

Include contact methods for the accommodation so people can investigate more and inquire about specific needs

Make sure staff have disability awareness training and that this is communicated to potential visitors. This helps to reassure people

Use images and text to explain how the accommodation will be suitable for everyone (all accessibility needs & those without any accessibility needs)



7. Appendix

Image: Coastal Path at Ravenscar; VisitBritain/Daniel Wildey



Day 1

Sutton Bank National Park Centre

Get a fantastic introduction to the North York Moors at **Sutton Bank National Park Centre**. It's the place to take in the big-skies and open panoramas from Sutton Bank escarpment, looking to Hood Hill, Gormire Lake and beyond.

The visitor centre is wheelchair accessible. There is a hearing loop at the information desk and information available in braille. Book in advance to hire the tramper (an electric all-terrain mobility scooter). Follow one of the wheelchair accessible trails to see what James Herriot (the famous Yorkshire vet and author) described as 'the finest view in England' or head out onto the 'White Horse Trail'. After exploring the extensive site, call in at Park Life Café. Get a bit closer to the local birdlife in the Nature Hub (a purpose-built observation centre).

Insider tip: The Nature Hub doubles as a Star Hub and is one of the locations for the many dark skies' events, across the North York Moors Dark Skies Reserve.





Day 2

Whitby Abbey and the Coast

The atmospheric coastal town of Whitby is overlooked by the famous clifftop ruins of Whitby Abbey, with its narrow streets and unique shops clustering around a vibrant harbour and sandy beach.

Explore the extensive ruins of **Whitby Abbey** and fascinating exhibition, which tells the tale of 3,000 years of history and how the town inspired Bram Stoker's Dracula. Information is available in audio.

The Abbey is often reached by the famous 199 steps from the town to the magnificent ruins but it's also possible to arrive at the Abbey by car and use the convenient drop-off point and carpark, or take the Open Top Tour Bus from the Railway Station.

Afterwards, take a short drive to Ravenscar where you can take a walk on a multi-user trail to see the fascinating heritage sites, lots of nature spots and amazing views along the coast. A tramper can be hired.





Day 3

Helmsley Walled Garden

For a full sensory experience, the stunning **Helmsley Walled Garden** is not to be missed and it's the North York Moors' own secret English garden, used as a film location for the 2020 version of the film *Secret Garden*.

You can wander through 5 acres of traditional walled gardens, offering a tranquil oasis amidst an intoxicating mix of scents and colour. All beneath the imposing ruins of Helmsley Castle and close to the town centre. Wheelchairs are available free to use.

Then relax over lunch at the Vinehouse Café beneath Victorian vines.

Afterwards, explore nearby Rievaulx Abbey and discover the impressive ruins of one of England's most powerful Cistercian monasteries. The Abbey site is sloped with some grass paths.





Day 4

North Yorkshire Moors Railway

Step back in time with a heritage scenic train journey on the **North Yorkshire Moors Railway**. This iconic heritage steam railway transports you through 39km of National Park countryside from the market town of Pickering across wide sweeps of moorland to the coastal town of Whitby.

Enjoy stunning views of the North York Moors National Park from the comfort of an wheelchair accessible carriage (with accessible toilet). Take the Seaside Special all the way to Whitby, with time to see the highlights of Whitby before your return journey back.

Don't leave Whitby without trying some of the best fish and chips for miles around, perfect with a delicious Yorkshire ale, brewed in the shadows of Whitby Abbey.

INSIDER TIP: let the Whitby Open Top Bus Tour take you around the town on a get-on-get-off service, on this wheelchair accessible bus.





Day 5

Part 1 – Dalby Forest

Immerse yourself in the depths of **Dalby Forest**, Yorkshire's great forest. With 8,000 acres of mixed ancient woodland and plantation forest, 450 kms of trails, land art, a visitor centre, Go Ape and cycle hire, there is more than enough to do to spend a day here.

We recommend heading to the Visitor Centre, with its wheelchair accessible shop, café and toilets to get your bearings and plan your day and get started. There is a hearing loop at the information desk.

You can walk and cycle the extensive trail network. A tramper can be hired for use and you can bring your own cycles or hire.





Day 5

Part 2 – Dalby Forest Cycle Hub

The **Dalby Forest Cycle Hub** has a range of adapted cycles to suit different requirements. These include assisted (e-bike) versions of some cycles in hand crank and pedal versions. Booking ahead is essential to avoid disappointment.

The helpful team will show you how to use your cycle so that you are ready for an adventure in the forest.

After you've collected your pre-booked cycle, grab a picnic and head out on a bike.





Day 5

Part 3 – Yorkshire Coast Nature

Dalby Forest is an amazing place for wildlife with many diverse habitats.

Let **Yorkshire Coast Nature**, experts in providing small group wildlife tours, take you out on one of their bird song experiences. They can provide tours to wheelchair accessible parts of the forest to experience nature, as well as guide for a range of sensory impairments.

Advance booking is essential. They team can tailor tours to meet your needs and interests.





Day 6

Ryedale Folk Museum

Deep dive into historic village life at the **Ryedale Folk Museum**. The open-air museum is located in the pretty moorland village of Hutton-le-Hole.

Explore over 20 heritage buildings demonstrating life from the Iron Age to the 1950s, set on a gently sloping six-acre site. Take your time to explore the many different styles of building and thousands of exhibits tracing rural life in the North York Moors.

The Museum also has a wheelchair accessible gallery and shop.





Accommodation #1

Inn on the Moor Hotel

Inn on the Moor Hotel is the friendliest of hotels nestled in the scenic village of Goathland. Often described as a hidden gem, The Inn on the Moor Hotel will greet you with the very warmest of welcomes the moment you arrive.

The hotel has level access from the carpark to reception, lounge, and dining areas and accessible toilets on the ground floor. There is a beautiful accessible bedroom located on the ground floor, with a luxury wet room, which can be made up as a double or twin room.





Accommodation #2 Summerfield farm holidays

Summerfield Farm Holidays – offers three fantastic accessible cottages, plus an 11-metre accessible holiday home, in the village of Hawsker, near Whitby.

The farm has stunning views to Whitby Abbey and across farmland to the coast. The farm completely focuses on meeting the needs of people with a range of mobility impairments. As well as the 4 accessible properties there is also an extensive list of equipment for hire to help with your stay.





Accommodation #3 Wellspring farm

Wellspring Farm (Vale Cottage) - offers three stunning holiday cottages, set in 8 acres of gardens and farmland. The farm, on the edge of the village of Sawden, is situated close to Dalby Forest and Scarborough.

Vale Cottage accommodates 8 people, with two downstairs bedrooms, one with luxury wet room. The cottage is very spacious with its own private garden, seating area and its own parking. Vale Cottage has many extra features for an accessible holiday.





Accommodation #4

North Yorkshire Moors Cottages (Sunday Cottage)

North Yorkshire Moors Cottages (Sunday Cottage) - offer a collection of four beautiful cottages, located in the village of Grosmont in the heart of the North York Moors. Sunday Cottage is a VisitEngland 4-star gold rated property in a converted Methodist School.

Sunday Cottage is a highly specified wheelchair accessible cottage. The downstairs bedroom has a tilting bed and ceiling track hoist through to an accessible wetroom.

