



accessible
hotels.org.uk

The campaign for
accessible hotels



Introduction

We want Accessible Hotel rooms installed throughout the UK, and we need your help to do it. This campaign pack has been put together to give you a helping hand in campaigning for Accessible Hotels in your local area.

This includes:

1. A brief background to the campaign
2. Easy ways to get involved
3. A step-by-step guide to starting a campaign
4. Further sources of information
5. How to contact us
6. Templates for campaign plans
7. Questions to ask case studies
8. A template press release

We hope this pack gives you the information you need to become an integral Accessible Hotels campaigner. On behalf of all of us here at the Accessible Hotels campaign, thank you so much for your support!



Background

What is the Accessible Hotels campaign?

The Accessible Hotels campaign was established in 2016, and consists of a group of organisations and people dedicated to advocating the rights of the wider disabled community in their need for better equipped hotels.

What does the Accessible Hotels campaign want?

The world has changed, and people strive day-in day-out to promote equality and fairness in society. Disabled people have the right to live and move around freely, yet this right is not being upheld. When impaired individuals need or want to travel from place to place, one would think that they could simply use the disabled access room that is installed in most hotels.

This simply is not the case.

The needs of the vast majority of disabled people are not catered to in these rooms, and so their freedom to move around and travel is compromised massively. The lack of equipment and space in hotel rooms makes it even harder for the individual and their carer(s) to live and function efficiently and enjoyably. We want all hotels to install a fully accessible hotel room.

What are Accessible Hotels?

Accessible Hotels are an evolution of normal hotels. Although we do recognise the previous efforts of hotels to include disabled access rooms, these are only functional for a select few of the disabled community. We want Accessible Hotel rooms to be installed and include:

The right equipment; a hoists and height-adjustable adult-sized changing bench.
Adequate space; enough space for the individual and a carer in the bathroom.
Bathing equipment; a level access shower or walk-in bath and height adjustable features.

Who needs Accessible Hotels?

Put simply, Accessible Hotels are needed by anyone with mobility issues. There



are over 11 million disabled people in Britain – 40,000 of these have profound and multiple learning disabilities. This includes people who have severe mobility issues whether it be through genetic disorders like muscular dystrophy, or from serious accidents that have resulted in brain or spine damage. These people should not feel isolated by the lack of Accessible Hotels on offer to them.

Why are Accessible Hotels so important?

Hotel rooms need to meet the needs of their customers. By taking a couple of steps in the right direction, you could be helping impaired people feel more included in their environment by allowing them to travel throughout the country without worrying about how well they will be able to move in their hotel rooms.

Without Accessible Hotels, disabled people are at more risk of accidents in the hotel when trying to move around. What is the alternative? Should they limit their travelling so that they do not have to book into hotels? Should they keep driving past even though they're tired and have been on the road all day? Should they just stay at home?

With Accessible Hotels, this will no longer be an issue.



Easy Ways to Get Involved

If you're stuck for time, we've thought up some easy ways for you to get involved with the Accessible Hotels campaign!

1. Spread the word about the Accessible Hotels campaign on social media (You can use the hashtag [#AccessibleHotels](#)).
2. Send Accessible Hotels information to local hotels and B&Bs.
3. Write to your local councillor or MP.
4. Write to hotel managers explaining how people's rights are being compromised.
5. Visit the Accessible Hotels website and share it on social media.
6. Only use hotels that have adequate facilities and equipment for impaired people.
7. Contact your local newspaper to tell them about the Accessible Hotels campaign.
8. Start a petition to get an Accessible Hotel room installed in a hotel.
9. Hold a public meeting to talk about the importance of Accessible Hotels.
10. Write publicly to hotel chains on social media explaining the importance of Accessible Hotels.



Step-By-Step Guide to Starting a Campaign

If you're acting independently, as a group, or even a charity, this guide should help you run your own local campaign for Accessible Hotels.

Step 1: Do Your Homework

To be able to campaign efficiently and effectively in your local area, you should know exactly what the Accessible Hotels campaign wants. The best way to spread the word about our campaign and get people on-board is by being enthusiastic and knowledgeable about the cause.

Step 2: Get a Campaign Group Together

Asking around locally will help to connect you with others who want the same results as you. You can also contact charities and various groups to build a campaigning network. Campaigning as a group can make things a little easier by sharing the responsibilities and working as a team.

If you're struggling to find people in your local area, you can look online to see if others are as passionate as you about the Accessible Hotels campaign. Simply search the hashtag to find others who you can work alongside to make change!

Step 3: Establish What Your Campaign Wants to Achieve

As a group you must decide exactly what is it you want to change through your campaigning. You'll need to answer some questions, and that will eventually become the basis of your campaign. Make sure you take note of your aims, because you should include these in your campaign plan (a template of this plan has been included in the appendix).

- » What will each of you do in your campaign group?
By evaluating people's strengths, you should be able to assign suitable roles and tasks for them to fulfil. Through identifying qualities like good organisation, written communication, research, etc. you should be able to divide the workload to achieve more as a group.

- » How many hotels should you focus on?
At the start of your campaign, you need to identify which hotels you want to target. It's up to you whether you'd like to look at just one hotel, or a few, but it will depend on the resources and time available to your campaign group. We believe in quality over quantity, so don't go trying to take down a national hotel chain if you'd be more successful by targeting just two of their branches! You can always move on to more venues at a later date.



»» Which venues will you target?

You should look closely at which hotels to focus on. You may want to consider:

1. Would the installation of an Accessible Hotel room in one hotel persuade other establishments to install them?
2. Will you have more success with independent hotels and B&Bs, or national chains?
3. Is the hotel used a lot for tourism or business? Can this be used to emphasise the need for Accessible Hotel rooms?

»» How long will the campaign last?

That's up to you and the campaign group! You may not know how long you want your campaign to last, and that's okay. Try and do a rough timetable to set goals and time for activities. You never know, your successes may spur you on to campaign more and more!

Step 4: Collect Information to Support Your Campaign

It's incredibly important to spread the word about Accessible Hotels. Lots of people are not affected by the lack of accessible hotel rooms, and so won't know about our campaign. By telling people exactly what our campaign wants, including the equipment and spacing issues we want to overcome, you can inform and change people's minds.

When making the argument for Accessible Hotels, it's imperative to know some facts and figures so that hotels, B&Bs, and perhaps even the media can get a true grasp on the scale of how ill-equipped the majority of hotels are. These facts and figures will back up your arguments.

You may want to look at:

- How few hotels offer fully accessible hotel rooms? The Equality Act 2010 stated that if you were providing accommodation, then it must be accessible to disabled people. It does not define how different people are disabled and require different equipment and facilities.
- A few companies have found success by becoming travel agents for disabled people – they offer to book equipment hire for hoists, etc. This would be so much easier if hotel rooms simply had this stuff built-in. It could also make them more money by cutting out the middle men and making their hotels better equipped for single-night stays and so forth.
- The number of people who could benefit from these changes. It may be worth looking at case studies of people in the area who are disabled and the percentage of those who may need to use Accessible Hotels. These people are the core of the campaign – their stories can be incredibly useful to the cause.
- How ambiguous Government policy and legislation is on the issue. Although



these establishments must provide disabled access, that does not apply to vast majority of disabled users. The term 'disabled' or 'impaired' is very loose and covers an array of conditions and abilities.

To gather some key facts and figures on your local area or area of interest, you may want to chat with:

- Local authorities and councils
- Hotel staff – particularly management
- Local charities
- Disability or carers' groups
- Local people

Some hotels and other establishments may want to know about technical information and equipment and installation. Direct them to our website and they should find what they're looking for! If not, they can contact our sponsor Innova Care Concepts, who have Accessible Hotel approved specialists available to help. More information on this can be found at the end of the pack.

Step 5: Look at Who to Approach

Since your campaign is ready to go, you will want to make a list of hotels and other facilities that you want to speak to.

Some groups to think about contacting are:

- Local hotels
- Local travel agents
- Building planners and architects who work with hotels
- Individuals or groups that could help your campaign, like your local MP
- Travel writers/journalists who could promote your cause

Sending these people information on Accessible Hotels by email, phone, or even on social media will be particularly beneficial. Not only are you spreading the word about your aims, you could also be gathering more people to rally behind Accessible Hotels!

We recommend that you try and set up a meeting with these people so you can explain face-to-face why Accessible Hotels are so important.

Step 6: Providing Information of Accessible Hotel Installations

By this point, you may have a few meetings with local hotels, B&Bs and other businesses regarding the importance of Accessible Hotels. Hopefully, you have persuaded one or two of them to become Accessible Hotels, and now is the time for you to make sure that they do make their establishments more accessible.

They may have some questions about how they should layout their rooms or how to



install certain equipment; show them our website and point out the relevant pages about layouts, installation, and equipment suppliers.

Keeping in contact with the venue is key at this point. Make sure that they know that your work as a campaigner isn't done until their business is accessible and the equipment is in-place and working. Ask for regular updates from them, and offer them help if they need it. This might include getting people to test out their facilities to make sure that everything is in the right place and working correctly.

Once everything is in place and installed, make sure to take photos to use as an example to encourage other hotels to become accessible. Don't forget to send us the photos too!

Step 7: Share your Success!

When the project is completed, give yourself a big pat on the back and celebrate! This is a great way of cementing how important the campaign is, and it shows other people and businesses that we've had a victory. Thank those who are responsible for creating change, and raise awareness of the hotel to make sure that it is used by disabled clients.

You could celebrate further by:

- Sharing your success with the Accessible Hotels organisation, let us know where the hotel is and what changes they've made
- Update everyone who has helped with your campaign for the Accessible Hotel and thank them for all their work
- Thank the hotel or business, particularly the people you have been in contact with along the way
- Tell local media about the new Accessible Hotel and list the benefits of it
- And last but not least, be very proud of yourself for making a change and establishing an Accessible Hotel that will help to facilitate more and more people!



Further Information

The links listed below may help if you need certain information to help with your campaign:

- www.accessiblehotels.org.uk
- www.innovacareconcepts.com
- www.chuc.org.uk
- <http://accomable.com>
- <http://cae.org.uk/resources/inclusive-hotels-group/>

Contact Us

The best way to contact us is to use the contact form on our website at www.accessiblehotels.org.uk/contact-us.

Alternatively you can speak to our main sponsor, Innova Care Concepts, using the contact details below. Innova Care Concepts have been instrumental in helping to kick-start the campaign, so have detailed knowledge of the campaign and what we're looking for.

About Our Main Sponsor: Innova Care Concepts



With a mission 'to enhance quality of life through innovation', Innova Care Concepts are a forward-thinking dynamic UK healthcare equipment manufacturer, supplier, and installer.

Tel: +44 (0)345 034 1450

Email: enquiries@innova.uk.com

Website: www.innovacareconcepts.com

Twitter & Instagram: @innova_care

Facebook: @InnovaCareConcepts

LinkedIn: <https://www.linkedin.com/company/innova-uk>

Address: Unit 700, Street 5, Thorp Arch Estate, Wetherby, LS23 7FZ



Appendices

Appendix 1: Campaign Plan Template

Below is a template of a campaign plan that we've put together to help you structure your group's actions. It doesn't have to be followed word-for-word, you may wish to make some changes, but we hope it helps you decide what steps need to be taken at the beginning of your campaign.

[Name of group/area] Accessible Hotels campaign plan

Introduction: Established in 2016, the Accessible Hotels campaign wants hotels and other facilities to cater to the needs of people with profound or multiple learning disabilities or other physical disabilities. The campaign was founded on the basic ideal that the wider disabled community should have easy, straightforward access when staying somewhere away from their own home. The aim of Accessible Hotels is to have hotels in every location facilitating the needs of most disabled individuals. For this to happen, the organisation is asking local companies, businesses, and charities to run their own campaigns for an Accessible Hotel in their area. This document sets out the campaign plan for [group name/area] Accessible Hotels campaign group.

Who: [List the names of the members of your campaign and what their responsibilities are. Include their contact information.]

Where: We are campaigning for Accessible Hotels within the [insert town/city name] area. In particular, we will target [insert name(s) of venue(s) here].

When: We will campaign for Accessible Hotels to be installed and completed at the above by these dates: [insert name(s) of venue(s) – date]

Other useful information: [This is where you might want to add anything else important that you and your group outlined at the start of your campaign.]



Appendices

Appendix 2: Suggested Case Study Questions

Here are a few things you should try and find out when talking to people are going to provide case studies. The questions that they choose to answer are entirely up to their discretion. You might want to adapt this list to suit any particular points to wish to make in your case study.

1. What are their contact details? What is the best time of day to contact them?
2. Details of any disabled participants such as the thing they like to do and their support needs.
3. Questions about Accessible Hotels:
 - What is needed to make a hotel room accessible?
 - How are you restricted by the lack of accessible hotels? Does it limit you?
 - Have they had any negative experiences using sub-par hotel facilities and what do they do when facilities are not available?
 - What difference would readily available Accessible Hotels make in your life?



Appendices

Appendix 3: Press Release Template

Contact: [enter name], [enter phone number and email address]

Date: [enter date]

[Enter headline. E.g. – “No Accessible Hotels in your area? Check in at our meeting to find out how to change that!”]

[Enter town and name of organisation] is holding a [enter name of event] on [enter date of event] at [enter location], to launch its involvement and show its support in the Accessible Hotels campaign. The [enter name of event] is from [enter time] and is open to all.

The Accessible Hotels campaign wants to ensure that more hotels have the correct facilities and equipment installed to cater to the needs of the vast majority of disabled people. The campaign aims to make sure that more disabled individuals have the freedom to move around and travel where they wish without having to worry about sub-par equipment and space in hotel rooms.

Established in 2016, the Accessible Hotels campaign is garnering interest and momentum within the UK, and seeks to change the quality of life for disabled individuals who are often overlooked in the hotel industry. Accessible Hotels should have rooms fitted with:

- The right equipment; a patient lifting hoist and height-adjustable adult-sized changing bench.
- Adequate space; enough space for the individual and a carer in the bathroom.
- Bathing equipment; a level access shower or walk-in bath and height adjustable features.

Without these basic facilities, many people (along with their carers and/or families) are restricted in where they can stay when travelling for business or holidays.

[Enter name of person], spokesperson for [enter name of organisation] explained: [enter quote. For example: “I often travel with my husband who has complex learning difficulties and requires a wheelchair. We are very limited not only in which hotels we can stay in, but also the areas we can visit. My husband should have the same rights as everyone else, so he should be able to travel throughout the country and stay wherever he goes. We shouldn’t be restricted by limited facilities in hotels.”]

As part of the campaign, [enter name of organisation] is asking people to write to hotels in their local area – as well as national hotel chains – asking them to become



Accessible Hotels now and in any further designs or buildings. For those wishing to attend the [enter name of event] please call [enter contact details] for more information, or visit [enter website].

-Ends-

Notes to editors

Accessible Hotels – [enter name of town]

- For more information call [enter contact details]
- [Enter information on event. For example: “the Accessible Hotels coffee morning will be at the church hall on 19th September 2017 from 4:30pm – 6:00pm. Journalists and photographers are welcome. Please call [enter contact details] for more information.”]
- [Enter name and description of organisation. E.g. – “The Cambridge Crusaders are the regional wheelchair basketball champions in East Anglia. We support the Accessible Hotels campaign because of our limited ability to travel to away games farther afield.”]

Accessible Hotels – National

Accessible Hotels are fully equipped for guests with profound or multiple learning disabilities, or physical disabilities. They include, but are not limited to, the following facilities: a hoist and height-adjustable adult-sized changing bench; adequate space for the individual and a carer; a level access shower or walk-in bath and height adjustable features. These rooms should be provided in addition to standard disabled rooms and facilities.



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To obtain logos and other resources, or to ask us other questions, contact us by using the contact form on our website at www.accessiblehotels.org.uk.

Alternatively you can contact our Main Sponsors, Innova Care Concepts, on +44 (0)345 034 1450, enquiries@innova.uk.com, or www.innovacareconcepts.com.