

Blue Badge Access Consulting

The Voice of Change

Executive Summary

“We haven't done this for the money, but because it is the right thing to do. The fact that it has generated commercial returns underlines exactly why others should follow” R. Sheppard President, Brooklyn Hotels

About us

Since 2016 the Blue Badge Access Awards (BBAAs) – organised by Blue Badge Access Consulting – have created a movement of co-operation. The need for change is the imperative behind better ‘Access for All’ on a global stage.

We are the ‘kite mark’ and the ‘accreditation for thoughtful, design-led accessibility’.

We have become the trusted voice for accessibility in the hospitality sector and beyond. Our unique consultancy offers real-life experience of different disabilities. We have demonstrated our expertise in creating the ultimate in design-led accessibility through the Hotel Brooklyn Brand. Our network of expertise is unrivalled, it is cross-industry and offers a combined experience of 70+ years.

The economic case for inclusion

The case for inclusion is well documented: it’s estimated that pubs/restaurants lose £163m per month by not including disabled people, and thus their friends and family. UK tourism by disabled people is worth £15bn, with an average stay lasting a third longer and a loyalty factor from disabled people of 75% (BDF figs.) to those businesses that welcome them.

There is also a reputational risk from not doing the ‘right thing’, particularly from a younger more demanding society.

NB: Hotel Brooklyn’s accessible accommodation created £10,000 of extra revenue per month in 2022.

The problem

A missed market opportunity. Millions of consumers are excluded from society and rely on military-style planning to go anywhere. This has created latent demand for goods and services in a market worth £274bn UK (\$13tr globally). The organisation Purple Tuesday estimate that businesses lose £2bn a month (UK only) by not providing access to disabled people.

Regulation vs reality. Businesses’ CSR demands inclusion, but few fulfill this from an accessibility perspective.. And there is a gap between regulation and reality, partly because current regulations date back to the 1980s.

Accessibility disconnect in built environment. Traditionally, businesses depend on architects, designers and builders to get it right. But there is often a disconnect between them, leading to the implementation of incorrect and/or cumbersome solutions and ultimately costly retrofits to provide the correct access.

Credibility gap. There is no official accessibility accreditation that businesses can turn to and none that reassures the disabled consumer. The access market is widely-dispersed and full of small consultancies.

The solution

A credible accreditation system. We want to fill this credibility gap, and use our network to achieve unrivalled results for businesses who want to improve access in a cost-efficient way. The *Blue Badge Access Consulting (BBAC)* will award **Trusted Access ‘badges’** that indicate good accessibility to consumers. This in turn will make it easier for businesses to attract the Purple £.

Independent advice. BBAC provides advice on current legislation and design-led accessibility requirements. We provide consulting services and software that improve access for all. We are the ‘gold standard’ and have an unrivalled network of expertise in hospitality and beyond.

Our consulting services include:

- Built Environment access solutions
- Access Audits of buildings and technology
- Recruitment and on-boarding of disabled employees
- Advice and solutions for accessibility of technology and software
- Staff awareness training for Equality, Diversity and Inclusion

Our products:

- Access app for disabled customers and hosts
- Access Gallery for venues

The proof

We are part of the force behind the award-winning Hotel Brooklyn Brand – an exemplar of accessibility, inclusive employment and revenue growth. We share our experiences and provide practical advice for other organisations. We also sponsor the Access awards for both the AA’s annual prize-giving and the ‘Catey’ Awards.

Contact info@bluebadgeaccessawards.com

Be part of *The Voice of Change*.