

bbaa

Blue Badge Access Awards

Bespoke Hotels · Blue Badge Style · Leonard Cheshire

bbaa Partner Opportunities

The Blue Badge Access Awards (**bbaa**) are evolving.

- We have a continuing and clear focus to provide better design and liberty for disabled people
- We are building upon the history & success of The Bespoke Access Awards and the Blue Badge Style Awards and there will be a change of structure that will enable;

The new style **bbaa** focus on 3 groups:

- The Disabled community
- The Design community
- The Hospitality community & beyond

The Blue Badge Access Awards will recognise venues and businesses with a stylish approach to accessibility, as well as those innovative and forward-thinking solutions to the issues experienced by disabled guests when travelling.



Our Objectives

The **bbaa** will not compromise upon its objectives that will;

- Inspire better design
- Celebrate exceptional venues
- Celebrate people who promote accessibility
- Improve accessibility for all
- Increase the number of Access Champions across the industry & beyond
- Make staff training a priority on how to interact with disabled people



The BBAA Founders left to Right – (Josh Llewellyn Jones Interviewer) Robin Sheppard, Chairman Bespoke Hotels, Neil Heslop, CEO Leonard Cheshire and Fiona Jarvis of Blue Badge Style

A new way

The **bbaa** will now have 5 main touch points spread over a longer part of each year and we plan to join and support accessibility within:

- The AA Awards
- Institute of Hospitality Future Forum
- UK Hospitality
- The Business Travel Association Awards
- The Caterer Magazine through The Catey Awards

Culminating in The **bbaa** Awards



BBAA Supporters – Sophie Morgan, Ch4 Presenter & Disability Advocate, Ed Warner Government Ambassador for Inclusive Product Design

The Opportunity

In addition to seeking better accessibility, the business case for supporting the **bbaas** is indisputable.

- The disabled population in the UK is in excess of 13.3m & 1bn globally
- They spend £274bn per year in the UK & \$1TR globally
- Hospitality loses £163m/month through inaccessibility
- The value of accessible domestic tourism in England alone (2015) was £12bn.
- European accessible tourism opportunity is valued at €142bn
- The domestic accessible tourism business grew 19% between 2013 and 2015

This is a worldwide challenge with enormous potential benefits for disabled people as well as a massive opportunity for all venues and services.

We are looking to attract partners that want to show their commitment to 'access for all' and share our vision to enable the project to scale up and grow into the future.



Shakespeare's Globe Winner of Leonard Cheshire bbaa Inclusive Employer Award.
David Bellwood, Access Manager & Neil Heslop, CEO, Leonard Cheshire

Recognising Winners

The Design Showcase- Supported by Microsoft

The conceptual design competition focused towards the Design community will be open to any Architecture, Product or Systems designers

We plan 2 prize awards totalling £20,000.

- **Best Hospitality Inclusive Design, The Celia Thomas Prize**

- **Best Inclusive Guest Innovation**

Both are planned to be presented alongside the Blue Badge Blades at the **bbaa** ceremony

[Here's a video](#) demonstrating how previous winner, MotionSpot, created a new design in accessible hotel rooms – Liberty Rooms, that were realised and implemented at Hotel Brooklyn, Manchester



Accessible Bedroom Designed by MotionSpot, Winner of the Design Award 2016 for Award Winning Hotel Brooklyn

The Awards

The **bbaa** Blades

- Best Bar
- Best Restaurant
- Best Boutique Hotel
- Best Luxury Hotel (HEWI presents)
- Best Venue in a listed Building, Historic England
- Above & beyond (Includes Hospitality & Corporates)
- Access Champion of the Year
- Training Initiative Award of the Year
- Most inclusive
- Best Accessible Toilet
- People's Choice
- The Exception Award - *Ludicrous Loo & lack of accessibility*



Previous judges include:

Robin Sheppard

**M. Vermeersch, Microsoft Access
Product Manager**

Celia, Baroness Thomas of Winchester

Alan Stanton OBE

Tanni, Baroness Grey-Thompson

David Day (Seymour Powell)

Graeme Whippy MBE (Channel

Alastair Hignall CBE

Jane Duncan, Past president

RIBA

Sarah Weir OBE (Design Council)

Paul Gregory (Dyson)

Alex Taylor BBC

Tina Norden Conran and Partners

Fiona Jarvis Blue Badge Style & FRIBA

The Judges



Baroness Tanni Grey-Thompson and Baroness Celia Thomas, Previous Judges of the Awards

Partner Testimonial

Gold Level Sponsor - HEWI

“Supporting the awards as a Gold sponsor has meant we’ve expanded our sector connections and reached new and engaging audiences.

The HEWI participation in the award ceremony allowed us to meet the ‘movers and shakers’ in the disability community from Government representatives to TV presenters, in a relaxed environment full of people with a shared passion.

The results are clear - The HEWI solutions have been brought to the attention of new users and influencers across some amazing hospitality projects”. S. Maley, Sales Dir., HEWI UK Ltd



Stephen Maley from Gold Sponsor HEWI UK Ltd.

Partner Packages

4 Partnership Levels

GOLD

- Title partner with one of the awards/prizes
- 6 month promotion on the website & press
- Logo on the menu and other materials at the Awards Event
- 10 tickets to the Awards Event
- Access to guest list
- £15,000

SILVER

- Three-month promotion on the website & press materials
- Logo on the menu and other materials at the Awards
- 5 tickets to the ceremony
- £10,000

BRONZE

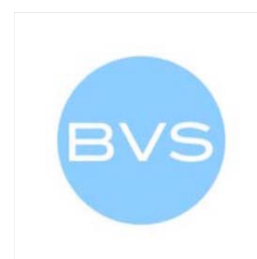
- One-month promotion on the website & press materials
- Logo on the menu and other materials at the Awards
- 2 tickets to the ceremony
- £5,000

STANDARD

- Two weeks' promotion on the website
- Logo on the menu and other materials at the Awards
- 1 ticket to the ceremony
- £2,000



The BBAA Partnerships



Timeline

•We will open nominations through on line content, press and social media in spring 2023

•**Design Competition & BBAA Launch 2023**

•The **bbaa blades** will be presented at a ceremony in **Spring 2024**.

•The Design Prizes/Competition winners will be presented at the ceremony **Spring 2024**

•**All dates are provisional**

we expect the **bbaa blades** to continue and we do need continuing support from our Partners who share the same *ambition and passion to improve 'access for all, with style'*.



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