Accessible Skipton

We are launching a new project called Accessible Skipton to highlight to people with disabilities of all kinds they can visit the town and they will be welcomed.

Research has shown that people with disabilities have money to spend and stay longer in a destination but they need more information on premises before they choose to visit.

The Accessible market (often referred to as the Purple Pound) is worth £249 billion in the UK, there are 16 million disabled people in the UK. Some facts are:

95% of customers with access requirements will check a business' website/info before visiting a new place

87% expect accessibility information to be on the business website

56% of visitors think if a business doesn't advertise their accessible services, they don't have any

77% of people don't visit if they can't find the information they need

73% say they had to leave a venue as it didn't adhere to their accessibility needs

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Not all disabilities are visible, and accessibility information can open your door to families travelling in a group with a member who has additional needs, people who may be impaired due to illness or surgery, and older people. Referred to as the Grey Pound, the spend by our older generation accounts for £320 billion of annual household spend.

We understand Skipton has physical accessibility issues due to the age of the buildings but there are a number of simple solutions which you can undertake to be able to welcome anyone with a disability.

What are we asking you to do?

We are asking all businesses to create an accessibility information page/document using our examples as a guide. This can be drafted very simply on one page of A4, saved as a PDF, and then linked from your website.

The guide simply needs to highlight what you have to offer. This can be as simple as offering a seat to people, providing a ramp to get in your property, large print menus etc.

The scheme is to simply highlight what we can offer to people.