

# Embrace Accessibility

to extend your reach

Make your attraction  
more accessible and inclusive



# Fair and equal access to information

Widgit believes that everybody should have fair and equal access to information.



One in five people in the UK have an impairment which may affect where they choose to visit.

Over two million people in the UK are registered with a communication disability.

A third of disabled people experience difficulties related to their impairment whilst accessing public, commercial and leisure services.

UK businesses miss out on £1.8 billion a month as a result of disabled people 'walking away' from poor service.

*(Source: 2015 report, Extra Costs Commission)*

The UK's Equality Act 2010 places an obligation on all organisations to ensure that services they provide are extended equally to people with disabilities, including those who have difficulty in reading or understanding the meaning of words.

# Do you want to...



Grow your visitor numbers and create additional revenue?



Compete with other destinations that already embrace the accessible tourism market?



Improve accessibility quality for all?



Contribute to the overall success and sustainability of your destination?



# Make your destination more accessible

Symbolised information leaflets, signage or web content can help a wide range of visitors get the most out of their family or group day out.



Widgit Symbols have been used in UK schools for years, with increasing numbers of parents also using them at home, allowing the whole family to communicate clearly.

Symbols can help anyone who has difficulty with text, including:

- Children and adults with a learning impairment or a communication challenge, e.g. autism, Down syndrome or dyslexia.
- Children who are just beginning to read or who struggle to understand text.
- Children and adults with severe physical difficulties or long-term conditions such as dementia.
- Visitors from abroad and people for whom English is an additional language.

# We can help you...



Communicate in a way that more people will understand.



Make your venue more open and welcoming to visitors from overseas and to those with autism, dyslexia, dementia or down syndrome.



Help visitors with communication difficulties to plan their day and get the most out of their visit.



Find new ways to reach different audiences.



# Accessible Venue

Welcome as many people as possible, giving everyone a good experience before, during and after their visit.



# Contents



## Symbol Consultation

To help you get the best resources suited to your needs and audience.



## Experience Guide

Symbolised information about what to expect, helping visitors get the most out of their visit. Particularly useful for autistic visitors.



## Symbol Flashcards

To support learning your new vocabulary.

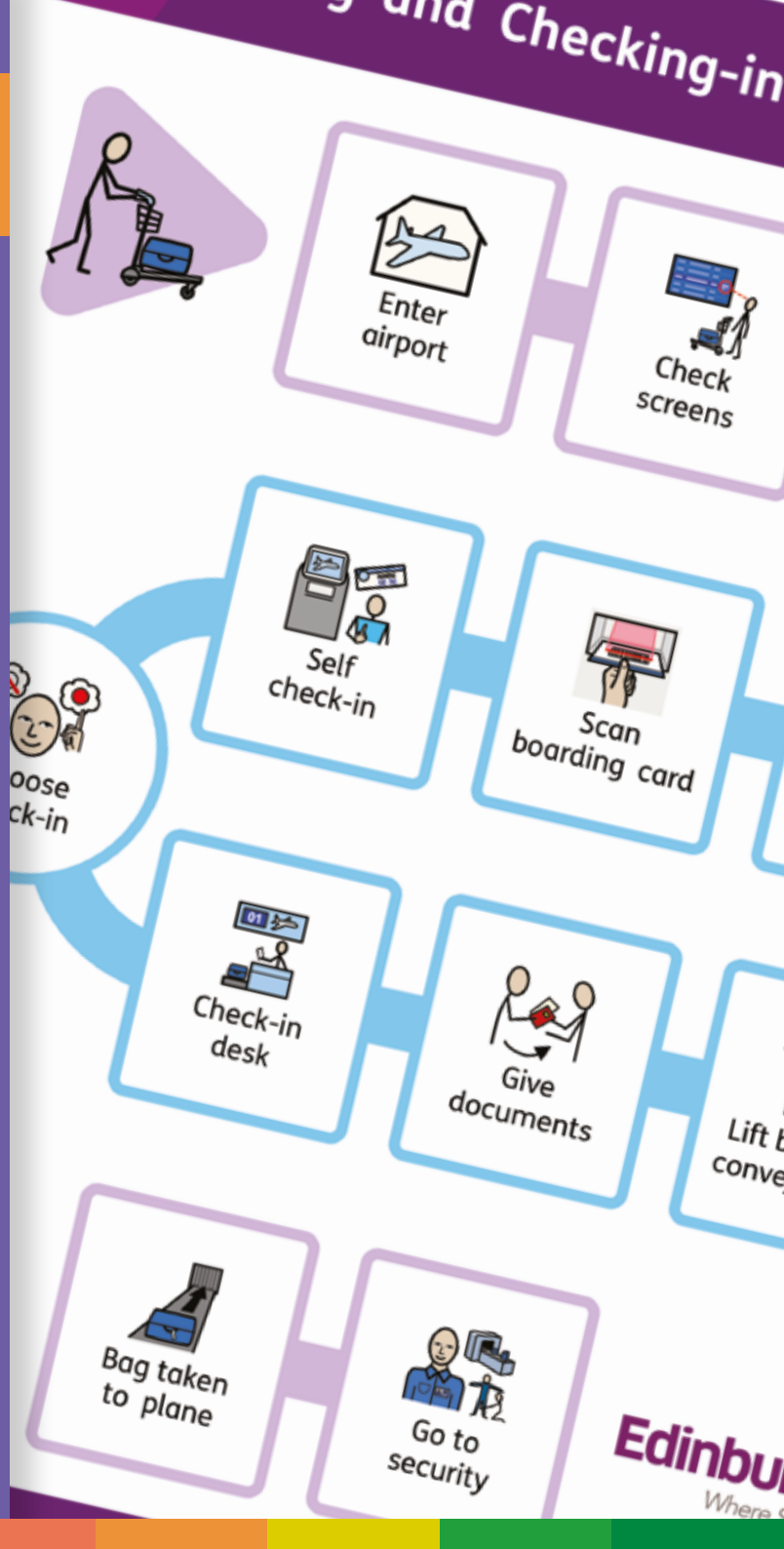
**Package Price: £2,750**



## Wayfinding Symbols

Help visitors find their way easily around your site, great for any foreign visitor.

**Price per unique symbol: £30**



# Tell Your Story

Provide symbolised content, visual interpretation and tools for teachers, parents and group leaders. Encourage visitors to immerse themselves in your experience.





# Contents



## Symbol Consultation

To help you create the best resources suited to your needs and audience.



## Content Guides

Tell your story and make your message accessible to visitors of all abilities.



## Educational Activities

Activities, worksheets and games support learning about your venue.



## Symbol Flashcards

To support learning your new vocabulary.

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**Package Price: £3,450**



## Symbol Summaries for Exhibits

Add symbol captions to your display panels and signs.

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**Price per unique display: £125**

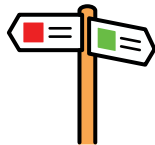
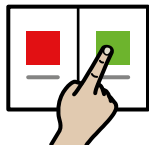


# Working with Widgeit

Improving your accessibility benefits all your customers and doesn't always require major or expensive changes.

Creating professional, easy read versions of your original content is straightforward and cost effective.

Our dedicated and experienced team can help you to achieve your accessibility goals and create resources that look great.



## Bespoke Service

We consult with you throughout the design process, creating new symbols where necessary, to ensure that the result is fit for purpose and appropriate for the different needs of your client base.

## Best Practice

We can work with you to develop your understanding and knowledge of best practice in symbol accessibility and suggest the most appropriate language for your information.

# Get in Touch

Find out more about how we can help you.

Email: [info@widgit.com](mailto:info@widgit.com)

Visit: [www.widgit.com/accessibility](http://www.widgit.com/accessibility)



Widgit works with a wide range of leisure and tourist attractions across the UK, helping them to create a more accessible experience.



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