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**RI World Congress**  
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**Parallel D Carrick**  
**Culture and Tourism**

>> Good morning ladies and gentlemen you can hear me in the back there? That's fine I can talk at that pace, yeah.

>> [People talking in background]

>>CART Provider: Standing by.

>> Okay ladies and gentlemen. Thanks. Welcome to the tourism talk. For this section I'm the moderator for the session and the three speakers but one speaker is doing a double turn each of those talks will be about 15 minutes. We will roll that into a question and answer session so that we can when the speaker is finished on the talk, we will wrap up at the end in terms of key themes coming out of this section. First up is Chris McCoy, Head of Accessible Tourism Scotland. Going to talk about tourism strategy to deliver accessible tourism.

>> Good afternoon everybody. Welcome on behalf of the national tourist board welcome you to Scotland, welcomed by ten people I will be doing my job and my CEO would smack me, thank you for coming to the workshop. We call it accessible tourism but my slide says inclusive tourism. Is that too loud? Sorry. I said to my colleague here I used to be a schoolteacher and I can't talk and walk -- talk and stand still and I always say to people when I was a schoolteacher I used to watch people at the back because they were always the trouble causers. They are laughing at the back. They were always the ones that wanted to cause the problem because they wanted to run away. If I say come to the front you'll know you're in trouble. Thank you for that. You might wonder why it's called inclusive. We kind of generating on moving forward with this program in visit Scotland to make accessible tourism inclusive for everybody. If I say disability accessibility to you what's the first thing that comes into your mind when you think about disability people think this is the industry I'm talking, the tourism, say wheelchairs which is fine it is vital we get everything right for wheelchair users but they seem to have a mental block this is the only people we have. So we decided to say what about other people inclusive tourism covers people with sensory impairments, visual, deaf, hard-of-hearing, senior people which I won because now I'm over 60. Got there.

And occasionally when you get a bit older you need to do things differently. I can't hear too well in this ear because I've got tinnitus from a bad accident when a taxi ran into me on my push bike. Things change when you get older so the inclusive tourism is inclusive we don't like to leave people out. So it's made up accessibility inclusive, families, older people, and of course disability which is why we're here today. The business case. We talk a lot about the business case in Scotland because we say it is the right and proper thing to do there is a moral case but there is a business case for this. It's financial there's a big sector in the market and I'll show you some figures but it's also great because customers actually talk to each other, they actually spread the word especially on social media about what you have and haven't got. Why are we doing this, why do this in the first place? We started it because of the legacy of the commonwealth games. We want to get the customer service right and we want to encourage the partnership working between people within Scotland. Now, that slide is written by my team but I've got a story I'll tell you because the reason why the program started was five, six years ago I was sitting in our canteen back in visit Scotland and Sally who is a colleague she doesn't work for Scotland but she was my friend in the canteen talking about disability equality and things for staff and she was doing some training with me. She said to me Chris I said yes she said it's that bloody awful time of the year again. I said what's the matter. I've got to book a flaming oldie. What. I said why should that be so difficult when you book a holiday people enjoy booking it, you look forward to it get the children involved reading up, looking at the pictures it's exciting. No, not for me I'm in this chair because Sally has MS and a wheelchair user I have harmony who is her assistant's dog by the way short advert finding harmony how Sally got the canine partners 5 quid. She buys me a bottle of wine carry on. She was a chair harmony I have a daughter who I didn't know at the time but I now know very well who is autistic. I have three teenage sons who want to do everything and my husband who wants to go mountain climbing. I've lost count a number of times I have slept in the car with Melissa because is a hotel she sometimes wakes up in the middle of the night starts screaming the place down and no one can sleep so I sleep with her in the car because that's the only way that the rest can get some sleep. I cannot use a hotel because of the problem. She said the only place that I found recently is a place in Cornwall. There is nowhere in Scotland and I went nowhere. She said not that I found anyway. I thought that shouldn't be the case Sally has to go to Cuomo that can't take the dog children, Melissa. The place I go to Melissa doesn't like. She loves swimming but doesn't like the noise and crowds because the autism, if anybody who knows anyone with a child with autism. Melissa is 15 and has the same sort of problem. She is better because she was older. When she was younger it really used to frighten here. The place in Cuomo said we will open it early for you we'll get the life buy him an extra bacon buddy and extra can you please of coffee and you and Melissa can swim on your own completely an hour, no music nobody else. We've done that for ten years gone back time and time again and Melissa looks forward to that holiday because she can swim in peace and quiet. That's a very small thing to do doesn't cost a lot of

money she just open an hour early so we can go in on our own. It is very easy to be low and cost-effective and it's easy. That's where the program started as well as the big things like the commonwealth games. So I say to businesses quite a simple thing to do there's no need to be experts in disability accessibility you just have to market it like any other. Disabled people don't want to be special they want to be part of a mainstream experience and this is where I say to people they want an experience they don't come to sit in a room no matter how nice your accessible room however nice your bathroom and hotel is they want to actually go out and do something. Ironically today which I discovered on Facebook when I was on the bus on the way here this morning it is three years today that Sally who I just told you about who is also a canine partner she sailed off the fourth rail bridge for charity to raise money for canine partners and she said we don't want to be special we just want to do things and Sally says I want to be. She's a wheelchair holder, MS and only really use one arm. They picked her up out of the wheelchair put her in a sling wrapped her up and just lobbed her and she was swinging. Her husband and her elder son were beside her she said I want to get down on my own. She sailed and landed on the beach at the bottom. She raised £4,500 for Canine Partners. I want that experience I do not want to sit in the bedroom or library I want to do things and why don't we do that. Why don't we let people do that. Give me the information and let me decide let me do things for myself. Because I think it's a stereotypical view. Some of the guys here at my conference when we had the very first conference in 2013 and we had a sketch where we had somebody greeted at the table and saying he was blind the guy who was doing this he had visual impairment and the guy says would you like to sit in the library and listen to radio 4 and that was true this is a sketch we did but based on a true story. He said no I want to go walking, climbing, hiking. Confidence, yes, people are fearful there is a fear factor in the tourism industry but what if I get it wrong or say the wrong thing or do the wrong thing what happens if something goes wrong. And I find that people are quite fearful and people won't engage with a person of disability. I've used Sally she's quite good for stories. She went to a hotel and she had the family credit card and the guy at the desk spoke to the husband tried to speak to her daughter, tried to speak to her son. She even spoke to harmony the dog but wouldn't speak to me. I said I'm the one that booked the holiday so now Andrew Sally's husband they've got a plan now they wheel her unclip the dog and all run away. Sit behind the pillar and you've got to talk to mom. She's left there with the credit card. A number of people come around the desk and go well and she says I can talk, I can't walk but I can talk I booked it. They go okay. There's a fear factor not engaging with people and that's part of the training we do in business Scotland we do training with people and on-line training course on our website [WWW.Scotland.org](http://WWW.Scotland.org) there is an on-line training course for managers and people.

>> The other thing is cost of business why do it. It costs a lot of money you can't spend £50,000 on a left but you can have £1 for a water bowl for a dog.

>> They put WWW.

>> Visit Scotland.

>> Sorry.

>> Don't worry. It can cost a lot of money that was my five minute warning it can cost a lot of money but it needn't. Phillip says all I need a water bottle and blanket it's free for the guide. Scotland 1.3 billion pounds. Most people think that's a lot of money. If I tell you business tourism unit organised a big corporate conferences brought in 1.9 billion last year there's not a lot of difference. I have three people on my team kneel has got 19. My exec, I demand a recount I need more staff. There's quite a lot of day trips and domestic overnight trips and that is taken from the great Brit ton tourism survey. Anybody come with a holiday with a disability stay one night or more, normally bring around 4.5 people never seen the point five person but call it 5. Overnight stay 3.7, 50% of the trips but increase in volume look at the bottom I can send you these slides it went down between 2009 and 2015 4%. In the accessible market went up 33%. Did something right we did something right there's a lot to learn. Long-term 8% non-wheelchair 4. Deaf 4, mobility 2, line difficulties 2 blind 1. Senior citizens as well in this, over 65 set to 4 million by 2030. You're man's guide. 95% of respondents said that they tried to find disabled access prior to visiting, 84 experienced misleading or inaccurate information. So we all fit into this box somewhere at some point we probably all fit into it. And we say to people don't see the disability don't look at what people don't look at the chair talk to me I'm a person I want to do things, explore things. And then customers talk to each other they go backwards and forwards, social media, they talk to people on Twitter their things go around quickly. Bad news -- good news travels fast bad news travels faster. People have gone out and done accessible venues accessible cottages, accessible catering. The lady called the rings in five she opened at 79% occupancy. Business Scotland will tell you in a first year business, she's running at 79%. She has a beautiful 8 room villa the rings in Cooper and Fife. It's a great place for a wedding take the whole family, totally flexible and brilliant I've done the advert. So in the end finally if we get this right inclusive tourism right it is not only the right thing to do but it's a business case people actually want to do something what the information that we're giving people is if you give people information, you give them back the power of choice. They can choose a holiday because at the moment that is taken away from most people with a disability because they have to go where they can go but we're trying to say give people back the power of choice, give them the information and let them decide. Sally said to me don't tell me what I can and cannot do. Phyllis said me don't tell me give me the information I will make the choice. Businesses win, destination will win. Thank you [clapping].

>> Thank you very much. I think that was over do you any questions?

>> Can I get my water while you're waiting?

>> Hi I'm Paul from you're ram's guide. The attitudes and perception in the industry that accessibility and inclusion is very much about physical things but my experience good old fashioned welcome and an attitude is actually equally important. I wondered what your view would be.

>> Absolutely yeah. We did a survey back in 2013 about what is the biggest barriers to Scotland and we asked capability Scotland if they would actually do the focus groups for us and they did. They asked 170 disabled people of all different backgrounds different disabilities sensory, physical, and everybody said the same thing there was three things that came out attitude, information, and access. And I thought accessibility would be top, it wasn't guess what was top attitude you're right Paul. Its how I'm treated when I get here and the thing is someone like in Hamilton you may know in Hamilton from the BBC in Scotland he makes programs, he's blind has a guide dog and said chris I don't mind falling down people's breakfast trays. That's not what happened if you can't see you'll kick up other people's trays. When I get to reception I'm very sorry I kicked over a coffeepot and I get the oh, God. That's the hotel I don't go back to. If I get the hotel saying to me Mr. Hamilton that's absolutely find we'll send someone right away take my arm and let's go to breakfast. Small things make a matter of difference, attitude, how I'm treated. Sally says to me if I've got my three sons they will pick me up and throw me upstairs and when I get there people hello Mrs. Hider and they can have a million faults on physical things as long as they're nice and actually talk to me and treat me as a human being absolutely fine. She says those are the hotels I will go back to and those are the hotels I will put on social media and say you must go to that hotel because the welcome was great. Paul told me a story on the royal yacht Britain ya is amazing. They've done the world host training, Paul actually mentioned to someone the welcome has been fantastic. Oh, really. He was actually quite pleased someone reported back. Customer service on that welcome is so very important and that's why we've got the training course on our website why we do classroom training and repeating that message over and over again. Thanks Paul.

>> Anybody else? Any other questions?

>> Thank you that's good.

>> I think the attitude is one thing that I think we all are going to strive to do in terms what we need to start doing more of is changing and socializing to experience with other people with social media and other things that will drive that change. Thanks chris. Next is Mark Trieglaff, from president of accessibility consultation and training services from the USA. Mark is going to talk on two topics first one is Forest Glen park design study and accessibility and the universal design of zoological setting.

>> Thank you. First we'll get the PowerPoint up. Perfect. Ironically I put in for two presentations and I just -- talking too loud? I just made the assumption I was just going to be doing one, so hopefully you don't mind me being up here for two presentations. It will be a little different. All right. So I just wanted to give

you a little bit of my background if you had a lot of conversations with people just on what I do. And my background is in outdoor and therapeutic recreation in the states we would have adaptive recreational programs. I was a coach for a blind baseball team that was one of the things I did. Worked at what's called a special recreation association and then we ended up, I ended up working at Brookfield zoo which is going to be the next presentation I will be talking about. And LCM architects I'm not an architect by trade but they had a specialty in accessibility. So related to this particular park this is something that the Americans with Disabilities Act was signed in 1990 and it was re-authorized in 2010 and included a very large connection related to recreational facilities and I wanted to highlight that I bold would was play areas. This particular park is a small park really it's only a couple of acres but we a number of different things that we included. One of the things that is unique about this park if you're familiar with the Kellogg cereal, this is here in the UK as well they actually a program where they provided grants to provide not only meeting accessibility but including what's called universal design. So universal design is what we're a part of related to this particular park and it's development. So it's going above and beyond what the Americans with Disabilities Act accessibility standards required and I'm going to point out some of those differences how we exceeded it in some of the specific things. So this is one that got a grant of approximately about 150 thousand dollars specifically for universal design aspects in this particular park. So I'm going to walk through the park and highlight some of these different things I've got quite a few slides so probably going to go quickly. There was a small parking lot so we included parking spaces with a larger access aisle so that's the striped area and that's to provide some different spacing for people's lift and ramps. One of the things we found out from feedback and probably one of the things I need to point out as a requirement for this grant we had to form an advisory group so it included both children with disabilities, parents who had children with disabilities, professionals in the field, physical therapists, special education teachers and that so it was really good to get their feedback on this park so we can make sure that we enhanced it to be far more accessible for far more people coming to the park. This was one of the suggestions was making sure that access aisle was a little bit bigger so it provided some spacing for vehicles that had a little bit larger base to them but also a larger lift or ramp so they just needed that extra space. So that kind of went above and beyond what the accessibility code require. There was different entrances into the park about three different ones. One of the things that we included with all the walkways and that was not to exceed 5% slope. Under the ADA you can have a slope of up to 8.3% and that's considered a ramp but some of the studies by the access board they had actually developed standards for the ADA found approximately 12% of individuals that maybe used a wheelchair or had mobility issues found that too steep so one of the things we were trying to do was shorten that. If you've ever been to Illinois, Illinois is very flat anyway anything about this high we consider a mountain so just kind of give you a little perspective on Illinois. That wasn't maybe as hard it as it might sound. We wanted to try to keep things very flat so it made it

easier to go through the park. One of the things that we included within this park is a playground. One of the things under the ADA it does allow for a transfer platform and that's right over here. That is the ability for a child to transfer out of their wheelchair and basically bump upstairs up to the upper level of a play area. Very difficult and they have kind of found through research a lot of kids really don't want to do that, takes a lot of effort, and they don't really want to get out of their wheelchair. The other option is they do allow for having a ramp to come into one side of the playground and accessing approximately 50% of the play elements up in the upper area. It did limit how far a child would be able to go and what they could actually do. So it could be that there might be stairs on the other side if there were a bunch of their friends who were not using a wheelchair and they went down the stairs that child had to turn around and come back down that ramp. One of the things we decided from the beginning we were going to have a ramping system but we were going to have it go through the full upper level of the playground. So the ramp goes from here, sorry, get my pointer, goes here wallet way through to the other side. So something that provided access to all levels of that upper play area. So one of the things that was kind of interesting feedback that we got from some of the parents is that even though their child might use a wheelchair they wanted them to be challenged we were thinking 100% accessibility but don't make it all so easy put some challenge in there. We actually designed with the playground manufacturer an upper level kind of viewing area so this was actually requiring some transfer up to that area and provided a view of the park and kind of the area. So that was kind of interesting feedback that we had gotten. One of the things that other parents say we want our kids to be connected. If they can't be able to get up to that upper area so one of the things talking about the manufacturer we created was a little periscope system a child down below could actually look through that and see the kids up above there. Also too, the platform at the very top was an open measure so if they looked up they could see the kids up there and they could yell at them and stuff like that and still have some type of interaction so we were trying to provide as best as possible the abilities to still interact with the kids that were up in that upper level area. One of the things that was an expensive part of the playground is providing a rubberised service. We have wood fibre that is considered accessible but in many respects it isn't but it's cheap. Rubberised surfacing that we put down costs approximately 150,000 American dollars where if it was engineered wood fibre it would be about \$5,000 so you can see why we don't use that. One of the things we included is moguls. We provided some colour ration as to the height differential they said that was going to be helpful for some of the children who had autism or on the autism spectrum because they understood what some of the different colours meant for stoplights, yellow cautionary, red is very top steepest part so a lot of kids recognise those different colours. And so we provide also in some of the mogul areas spacing a child in a wheelchair could challenge themselves to be able to go through and there's several different spots. This is the next highest point they could challenge themselves through that spacing and we had some other ones that were a little bit higher

so they could challenge themselves but see by the coloration what that was going to look like. Another aspect from a code perspective they just allowed kind of a small curbing or curb ramp about a meter wide to get down to a playground surface but some of the feedback from parents and children that might use scooters they would have a hard time kind of getting down that. So one of the things we did was provide a larger walkway and a flat entrance for getting in. So it was level with the walkway as well so it wasn't a ramping kinds of system to get down to that other surfaces. So this walkway actually split between the playground surfacing and then kind of a swing set surfacing as well. So that was different ways that you can cut across officer to that playground area and you can see again another level area for getting in. The swings we provided a couple of swings that provided some initial support for kids who might have Mabel a weaker upper body or especially for necks we wanted to make sure we had support in getting feedback from physical therapists this was something this design was very helpful. A child could get clipped into if they had balance issues so they wouldn't fall out, so safety aspect. The other thing we included was a raised garden bed with a water feature, right at the very end that was a bubbler where the water would come up and go down the side of the raised garden area and went from a different height. Somebody was taller they could actually sit along the side of that garden area and touch the things. In particular we tried to include different types of garden plants that were very tactile, fragrant there was a multisensory experience doing that. One of the things that was interest from parents with children with autism a lot of their kids really love moving water but if there was something else to touch within that that would be great. While the concrete was wet we imprinted leaves from the park and so there was something else they could touch while they had their hands in the water. So really very sensory experience for them. At the very end of the playground was different kind of water features and it had different animals, a frog a turtle and a first that were tailed somebody with a visual impairment could touch that and get an idea of the shape and size and features of that particular animal. The other thing that happened is like it shows in this picture is we had different sensors if you touch on it that statue would actually spit out water into a bowl. This a sensory thing built into the flooring of the sidewalk so somebody could step on it or roll over with their wheelchair and could spit out. We had side panels so restrained a child or adult that way and up on the ladies and gentlemen was a sensor as well so they could touch that. This was showing people interacting with that and the water spitting out into the bowl. One of the other things is we did a cooperative with one of the special rec associations and they were in charge of the horticulture of the raised garden bed. They were in charge of making sure plants were taken care of, digging them, changing them out during the summer season and that was part of their responsibility as part of their club. We also included a small picnic area with picnic tables that were wheelchair accessible. Included one out in the sun but one in the shade because we got feedback that some medication they would take especially out in the sun they could get some severe sunburns so we provided options for people to make choices there. One



other thing related to feedback at that that we got from some of the parents that had children with autism some of them were runners and so they wanted some way to kind of keep their child contained into the park because it was right alongside somewhat busy street so some of the dirt that we had taken for the playground we actually created a berm don't put up fencing make it a prison kind of feel but we put the berm up that was visually enough for their child to say I can't go through that if they tried they really could but it was something that would get them thinking that was something that they had to kind of stay in and be contained. One of the things I just wanted to point out was related to this project it really took a team in order to make it be done right. The Kellogg foundation with the additional money that they provided the contractors we worked with, page community foundation of the one that funneled the money through the Kellogg foundation. Woodridge wanted to do the park and they were open and listening to feedback. The Hitchcock design group was the architect firm that did the design and I provided oversight because I had quite a bit of experience with universal design and making sure that we met not only met but exceeded code whenever possible. This is a picture at this always like to show because this was the day of the grand opening and we had a father and daughter come that day, 12 years old has very severe cerebral palsy and limited on her ability to interact with different things. The father said this is the first time I've ever been able to play with my daughter in a playground. He had not been able to find an accessible playground. I always like this picture because I think it explained what we were doing, why we were doing it and kind of the positive aspects of it. And this has been a park that's been, there's an organisation called national recreation and park association that's featured it in their magazine and a lot of people come to that site to look at it with the park district staff in order to try to replicate it in their different locations. I don't know how many have done that but at least it provided a little bit of positive feedback on being replicated in other areas. So that's my last slide and that's just kind of my contact information. If you have any questions on that, later on, don't call me at 2:00 in the morning, you can e-mail me but I'm happy to try to answer questions because this is something I was really proud of, came out really, really well. And I think we're open for some questions on part 1 here.

>> Any questions of Mark? Great presentation taken from the examples of really contrast in presentation. Any questions for Mark?

>> You mentioned the Kellogg foundation. Steve Callahan about to be accessed next week. You mentioned Kellogg foundation required a panel. Could you tell us a little bit about the composition of that panel and to what extent it was led by the users.

>> That was something we got feedback from a lot of different organisations because we wanted to represent parents who had children with disabilities and trying to get as many types of different disabilities cognitive, physical obviously but thinking of other ones as well. Children with visual impairments that's why the garden had several tactile type of things and actually we had some of the kids participate in the

panel. And then we had different professionals in the field, physical therapists, occupational therapists, the special education teachers that were kind of local so we tried to get as many people. We had a panel of about 15 to 20 people all together so it was great feedback because they provided feedback trying to not make the playground flat but challenged too. So we tried to be creative there too. >> I think the amount of feedback gathered in terms of the design and informed design must have been a class itself in terms of how do you gather that feedback in the design concept that plays into reality and I think that for me, when I listen to that the practical examples that whole process gathering information and examples is really credible shows really good outcomes from a wide range of accessibility. So Mark's next session is onset in a zoological setting which I'm intrigued by to say the least [people talking in background].

>> I told you I took a picture I got it in the slide here. I've a very unique background obviously as you can tell with the recreation and stuff like that. Paul and I were talking earlier I actually did high adventure I'm a certified wilderness leader as well. I did a program when I was an intern where we did rock climbing rappelling like individuals in wheelchair that we were rappelling. Rolling down a cliff, you know and I was the repeller and safely got them down and stuff. So I've a lot of fun experiences to say the least. But I worked at Brookfield zoo which is just outside of Chicago and I was the access coordinator for people with disabilities there for 18 years. Fun job. A lot of neat experiences there to say the least. So I'll give you a little bit of that. One of the things I just wanted to point out this is a resource if you went online you'll be able to get a lot more detail than what I can cover in this presentation. But it's called universal design exemplars it's a CD on-line. It was by the centre for universal design it was kind of a competition we were fortunate enough we got selected for this but it's got examples from all over the world. It's really a need CD if you're looking to try to do universal design, go above and beyond accessibility standards and that. So I told you a little bit about my background in outdoor and therapeutic recreation. How did you get working at the zoo. I found a couple of other old slides I had worked at the zoo for six summers I worked a couple summers in the restaurant and on the ground crew but I was a seasonal keeper for two summers as well. So that's when my hair was dark not grey anymore but I had to throw in the Boa constrictor there. We actually a python 12 foot python his name of course was Monty Python. He was great to use and stuff. Very sensory experience to say the least. Brookfield zoo it's a pretty large zoo, 216 acres open back in 1934 so a lot of the construction started actually just before the depression kind of slow during the depression and then finally opened up in 1934. Very large zoo, gets 2 million visitors a year and that was one of the things that really kind of drove the zoo related to my position as well as kind of some of this design that I'm going to point out to you. It's something that we really got, when you think of 2 million visitors you have people of all shapes and sizes that come to a zoo. People love zoos and it's one thing we would get a lot of families would come you would get the toddler but then grandma and grandpa and siblings and everybody in between the parents so you have a very large group and that's where universal

design just kind of seemed a very logical design to include in there. One of the things that we actually did at the zoo was also form an advisory group so progress center for independent living people with mobility disability, lighthouse for the blind with anybody with total site loss and low vision and any time we had tours we always gave them an evaluation form so we were getting feedback how we could improve the accessibility of the zoo and also did a focus group of kids and adults with low vision and no vision as well that I'm going to highlight a little bit more in the presentation later. There's two separate entrances for getting into the zoo there's the Northgate and south gate. South gate was much more and very closer distance for getting into the park and this was something we would advertise on the website and brochures it was the most accessible area to get into and we included multiple additional accessible spaces far beyond what the code required just because we were trying to encourage if anybody had any kind of mobility issues or whatever this was going to be the easiest way to get in. One of the things we did in this particular entrance here, at one time to the side here was the curb ramp that we have that would have gotten you up to the sidewalk to get into the gate. The one problem was everybody else would be going this way and then somebody if they had a family member in a wheelchair they had to separate from the group and go over to the side here and then rejoin them. So what we did we ended up when we were resurfacing the parking lot we raised the parking lot so it was level with the sidewalk. So we made it level with the sidewalk so it was very easy for everybody to go directly into the gate. The one thing we did realise from a safety standpoint we put up flower boxes almost like bollards for safety so any vehicle would not go up on the sidewalk but it would still allow for a wheelchair. When you got into the park one of the things that we developed was a large print version of the map from the feedback from our advisory group and provided information on where you could pick up the accessible trams, assistive listening devices where the accessible entrance was to an exhibit. We took away from that first map it was very busy, with low vision that was hard to read so we tried to simplify it with coloration to make it easier for individuals to be able to read that. Ironically we found that more people, general public liked this map rather than the other map because it was so much easier to read. Go figure. The other thing we did provide was electronic convenience vehicles because the park is so large for some people just the ability to get around that park was very difficult if they were going to stay with their group. This was available for rental we did provide for free wheelchairs at both gates if they wanted to check out for the day. The electronic convenience vehicles were from a company so we had to small a charge fee if you wanted to use that. Anyplace that we had any kind of narrated shows we had assistive listening devices that you could pick up at the gate and we included that on the trams but where they were shows. We had a dolphin show, and one of the things we had to do on the tram because it would go past we had different channels on the particular tram so they wouldn't bleed into each other which we found out originally. We had those available for any kind of narrated shows and these are also portable so we had behind the scenes tours.

We had a caller where the individual would wear a mic and assistive listening devices and be able to hear the narration that was going on. All of the trams were wheelchair accessible. By code you're only required to have one and they could just call in and it might take 15, 20 minutes a half-hour before that could come. What we did was have every tram wheelchair accessible so the next one that would come if that was open the individual could get on with their family. If it happened to be full wait for the next one. So there wasn't really a waiting period for getting that accessible tram to take you around. One of the things we also provided was all our handouts that we provide to the public in both Braille and large print for free. I did anybody want to see it I did bring a copy of our honey bee handout that we had and it's actually got some three dimensional pictures again getting feedback from our advisory group that was one of the things that they said was going to be helpful a three dimensional picture beside the text as well. One of the things I mentioned about the zoo being older built in the late 20s early 30s is there were a number of steps that would go into the buildings so one of the things that we tried to do was eliminate those steps and made a very flat or sloped walkway to get up there. We had to start quite a bit further back to make that gentle enough. With the park trying to make that a 5% or less to get into that. It just made it a lot easier and again not only thinking about somebody using a wheelchair but at the zoo there would be a lot of strollers, somebody pulling a wagon so it made it easier for everybody to go through and to the different areas. We included also a lot of automatic door openers, just kind of the feedback was that this was going to be an easier way to get into a lot of exhibits but we expanded into different things like the gift shop and restaurants. To the left there is one of the restaurants and one of the things just thinking about it when you have a tray full of food how are you going to open the door. So use your elbow, hit the button opens up you can get through go in whatever it might be. It really was a convenience for everyone to be able to use and get in and out. At anyplace we provided picnic tables we had wheelchair accessible picnic tables. That was available. The other thing feedback from individuals who might be older or maybe stamina or whatever respiratory was having more benches so one of the things that we tried to include at especially specific exhibits people might stand for awhile and look in what's going on like the polar bears jumping into the water. Grandma and grandpa could still see their family from the bench but it gave them a break you know so they could kind of rest a little bit until they moved on to the next exhibit so we really tried to include that in a lot of different areas. One of the things that we developed originally was kind of father daughter bathrooms at all the larger bathrooms so like if there was a dad was just there with his daughter rather than taking her into the men's restroom at the front end was basically a unisex restroom. That was kind of originally the thought but that's maybe the wife had Alzheimers and needed assistance going to the restroom and that was something that her husband could do in this particular area without having to go into any of the particular restroom areas. We originally had these as toilets for tots but got feedback from individuals who were shorter in stature they found this much more easy to use took off toilets for tots so

said it was a lower toilets. Another thing was exhibitory, if you have involvement related to exhibits this was the one to the left there is from the American alliance of museum I was actually on that committee and we developed guidelines or standards for exhibit accessibility. One is from the national park service they have developed our accessibility they took from our original one. Trying to enhance accessibility there related to that. That's not covered under the ADA so it's a voluntary effort being done there. The other thing we tried to do with exhibits is trying to make sure there was easier viewing. I got a quick story, I'm running out of time. This particular area right here is the baboon island exhibit and it had very large, high rock work very difficult to see into if you were a child, shorter adult or somebody in a wheelchair. We did a cut out some grant writing got a viewing window put in. The one thing with live animals you always have to be thinking on their side as well. The male baboon saw his flexion in the glass and saw there was an another alpha that was trying to get into his lady friends so he literally leaped and jumped over this on to the sidewalk looking for this. Unfortunately it was early in the morning, a couple of our docents did not have heart attacks but they had this look at them. Didn't see the baboon jumped back in so we had to make a little adjustment to that glass so he couldn't see his reflection so we don't have any more animal escapes. Go figure. To a lot of things we tried to put in different viewing windows in that for the ability to see into exhibits rather than having fencing in that which really kind of was right at sight lines especially for somebody using a wheelchair so the ability for the one thing I like on this, the 1, 2 here is kind of like you have the mom with her kids they can all see into the exhibit very easily and that kind of was with other things as well. And the one thing this is our -- I went to the Edinburgh zoo, not only thinking of somebody using a wheelchair I like this one with the kid there's a bench where I'm standing and the parents were sitting there and watching their kid and the kid was just fascinating just watching the fish go past. The one other thing we tried to go with the exhibits is providing a heating and cooling system right by the glass. Part of that we had some geriatric animals that really found this easier on their arthritis as well as it provided them to sit or lay closer to the glass so anybody with low vision could actually be literally within a few inches of being able to see this animal and be able to see them up close in the details. The other thing related to we got some feedback from focus group, both kids and adults with low vision and no vision and one of the things we created was statues that were life size and very detailed so the first option was a life size statue in detail, second was a miniature version of that and third was a cutout so at least size wise they could get an idea of the size of an animal. This is Samson or gorilla whenever they do an exam at the zoo at the actually take measurements so the sculptor was able to use different I am prints and size for the gorilla and got some very detailed on the statue there. Here is at the dolphin show you could actually feel the teeth, if you can see in this slide and also the blow hole so it's very detailed. Somebody could really get an idea of size, shape and all their detail as well. This is kind of the cutout as well and get measurements of a Siberian tiger, 10 feet so somebody could actually get an idea how big they were. The other was just kind

of including artifacts within the exhibit so people could have that sensory exhibit with anything as much as possible we had different things from smells to hearing and different sounds as well. So just kind of show you a few examples and that's me. It was a fun job I've got to say. [Clapping].

>> Any questions of Mark on the second presentation guys?

>> Thanks Mark it was two great presentations. The number of zoos in the U.S. that would be comparable.

>> Good question. I was and I think I've only been the only access coordinator for people with disabilities that did that full-time. I know now there's probably about a half-dozen people that that's a part of their position. I would say one of the things that a plus or minus in the U.S. people like to sue and if something is not accessible at the zoo they can sue. And so there's a motivation I would say in some respect to not get sued and so I would say there's a lot of them, I would say still not at the level because I was there 18 years and I was able to do lots and lots of things. Thinking of their audience, what we discovered as well as the litigation aspect that they're kind of concerned about too. Good point.

>> My name is Joseph, I'm from I TV television production company. What I found very interesting obviously being about accessible services so we've looked at wheelchair access, blind facilities, facilities for the blind but what about facilities for deaf people, what's being made accessible for deaf people?

>> Actually we had the assistive listening devices if people insurance some residual hearing but we had requests on our website, brochures if somebody needed a full-time sign language interpreter that would be something we would make arrangements with. We didn't have people on staff. In an emergency situation they could fill in with a partial but in the U.S. you're supposed to have a certified sign language interpreter legally so that would be something we just had to make arrangements with.

>> Gentlemen behind you there.

>> Hi I was curious when I was looking at your slides and I looked at this title do you have what Chris was talking about changing toilets, changing toilets which includes, I'm just wondering if you had that there with your accessible toilet.

>> This is a presentation I usually take 75 minutes to do so I had to cut out a lot of slides. We have a requirement related to accessible toilet stalls. We have what is a requirement for walk in stalls so if there is a number of say a 6 or more stalls we have to have what's called a walk in stall so it actually has handrails just for mobility and safety something to hold onto. But then we would have a full wheelchair accessible stall as well so that would be something. And then also like those unisex like the father daughter and mother son stall those were all wheelchair accessible as well. Might not have been hard from the angle I took the pictures but those were fully accessible.

>> Maybe I should rephrase that then about the changing places, it's about being able to change adults or children.

>> Yeah actually in the unisex we had both a child changing table but also an adult changing table as well. Because there was a situation we had quite a few like what we would call group homes so there would be maybe, it seemed to be a home-like with older men cognitive disability and they always seemed to have female staff in order to dignity wise and that they needed assistance, a diaper or whatever so we had the adult sized changing table as well. So they would lay on that for the staff to help. Good. Thank you for clarifying that.

>> Anybody else? I think there were some really good examples from a different culture and part of the society. Excellent.

>> Thank you [clapping].

>> Last is Andrew Douglass founder of parallel London how to live experience which celebrates diversity can be a catalyst, a positive change. Andrew, thanks.

>> Hi everyone my name is Andrew Douglass and thank you for the introduction I'm the founder of parallel London. What I would like to cover for the next 15 minutes or so is really how live experience which celebrates diversity at scale can be a catalyst positive, a positive catalyst for positive change. So what I'm going to do, I am just going to talk for the next 15 minutes, I am going to show at the same time some visual representations of an event we created called parallel London and I'm going to hopefully make a case for live experience. So real life experiences shape our preferences and memories much more profoundly than what we read or see via any media. With such life events potentially much more powerful than any other form of marketing especially if you know how to positively engage audiences and create connected communities long after the event is over. A live event presents a very good opportunity to look at the interworkings of how inclusivity is represented in society and completely flip it on its head. This can change the perception of the particularly if the experience is fun, if it's dynamic, if it's surprising and if it's a celebratory. Using our experience and my experience over the last 25 years of this incite I created an event called parallel London which is a large scale event which has been can you remember rated through inclusive which in turn looks to attract people of all ages and all abilities. By using parallel London as an example I'd like to demonstrate hopefully demonstrate the power of large scale events which can act as a dynamic, society including communities businesses brands governments schools specialists organisations charities and families and bring to live the positive benefits of inclusivity while at the same time emotionally connecting our audiences to wholly new and exciting experience of disability. The first let me just quickly explain the format of parallel and what I've got on the screen is a little schematic map of the Olympic park in London and this was basically the food print for parallel which I run as a not-for-profit event to attract all disabilities whether physical disabilities or invisible disabilities. The format combines a series of challenge events and that ranges from 100 meters, 1 K, a sensory 1 K, a 5 K and a 10 K. And there's no cut off times and the reason for the breadth of those distances is that there's something for

everybody. The other thing I wanted to encourage was for beneficiaries to become benefit factors. So often people with disabilities don't have the opportunity to challenge themselves or raise money for causes they feel close to or believe in and I would like to show a very quick film that demonstrates, follows the stories of four kids and their day at parallel London and how they challenged themselves and were able to become benefactors. [Videos playing].

>> Okay so some great moments there for the kids from whiz kids and the other part of parallel London we also created a whole series of themed environments as well and each themed environment contained a whole theme of around technology, around active lifestyle, food and drink, culture, community, and family as well. And by each environment was also sponsored by a major brand and this is really important because I really take the view brands need to stand up and align themselves with positive as attributes of disability. The powerful change will be in alignment with the brands. It's imagery of all the different environments fully accessible and created through the lens of inclusivity and disability as well. And you can see some of the brands that sponsored us on the day. So I just want to for the next five minutes then just dig into how really the how live experience celebrates diversity can really be a positive catalyst for change and there's a number of really important ingredients the first one is community. And by -- it's to really create a community of people with a passion for inclusivity and facilitate connections between them. The next ingredient is content create contents and lots of it and one place and is available nowhere else. The next thing is immersion how to create an immersive environment to engage people to feel they are in a different place. Engagement create a dynamic and celebratory environment which gets your audience in a different place. Create an authentic atmosphere of inclusivity and diversity. Innovation, really important, try new ideas and approaches and be willing to push yourself in the boundaries and constantly and continually be prepared to reinvent yourself. We all want to be different we don't want to be colourless and grey and we want to strive to be the coolest guys on the block. Why shouldn't an event be really cool and colourful. Even the food appeals to the senses, aim for the look and the feel to be different than most events and create exhibits and performances and showcases that engages rather than disrupts. And create value by providing a total experience that cannot be duplicated anywhere else. And fun of course fun has to be the red thread that permeates every single experience. Learning exposing our audience to new ideas and new ways of thinking and learning new things. And of course respect and insight and living to our promise of creating a fully accessible and safe environment. Being the entertainment and engaging the audience on multiple different levels and to be social to make new friends, create social spaces for maximum audience connection and create communities. And platform, provide a platform for important causes and charities to get airtime and raise money for what they want to do. And finally, sharing, all about sharing, sharing content, share all content freely and make that content free and fully accessible. So there I believe the main ingredients that can really contribute to an event that's really going to change and



help change the perceptions and attitudes towards inclusivity. What I would like to do now is show you a second film which brings to life parallel London which we staged in the Olympic park what the film will show is demonstrate two parts the first will concentrate on the challenge events and the push runs and the runs and follow some of the stories and in the second part of film will concentrate on the festival on the inclusive environments and all of the activities that took place on the day. [Videos playing].

>> Okay. So that was last just last month in the Olympic park so what next. We create an event last year. This is just an excerpt from a letter from the mayor of London Cindy can. As you are aware my office has pledged to support parallel London for five years. I hope during this time my office will be able to engage further with parallel London and continue supporting the various events to promote inclusiveness at the capital's wonderful diversity. The reason I showed this is we have the support from the mayor of London and working with them from a cultural and tourism one of the of the man if he is towards is to make it an accessible city and we're very keen to work with other cities and regions and countries in the same vein. Vision for the future. So we want to create and make parallel London our national celebration of inclusivity here in the UK. There is nothing that large scale, at all, at the moment I think that's a huge gap in our society and I think that's something we want to address. My ambition is to make parallel London one of the biggest events in the UK one day I hope to make it bigger than the London marathon or the great north run. So in 2017 we want to double in size so last month we attracted 5500 which included 3,000 people who participated in the challenge event. Of that 42% of those people declared they had some form of disability and again we really want to grow that percentage and try and make a fully inclusive event where it's 50/50. People with disabilities are participating shoulder to shoulder, side by side with people who do not have disabilities. We also want to create smaller regional parallels as well up and down the country. Here we are in Scotland, I would love to bring a parallel to Scotland with you we really want to take perfect legals in all countries and in 2018 we want to maintain our UK growth to be one of the biggest events in the UK and also we have international ambitions and how through live large scale events we can help change positive perceptions around inclusivity and disability. Thank you [clapping].

>> Thank you Andrew. Any questions for Andrew, guys?

>> How are you funded?

>> So we run the event as not-for-profit. There are two main sources of funding sponsorship. You saw a number of different sponsors for this time and secondly like most other mass participation events there is a nominal fee for the challenge events so it's that combination of and also through charities and also for individuals as well. So our main source of income is through charitable bonds for the challenge events and sponsorship. I was quite deliberate in my aim not to be a burden on the public purse. I am very committed to making parallel sustainable and affordable that's why I'm running it not-for-profit and it can

be self-funding and continue to grow.

>> Thanks. Just wondered if you've been to Scotland how we're going to fund it.

>> Any other questions guys? A song.

>> I'll play you a song.

>> It's linked to the last question what's the scale of it if Scotland was wanting to put on event what is the sponsorship challenge.

>> What we can do, so what you saw there was two elements of parallel there was the challenge event mass participation and festival running along the side of it. So the scalability we could if we were to bring it to Scotland for example we could just bring the challenge events so the operational overhead and the infrastructure would be more modest. We could look over a longer term. If you wanted to add the festival we could look over a wider length of time and/or focus on the challenge events. It's deliberately designed to be scalable.

>> Any other questions, guys? Great. Thanks a lot. Andrew. Cheers [clapping].

>> Listening to the four presentations two are really practical in terms of Andrew is the new concept and something that is making a difference to people on a mass scale. Throughout, for me in the business sense makes practical business sense and it's about accessibility not about disability. I think that fundamentally if you look at the demographic and the examples I've listened to today is about we are missing a whole customer group if we don't shift our thinking to accessibility. And I think from a business point of view a lost opportunity. There's something about expectations of people and I think we have to set higher standards for those businesses and higher expectations in terms of what's expected in terms of accessibility from a consumer point of view. Shifted attitudes is the big one I think and I think that goes, that sits alongside expectations for me. How do we shift those attitudes and it's something to do with our communication how we rate those businesses because I think those customer experiences willing a long way to shift those attitudes. It's all about revenue. It was clear that in the zoo example, because the thinking was different than we got to a different place, so I think it's about the right level and what I really liked it was about consultation, consultation was a real driver in most of the presentations. Wasn't just consultation it was consultation delivering real outcomes that delivered practical solutions because the consultations start and they turn into a practical solution. It wasn't a talking shop for talking shop purposes it was to deliver practical solutions, it worked. Guys, thanks for the three speakers, having such a rich debate I suppose and thought provoking presentations. Thanks for the audience and hope you enjoy the rest of the day [clapping]