DISABLED ACCESS DAY

12th March 2016



www.disabledaccessday.com



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Photo on front cover of The Bimblers in Dartmoor.
Photo above is the House of Parliament

Foreword

Following on from the first ever Disabled Access Day on 17th January 2015, the second event took place on 12th March 2016 and has more than quadrupled in size. It surpassed all of our expectations in terms of both visitor and venue numbers - it was a fantastic day!

As the Founder of Disabled Access Day, it was fantastic to see Twitter come alive with **#AccessDay** chatter, seeing people's positive experiences of new places being shared, confidence being gained by both individuals and venues and perhaps most importantly, fun being had by all.

Never in my wildest dreams, but always in my wishes, did I imagine people across the UK and beyond would engage in the spirit of Disabled Access Day 2016 so fully and with such fun.

In 2014, when the idea for Disabled Access Day was born, I could not have imagined that it would have grown as much as it has in the last two years. The morning I visited my local bus company for a 'try it out' session now seems like a long time ago; but it gave me the confidence to frequently use buses with my powerchair and the idea for the day itself. Seeing others gain confidence to visit new places or try new things, as I did back then, is what Disabled Access Day is all about!

I've been impressed with the number of venues who have actively engaged with the day, trying out new things themselves, welcoming open and honest feedback and engaging with new customers. Speaking to venues after 12th March, I know there are lots of great things being planned that will improve accessibility of venues in the longer term and I look forward to seeing these develop and hopefully trying out one or two along the way as well!

As we look forward to the next Disabled Access Day, I am excited about what can be achieved in the coming years and I hope you'll join us too. See you in 2017!

Paul Ralph
Founder of Disabled Access Day



What is Disabled Access Day?

Disabled Access Day is all about visiting somewhere new, whether that's a cinema, coffee shop, museum or anywhere else. It's also an opportunity for venues to showcase their accessibility, try something new and engage with new customers.

This year marked the second Disabled Access Day which took place on 12th March. The event built on the success of the inaugural event in January 2015 which saw over 1,000 disabled people take part and 261 venues get involved. This year over four times the number of venues got involved and it is estimated that over 10,000 people took part in the day.

As well as working with national organisations Barclays, Caffè Nero, Stagecoach and Strada, we worked with over 270 independent venues. From museums in the Scottish Highlands to the famous sights of London; venues across the UK, no matter their size, showed their commitment to providing access and inclusion for everyone.

This year there were four hub cities where there were a variety of events; Edinburgh, Leeds, London and Newcastle. You can find out more about what happened in each of these cities later on in the report. We were also pleased to see some international events again this year, with Visit Flanders putting on a whole range of activities across the region. There were also events in Portugal and Canada.

The event is sponsored by Euan's Guide, the disabled access review website and app. As part of the sign up process this year, we asked each venue to register on Euan's Guide and we encouraged people taking part in the day to leave reviews on the site. This will ensure that beyond 12th March, there is a legacy to the participation of every venue that was involved and that we continue to share information on the world's accessible places every day of the year.

Our aims



Try something new

Encourage disabled people, their friends, families and carers to try something new.



Confidence

Give disabled people confidence to explore somewhere in a safe and welcoming environment.



Highlight

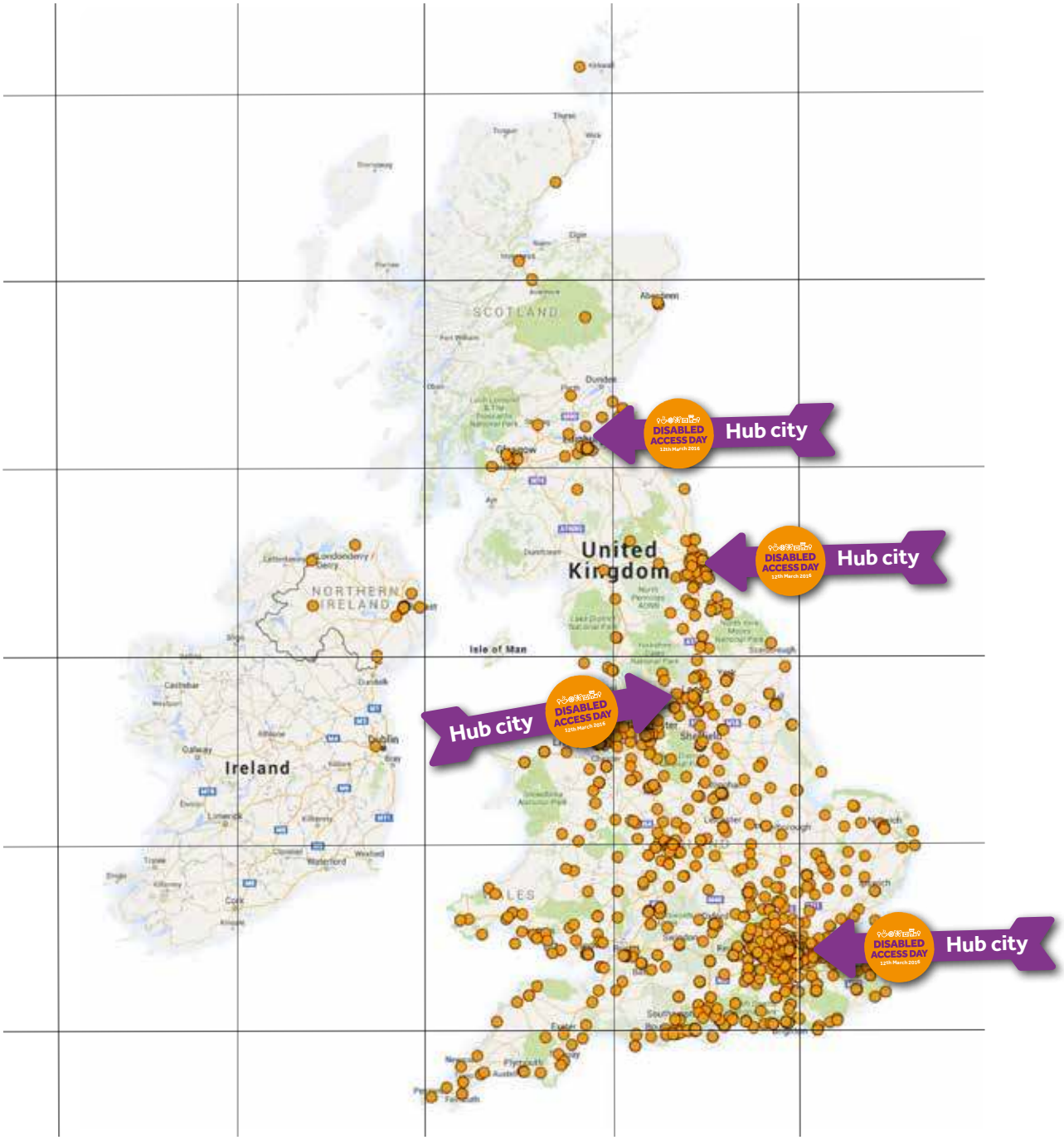
Highlight places that have great accessibility across the UK and beyond. Plus, give venues an opportunity to showcase the services and facilities they provide for disabled people.



Raise awareness

Raise awareness about the importance of disabled access and encourage venues to think about accessibility.

2016 UK Activity Hotspots



A map showing the events that took place on Disabled Access Day across the UK & Ireland.

2016 at a glance...



01


02



03



04


05



06



07











1. Staff at Eureka! The National Children's Museum in Halifax with a BSL interpreter. Photograph by Rebecca McAusland.
2. The team at Tunbridge Wells Museum & Art Gallery ready to welcome visitors!
3. Staff at Ivy Bridge Donkey Sanctuary in Devon with some of the donkeys.
4. Getting ready at Clynfyw Care Farm in North Pembrokeshire.
5. Iain Gray MSP and Grace Warnock unveiling the new accessible toilet sign at Scottish Parliament.
6. Family and friends visiting Churchill War Rooms, London.
7. Hearing Dogs with the team from the Roald Dahl Museum in Great Missenden.
8. Paul Ralph (middle), Disabled Access Day Founder, with Nathan and Colin from Accessible Leeds at Leeds City Museum.
9. Visitor at St. Paul's Cathedral in London. Photograph by Graham Lacdao.
10. Visitors to the People's History Museum in Manchester.
11. Sarah and her son, Hadley, at the opening of the Changing Places toilet at Longdown Activity Farm in Hampshire.
12. Burnham Access Group ready for their day assessing the local high-street.

Highlights from 2016...



George visits London!

George from Whizz Kidz visited St Paul's Cathedral and the Tate Modern on Disabled Access Day and said: "Never have I been prouder to call myself a wheelchair user and disabled activist. **#AccessDay** - unbelievably heart-warming, powerfully clear and collaborative. A perfect world - more inclusive, tolerant, accessible and sustainable - is closer tonight than it was yesterday."

The Bimblers in Dartmoor!

The Bimblers, also known as Rob and Bridget, headed south to Dartmoor over Access Day weekend. As well as their first ever radio interview, they tried out a Boma 7 (pictured) and visited a variety of places across Dartmoor including Widecombe-in-the-Moor, Torquay, Castle Drogo and South Devon Steam Railway - it's fair to say it was an action packed weekend!





Visit Flanders promote access

Visit Flanders co-ordinated a whole host of events at attractions across the region, including city touch tours, Flemish Sign Language (VGT) tours and a region wide flash mob. Not only this, they received national radio coverage on Radio 2, promoted their accessible 'plan your trip' tool and updated their tourism brochure so more people could find out about accessible travel in the region.

Our logo in Welsh!

We worked with Visit Wales to promote the day to tourist attractions and accommodation providers across the country. We had so much interest that we were asked if we could create a logo in Welsh for people to use and we happily created it with their help! Fingers crossed next year we will have logos in lots more languages!





Accessible banking at Barclays

Over 500 Barclays branches across the UK took part in Disabled Access Day this year, one of their members of staff said:
"After a fantastic huddle on all the ways we help customers who have disabilities, our staff are ready to talk to any customer to help make their experience of Barclays the best it can be."

Working together in Brighton

Brighton & Hove buses showcased their accessible services and facilities at their travel shops. The event was attended by Juliet Smith, The High Sheriff of East Sussex, who commented: "it is so inspiring to see so many charities working together with Brighton & Hove Buses to promote accessibility and Disabled Access Day. Things happen when people work together."





Coffees at Caffè Nero

A total of 250 Caffè Nero stores got involved across the country offering those taking part a complementary hand crafted coffee (or hot drink). Lots of people took them up on the offer! If you visited a Caffè Nero, remember to leave a review on Euan's Guide!



What happened in London?

In London, over 40 venues took part in Disabled Access Day. From WAC Arts 'Waccess' day of sports activities in North London to trying out the Magic Garden at Hampton Court Palace in Kingston-upon-Thames (before it was officially opened to the public), there were lots of activities for people to take part in across the capital.

The staff at the Playhouse Theatre had training from Guide Dogs on Friday 11th March (pictured above) and then did fundraising for the charity at their performances of the End of Longing, raising over £1,300 for the charity. They were also interviewed for Channel 4 News - Chad the dog was very happy to be on camera!

One of our London highlights, was that the National Theatre lit up the fly-towers purple and orange from dusk until 1am in honour of the day!

Independent venues in London

13	13	12	2	1	1	1
Visitor attractions	Museums & Galleries	Stage & Screen	Places of worship	Charity	Outdoor activity	Transport



What happened in Edinburgh?

The Royal Botanic Garden Edinburgh held the national hub event with free entry to their Glasshouses, seed sowing in the poly-tunnel and free garden tours designed for people with a range of access requirements. Lothian Buses and Stagecoach were also at the Botanics and had vehicles outside of the West Gate for people to try out. It was a great day with Euan from Euan's Guide attending (pictured above), as well as the team from Guide Dogs Scotland.

Elsewhere in the city, people could join the first ever tour for visually impaired people at the National Museum of Scotland, learn the secrets of the Royal Mile with Mercat Tours and see the unveiling of the new accessible toilet sign at the Scottish Parliament. Galleries across the city also joined forces to encourage people to learn more about what they have on offer.

Independent venues in Edinburgh

8	8	5	2	2	1	1
Visitor attractions	Museums & Galleries	Stage & Screen	Outdoor activities	Transport	Education	Library



What happened in Newcastle?

A range of events took place across the city of Newcastle and in Tyne and Wear.

The Tyne and Wear Museum and Archive Association encouraged all of their museums and attractions to get on board. They offered a range of activities which included free access for 20 people to the Leonardo Da Vinci exhibition at the Laing Art Gallery (pictured above), as well as a variety of tours at the Discovery Museum.

Lauren Pluss, Disabled Access Day Manager, met up with a team from Whizz Kidz on their wheelchair skills training course in the city centre (pictured above). As well as testing out the Metro, the team visited Grainger Market, Eldon Shopping Centre and Leazes Park - a busy day for everyone involved!

Independent venues in Newcastle & Tyne & Wear

6	4	2	2
Museums & Galleries	Visitor attractions	Stage & Screen	Charities



What happened in Leeds?

Leeds City Council took a leading role in the development of activities and events in Leeds, with a range of council operated attractions including Leeds City Museum, Lotherton Hall and Tropical World all taking part in the day to highlight their accessibility.

Councillor Judith Blake, Leader of Leeds City Council, said: "Disabled Access Day gives us a fabulous opportunity to celebrate and recognise what an inclusive city we live in and to highlight just some of the many opportunities disabled people in Leeds can take advantage of."

Leeds City Museum was the hub for a variety of activities (pictured) that included tours, sports taster sessions and a pop up sensory room, plus the council's portable Changing Places toilet that is available to hire.

Independent venues in Leeds

4	2	1	1	1	1	1
Libraries	Visitor Attractions	Museum & Gallery	Stage & Screen	Retail	Charity	Sports & Leisure

Key statistics...

We asked individuals and venues that took part in the day to complete a survey to let us know their thoughts and opinions on the day. We've collated feedback from over 50% of the independent venues who took part and displayed the findings below.



It is estimated that

10,848

people took part

over ten times the number of individuals who took part in 2015



countries held events for Disabled Access Day.

1,067

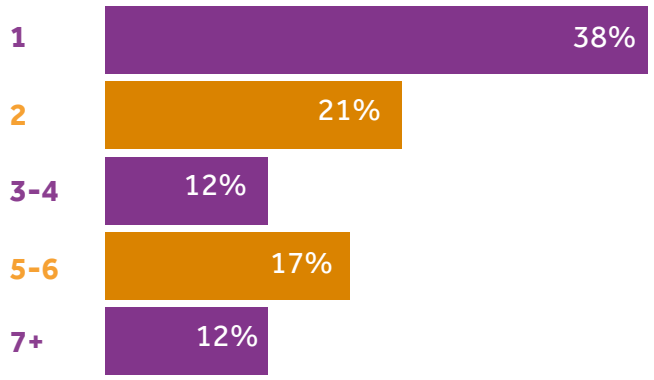
venues took part



over four times the number of venues who took part in 2015

Survey results: individuals

How many venues did people visit on Disabled Access Day?



65% said they visited somewhere they had not been to before.

89% said they would visit somewhere they had visited on Disabled Access Day again.

96% said they would get involved again next year.

Survey results: venues

Who was involved?

1,067 venues took part

276 independent venues

+

- 503 Barclays branches
- 30 Strada restaurants
- 250 Caffè Nero
- 8 Stagecoach events

What types of independent venues were involved?*



27% visitor attraction

23% museum or gallery

18% stage and screen

8% charity

8% outdoor activity



6% hotel or B&B

4% sports and leisure

4% transport

1% place of worship

1% retail

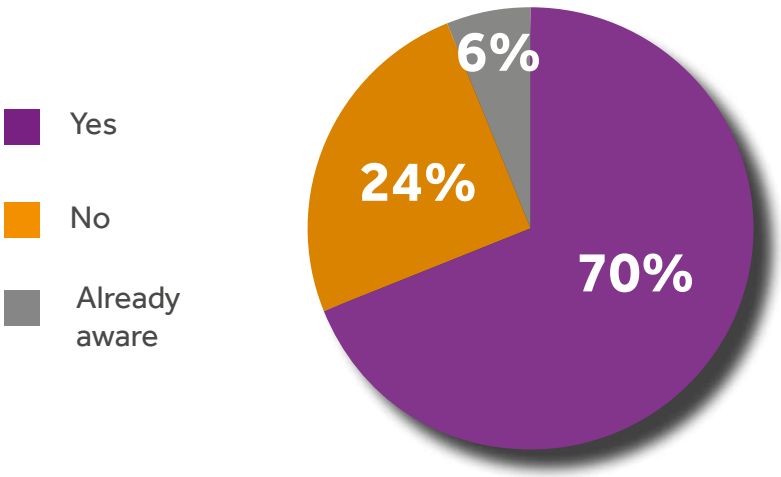
*2% Other

Top five impacts of getting involved in Disabled Access Day...

1. It has made us more aware about accessibility.
2. It has raised awareness amongst the public that we're an accessible venue.
3. We're planning on having more accessible events.
4. It has increased staff and / or volunteer awareness of accessibility.
5. We've made new contacts as a result of our involvement.

94% of venues said they would get involved again next year.

Has your involvement in Disabled Access Day increased your awareness of accessibility?



What people said...

Nat

I have just had such an amazing day on Saturday, I went up the Blackpool tower for free, it was amazing!!!!! My cousin lives there, so we met them and we had such a fab fab time, I went on the glass view floor, I didnt know wheelchairs could go on that, it was totally amazing, I have never done anything like that before!!!

"Disabled Access Day 2016 - A day to say 'yes we can'"

Huffington Post

Jenni

I'll be enjoying being out and about with my disabled daughter who has cerebral palsy and is in a wheelchair. Hoping for sunny weather!



Martina_
@Marty__L

Still buzzing from the #AccessDay display this morning. And the @ApolloVictoria staff was just amazing in answering so many questions 💚

I am taking a group of young people with a learning disability to an outdoor activity centre to try out some of the activities they offer.

Roseleen

"Get out there and try something new for Disabled Access Day."

Sky News

"There are more than 200 reasons to be excited for the return of Disabled Access Day"

Able Magazine

Danielle

Will be attending a couple of the places nearby me to make a full day out of it, followed by a visit to Caffè Nero!



"Disabled people will access all areas this weekend"

Third Force News

Had an amazing weekend, as did many others thanks to D A D!! It was fab being able to be in touch with everyone in the different areas seeing what's going on pretty much as it happened. Gives you such a buzz as you can physically see it making a positive difference to someone's day, and hopefully, eventually, their life in the long term.

Gary

"Museums plan range of events to mark Disabled Access Day"

Museums Association

David

We spent the whole afternoon in the Imperial War Museum in London. They were well prepared for all kind of disability. As a visually impaired person I felt very well looked after... We had a very enjoyable day which included my first tandem riding experience after 4 years...Felt a bit pampered today.

What venues said...

Shakespeare Birthplace Trust, Stratford Upon Avon

"For us as an organisation, getting involved has been a really positive experience. Showing our staff and volunteers what we can do and also our locals the things on offer! It's been a great start to a longer journey of transformation and progress!"



Ambassador Cinemas, Woking

"The feedback was wonderful! It was lovely for people to visit the venue and see first had what we can offer. Also groups from different charities got to meet each other and do a bit of networking.
One family mentioned that it was nice to visit the cinema just to see how the children would react without having to commit to paying for a film they might not sit through."

Tunbridge Wells Museum & Gallery

"As a museum we are always looking at ways we can champion access and wanted to take part in the day to promote what we offer, but also to find out what we can improve upon. We have a listed building and the museum hasn't been updated for many years so although we are aware of improvements we need to make, it's important to speak to our visitors about what they want too."













Imperial War Museum, London

"It has raised awareness generally among staff and visitors. It allowed us to review and permanently adjust some of our material facilities and access budget for equipment. It put in place a framework for working across the branches on Disabled Access Day 2017. At Imperial War Museum London it established the feasibility of offering BSL interpreted talks which we will look to offer on regular basis. We established links and contacts on which we can build new relationships."

Borough Market, London

"We had some great feedback from Deaf people who attended the cookery demo. They were not aware of our monthly demos and gave us lots of advice on where to advertise them in future to reach the Deaf community. They also gave feedback on how we could improve them. We received two comments on Euan's Guide about how accessibility in the Market can be improved for people with limited mobility which has given us some points to think about."

Theatre Royal & Royal Concert Hall, Nottingham

"We had visitors that detailed how our current access provision really enables them. Our Managing Director has been very interested in the work we have done for this event and it has shown how various departments can work together to achieve one aim. The additional marketing and promotion has opened my eyes about what we could be doing all year round."



Media coverage

Over 1,000 venues and organisations took part across 8 countries - and those were just the events we knew about! The week leading up to Disabled Access Day saw much press interest and lots of social media activity. Check out the stats:

COUNTRIES	NUMBER OF VENUES	NUMBER OF PEOPLE
8 countries held events	**1,067** venues took part	**10,848** people (estimated)

PRINT & ONLINE	TELEVISION	RADIO
140 articles featured Disabled Access Day	**4** TV news stories (Sky, Channel 4, BBC and Notts TV)	**11** radio news stories (National & Regional)

PRINT & ONLINE IMPRESSIONS	#ACCESSDAY	RADIO IMPRESSIONS
383,791,227 impressions	trended for **5 hours** on twitter	**2,225,000** impressions

Media highlights...



Sky News coverage

Sky News covered Disabled Access Day throughout the day, including interviews with Mik Scarlet (pictured), Sky journalist Max Preston and Muscular Dystrophy Trailblazers, Nirav Shah and Fleur Perry.

BBC Scotland filming

Paul Ralph, Founder of Disabled Access Day, and Kiki MacDonald, Co-Founder of Euan's Guide were filmed at the Royal Botanic Garden Edinburgh (pictured) and interviewed by BBC Reporter Ian Hamilton. Explaining the aims of the day and showing what was on offer at the Botanics, it was a great piece that encouraged people to get involved!





Prime time news!

Disabled Access Day was covered on Channel 4's 6pm news (pictured), highlighting the number of venues that got involved on the day and promoting good access. They also headed to The Playhouse Theatre and joined the team there, with Guide Dogs Kent, on a touch tour of the theatre and auditorium.

How can Disabled Access Day be even better...

We asked individuals and venues about their thoughts on how we could improve Disabled Access Day next year, here's what they told us:

Venues told us...

10)	**More ideas on how to get involved** We've been collating some great case studies from venues who got involved this year and will continue to provide our top tips advice to help venues prepare for the day.
9)	**Change the name to 'Access Day'** Venues and individuals advised that changing the day from 'Disabled Access Day' to 'Access Day' would encourage more people to take part in the day, including elderly, Deaf and blind people who don't identify as disabled but who might like some of the activities that are put on for the day.

Individuals told us...

8)	**Ask venues to confirm events sooner** Individuals advised that it would be better to have events confirmed in advance so they're able to plan their activities ahead of the day. Announcing the date now will give everyone more time to prepare and we will look at creating a cut off point for adding new events and updating information.
7)	**More days to get involved with more activities** People generally visited one or two venues but feedback showed that they would like to have visited more, additional days will hopefully mean more venues can be visited next year. We have good news on that front, turn the page for the dates for 2017!
6)	**Every day should be Access Day** Of course it should be! But currently it is not. Disabled Access Day has been set up to be a fun and engaging way to raise awareness of disabled access and encourage individuals (& venues) to try something new.

Lots of people told us...

5)	**Improved community engagement** Individuals advised that they would like more engagement at community level and venues advised they would like to engage with community groups more. If you're part of a community group or know a community group that might be interested in getting involved in 2017 - please get in touch!
4)	**A better geographical spread** We want to make Disabled Access Day 2017 much bigger and better and plan to work with local people, organisations and councils to increase participation and geographical spread in 2017. We need your help to promote the event and get more people and venues to take part - please get in touch!
3)	**More events at more venues** People advised that they were particularly keen to see football stadiums, leisure centres, transport providers, pubs and other 'everyday' venues get involved in the day. We will contact as many local and national venues to encourage their participation in the 2017 event, but remember to keep letting us know your ideas and keep spreading the word!
2)	**More promotion and marketing!** Increased press and media coverage will help us to raise the profile of next year's event, but we need your help for this too! The event this year saw more than ten times the number of people take part, we'd love to see an even bigger increase next year!

1) We need your help!

Lots of people commented that they didn't know about Disabled Access Day. We need your help to spread the word so more people know about it! As a small team, we appreciate all the help we can get! We'd love it if you could let us know the names of some local groups that might want to get involved or contacts in the local council . Alternatively, you can help us by sharing information on your own social media accounts using #AccessDay - we'd love your support to help make Disabled Access Day 2017 even bigger and better! Please just drop us an email with your suggestions: **takepart@disabledaccessday.com** - it would be great to hear from you!

Save the date(s) for 2017!

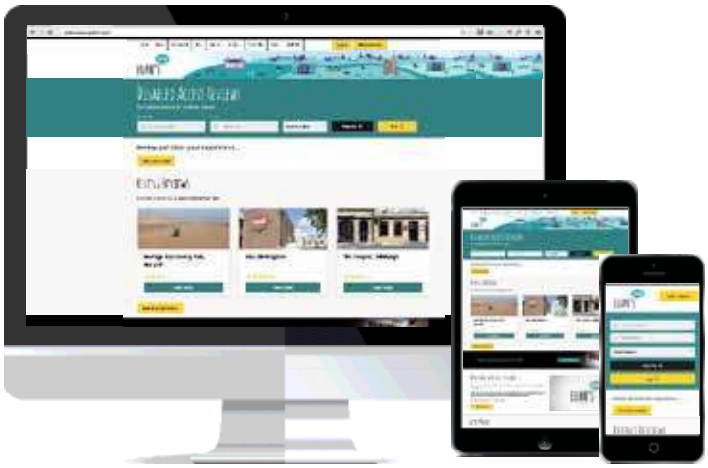
We are very excited to announce the dates for Disabled Access Day 2017! Following on from feedback, an extended weekend of events and activities will enable more people than ever to get involved! Make sure you register on our website to be updated with the latest news, events and information.



Saturday 11th March will form the main day for activities and events, however extending the activity over a long weekend will enable more people and venues to get involved, plus encourage schools, charities and businesses that only open on weekdays to get involved too.

Our sponsor Euan's Guide

Euan's Guide is the disabled access review website and app that helps to share information about the world's accessible places with disabled people, their friends and family. The charity was founded in 2013 by Euan MacDonald, a powerchair user, and his sister Kiki.



People use Euan's Guide to submit photos and reviews about their experiences of disabled access at places they have visited. Disabled people, their friends and families can then use the website to search for listings and reviews of thousands of venues across the UK and beyond. Representatives of venues such as shops, hotels, attractions and more are encouraged to list on the website to share their own information about accessibility such as toilets, wheelchair access, and hearing loops. The award-winning charity has been endorsed by Professor Stephen Hawking and JK Rowling among others.

"The goal of Euan's Guide is to provide a friendly, honest & empowering alternative to hours of web searching and phone calls and, most importantly, remove the 'fear of the unknown' when visiting a venue for the first time."
Euan MacDonald (pictured right)
Co-Founder, Euan's Guide



Hear more from Euan at www.EuansGuide.com/Film

How to get involved in 2017

Disabled Access Day is all about trying something new. Whether you're an individual, charity, community group, business or organisation - there are lots of different ways that you can get involved. Check out some of our suggestions below. If you have a different idea(s) - we'd love to hear it!

Individuals

Ahead of next year please help us spread the word! Whether that's by sharing information on your social media channels, putting us in touch with people, organisations and venues locally or sharing your ideas for a successful event. It would be great if you could get in touch with your local MP or council and encourage them to take part too. As a small team, we really appreciate all the help we can get to spread the word to help make sure next year even more people know about the event!

On the day(s) we'd love you to join us and choose a new place to visit. It can be absolutely anywhere... Coffee with friends... Cinema with the kids... Try a new activity... Visit a new town... Join others taking part... The list is endless.

Groups & charities

There are several different ways you can be involved:



Tell your own members / supporters about us
We have a range of materials that we can send you to help you spread the word about Disabled Access Day 2017!



Organise a group outing to visit somewhere new
Whizz Kidz in Newcastle arranged a visit to local attractions as part of their Wheelchair Skills Training in 2016.



Open up your own facilities to disabled people
For example, Capability Scotland's West Lothian Advice Service held an event that encouraged people to visit and discuss access locally.



Offer activities that participants can try for the first time
WAC Arts in London put on Waccess, a day of activities and taster sessions in a range of sports including fencing, boccia and archery!



Work with a local venue to put on an event or activity for 2017!
Advance UK worked alongside Hackney Museum to put on an art workshop and engaging activities in 2016. Can you do something similar in 2017?

This list is endless too... The key is to get as many people as possible participating, so whichever way suits you, suits us!

Venues

If you're a venue owner, manager or member of staff we'd love to work with you to highlight your venue's accessibility, raise the profile of your venue and help you engage with new customers.

Our recent Access Survey revealed that 98% of visitors are 'very likely' or 'likely' to return to a venue with good access, so it's the perfect day to increase awareness about your venues accessibility and engage with new, potentially loyal, customers.

You can get involved in a number of ways:



Could you hold an event on the day?



We know there's no such thing as a free lunch - but could you offer a free coffee perhaps?



Or if you charge people entry could you discount this for the day?



And if you're not able to offer a deal then how about a good old fashioned welcome?

Just let disabled people know that they are welcome and that your venue is accessible!

How we can support you

We're here to make sure you get the most out of Disabled Access Day. Here are some ways in which we can support you:

- Every venue that registers for Disabled Access Day will be featured on the official website and events will be promoted through social media.
- We'll provide customisable graphics for sharing on social media and template blog articles and press releases which businesses can adapt for their own use.
- If you're running a discount or offer, we can distribute vouchers to everyone taking part to encourage people to try new venues in their local area.
- Participating venues will be sent an event pack including Disabled Access Day balloons, leaflets, banners and posters to enable venues to publicise their involvement in the event.

- We'll send regular email updates in the lead up to the event to keep you up to date with developments.
- We have a resources pages on our website which is regularly updated with industry relevant top tips.
- Every venue is asked to register with Euan's Guide, the disabled access review website and app. The team at Euan's Guide will support you through the registration process and keep you up to date through their monthly Venue Issue, packed full of top tips and case studies.
- Last year, venues benefited from media coverage including press releases, television coverage and radio interviews and we hope there will be even more in 2017!
- Venues shared photos of their events on social media which were then retweeted from the official Disabled Access Day account. Social media gave venues the opportunity to participate in a national discussion and promote the accessibility of their venue to a worldwide audience.
- And there's lots more to come!

Could you become a Disabled Access Day sponsor?

We need event sponsors to help us cover the costs of running the national campaign and raise awareness of the day amongst the 11.9 million disabled people in the UK, plus increase the knowledge of accessibility amongst businesses and organisations. The national campaign is run by a small committed team of individuals but we need your support to help ensure it's even bigger and better in 2017!

We'd love to hear from you if you can help us with:

Printing: to help raise awareness of the day, we print a range of documents. If you have in-house printing and can help us by printing out our branded materials, it would be great to hear from you.

Postage: each venue that's involved is sent a range of materials to raise awareness about the day and promote their involvement. If you can help us by posting some of our materials, please get in touch!

Make a donation! We'd love your support to help us make our 2017 event bigger and better - we have a range of sponsorship packages available, please get in touch for more information.

For more information please contact **takepart@disabledaccessday.com**.

Thank you!

"A massive Thank You to everyone who supported Disabled Access Day 2016 - we couldn't have done it without you!"

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Get Involved!
10-12 March 2017

Contact

www.disabledaccessday.com
takepart@disabledaccessday.com

Disabled Access Day
c/o Euan's Guide
29 Constitution Street
Edinburgh
EH6 7BS
UK

0131 510 5106 / +44 (0)131 510 5106

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