

City Access Solutions

We are:

- Disabled creatives with lived experience in hotels & hospitality
- Background in arts, media & consultancy - BAFTA Award winning work
- We make accessibility engaging, practical, and business-focused



Why Access Matters.

Why wouldn't it?

- Style
- Comfort
- Freedom
- Culture
- Design
- Ease



Disabled Travellers want the same things as everyone else

Why accessibility is a business advantage?

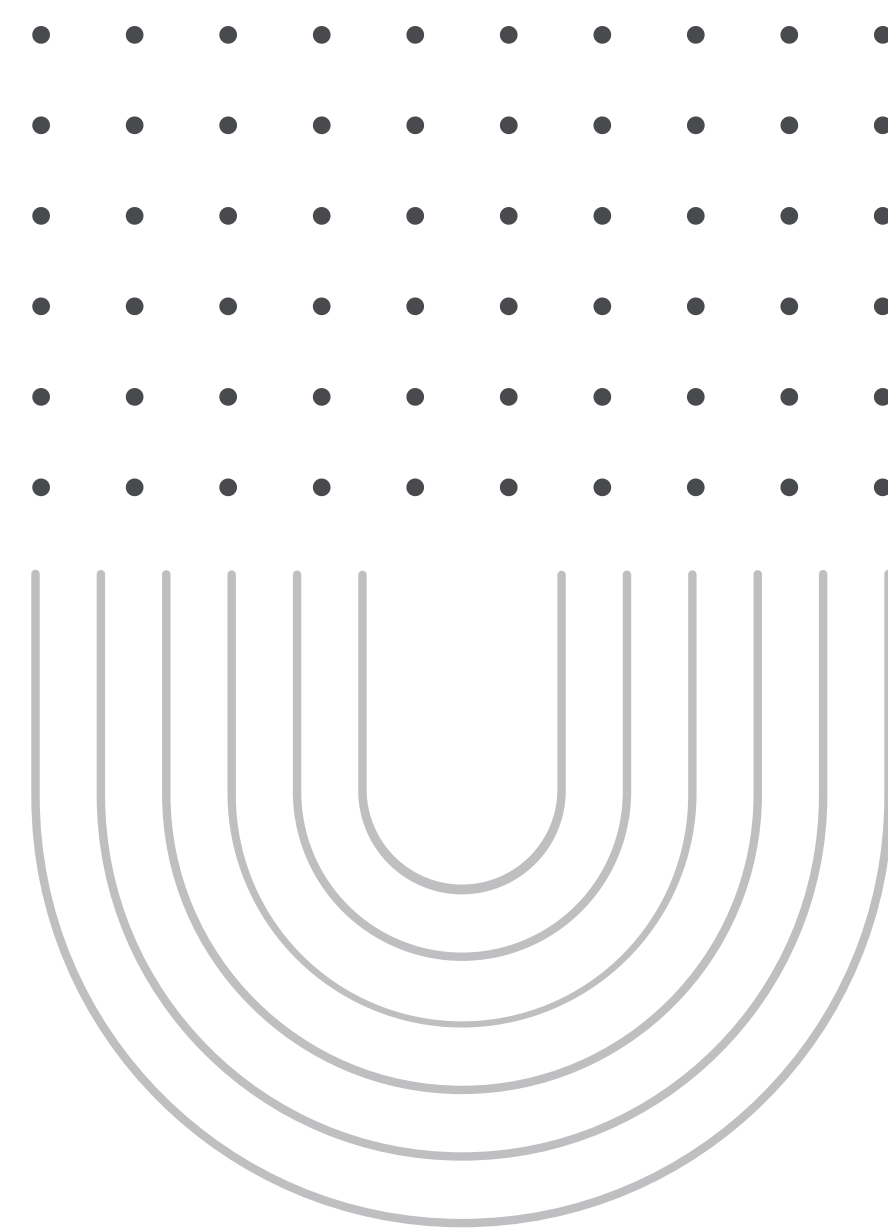
- Accessibility isn't a cost - it's growth
- Attracts conferences & business tourism
- Strengthens staff culture & retention
- Builds brand reputation and loyalty
- Positions hotels as leaders in inclusive hospitality



Let us talk you through our experience in hotels:

We often find the most common barriers are:

- Booking & Pre-Arrival can be difficult to engage with
- Booking systems often vague, unclear, or inaccessible
- Guests face repeated calls, inconsistent answers, lack of trust
- Often feels incredible stressful which makes the experience feel daunting
- Lack of trust discourages bookings altogether



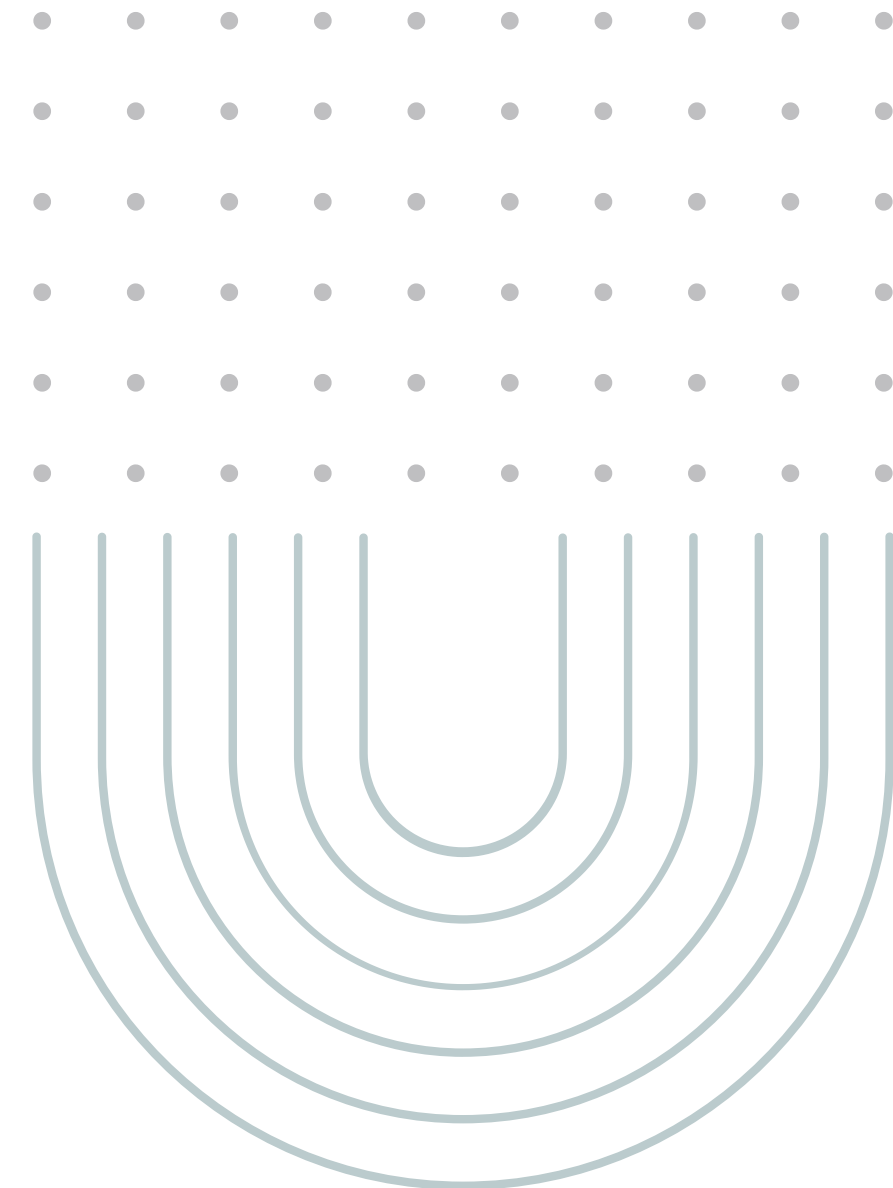
A deeper dive on the guest experience and how we can help

Common issues - Room design and choice.

- Beds too high/low, “carer model” assumptions
- Adjoining rooms rarely available
- Bathrooms unclear or unsuitable
- Accessible room design often clinical, not stylish

Our offer: design-led consultancy with comfort, and choice
Quick wins you can do around sharing of what you do have in place

Result: premium rooms that attract loyalty and elevate brand

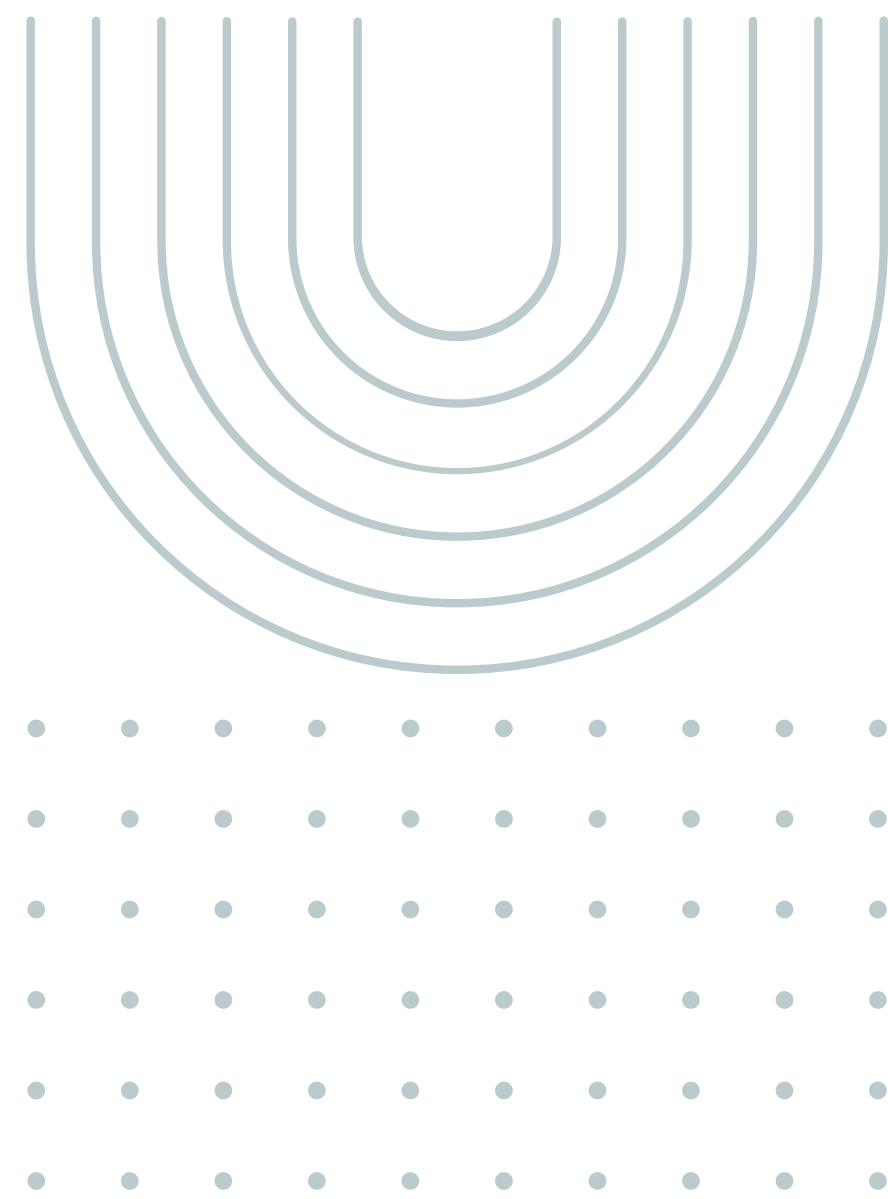


Arrival and shared spaces

- Staff panic at access requests
- Information not clearly shared or noted, resulting in requests being lost.
- Restaurants/bar: guests often seated “out of the way”
- Access equipment often treated as ‘obstacles’
- Access in outdoor spaces overlooked

Our offer: staff confidence training, etiquette workshops, layout audits

Result: smooth arrivals, dining, confident staff and guests, repeat custom

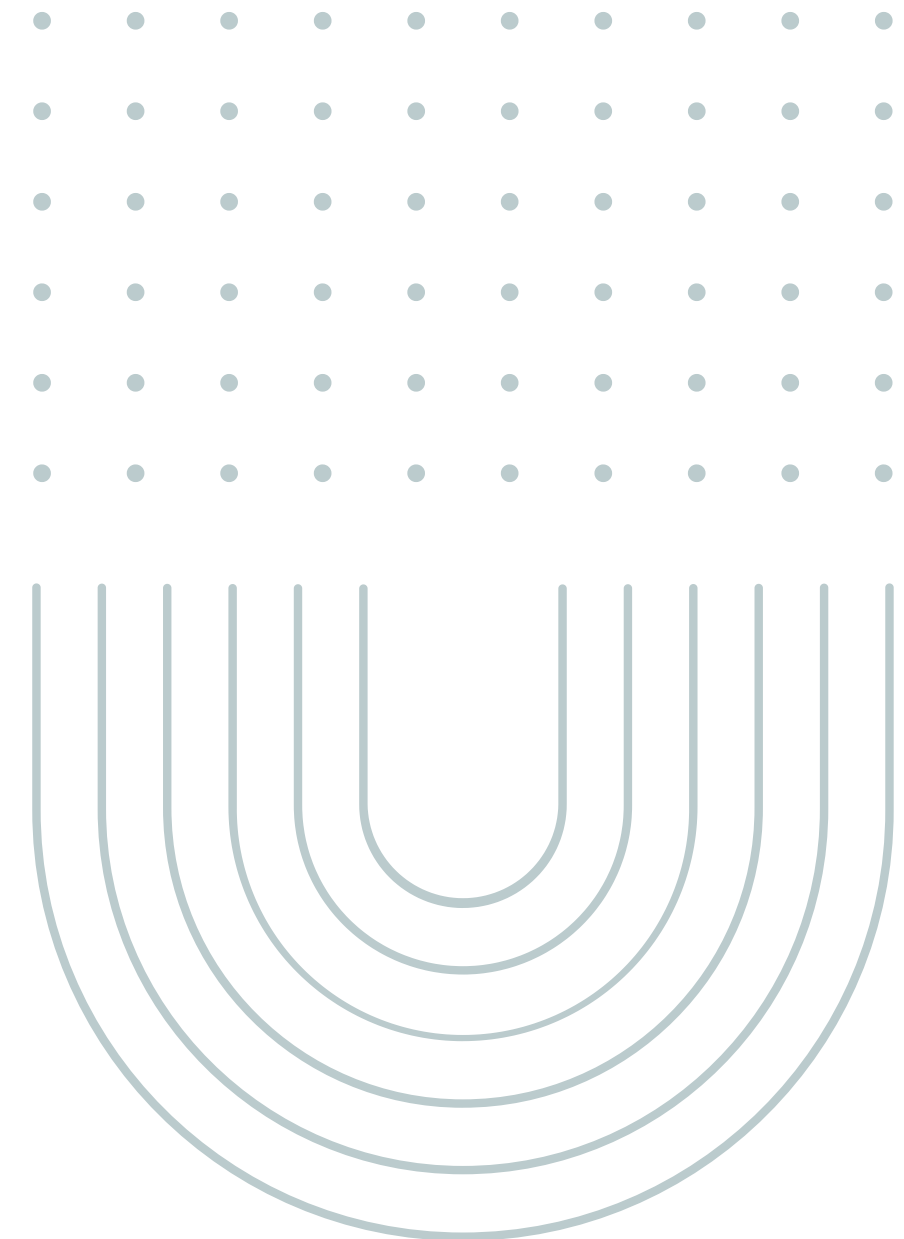


Guest Journey Beyond the Room

- Barriers across full travel chain: trains, taxis, restaurants, events
- Guests arrive stressed and exhausted before check-in

Our offer: guest journey mapping, partnerships with local transport / venues. Wider accessible city partnerships

Result: seamless trips, repeat visits, stronger reputation



What you can gain by working with us.

Training Offer

- Creative, engaging, lived-experience training
- Formats: listening and responding, stories, Q&A
- Enhancements: refresher modules, Access Leads, mystery shoppers

Goal: staff confidence = guest confidence = loyalty

Approach

Start with: access audit + pilot training

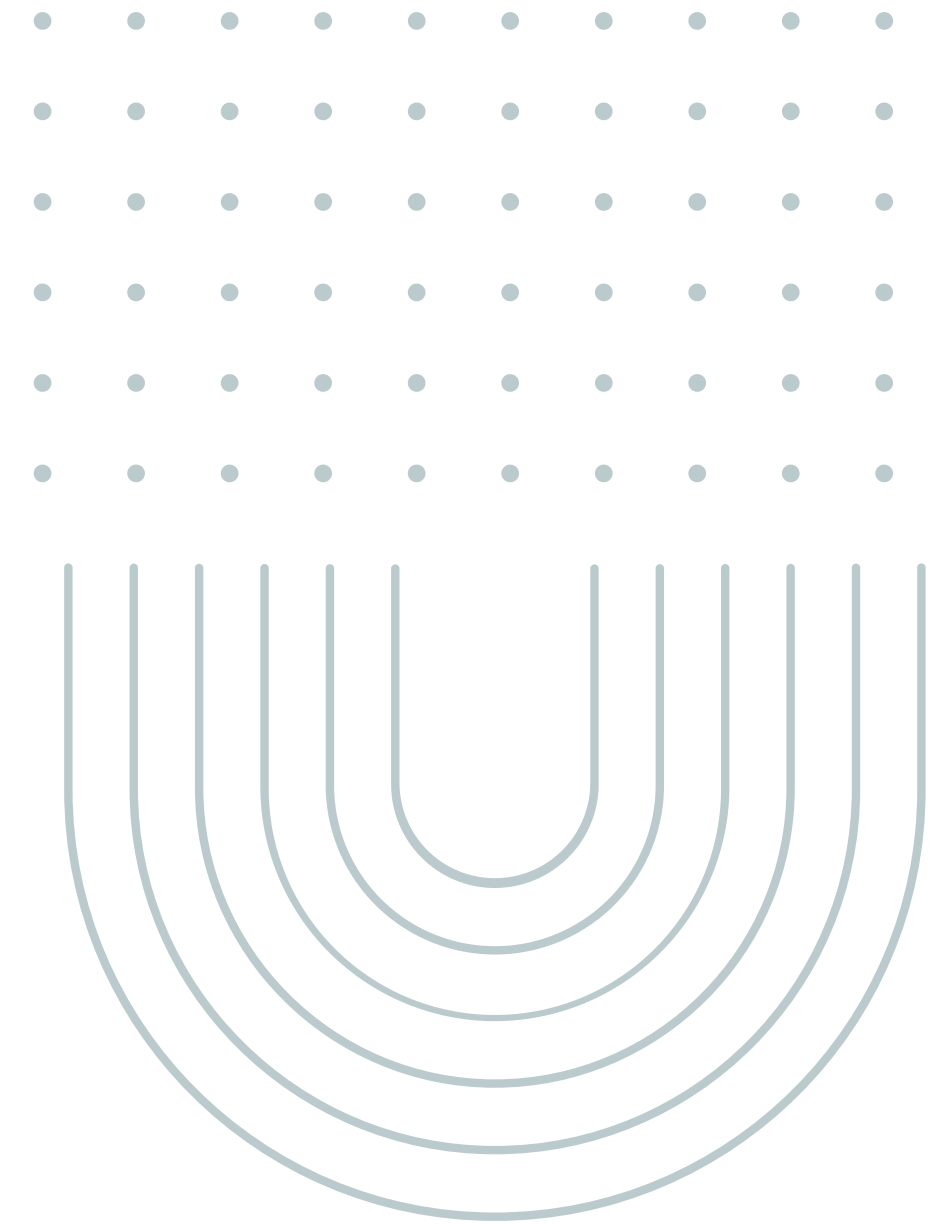
Tailor bespoke packages per hotel/group

Ongoing support: refresher modules, check-ins

Partner on design/redesign for stylish, future-proof access

Design-Led Consultancy for Future Builds

- Strategic input at design/redesign stage
- Encourage early integration of access (cheaper than retrofitting)
- Advise developers and hotel groups on inclusive design beyond compliance

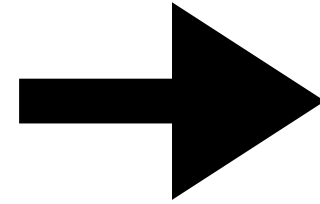


Recap and Next Steps

- Access isn't a “nice-to-have” - it's a business opportunity
- Small, practical wins can transform the guest experience
- Staff confidence is as vital as building design
- Staff Confidence is guest confidence
- Access should feel stylish, dignified, and welcoming - not clinical
- Hotels can help make Manchester (and beyond) a global leader in accessibility



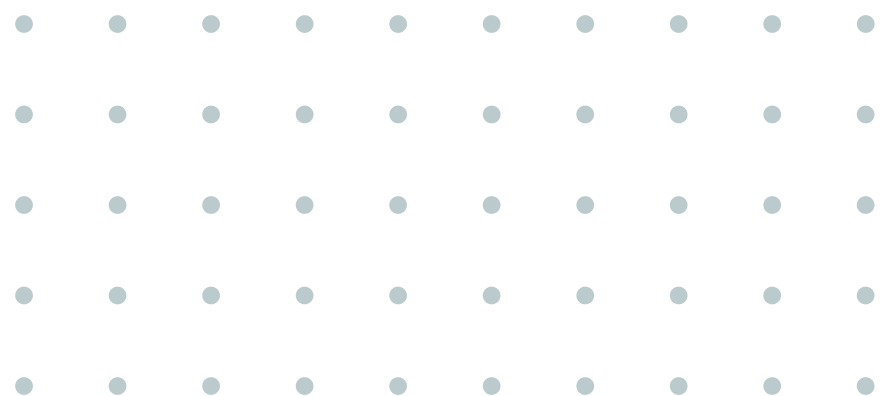
Accessibility



Business Growth

Hospitality Industry Implications

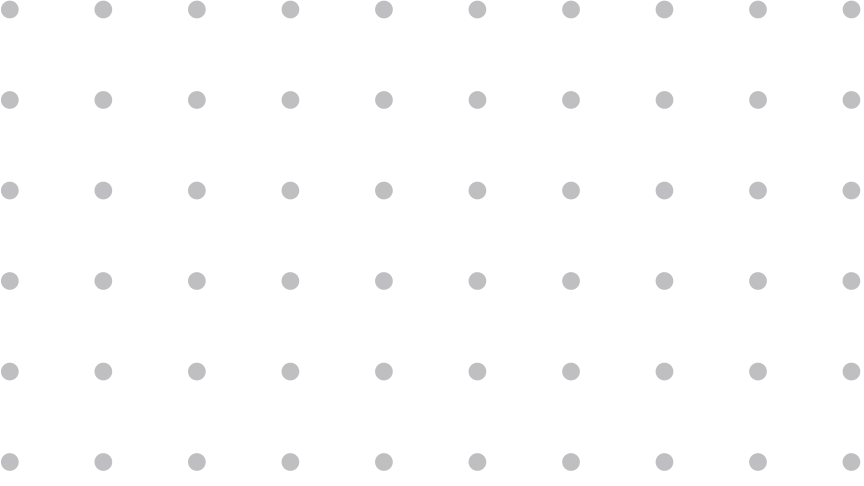
- Competitive Advantage: Hotels that commit to inclusive hiring & disability-positive culture are more likely to be recommended. (University of Surrey)
- Economic Benefits: Accessible tourism drives business growth, expands market share & supports a more inclusive economy. (Handiscover)
- Of 55 rooms identified across England / the UK with hoists, 44 are in rural/specialist holiday lets, leaving only 11 in city-centre hotels. (Liverpool World)



Consumer Behaviour & Needs

- 81% of disabled people say accessibility influences their choice of holiday accommodation.
- 73% find it harder to access clear, specific information (e.g. bed/bathroom features). (Business Disability Forum)
- If 430,000 disabled people who didn't take domestic trips due to poor accessibility had taken them, that could have generated an extra £116.7 million in revenue. VisitBritain.org
- 71% of guests believe UK venues aren't doing enough to improve accessibility. (Boutique Hotelier Survey)
- 30% of guests say they would leave a venue immediately if disabled access was inadequate. Over 50% said they would not return to such a venue. (Boutique Hotelier Survey)





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