

Appendix 1

Barriers:- 2 useful thinking tools

1. Checklist

2. Accessibility as a staged process

1. Checklist (Adapted from HLF Audience Development guidance).

These well-established categories offer a useful framework against which to check proposed actions. Not all will be relevant at all stages

Organisational barriers

- What image does the organisation have?
- How do people find out what is on offer to meet their needs and interests?
- Do people find the site's opening times convenient?
- How welcome do people feel at the site?
- To what extent does the profile of the organisation's volunteers and Trustee membership reflect the make-up of the population?
- What opportunities are there for people to get involved as a volunteer or Trustee?
- How positive and negative feedback from visitors, volunteers or other people handled?
- Does the organisational structure meet the aims and priorities of the organisation?

Physical barriers

- How easy is it to get to the site and get around it?
- How comfortable is the environment at the site?

Sensory barriers

- How easily can people see, hear and read the information provided?
- How many of their senses are visitors using?
- What is there for people to touch?

Intellectual barriers

- How easy is it for people of different ages, abilities and backgrounds to understand the information provided?
- Who is involved in gathering and writing the information?
- How are people helped to develop their interest?
- How is technology used to improve people's experience?
- What skills do people need to use the organisation's technology?

Cultural barriers

- To what extent does the presentation of the site and facilities reflect the interests and life experiences of people from a range of cultures?
- Who is consulted when new facilities or services are being developed?
- How different views taken on board?
- How do people know that their point of view is valued?

Financial barriers (for priced events)

- Do the services, facilities and activities offer value for money?
- Do admission prices put people off?
- What help is on offer to help people afford to become involved?

2. Accessibility as a staged process (adapted from the Sensory Trust)

Stages in the visitor's experience	Aspect	Measures of success
Decision to visit - Do I know about it? - Do I want to go there?	Information/ awareness Image/ perception/ attractiveness	Access info in accessible formats & language/s Good publicity including . . . Positive images of the target audiences Good distribution systems Welcoming image Information about accessible facilities
Journey and arrival - Can I get there and get in?	Transport/ location	Good signage from all directions for pedestrians, bikes and cars Accessible & affordable public transport (or travel grants) Timetables and route information available Nearness to bus stop/ train station Accessible car parking and accessible route from car park to visitor centre/ start of trails etc
On-site experience Can I get around when I'm there? Does this site have significance for me and do I understand what's here?	Barrier free/site & building design Intellectual access/ interpretation	Welcoming entrance Routes and signposting for all levels of ability, Frequent resting places Accessible information, interpretation and facilities Highlights of site are accessible or alternative of equal quality is provided Highlights are identified in collaboration with disabled people and made accessible Invitations to visitors to become involved
Return home + Would I come again or recommend to friends?	Quality of experience	Accessible & affordable public transport Timetables and route information available Nearness to bus stop/train station Accessible car parking Feedback encouraged and learned from