

Accessibility Programme Business Survey 2026

March 2026

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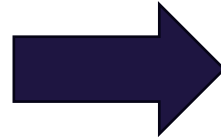
JN: 10861



Total Detailed Access Guides

10,125

**Total Visitor Economy
Guides Across England**



734

of these have been created
since the partnership and
are in partner LVEP /
AccessAble areas



Methodology

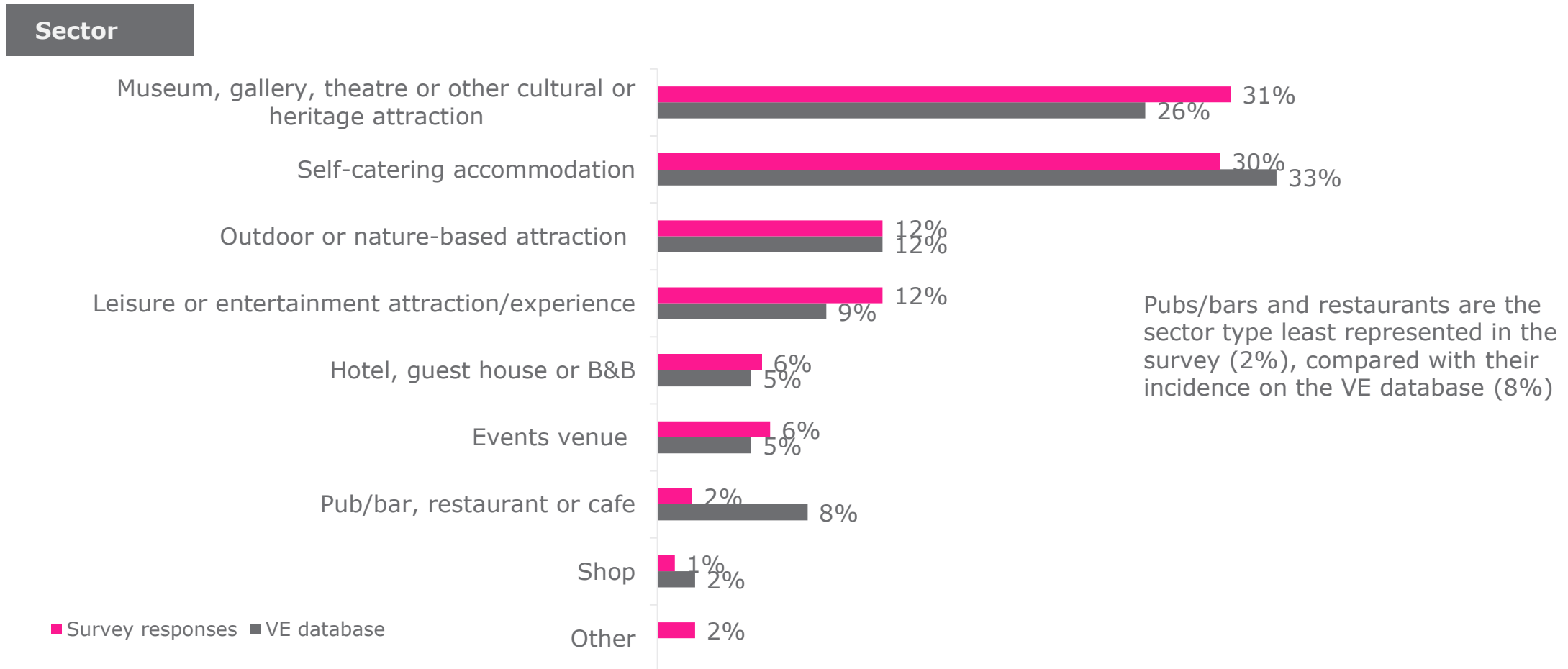
- Fieldwork took place 9 – 25 March 2026.
- 108 responses (86 telephone interviews and 22 online) from 280 eligible respondents.
- DJS Research obtained telephone numbers and emails using a combination of their commercial database provider, Datascope, and by conducting desk research.
- Businesses surveyed had all had received funding from VisitEngland to produce an Accessibility Guide with AccessAble and had their Accessibility Guide live for at least six months.

Business/venue profile and awareness





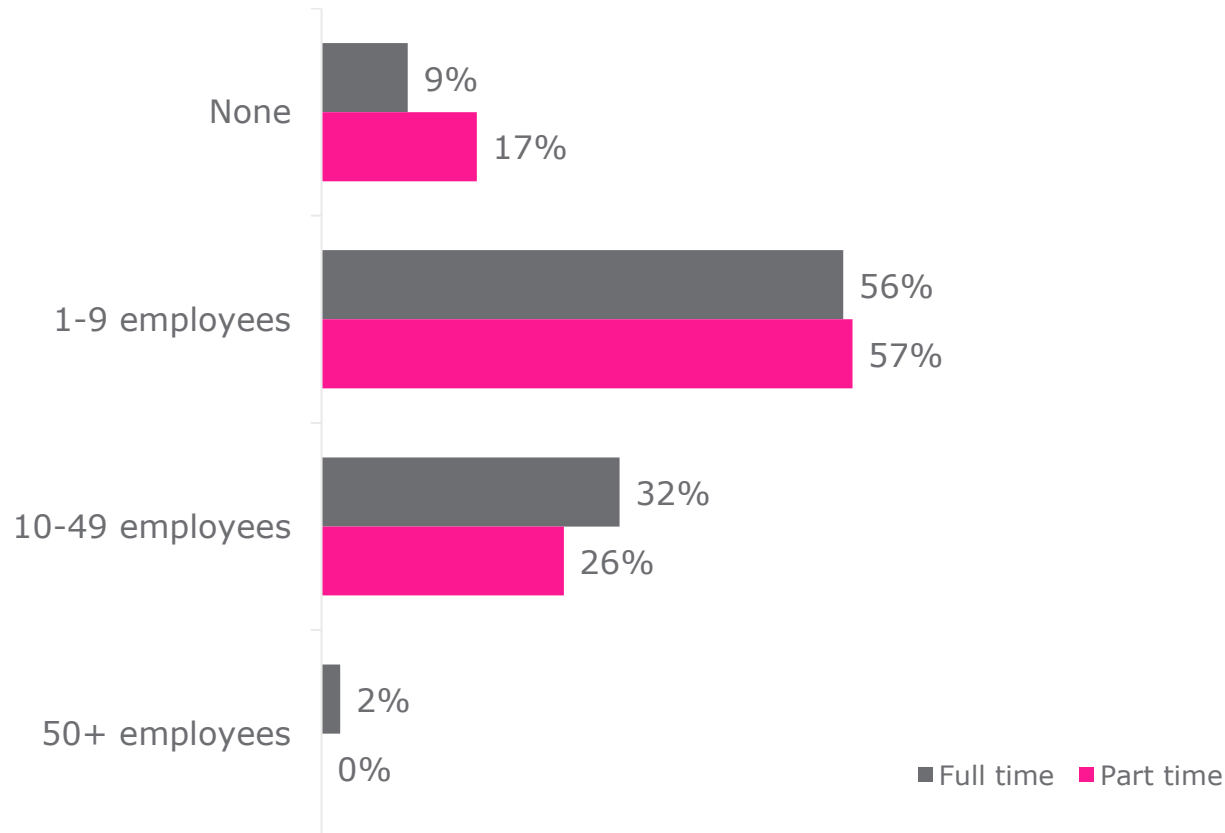
The profile of venues that responded to the survey by sector almost matches the VE database, with venues most likely to be museums/galleries or self-catering accommodation.



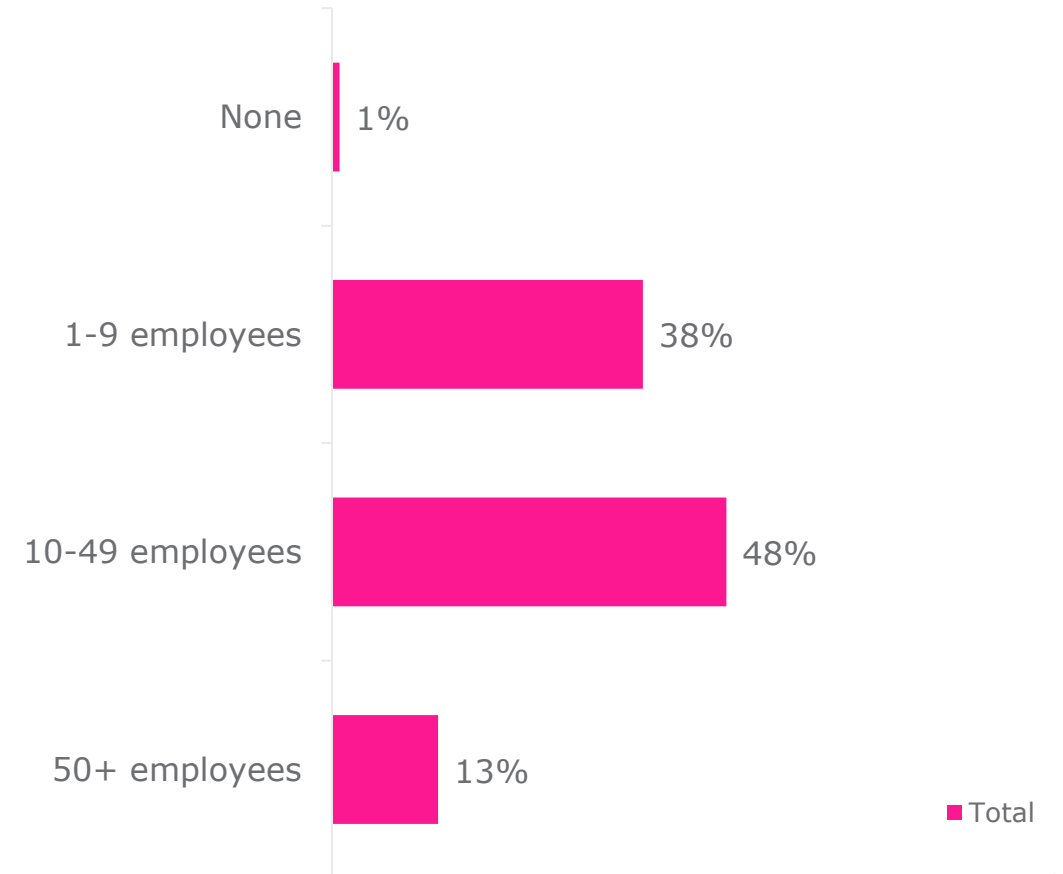


When looking at the overall total number of staff, businesses vary in size, with almost half (48%) that have 10-49 employees.

Number of permanent staff employed - full and part time



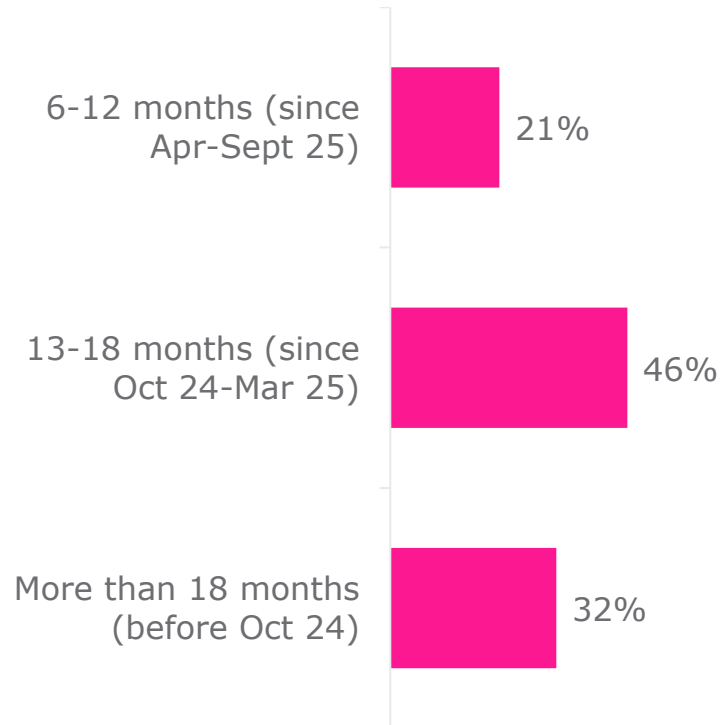
Overall total number of staff



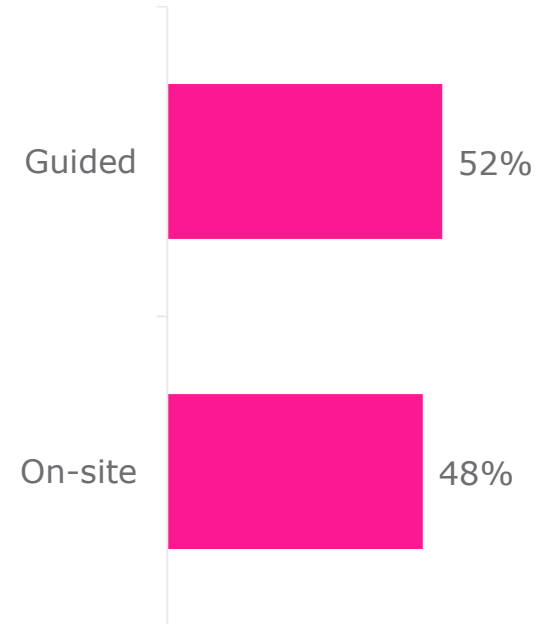


Accessibility Guides for all participating businesses had been live for at least 6 months, with around a third live for more than 18 months by the time of the survey. An almost equal split of businesses was achieved by assessment type.

Time Accessibility Guide has been live

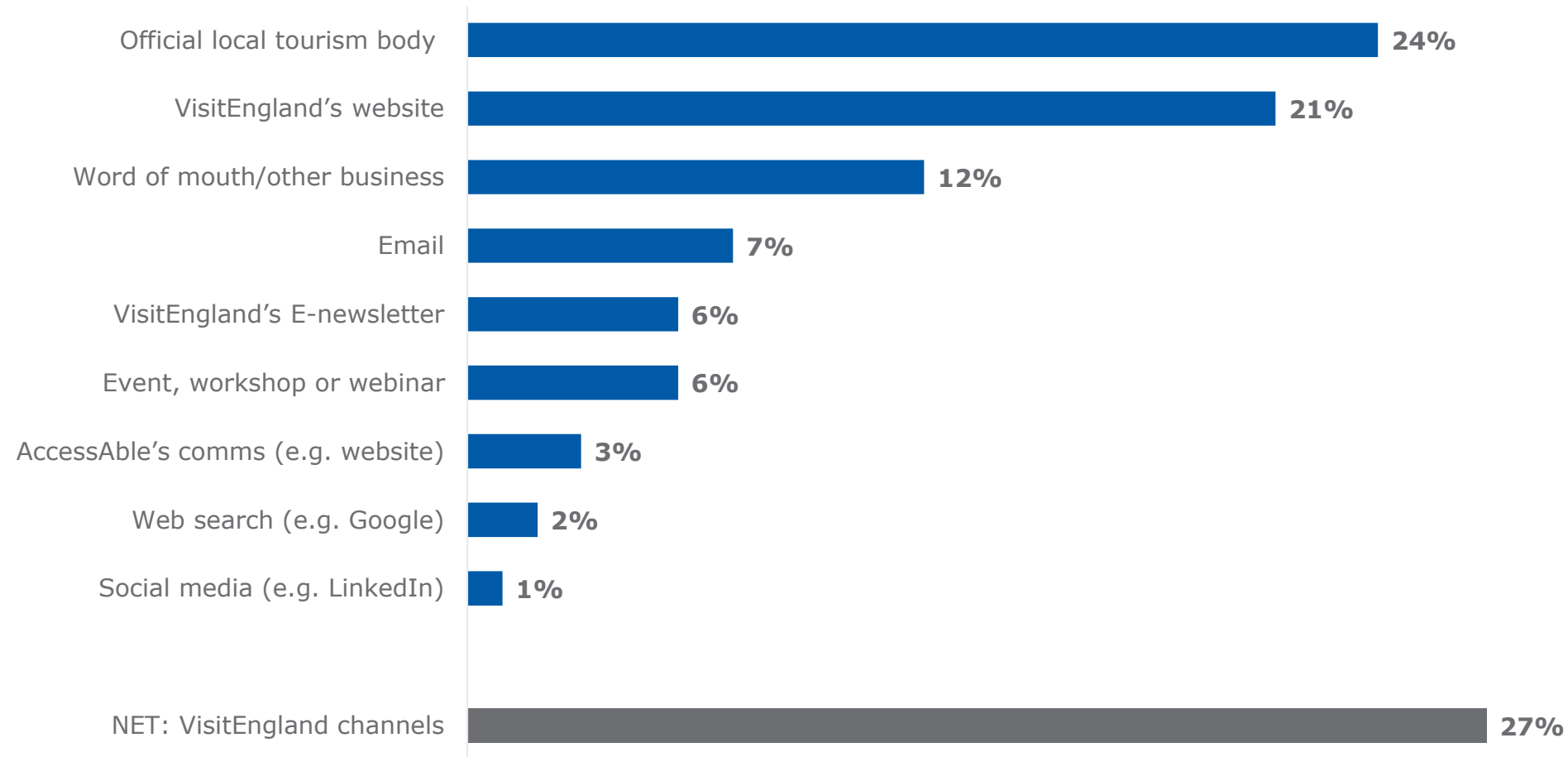


Assessment type





Just under a quarter (24%) found out about AccessAble’s Accessibility Guides via an official local tourism body. VisitEngland’s website is the second most likely source of awareness.



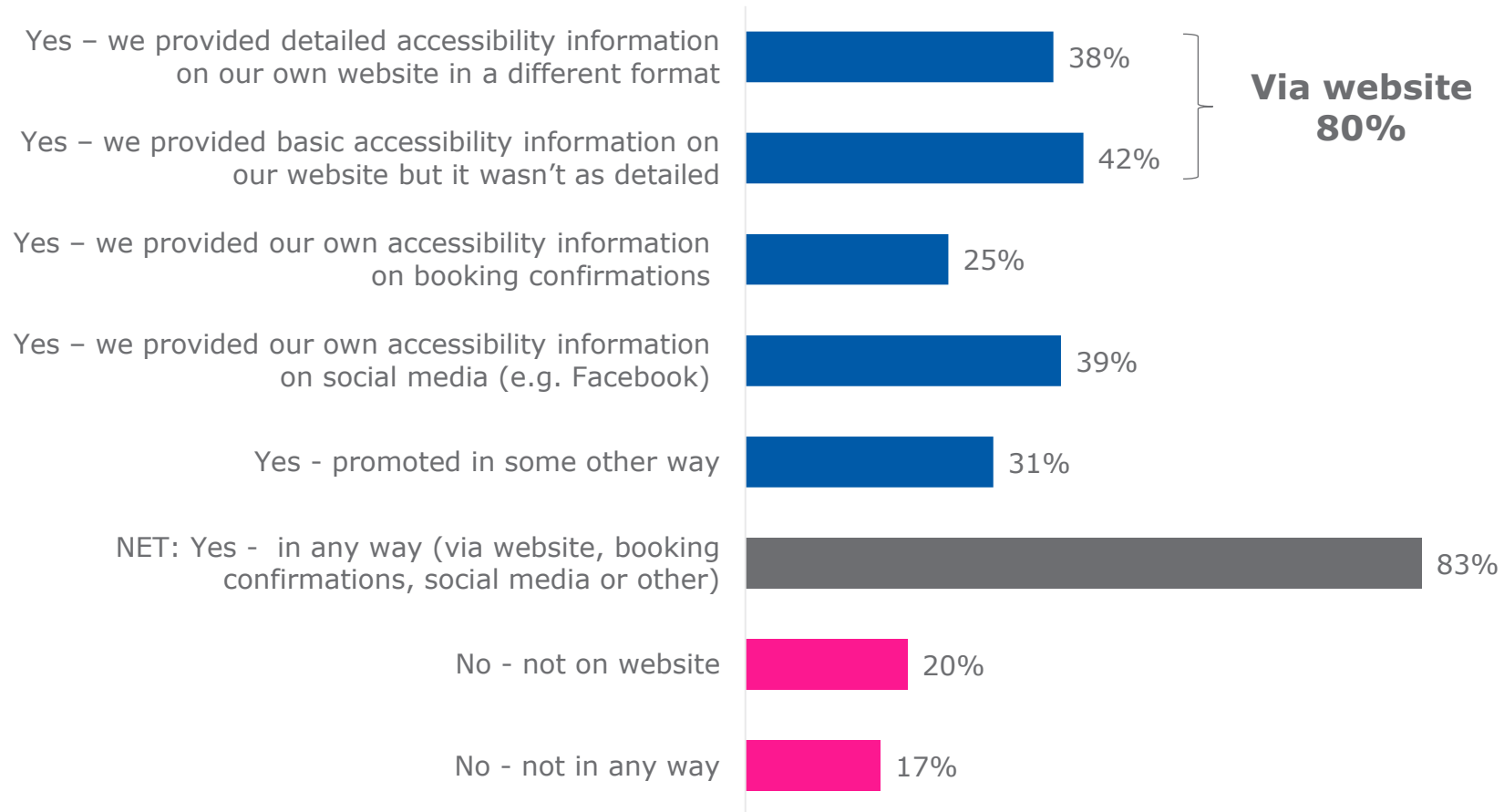


Accessibility prior to producing Accessibility Guides through *AccessAble*





Before producing an AccessAble guide, 83% claim to have promoted the accessible features of their business in some way, with 4 in 5 previously providing at least some accessibility information on their website.

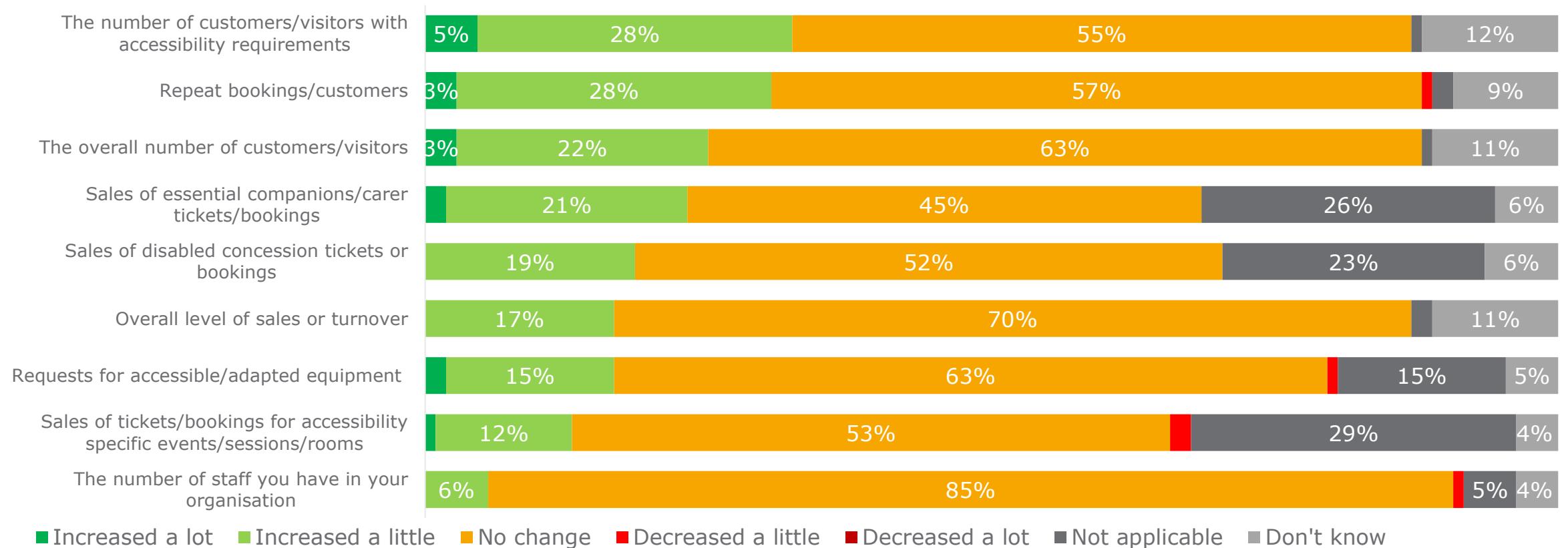


Impact of producing Accessibility Guides





In terms of impact, including those that considered some aspects 'not applicable', at least a quarter report an increase in overall number of customers/visitors, repeat bookings or number of customers/visitors with accessibility requirements as a result of producing their accessibility guide.



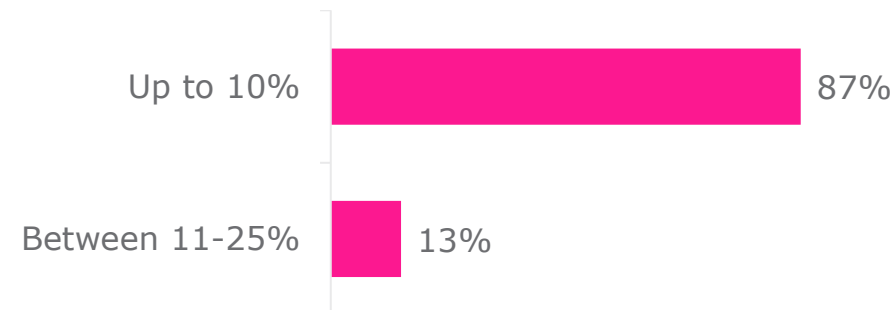
Source: Q016. To what extent, if at all has producing an Accessibility Guide with AccessAble impacted any of the following? Base: All respondents (108)

Summary: Quantifying the impact of having a guide...

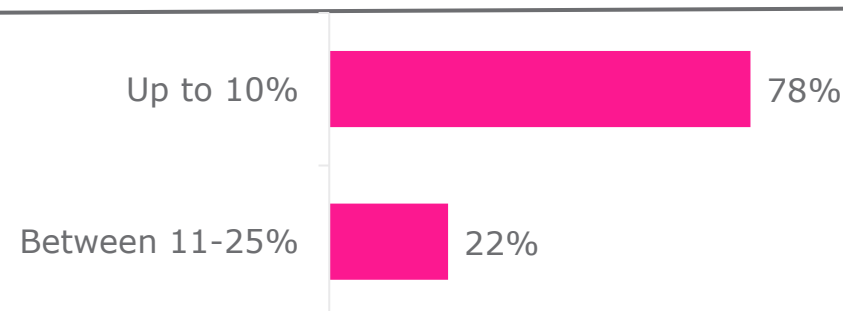
As a result of producing your Accessibility Guide...



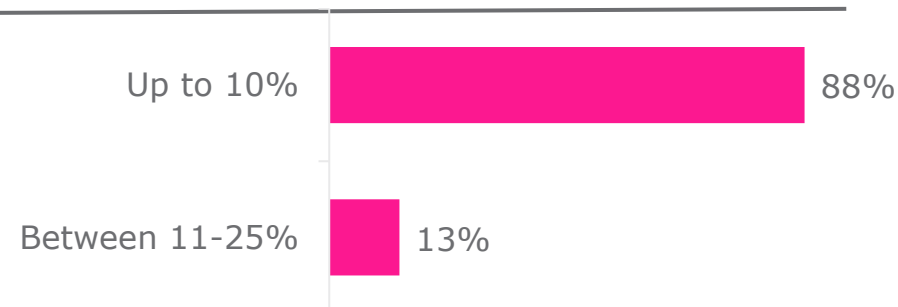
18 out of 108 (17%) businesses report an increase in sales or turnover. The average increase is 7.2% (among the 15 businesses that could estimate; 2 did not know & 1 preferred not to say).



27 out of 108 (25%) businesses report an increase in overall customers or visitors. The overall average increase is 8.2% (among the 23 businesses that could estimate; 2 did not know & 2 preferred not to say).



35 out of 108 (32%) businesses report an increase in customers or visitors with accessibility requirements. The overall average increase is 7.1% (among the 32 businesses that could estimate; 3 did not know).



Summary: Quantifying the impact of having a guide...



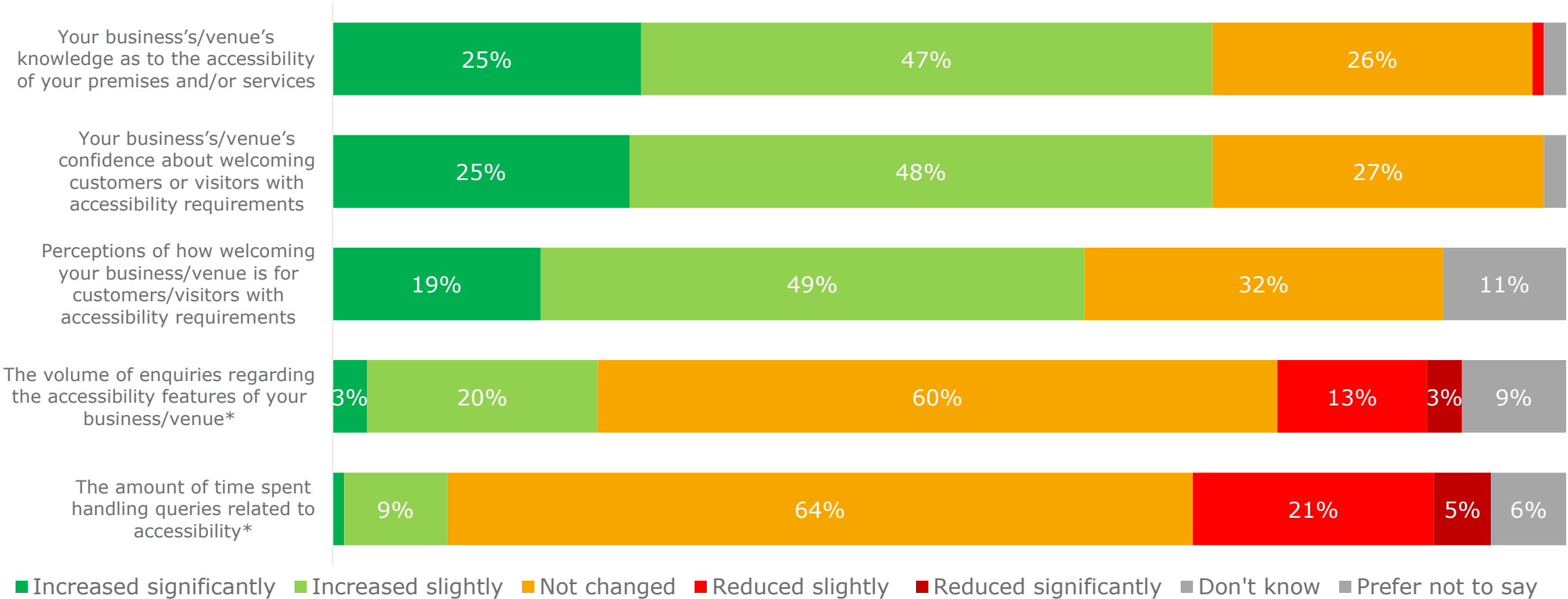
20 out of 108 (19%) businesses report an increase in **sales of disabled concession tickets or bookings**. The overall **average increase is 254 ticket/bookings** (among the 8 businesses that could estimate; 11 did not know & 1 preferred not to say).

25 out of 108 (23%) businesses report an increase in **sales of essential companions/carers tickets or bookings**. The overall **average increase is 389** (among the 6 businesses that could estimate; 19 did not know).

14 out of 108 (13%) businesses report an increase in **sales of tickets or bookings for accessibility specific events/sessions or rooms**. The overall **average increase is 50** (among the 5 businesses that could estimate; 9 did not know).



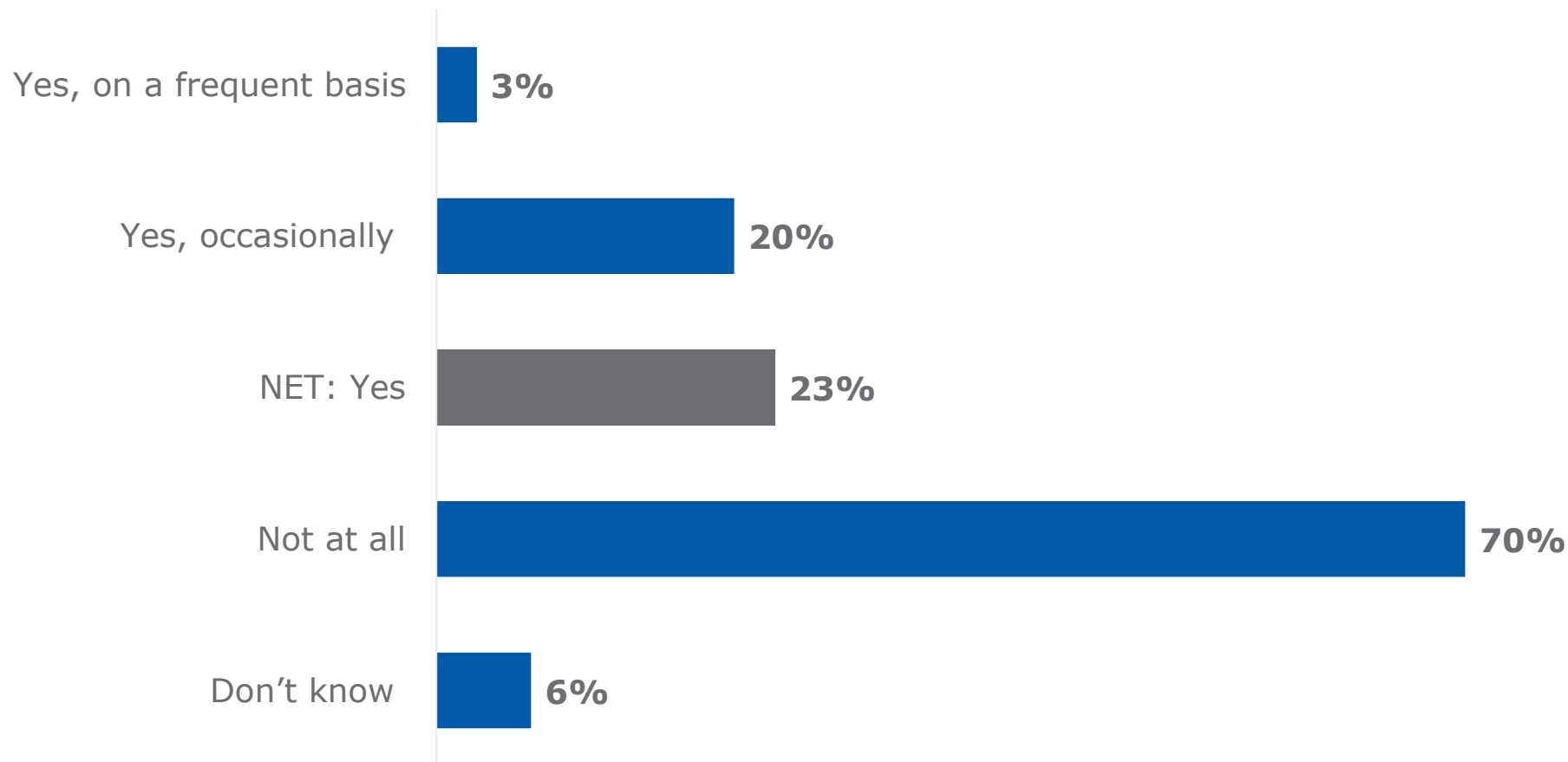
Around seven in 10 (71%) businesses/venues report that their knowledge or confidence has increased since producing the Accessibility Guide and 6 in 10 (60%) think perceptions have improved regarding how welcoming their venue is for visitors with accessibility requirements.



Source: Q027. Since producing your Accessibility Guide with AccessAble, to what extent if at all has your business/venue experienced any change in each of the following... **Base:** All respondents (108)

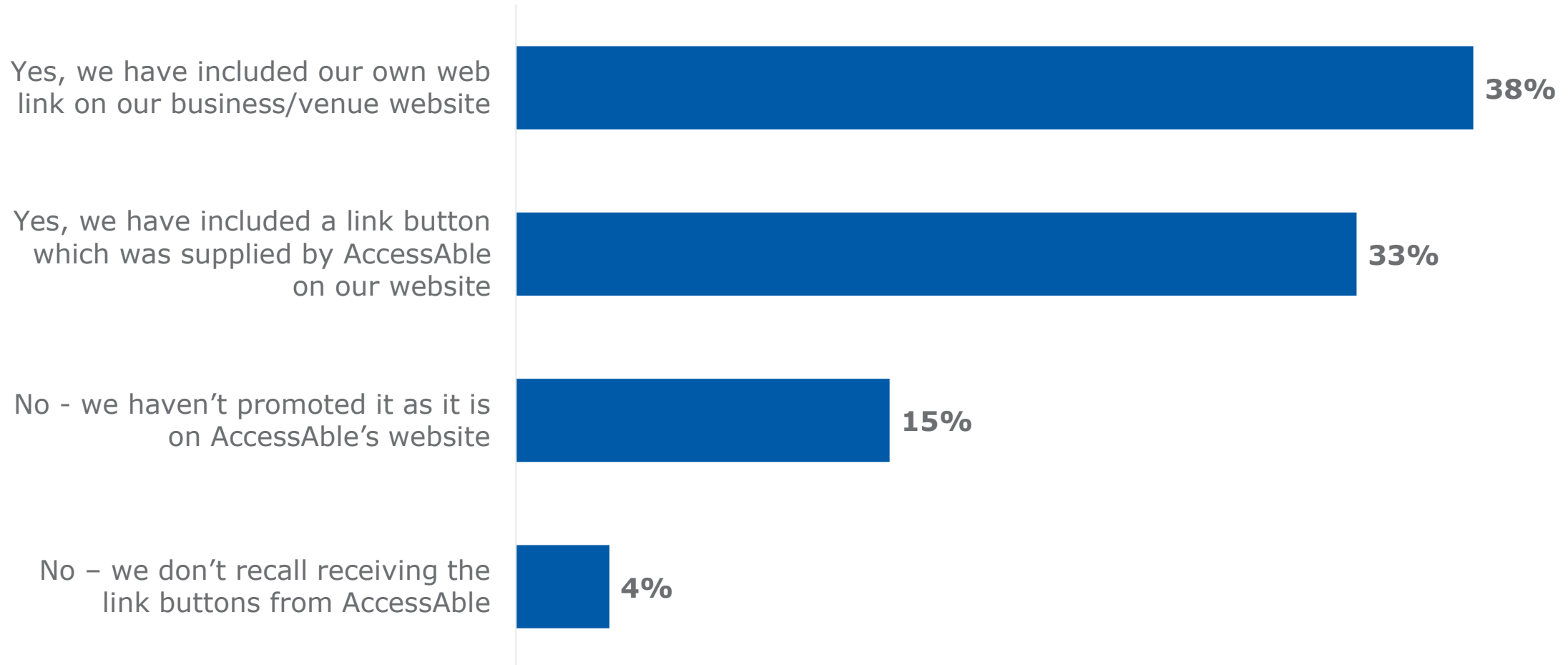
* An increase in these aspects may be considered positive

Just over a fifth (23%) of businesses have received feedback from customers indicating that their Accessibility Guide played a part in them deciding to visit





A third (33%) have included a link button on their website for their Accessibility Guide, which was supplied by AccessAble; a higher proportion (38%) have used their own link. Around 1 in 5 (19%) say they do not have a link to their guide on their website.

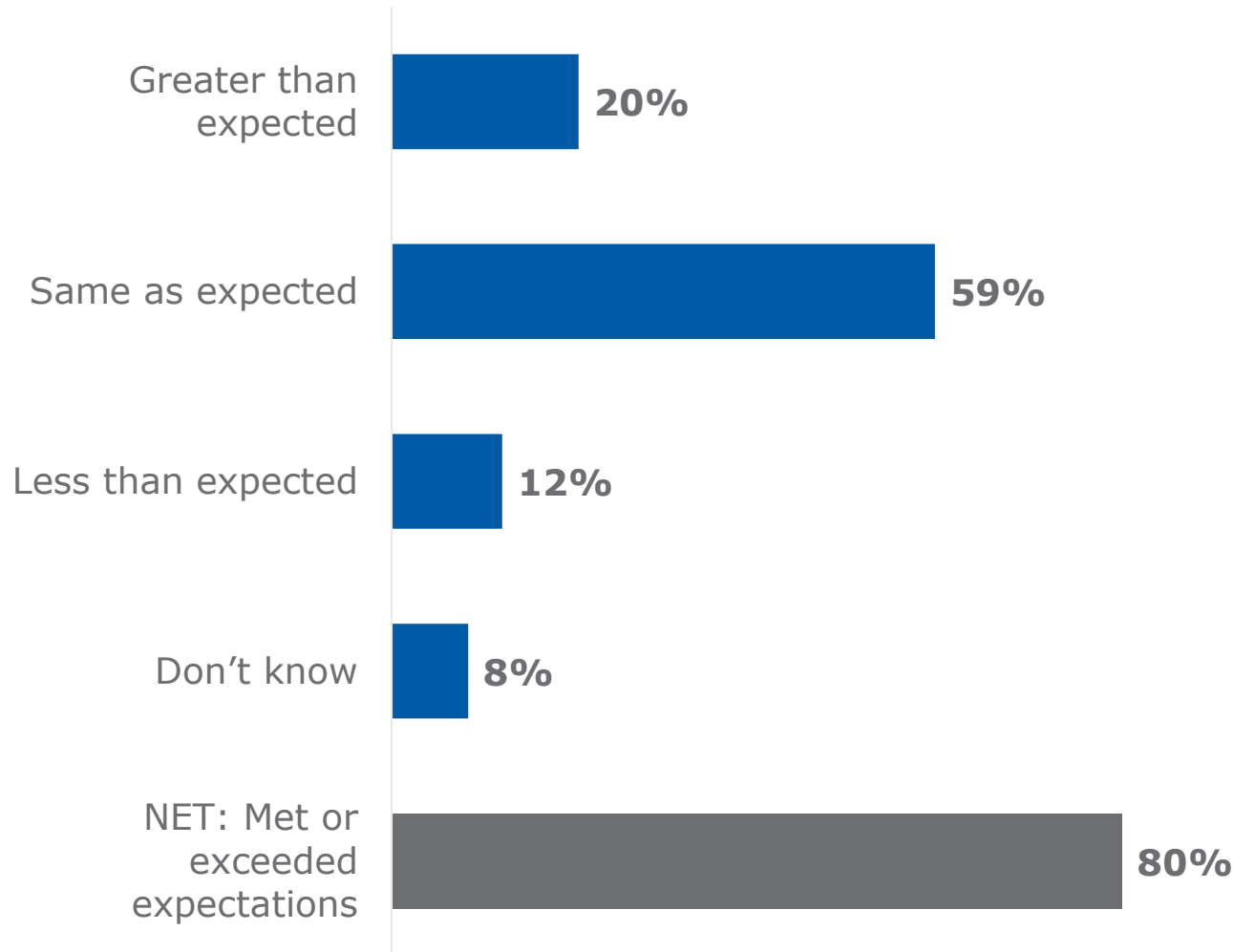


Overall satisfaction with the Accessibility Guide





Four-fifths (80%) of businesses feel the guide has met or exceeded their expectations.



Reasons for exceeding expectations?

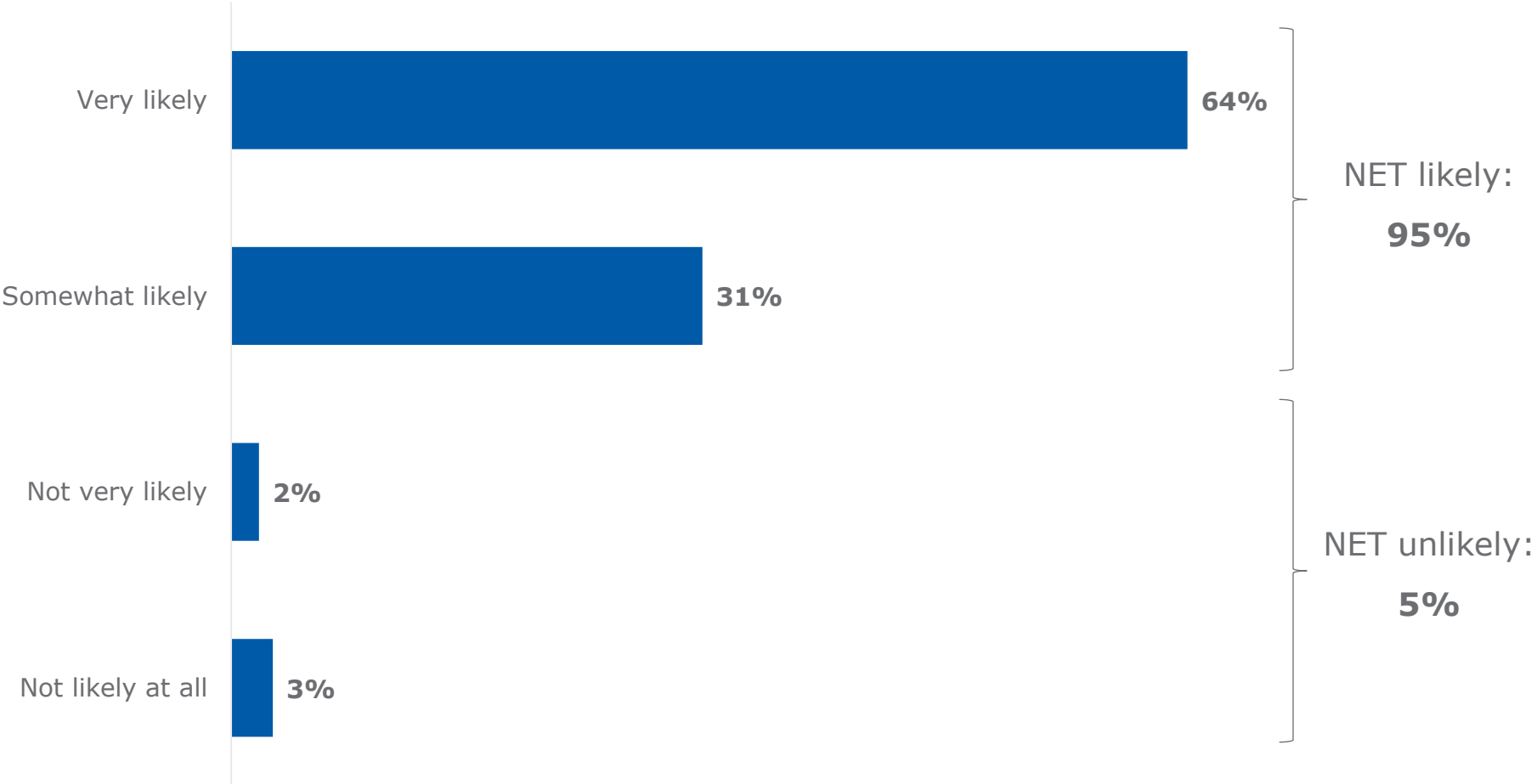
The top reasons include:

- Helps guests to better understand the accessibility offering (n=7)
- Helps to identify areas for improvement (n=6)
- It is detailed and comprehensive (n=6)

Reasons for falling short?

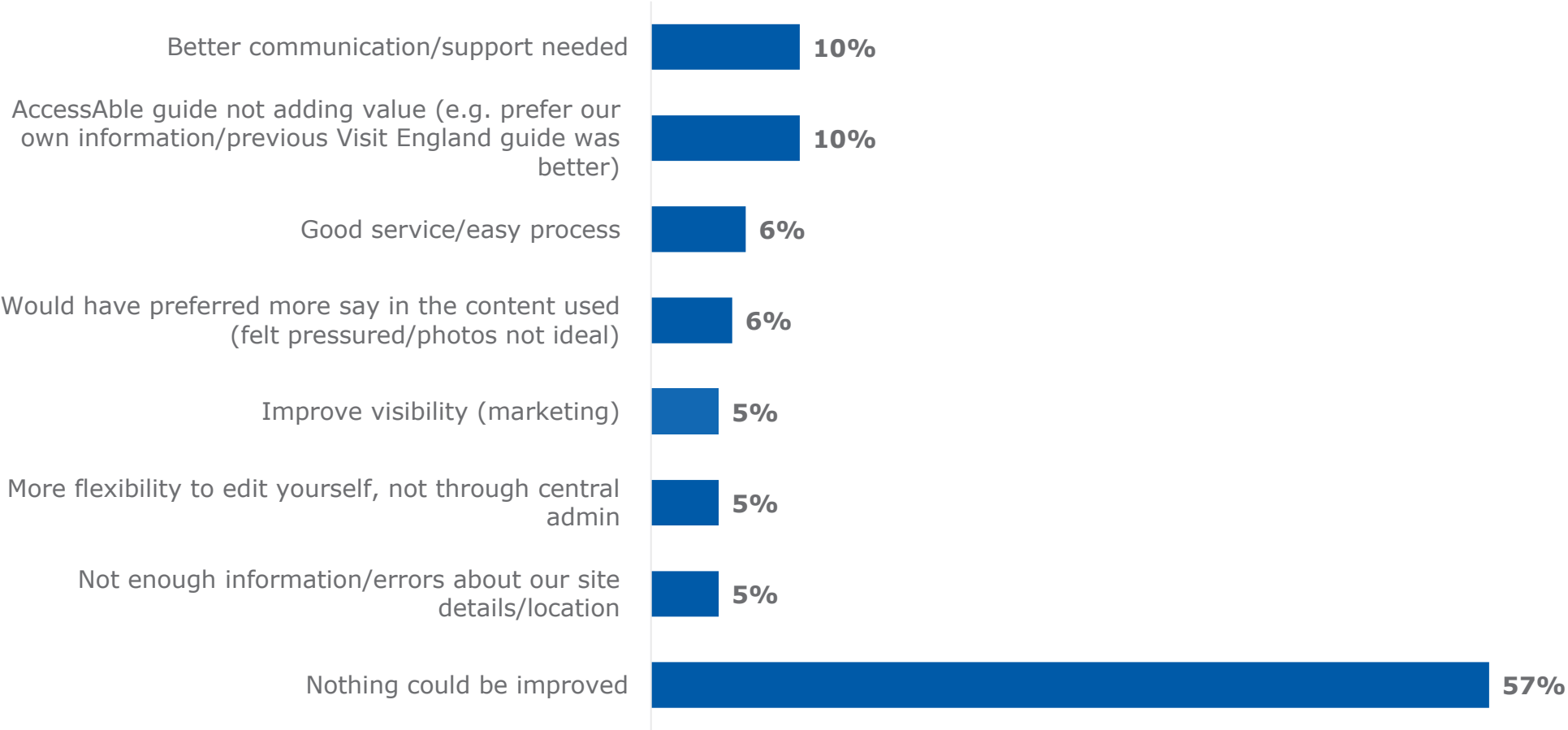
- Less business than expected (n=7)
- Perceptions of AccessAble having strict requirements/not being relevant to business/venue (n=3)
- Guide itself was good but impact did not meet expectations (n=3)

The majority (95%) would recommend that other businesses like theirs consider producing an Accessibility Guide, with AccessAble.



Source: Q031. Overall, how likely, if at all, would you be to recommend that other businesses or venues like yours consider producing an Accessibility Guide, with AccessAble? Base: All respondents (108)

In terms of suggested improvements, one in ten (10%) would like better communication and support, and the same proportion mentions that the AccessAble Guide did not add value. Over half say nothing could be improved.



Source: Q014. What, if anything, could be improved or changed about your experience of working with AccessAble and VisitEngland to produce your Accessibility Guide? Base. All respondents (108). Less than 3% not shown on chart.

Conclusions and recommendations



Conclusions and recommendations



- The findings indicate that the Accessibility Programme is delivering positive outcomes for many participating businesses, particularly in terms of improved knowledge, confidence, and perceived accessibility. **Nine in ten (87%) businesses report that the Accessibility Guide has met or exceeded expectations, and 7 in 10 (68%) feel perceptions have improved regarding how welcoming their venue is to visitors with accessibility requirements.**
- There is also evidence of commercial impact for some businesses, including increases in visitors, bookings and turnover. For example, 18 out of 108 businesses report increased turnover, with an average uplift of 7.2% among those able to provide an estimate. However, these impacts are not universal, and some businesses report limited or no measurable change.
- The ability to robustly quantify impact is constrained by gaps in data collection. Many businesses do not routinely track key metrics, particularly in relation to overall customer numbers and those with accessibility requirements (48% and 77% respectively unable to provide figures). This reflects the profile of participating businesses, many of which are small and therefore may have limited capacity or resources for detailed monitoring.
- There is also **potential scope to increase the visibility and use of Accessibility Guides**, as 21% of businesses have not promoted or signposted their guide on their own website, which may limit its reach and potential impact. While a higher proportion (42%) are using their own web link, this suggests an opportunity for AccessAble to strengthen communication around the link and how it can be used effectively by businesses.
- Looking ahead, improving how impact is measured will be important. This could include asking businesses to track a small number of key measures as a condition of their funding, supported by clear and practical guidance.
- Alongside this, providing guidance and support to help businesses more effectively promote their Accessibility Guides (e.g. within websites, booking journeys and pre-visit communications) may also help maximise their value.
- In summary, the programme is demonstrating value for participating businesses. Strengthening data collection and increasing the use and visibility of Accessibility Guides may support a more robust evidence base and help maximise impact going forward.



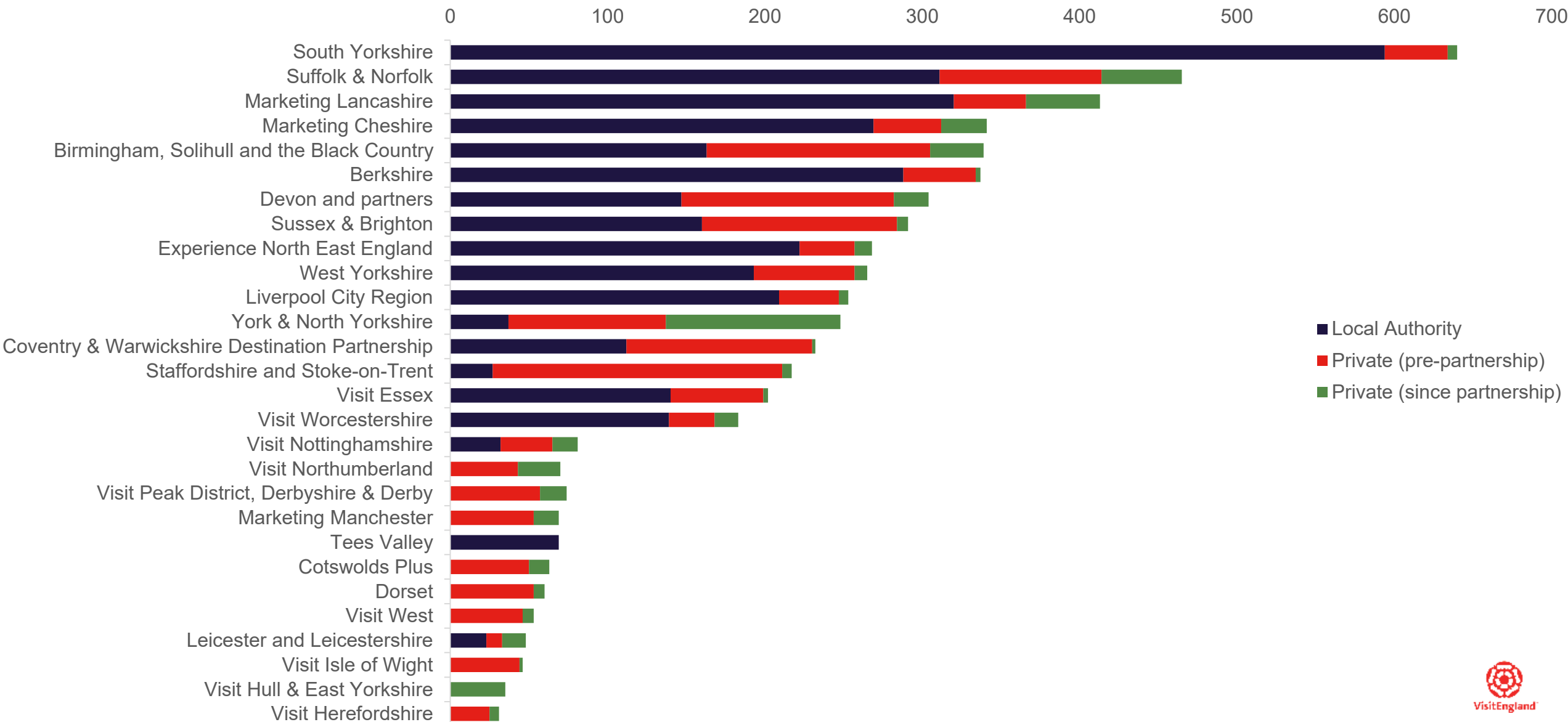
AccessAble Detailed Access Guides by Partner LVEPs

Context

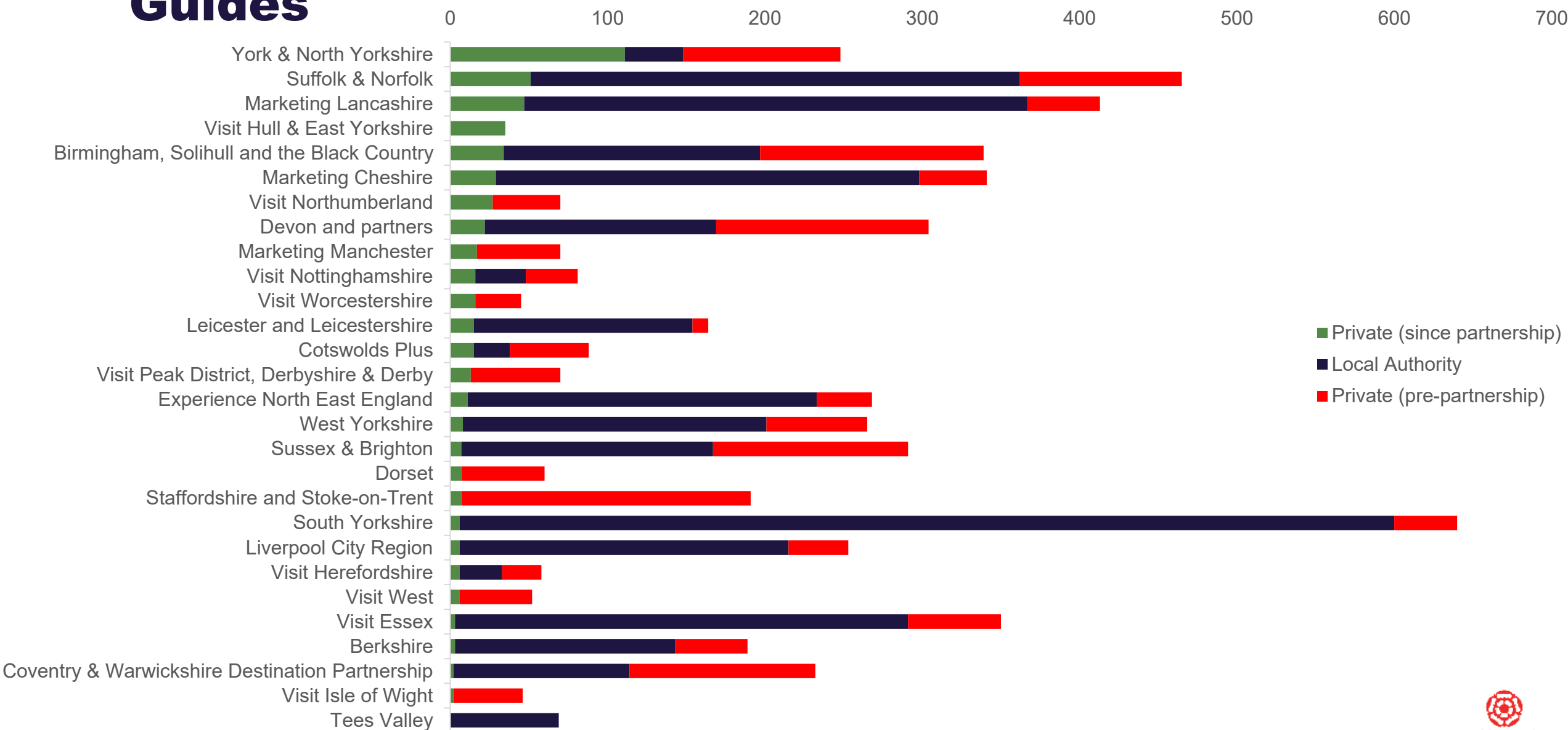
- To support tourism businesses across England to provide robust Detailed Access Guides, in April 2024 VisitEngland joined forces with AccessAble, a leader in quality accessibility information provision.
- LVEPs were encouraged to formally partner with AccessAble in support of this vision
- As of April 2026, 28 LVEPs have signed agreements with AccessAble
- Discounts were provided for businesses to encourage adoption:

Financial Year	Discounts Provided
2024 – 2025	• £1 + VAT offer for SMEs (match-funded by AccessAble) • 75% off a Guided Assessment • 50% off an Onsite Assessment • Up to maximum £750
2025 - 2026	• 50% off a Guided Assessment • 25% off an Onsite Assessment • Up to maximum £250

LVEPs by Total Number of Guides



LVEPs by Number of Private (since partnership) Guides



LVEP Consumer Landing Pages

- Dedicated England page on AccessAble.com
- Each partner LVEP has own landing page
- All visitor economy guides now mapped into relevant LVEP region

England

[VisitEngland](#) is committed to making England a welcoming, inclusive destination for all, ensuring visitors feel confident and supported when planning their trips, whatever their access needs. They are delighted to be working with AccessAble as their preferred supplier of quality-assured accessibility information. Through this partnership, and in collaboration with Local Visitor Economy Partnerships (LVEPs), they are helping destinations and businesses provide clear, trusted information - supporting a more accessible and inclusive visitor experience across England.

Image credits: (1) West Yorkshire LVEP/James Mulkeen, (2) Visit Worcestershire/Peter Kindersley, (3) Visit Bristol/Frank Beaumier, (4) Hotel Gotham Newcastle Limited, (5) VisitBritain/Robin Creative Media



Destinations



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Birmingham and the West Midlands

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Cheshire and Warrington

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County Durham

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Coventry and Warwickshire

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Devon



Dorset



Herefordshire



Hull and East Yorkshire



Isle of Wight

https://www.accessable.co.uk/phoenix_organisations/visitengland