

A woman with a guide dog walking on a city street. The woman is wearing a plaid coat, a red and purple scarf, and sunglasses. She is holding a yellow cane and a leash attached to a light-colored guide dog. The dog is wearing a white harness with a yellow reflective strip. They are walking on a wet, paved sidewalk. In the background, there is a colorful archway and a brick building.

ACTION PLAN **to deliver our ambition** **to become a more** **accessible destination.**

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 LIVERPOOL CITY REGION
DESTINATION PARTNERSHIP

THE ROLE OF LIVERPOOL CITY REGION DESTINATION PARTNERSHIP

- The Liverpool City Region Destination Partnership is the new Destination Management Organisation for the six boroughs of the Liverpool City Region.
- Through setting new standards in destination management, and amplifying the work of our six boroughs, the LCRDP is empowered to think bigger, reach further and achieve more.

LCR DESTINATION MANAGEMENT PLAN

Making the Liverpool City Region the best place to visit and stay in the UK for a day, a week or a lifetime.

- The LCR Destination Management Plan (2025-2030) exemplifies our ambition to become more accessible and inclusive, with accessibility embedded as one of the four key core principals that must underpin all activity.
- This includes making the Liverpool City Region a national exemplar destination for accessibility through maximising LCR's existing examples of good practice and developing the awareness of the business base.



How can LCR become more accessible to our visitors?

The accessibility plan will focus on the following pillars:

CHAMPION:

- Position accessibility as a non-negotiable foundation of the LCR'S visitor economy.
- Share success stories and challenges transparently through the LCR accessibility network and events to champion the LCR as an exemplar destination on accessibility.

COORDINATE:

- Convene the Accessibility Stakeholder Working Group/ forum and ensure lived experience voices are at the table.
- Act as the broker between public authorities, venues, tourism businesses, and disability advocates.
- Align with VisitEngland's accessibility objectives, including the kickstart development and enhanced programmes.

How can LCR become more accessible to our visitors?

CAPACITY-BUILDER:

- Fund and deliver high-quality training for front facing staff to deliver impactful business support.
- Manage and monitor the LCR Accessibility Toolkit and ensure it is up-to-date.

EVALUATE:

- Report quarterly on progress toward KPIs in the Kickstart Programme and DMP.
- Support academic research (e.g. UoL and LJMU) and share learnings widely.

Driving Engagement to the LCR Accessibility Support Toolkit

The aim of Visitor Economy Accessibility Support Toolkit is to be the go-to place for organisations in the Liverpool City Region looking to improve their accessibility, connecting them with a range of; information, business support, events and networks, beneficial to drive progress.

Actions to achieve these targets include:

- Gaining feedback from local businesses on utility.
- Enhance content to reflect employers needs.
- Grow the LCR Accessibility Best Practice Network from 11 to 20 businesses by April 2026.
- Deliver a B2B campaign through industry updates, press releases and a social media campaign to remind and promote the toolkit.
- Develop B2C Accessible offers including accessible stays and itineraries which can be promoted through social media and influencer campaigns.



UOL AND LJMU RESEARCH

The University of Liverpool and Liverpool John Moores University are undertaking a joint research project over the next 18 months, exploring how organisations who contribute to the visitor economy are improving their accessibility provision.

The aim of this project is to better understand:

- Where organisations are on their accessibility and inclusion journey.
- What the enablers and barriers to success are.
- Identify practical, actionable solutions for taking matters forward.

Progress will be reported every quarter, and the research findings will be available in 2027.



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