

ACCESSIBILITY and reasonable adjustments

Reasons to take action



Around **14.1 million** people in the UK have a disability - that's **1 in 5** of us.

The reasonable adjustment duty applying to public service providers under the **Equality Act 2010** is 'anticipatory', meaning they are expected to foresee requirements of disabled customers and the adjustments needed to allow disabled people to access the services or facilities they provide. Failure to meet that duty, could result in civil action being taken against the service provider.

The social model of disability views society, not the disability, as the barrier to equality for disabled people. There are three areas within this model:

- 1 ENVIRONMENT** (such as inaccessible buildings and services)
- 2 ATTITUDES** (stereotyping, discrimination and prejudice)
- 3 ORGANISATIONS** (inflexible policies, practices, and procedures)

Using this model to look at potential barriers to access, helps society be more inclusive.



Organisation, **Purple**, who promote **Purple Tuesday**, an initiative to encourage organisations to improve disabled consumer access and experience advise that:

Across the UK, the consumer spending power of disabled people (aka the Purple Pound) and their families is worth **£274 bn** and is rising by an average of **14%** per annum



Worldwide, the Purple Pound equates to a staggering **£2.25 tn** yet less than **10%** of businesses have a targeted plan to access this disability market.

Despite legal and moral reasons for accessibility and the spending power of the disabled population, Business Disability Forum reports that reasons people switched to a competitor included inaccessible premises, website and telephone systems, poor service and inaccessible printed information.



They also report:

- 69%** of disabled users click away from sites with barriers. In 2019, businesses lost **£17.1 billion** through 'Click-Away Pound'.
- 58%** of disabled people state that the way they are treated by businesses also influences shopping habits of their friends and family.
- 78%** of disabled people have difficulty accessing shops and shopping centres
- 66%** of disabled people have difficulty accessing pubs, bars, restaurants and cafes
- 48%** of disabled people have difficulty accessing theatres, cinemas, and arts venues
- 46%** were unable to access or had extreme difficulty accessing medical facilities
- 31%** of disabled people found using public spaces difficult 'all the time' or 'often'

Sports facilities are yet to step up..

The Inclusive and Accessible Stadia Report, commissioned by the **Department for Work & Pensions** and the **Department for Culture, Media & Support**, found that difficulty in accessing venues and facilities not meeting disabled people's needs, were reasons that disabled people did not attend sporting events they wanted to.

Revitalise, a national respite care charity, carried out research into accessibility at football grounds. Research found that disabled fans cited:

Revitalise

Major issues at matches:

- 38%** felt unable to attend due to poor access for disabled supporters
- 17%** felt unable to attend due to difficulty purchasing tickets
- 16%** felt unable to attend due to inaccessible public transport
- 16%** felt unable to attend due as stadiums are not inclusive for disabled people



Services and facilities that disabled fans benefit from:

- Accessible parking **57%**
- Accessible toilets **46%**



Level Playing Field, an organisation which campaigns on accessibility at sports venues, receives hundreds complaints each year on poor accessibility. Complaints include people being unable to access information on fixtures, disabled access and transport links, fans being unable to book wheelchair spaces online and lack of appropriate space for wheelchair users and carers.

Sources:
<https://www.scope.org.uk/media/disability-facts-figures/>
<https://purpletuesday.org.uk/>

<http://www.clickawaypound.com/>
<https://www.levelplayingfield.org.uk/news-item/over-1400-disabled-fans-have-their-say-in-level-playing-fields-largest-survey-to-date/>

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