



# INCLUSION NOT EXCLUSION



## Creating an Accessible Event

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# The plan



- Why bother?
- What can the port expect from Sea?
- How do we do it?
- “Access by Example” What is the impact?
- What is everyone else up to?
- Over to you, Hasse.....

.....it's all about perception



....just who is disabled???

# Why bother?

- 1Bn people in the world are disabled (WHO)
- UK statistics range between 1.3m<sub>(DLF)</sub> and 10m<sub>(EFD)</sub> disabled in the UK???
- “Almost every one of us will be disabled at some point in our lives” – Dr Margaret Chan – DG WHO
- Because inclusion and teamwork is what Sail Training is all about – it’s in our DNA!
- Disabled Tourism market today = £2Bn (TFA)
- The Multiplier factor.....



# What can the port expect

- Disability is anything but just being in a wheelchair:
  - Acquired brain injuries
  - Recovering military casualties
  - Vision impairment/Hearing impairment
  - Cerebral Palsy
  - Epilepsy
  - Diabetes
  - Etc. etc. etc.
  - Age and strength



If we can do it.....(it's not rocket science!)



# “Access by Example”

- Emulating the familiarity and confidence onboard – ashore
- The same and yet special
- Inclusion onboard sends a powerful message to everyone
- Working together to add real value to everyone’s experience, ashore and afloat
- The ship is about Community: Community is about inclusion and this is an instantly understood message



# So what?

What is everyone else up to?

- The London Paralympics 2012 and Channel 4
- Accessible Holidays in most key resorts of the world
- Viral marketing tells a story – to everyone
- Building regulations – seamlessly standard
- Change from within – ask your employees



Hasse – now it's your turn!!

Show them how Halmstad did it!