

# **Accessible Outdoor Environments for All: Shared Understanding**

2007 Seminar Proceedings of the  
Countryside Recreation Network

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"Accessible Outdoor Environments for All: Shared Understanding"

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"Accessible Outdoor Environments for All: Shared Understanding"

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## **Countryside Recreation Network Seminar**

"Accessible Outdoor Environments for All: Shared Understanding"

### **WELCOME AND INTRODUCTION**

Glenn Millar  
Economic Development Manager  
British Waterways  
Countryside Recreation Network Seminar

In recent years much work has been done to further the provision of better access for all sections of the community to outdoor recreation. There is no doubt that guidance developed through initiatives such as the *BT Countryside for All Standards* and Countryside Agency's *By All Reasonable Means* have led to real improvements in access to the outdoors, particularly for disabled people. Much good work has been done by a wide range of outdoor recreation organisations, especially in terms of raising the standard and quality of physical access. However there has been much less emphasis on how best to get information out to people about access opportunities.

Often access to the outdoors is "off the radar" of disabled people. Many people have huge challenges in accessing services that the rest of us take for granted, such as shops, banks and public transport. So how do we get the message across that outdoor recreation resources can be accessible to everyone? That is the challenge presented in this Workshop.

The Workshop's aims were to exchange ideas, share good practice and in so doing stimulate innovative ideas and ways of thinking to raise awareness of and participation in outdoor recreation activities by disabled people. The Workshop consisted of a series of interactive sessions, focussing on:

- How to raise awareness of opportunities and give people information before they visit outdoor recreation resources;
- The provision of on-site information and interpretation; and
- How to involve disabled people in managing, developing and promoting the resource.

It is hoped that this Workshop can help stimulate the development of common approaches to information provision in the context of "access for all".

## **Countryside Recreation Network Seminar**

"Accessible Outdoor Environments for All: Shared Understanding"

Lars Stenberg  
Communications Director  
Sensory Trust

### **Overview of information provision - The Access Chain**

#### 1. Introduction

Since part III of the Disability Discrimination Act came into force on the 1<sup>st</sup> of October 1999 there has been a much greater focus on the delivery of services that do not exclude disabled people. For many parks and open spaces the focus has been on physical access improvements, reflected in access audits and capital works. Many of these capital works have not resulted in an increase in disabled people visiting sites, and there is an increasing understanding that physical site improvement is only one aspect of a more complex interplay of accessibility criteria.

A focus on providing information that will help disabled people make a decision to visit a site and improve their quality of experience during their visit is a welcome development in providing a more inclusive service for all members of a community. This document outlines how access information, provided in accessible formats fits into the larger picture of access as a whole. The paper is based on research conducted by the Sensory Trust and published in Making Connections (Price and Stoneham 2001) and on the concept of the Access Chain, developed by the Sensory Trust and published in By All Reasonable Means (Countryside Agency 2006).

#### 2. Why do we need accessible information?

42% of respondents in the Sensory Trust's survey of non-users of public spaces published in Making Connections stated that their main reason for not visiting their local park was a lack of appropriate information.

65% also stated that word of mouth influenced their decision to visit. This is hugely important. While we may create accessible information that extols the virtues of our site, we must be sure that the information is accurate, and that the site lives up to the claims. Disappointed or frustrated visitors will quickly tell their friends about their experiences.

Simply put, for many people a visit to the park is a major undertaking and requires a high degree of planning. Up to date, reliable and accessible information supports that planning and can make a visit possible.

### 3. The Access Chain

Access is a chain of events that begins with the decision to visit and ends with the visitor's safe return home. Many access improvements that have little impact on visitor numbers do so because they have been made in a piecemeal way, with no regard for this chain of events. For instance, a new accessible visitor centre may fail to improve visitor numbers if there is no accessible car parking nearby, and it has not been promoted in the right way to the right people. No improvement should ever be made in isolation. Think links.

The Access Chain is a conceptualisation developed by the Sensory Trust to simplify the process of joining up access work. By imagining access as a chain of events, it becomes apparent that failing to provide for every link in the visitor experience can mean that the visit may end with the visitor feeling frustrated or, more likely, the visit may not happen at all.

The Access Chain describes access as it is experienced from a visitor's perspective. It is not a model for the order in which improvements should be undertaken. For instance, there may be little to gain from improving public transport links to a site that is completely inaccessible. Typically, improvements to each link in the chain will be made concurrently. For instance, transport improvements can be negotiated and planned while site improvements are underway. Pre-visit information can then keep visitors up to date with improvements to the site and to transport as they happen.

#### **3.1 Decision to visit**

Most decisions to visit a site are made at home. Many people require a good deal of information in order to plan a visit. In the absence of word of mouth recommendation, it is off-site information that people rely on to know if they can visit a site: if it has the facilities they need, if it is safe and welcoming, and if it is accessible.

Off-site, decision-to-visit information should include:

- Parking and transport information
- Location and access information for toilets, refreshments and other facilities
- Details of staffing and staff skills (for example BSL)
- If photos are included in information, some photos should include disabled people in order to promote a positive, welcoming image.
- A description of the sorts of independent activities available
- Information on guided tours or other organised activities and events
- Opening times

Decision-to-visit information should be produced in Large Print, Braille, Plain Language and audio. It is not necessary to produce all of these at once, but be prepared to quickly produce them on request, and advertise this fact on your standard information with contact details. Design your standard information using information access guidelines to minimise requests for other formats.

Decision to visit information should be promoted through your standard channels. Other channels that are worth considering, if you don't already use them are:

- Local radio

- Leaflets in surgeries, day centres and community halls
- Direct mail to disability and other groups

### **3.2 Journey and arrival**

How easy it is for people to get to a site is a major factor in determining whether they will visit or not. This sounds obvious, but this factor is often neglected in access planning. It is easy to dismiss many of these issues as outside the scope of access improvements to a site. However, the visitor experience relies on this link of the access chain being as strong as the rest.

The more choices people have in ways to reach your site, the more accessible it will be. Provide as much information as you can about routes to your site, parking and drop-off facilities and public transport options. Where information is likely to change frequently, provide contact details and links to current information.

The most accessible form of information is conversation. When visitors arrive at your site the arrival experience can be improved by:

- Ensuring staff and volunteers are on hand at entrances
- Ensuring staff and volunteers trained in disability awareness
- Training staff and volunteers in extra skills such as BSL

### **3.3 On-site experience**

In some ways the on-site experience is the least important of the links in terms of accessible information. Many sites have already gone some way to improve the quality of on-site information provision. Information on site breaks down into two broad areas: getting around and understanding

The information required to get around a site varies with the size of the site

- If signs are used, ensure that they are clearly worded, indicate direction and distance, are located where they are easily seen and are not obscured by foliage or dirt.
- Provide enough information about a route to allow the visitor to make their own choice. "Unsuitable (or suitable) for wheelchairs" is not appropriate as what may suit one wheelchair user may not suit another. The increasing use of powered mobility vehicles, from three wheeled shopping scooters to all-terrain Trampers further increases the variety of routes that may be "suitable". Where routes contain steps, rough surfaces, steep gradients or cambers, indicate these either on a map or on the signs, or both.
- Many site visits are enhanced by some degree of interpretation. Interpretation should be provided in Large Print, Braille and Plain Language versions. You may also consider making a version available in a symbol assisted language such as Widgits ([www.widgit.com](http://www.widgit.com)) for people with learning disabilities.

### **3.4 Return home**

Improvements to the return link of the Access Chain are usually made by improving the journey and arrival link. That said, there are a number of extra things that can improve the visitor experience:

- Make it easy for people to give feedback on their experiences. Visitor satisfaction is probably the truest measure of whether the access

improvements have worked, and can provide impetus and ideas for further improvement. Just in case you thought you could put your feet up.

- Some sites may benefit from providing information resources designed to support after-visit sessions for groups, group leaders and teachers.
- Provide information that encourages people to become involved as volunteers or as members of friends groups.

#### 4. Working with people

How can you be sure that the information you provide is appropriate and accessible? Working with people who represent your intended audience is fundamental to the success of any project. Going ahead with an information project without meaningful input from your intended audience is a sure way to waste resources and create a “white elephant” product.

Engagement with your intended audience needs to be:

- Meaningful for both parties. You should design a process whereby you get information from your group that realistically informs your design decisions. Your group should feel their opinions are valued and should gain a greater understanding of the possibilities and limitations inherent in creating and disseminating information.
- Timely. You should begin to listen to your audience at the very start of any project. Input from your group should take place throughout the project as revisions and testing are undertaken. Finally, your group should be kept up to date with how the final piece turned out, and when you are likely to want a revision in the future.
- Fun. Most people go outdoors to enjoy themselves. Many people also find traditional business environments such as boardrooms intimidating. Try to make your engagement processes fun and non-threatening so that your group feel encouraged to give their opinions. Pick somewhere familiar and pleasant, preferably on the actual site in question. There should be shelter, toilets, warmth, and refreshments available.

#### 5. Conclusion

The production of appropriate, timely, accurate and accessible information is arguably the most cost-effective way to broaden the range of visitors to a site. Information production should be seen as an integral part of any site, and should be seen as an on-going process in step with changes to the site, whether as the result of planned works, the seasons, or the weather. Information delivery media should be selected to reflect the expected frequency of updates so that information remains accurate and the cost of producing accurate information is kept down.

Lars Stenberg  
November 2007

## **Countryside Recreation Network Seminar**

"Accessible Outdoor Environments for All: Shared Understanding"

Phil Chambers  
Consultant  
CEM Ltd

### **Workshop 1 – The Need for Information prior to a Countryside Visit workshop.**

The workshop considered the needs of disabled people to have access to relevant usable access information about opportunities and services prior to their visit to the outdoors. It was stated that disabled people may not have the same expectations that countryside services are accessible to them, as would non disabled visitors and unless accessibility is promoted to them in a format they can use many will assume a place is inaccessible. It was also shown to be important to appreciate that information which meets the needs of people with a range of impairments will generally meet the needs of a wider generic audience.

#### **Demographics.**

It is estimated that as many as 20% of the UK population has a disability within the remit of the Disability Discrimination Act. Sometimes people are surprised to learn that only 5% of the disabled community uses a wheelchair or an outdoor scooter. Many people expect the figure will be higher. This is probably because wheelchair and scooter users are more visible and obvious in day to day life. However, without a doubt people with sensory impairments are predominant with as many as two million people with visual impairments and eight million people with hearing impairments living in the UK. Yet despite the high numbers of disabled people a study by Park Life<sup>1</sup> found that less than 0.5% of people with obvious impairments were seen at countryside sites where surveys were being carried out.

#### **Legislation and Information.**

The Disability Discrimination Act specifies that disabled people should have reasonable access to information and means of communication. And the Disability Equality Duty which affects Councils, Universities, colleges and school says that there is a requirement for public bodies to treat disabled people more favourably if this will enable them to access services. Although many service providers are very clear on the need to meet reasonable physical access requirements to buildings

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<sup>1</sup> Park Life - Urban Parks and Social Renewal (Greenhalgh&Walpole,1995)

and outdoor environments they are often less aware of the need to provide usable and accessible information.

### **Some common Myths.**

In terms of providing accessible information many of us think that people who are blind can read and understand Braille. However, statistically only about two thousand people across the country can read Braille. In reality raised text or large print information is more useable by the two million people with visual impairments. Large print text is generally larger than 14 point and of course it benefits most users. It is therefore advisable to print leaflets in this size text as a matter of course, even though this requires designers to cooperate and for copy writers to be prepared to edit information to make sure that sentences are short and simply and clearly constructed.

Another assumption made by service providers is that public and corporate websites are usable by people with sensory impairments without the need for designing accessibility into the web pages. In reality the majority of websites were found not to be useable by people with visual impairments when assessed. A report in the Observer<sup>2</sup> highlighted that 80% of one thousand websites tested (by the DRC) were not accessible to all disabled people. "The problems most commonly encountered were cluttered web pages, confusing navigation of sites, failure to describe images for the benefit of blind customers using screen reading software and poor contrast between background and text - which can make life difficult for dyslexic and visually impaired users". It is necessary to ensure that websites are accessible if they are usable by all sections of the community and importantly from a marketing perspective to achieve the best promotion of countryside and outdoor heritage environments.

During the workshop several websites were viewed in real-time and the levels of accessibility assessed. Some positive examples of clear web pages with easy to understand text were found. Other websites showed examples of countryside maps and plans which had details about outdoor accessibility and could be seen and downloaded as PDF's. These positive examples were countered by other sites that clearly did not meet the minimum guidelines advocated by the British Standard Institute and PAS 78.

There was some discussion about the informational needs of deaf and hearing impaired visitors to the countryside. The point was made that information is very important to them prior to a visit as once at the site deaf people will find it difficult to ask for information. Some members of the deaf community do not perceive themselves as deaf in the traditional sense as they have their own culture and language and therefore prefer information in their first language which British Sign Language (BSL). It is important that information provided in a written format or electronically on the web is clear and east to understand by deaf and hearing impaired users.

### **Benchmarking Information.**

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<sup>2</sup> The Observer February 2005 "What a Tangled Web" Helen Monks.

It was recommended that the Principle of Universal Design is considered when design information and in fact all services used by disabled people in the countryside. This is "the design of products and environments that are useable by all people, to the greatest extent possible, without the need for adaptation or specialist design" Centre for Universal Design 1997 [www.design.ncsu.edu](http://www.design.ncsu.edu)

### **Practical Exercise - Leaflet Usability.**

The group were asked to look in pairs at a series of typical countryside promotional leaflets collected from around the UK. They were asked to choose two or three at random and assess their usability in terms of text clarity, useful access information, quality of maps and plans and the relevance of the information to users with a range of physical and sensory impairments. There was a general consensus that even though it is an expensive exercise producing promotional leaflets, the first objective of ensuring that the leaflet meets the access needs of all prospective visitors was not always fully considered. There were some good examples of clear maps and statements about accessibility and opportunities that disabled people might enjoy and benefit from, but equally text was often smaller than twelve point and nearly always less than 14 point and it was not clear against the leaflet background as the text or tone did not contrast with the background colour. An example of white text on a pale yellow background was identified. A number of leaflets were available in "Large Text" on request, but it was agreed that this would not be necessary if a minimum of 14 point text was generally provided.

### **Concluding Points.**

Disabled people are generally underrepresented in visiting the countryside and often will expect services to be inaccessible to themselves unless they are told differently.

Easy to use, clear information provided in a range of paper, audio and electronic format are required to ensure information provided prior to countryside visits is useable by all visitors and very importantly by users on their own terms. Along with the formats mentioned above it should also be remembered that face to face communication is generally the most effective.

## **Countryside Recreation Network Seminar**

"Accessible Outdoor Environments for All: Shared Understanding"

Matthew Jones  
Lead Consultant  
Imagemakers, Design and Consulting

### **Workshop 2 – Information at the recreation site- One for all and all for one?**

The application of universal design to visitor communication in countryside recreation settings.

There's a well known comedy sketch in which Eric Morecombe is seated at the Grand Piano, a full orchestra arranged on the stage next to him, and world-renowned conductor and concert pianist Andre Previn standing by with the conductor's batten in his hand. Andre Previn steps up to the rostrum and with an energetic wave of the batten he brings in the orchestra. The opening notes build to a crescendo and Previn then turns his wand towards the hapless Morecombe. What emerges is not the passion-filled, dramatic opening notes of the Greig piano concerto, but a child-like, tuneless rambling. Previn turns to Eric Morecombe, walks across to him and says "You're playing all the wrong notes!". Morecombe grabs Previn by the lapels and replies – "I am playing all the right notes, but not necessarily in the right order".

The idea of playing all the right notes but not necessarily in the right order has considerable resonance with the subject of this paper – namely the application of universal design to visitor communication in countryside recreation settings. In short, how we plan, design and structure our visitor communication has a considerable bearing on its effectiveness and accessibility. You may well think that you are playing the 'right notes', but if you aren't following the score, or paying attention to the conductor your music is not going to make a whole lot of sense to the listener.

The title of this paper – All for one, one for all? – is not a reference to the three musketeers but rather alludes to the emerging paradigm of universal design. I would like to consider how the principles of universal design can help us plan, design and structure our visitor communication?

Incidentally, this paper deals with two key elements of visitor communication – orientation and interpretation, mainly because these are more my area of interest and because when it comes to visitor communication in countryside recreation settings, I suspect that these two aspects of visitor communication are likely to be of greatest interest and relevance to this readership.

By orientation I mean helping visitors to navigate their way around your site. Interpretation is really about communicating the significance or value of your site, telling its story, getting across your messages in a way that engenders specific emotions and behaviours and learning outcomes.

Before explaining a little more about the principles of universal design we would do well to challenge ourselves with a question. You might like to try this with colleagues when thinking about your own strategy for visitor communication.

*As owners / managers of countryside recreation sites what can we do to **utterly confuse, disorientate and alienate** visitors on their arrival and during their exploration of our sites?*

In considering this question you may find yourself getting a little uncomfortable about some of the things that you come up with. Actually, to a large extent, that is the point of the exercise. Be outlandish, outrageous. Be silly and extreme in your ideas. The sillier and more extreme the better. Have some fun. Remember, when you are considering this question you are not just thinking in a narrow sense of 'people with disabilities', but all visitors. You can consider the 'mis-use' of a range of media to help you NOT get your messages across. You might wish also to consider staff attributes in your assessment. Think carefully about the possibilities for appalling visitor communication associated each of the words – **confusion, disorientation, alienation**. This sort of thing works best if you split into groups and each consider one of the aspects of visitor communication separately (i.e. confusion, disorientation and alienation) and then come together to discuss your ideas.

You might wonder what the point of this exercise is. Well, I think some valuable conclusions can be drawn from it.

The first conclusion is that there are many ways to confuse, disorientate and alienate visitors. If you have done this exercise just look at the lists you've come up with!

Secondly, anyone can effectively be 'disabled' by the environment and circumstances that are imposed on them. This secondary idea is sometimes referred to as the social model of disability. Its central premise is that society perpetuates and even exaggerates disability by failing to take a holistic view of planning, designing and constructing environments, communications and products.

Universal design is a reaction against this sort of social stigmatising. Its intent is to simplify life for everyone by making products, communications, and the built environment more usable by as many people as possible at little or no extra cost. In short, it aims to benefit people of all ages and abilities through a more holistic and integrated thinking about 'usability'.

Before considering the key principles of universal design, it is worth reiterating its origins in product design and development, architecture and spatial planning which

make some of the principles seem a little unrelated to visitor communication in the countryside. However, they are shared in full below not least because the originators of these principles (a group of businessmen, industry leaders and academics in the US) state clearly that the principles should always be communicated in full without interpretation to avoid them becoming distilled or distorted.

### ***What is Universal Design?***

**Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.**

#### **Principles:**

1. Equitable use – the design is useful and marketable to people with diverse abilities.
2. Flexibility – the design accommodates a wide range of individual preferences and abilities.
3. Simple and intuitive – use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
4. Perceptible information – the design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
5. Tolerance for error – the design minimizes hazards and the adverse consequences of accidental or unintended actions.
6. Low physical effort – the design can be used efficiently and comfortably and with a minimum of fatigue.
7. Size and space for approach and use – appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

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State University, The Center for Universal Design.

<http://www.design.ncsu.edu/cud/>

### **Equitable use**

- provide the same means of use for all users: identical whenever possible; equivalent when not.
- avoid segregating or stigmatising any users.
- provisions for privacy, security, and safety should be equally available to all users.
- make the design appealing to all users.

## **Flexibility**

- Provide choice in methods of use.
- Accommodate right- or left-handed access and use.
- Facilitate the user's accuracy and precision.
- Provide adaptability to the user's pace.

## **Simple and intuitive**

- Eliminate unnecessary complexity.
- Be consistent with user expectations and intuition.
- Accommodate a wide range of literacy and language skills.
- Arrange information consistent with its importance.
- Provide effective prompting and feedback during and after task completion.

## **Perceptible Information**

- Use different modes (pictorial, verbal, tactile) for redundant presentation of essential information.
- Provide adequate contrast between essential information and its surroundings.
- Maximize "legibility" of essential information.
- Differentiate elements in ways that can be described (i.e., make it easy to give instructions or directions).
- Provide compatibility with a variety of techniques or devices used by people with sensory limitations.

## **Low Physical Effort**

- Allow user to maintain a neutral body position.
- Use reasonable operating forces.
- Minimize repetitive actions.
- Minimize sustained physical effort

## **Size and Space for Approach and Use**

- Provide a clear line of sight to important elements for any seated or standing user.
- Make reach to all components comfortable for any seated or standing user.
- Accommodate variations in hand and grip size.
- Provide adequate space for the use of assistive devices or personal assistance.

## *What are some examples of Universal Design?*

- Use of meaningful icons as well as text labels
- Choice of language on speech output
- Closed captioning on television networks

- Lever handles for opening doors rather than twisting knobs

Earlier we considered the question of how we might utterly confuse, disorientate and alienate visitors. If you did this as an exercise with your colleagues, now is the time to re-visit those lists of ideas and, in light of the principles highlighted above, consider how to convert these visitor communication *faux pas* into really positive ideas / principles for visitor communication.

As you are doing this, you might like to consider how your approach might benefit a range of different audiences. For example:

- Someone with visual impairment (with a helper)
- A deaf person visiting on their own
- A family visiting with a young child in a push chair
- An elderly couple, both with mobility impairment
- A visiting group of people with varying severity of learning disabilities

Although individual needs and requirements may vary, the question you should be asking is – what could we do to ensure that our visitor communication is accessible to the broadest possible audience?

You might consider these issues as small groups and draw up your lists to share with one another. Again, each group should consider a different aspect – confuse, disorientate and alienate.

The whole point of this exercise, and the previous one, is to focus your thoughts on the underlying good practice principles for visitor communication. The following summary builds on the principles of universal design but in a more targeted and directly relevant way.

### **Knowing your audience**

- People have different learning styles – some people are doers, some are listeners, some are browsers and we need to cater for them all.
- People have a wide range of physical abilities – remember, making something accessible for a wheel chair user will automatically improve access for everyone else (e.g. mother with a push chair). We shouldn't treat disability as something separate!
- People have different views and attitudes – we need to understand these in order to be able to pitch our visitor communication at the right level and make emotional connections – particularly in the case of interpretation.
- People have a range of learning abilities – we need to provide opportunity for people to engage at different levels depending on their abilities.
- Knowledge base and interests – we should not assume that everyone is as knowledgeable and as interested in the things that we are.

- Group dynamics – visitors respond to and use information in different ways depending on whether they are individuals or part of a group. Also, remember that people with more severe physical or intellectual disabilities will often be accompanied by family members or helpers.

### **Be objective led**

- Planning
- What do you want people to learn
- What do you want people to feel
- What do you want people to do
- Why?

### ***What's in the design?***

Aside from the practicalities of colour contrast, font types and sizes (for which consult BT Countryside for All Guidelines as a good starting point) and physical parameters such as reach ranges, cones of vision etc. your visitor communication will stand or fall on the basis of how well you consider the following:

- **Layering** – in the context of a countryside recreation setting a good example would be using a range of different media (e.g. panels, audio trail, visitor centre touchscreen interactive) to communicate the same message.
- **Hierarchy** – this refers to the arrangement of information in a logical and intuitive manner (e.g. playing all the right notes, in the right order). On a panel, for example, there should be a single, relevant catchy title, a short introductory paragraph encapsulating the key theme or story and then further bits of body text for those wishing to read further. Captions on images can also help to communicate the story.
- **Tactility** – providing opportunities for touching and feeling not only benefits people with visual impairments but provides a means for engagement of a much broader audience. Think about using etched zinc, brass or relief cast resin and bronze. Braille can easily be incorporated as well. Carry around vacuum formed plastic relief maps for people with visual impairment
- **Interactivity** – for the doers in your audience, try and offer opportunities to interact (e.g. lift flaps, revealer wheels, tumbler blocks, wind up audio, stamps incorporated within the framing of a graphic panel).
- **Being thematic** – having a single central theme or message will help people to remember the things that you want them to remember, feel what you want them to feel and do what you want them to do.
- **Provoking, relating, revealing** – the three touchstones of interpretation are that it should provoke thoughts and emotions in people; it should relate by using examples and experiences familiar to the audience, and it should reveal underlying truths about the site or subject without necessarily communicating all the facts and figures.
- **Fun** – an often overlooked element of design. Remember that people are spending their leisure time on your site and they have not necessarily come here to learn lots of stuff, but to be entertained and amused.

### **Some useful facts**

- People learn better when they are actively involved in things
- The more senses that people use in the learning process the better the knowledge retention and more rewarding the experience
- People learn that which appears to be most relevant and useful to them
- Active discovery promotes learning
- Friendly competition promotes learning
- Questions help people to derive meanings
- Addressing people's expectations at the beginning of an 'experience' helps focus their attention

In general people remember about:

- 10% of what they hear
- 30% of what they read
- 50% of what they see
- 90% of what they do

### **Visitor communication – a many layered cake**

Translating all of this theory and principle into practical action often comes down to considering what media to use. From the old faithful graphic panel to cutting edge mobile-phone based interactive audio tours, visitor communication is indeed a many layered cake.

There is not sufficient space available to consider fully the pros and cons of each and every media. The following bullet points therefore provide the briefest of overviews.

### **Maps**

- Hand drawn pictorial maps are great for communicating the sense of place, especially if drawn from an oblique angle (as if viewed from the air by a bird). As they are drawn from a fixed perspective they can be confusing and disorienting if used out of context.
- Top down maps are much more flexible and useful as navigation tools. Remember, there is little point having an immensely detailed map on a panel, as the minute someone walks away from it they will only retain a fraction of the information conveyed.
- Tactile and relief maps made from glass fibre resin, bronze, etched zinc, sand blasted wood or vacuum formed plastic provide solutions that are more accessible for people with visual impairments.

### **Waymarking / signage**

- Clear and consistent use of symbols and design of the structures themselves is vital so that visitors are able to quickly familiarise themselves with a site and the various options for moving around it.

### **Illustration**

- Illustrations help people to derive meaning and attract / hook people.
- A well chosen illustration speaks a thousand words

### **Graphics panels**

- Often the staple for interpretation, panels can easily be integrated with other elements – e.g. tactile components, low tech interactives and even audio.
- Information should be arranged hierarchically and the design should incorporate carefully chosen imagery and concise, clearly written copy.

### **Hand held digital technology**

- Hand held digital technology offers exciting opportunities for highly personalised, layered information, interpretation and orientation. One such new media system is MobiTour which uses people's mobile phones to deliver quality audio content, text and picture messages and enables visitors to leave feedback. Visit [www.mobitour.co.uk](http://www.mobitour.co.uk) for more information.
- Location-aware mobile phones and PDAs able to link in with the global positioning system, or GPS, provide a further means for delivery of relevant, targeted information to users.
- MP3 file downloads may be a very useful way to communicate important information or stories to potential visitors before they visit the site.

### **Touchscreens**

- Touchscreens allow virtual access to less accessible parts of sites. This coupled with ease of operation and the opportunity for layered content make it a valuable tool in the visitor communication armoury.

### **AV**

- A well made audio-visual show is still a powerful tool for visitor communication. But make sure you have installed an induction loop and provided captioning for the benefit of people with hearing impairments.

### **Sculpture and public art**

- Think about the opportunities to create multiple sensory experiences through the use of public art – e.g. landscaping, planting, sculpture.

### **Guided walks, talks and events**

- First person contact is always the best form of visitor communication.
- Tailor the level and approach to the audience
- Ensure that staff are trained to work with people with a range of different abilities.

***All for one and one for all?***

In conclusion, I would like to just quickly return to the title of this paper – All for one and one for all? This is a question. Why?

Well I wanted to highlight that there is a slight variance with the principle of Universal Design as it is applied in other spheres of influence, such as architecture and product design, where the main drive is often (though not exclusively) around physical usability. In these contexts the main thrust is to provide solutions that are indeed all for one and one for all (or put another way, one size fits all).

In the sphere of visitor communication the picture is a bit more complicated not least because, as we have discussed, people have a range of learning abilities, interests, emotions, knowledge and experiences which also need to be borne in mind.

Yes we can be 'universal' in some areas, such as minimum point sizes, colour contrasts etc., but in other areas we need to look to providing choice, and through choice equality of opportunity. In this sense we can ensure that are visitor communication is indeed 'all for one and one for all'.

## **Countryside Recreation Network Seminar**

"Accessible Outdoor Environments for All: Shared Understanding"

Robin Helby  
Deputy Chairman of the Disabled Ramblers

### **Workshop 3 – Involving people with disabilities**

As you can see, I am disabled, so I speak from personal understanding of impaired mobility. I am also Deputy Chairman of the Disabled Ramblers, a registered charity and the only organisation with practical experience of rambling for the disabled. Each year we organise up to 30 days of rambling across England and Wales. Most of our rambles are about 8 miles long - we tried 12 miles but the able-bodied whinge too much.

We work closely with the people at the National Parks, also by the National Trust, the Forestry Commission and Lancashire County Councils, to name a few. I think it is fair to say that it has been a two-way learning exercise. We have boldly claimed that we can go most places, and they have rewarded us with some really amazing countryside.

#### **The Machines**

I can only speak directly for people with impaired mobility, who use wheelchairs, powerchairs and scooters.

The wheelchair is the traditional symbol of disability. Excellent in urban areas where there are all-weather paths, but useless in the rough.

The powerchair is more versatile. Some can tackle 50mm ruts and steps, and gradients up to 1 in 5. But their Achilles heel is crossfalls, especially gradients and crossfalls together.

Scooters come in three varieties, but I am ignoring the lightweight models that take to bits and have small batteries. These are only stable on smooth hard surfaces like shopping centres. The medium scooters are mainly used for shopping. These can cope with 75mm ruts and kerbs, and gradients and crossfalls up to 1 in 5 depending on the model. But not the three-wheelers, which are inherently less stable. The heavy scooter is a recent development, with a range enough for a hard day's rambling. The right model can tackle mud up to 125mm, ruts and kerbs up to 150mm, and gradients and crossfalls up to 1 in 4. Naturally some owners push them to the limit, such as climbing Snowdon.

#### **Living with Disability**

When you are disabled, going out can be equivalent to getting several small children into a car. All physical movement may be difficult or painful, and

transferring can be exhausting, both onto the toilet or into the vehicle. Manual wheelchairs are not very comfortable, without suspension and minimal cushions. Many permanent wheelchair users are generally frail. For the carer, the worst is not pushing uphill but pulling back downhill, when the strain runs down the spine and the back of the legs.

### **Planning an Outing**

When the disabled plan a day out in the countryside, they usually ask four questions:

- Is there a car park?
- Is there an accessible toilet?
- Is there an accessible route?
- Is there a cafe?

Somewhere with all four we would call a "4P" site - somewhere to park, to pee, to plod and a pot of tea. Of the four, the accessible toilet is the most important. If you need an accessible toilet, you want to be absolutely certain of one - and that it will be working on the day. Our experience is that the lack of accessible toilets is the single greatest factor deterring the disabled from visiting the countryside.

Indeed, the Disabled Ramblers were having difficulty finding new routes for rambles. It was hard enough to find a place to start with an accessible toilet, let alone another accessible toilet at the lunch stop. We now have our own mobile accessible toilet, which doubles up as transport for our loan scooters.

The second factor for the bolder visitor is that paths may be blocked by a stile or a kissing gate. Or are blocked three-quarters of the way round, and the battery will now go flat getting back. The uncertainty is both demoralising and frustrating.

The third factor is their equipment. A folding wheelchair may be all they can transport and the carer can manage. Few people are equipped to transport a medium scooter, especially someone taking an elderly parent out for the day.

### **The Accessible Path**

In 1997 The BT Countryside for All Standards were published, which were primarily aimed at the manual wheelchair user. For example, 10mm was the largest acceptable pebble and gradients should not exceed 1 in 12 and not be treated as ramps, with level rest platforms every 750mm of rise. This is fine for honeypot sites, or where all-weather paths are necessary due to the number of visitors. However, this is not fine for the wider countryside, where 99% of the footpaths are unsurfaced. Fortunately "By All Reasonable Means" recognises the dichotomy of improving access whilst conserving the natural environment.

In "By All Reasonable Means" the approach is create Management Zones; Zone A for high quality access, Zone B for most parks and Zone C for the wider countryside. However, much of the present footpath network does not even come anywhere near to Zone C.

We support "By All Reasonable Means". We reject the idea of one universal standard for the disabled. We also believe that the disabled have no special right to destroy the environment. We want a range of paths, a choice of experiences and opportunities. But at the same time, the removal of all man-made barriers. There is no excuse for retaining stiles - historic ones excepted, or kissing gates. Barriers like these affect everyone.

### **Information: on-site and the off-site**

On-site information covers the route signage and diagrams. It is important to remember that many of us wear reading glasses, so every glance at a map will involve changing glasses. Many people are also confused by maps, let alone details like gradients. Maps should be simple diagrams, easy to read and uncluttered with detail. Less really is more.

In addition to signs, path markers are essential on larger sites and in woods. Not just at cross-roads and junctions but with reinforcing markers on either side. A lost visitor is a frightened visitor and who will not return. Remember that markers go missing.

Off-site information covers both leaflets and a website. Leaflets are traditional but always have to be a compromise in content and size, not least on cost. Each land manager will choose their preferred format, though simple leaflets to be preferred over wallets with multiple inserts. But however good the leaflet may be, it may get left behind at home or in the car.

Today the alternative is a website. This has the advantage of being inexpensive to set up, and transfers all the cost of printing to the visitor. Information can be quickly updated and altered to reflect the seasons or special events.

### **Not all websites are equal!**

An example of best practice is the South West Coast Path website. The initial access is to a simple route diagram and general description. Faced with explaining paths with a sheer drop on one side, or a short steep section, their solution has been to use photographs of pinchpoints with a descriptive text. There are 4 photos per A4 page, and as many pages as required. These are downloaded as Acrobat files, and printed if required.

It is far easier to remember a photo than a description or a map. Photos are understood in all languages. The photos also form a comprehensive record of the path for internal management records, information essential for Health and Safety.

Whilst a detailed Audit may have to be carried out by qualified Access Consultant, local people with a range of disabilities should always be involved and asked to go round and comment informally. They bring a lifetime of experience, and will be a very valuable resource.

## **Interpretation**

Good interpretation can greatly enhance a visit. Boards not only need to be at the right height, but also allow wheelchairs and scooters to get close. Unfortunately, boards positioned low down are often more vulnerable to vandalism. One solution is to print on adhesive plastic, stuck onto to metal sheeting. The low cost allows frequent replacement, allowing each season to be covered. Interpretation and signage should be reviewed at the same time.

## **Can You Raise Awareness?**

Yes, but in my opinion, this should be focused. The most numerous disabled visitors will be those with impaired mobility, including the elderly. These will range from those able to walk a hundred yards to the completely dependant. Unless they belong to the small minority able to transport their own scooter, they will be aware of being slowest member of their group, whether walking or in a wheelchair. This may not be a problem on a small site, but it will be a restriction on larger sites.

Traditionally short sections of accessible paths would be built, but these are expensive at up to £25,000 per kilometre. And dictate where the disabled should go. An alternative solution is to provide on-site transport, either by way of a multi-seat buggy or single-seated scooters, though this may only be feasible where there is a manned visitor centre.

The experience is that loan scooters become very popular, especially with the more active and who are most likely to be regular visitors. Not just because more of the site will be accessible but because it makes the visit inclusive. No longer does the walk have to be restricted to the least able member of the party, or even split up with someone waiting in the cafe.

Lancashire County Council has shown that providing loan scooters are a viable alternative to building accessible paths - they already have a fleet of 12. They were faced with ancient limestone pavements and gradients too steep for any wheelchair, as well as SSSI sites.

Suitable scooters can access most areas of a site. Of course, routes have to be carefully checked to ensure that latent dangers are eliminated. A structure for the management of the loan scooters, including the framework for training staff and any volunteers, should also be checked. But where there is a manned visitor centre, there is a real opportunity to provide loan scooters and to make the site truly inclusive.

## **Conclusion**

Of course, buggies and loan scooters can only be part of the overall promotion of sites. There will always be a need for high quality paths, but on sites with the right topography and facilities. Much can also be done to remove stiles and make all gates accessible, greatly increasing the usable footpaths. Sites should not be seen in isolation, but as part of a greater footpath network. Enthusiastic on-site management and a good web site are also essential.

But access to the outdoors is more than just being outside. The disabled may not be able to play tag or jump ditches, but we still need the opportunity for achievement.

- To be in control and to exercise personal judgement.
- To decide whether to tackle a dodgy looking path.
- To be able make mistakes and to laugh at them.
- To be free to meet people on equal terms.
- And most of all, to forget one's disability in the moment.

**APPENDIX A**

**ACCESSIBLE OUTDOOR ENVIRONMENTS FOR ALL: SHARED  
UNDERSTANDING**

**21 November 2007**

**Centre in the Park (Norfolk Park)  
Sheffield**

**A Countryside Recreation Network & Countryside for All Forum Event**

**PROGRAMME**

**9.30 Registration and refreshments**

**10.00 Introduction & welcome from Chair**

*Glenn Millar, Economic Development Manager, British Waterways*

**10.05 Overview of information provision - The Access Chain**

*Lars Stenberg, Communications Director, Sensory Trust*

**10.30 Workshop 1 – Information before the visit**

*Phil Chambers, Consultant, CEM Ltd*

**11.30 Workshop 2 – Information at the recreation site- One for all and all for one?** *Matthew Jones, Lead Consultant, Iagemakers*

**13.00 Lunch**

**13:45 Workshop 3 – Involving people with disabilities**

*Robin Helby - Deputy Chairman of the Disabled Ramblers*

**15.15 Feedback from Workshops**

**16.00 Summary & close**

**APPENDIX B**

## **BIOGRAPHIES OF SPEAKERS**

### **ACCESSIBLE OUTDOOR ENVIRONMENTS FOR ALL: SHARED UNDERSTANDING**

**21 November 2007**

**Centre in the Park (Norfolk Park)  
Sheffield**

## **CHAIR**

**Glenn Millar  
Economic Development Manager  
British Waterways**

Glenn Millar is Economic Development Manager in the British Waterways Economic Research Unit.

Glenn has been with British Waterways since 1978, initially working in transport and then recreation & tourism research. Glenn now heads up a small unit responsible for assessing the economic and social impacts of waterway projects, securing external funding to support these, and developing and managing projects under various EU trans-national programmes.

From 1994 to 1998, Glenn was Vice-Chairman of the Countryside Recreation Network. He is currently a member of the PIANC (Permanent Association of International Navigation Congresses) Working Group concerned with Economic Studies on Inland Waterways and is one of British Waterways' representatives on Voies Navigables d'Europe (VNE), a consortium of European inland waterway authorities with interest in the development of canals and rivers for tourism and heritage.

Glenn holds a B.Sc.Hons. in Geography, an M.Sc. in Town & Country Planning, a Diploma in Management Studies and a Diploma in Marketing.

**Lars Stenberg  
Communications Director  
Sensory Trust**

Lars is communications director for the Sensory Trust, based at the Eden Project in Cornwall, UK. He has a background in public art, community education, and more recently, multimedia design. Before joining the Sensory Trust, he gained notoriety as an advocate for accessible web design in Scotland, and headed up some high profile information accessibility projects, including the re-design of the Scottish Parliament website which was short listed for a Webby Award in 2004.

He works for the Trust on inclusive, accessible information design across all media, from print to Braille to Widgits and the web and he is primarily responsible for most of the things that you find offensive and/or entertaining and many of the things you find useful. He also edits Making Sense, the Sensory Trust's quarterly newsletter.

He is co-author and designer of Easy Access to Historic Landscapes produced for English Heritage and the Heritage Lottery Fund, and is co-author of By All Reasonable Means, commissioned by the Countryside Agency.

**Phil Chambers  
Consultant  
CEM Ltd**

Phil Chambers, a wheelchair user, established CEM, an independent consultancy, in 2002 to provide advice and support to countryside, heritage and green space managers looking to develop more socially inclusive leisure programmes. In particular, responding to the needs of people with disabilities. He was formerly Director of the Fieldfare Trust and was very involved in the publishing of the BT Countryside for Standards and Guidelines and Waterways Access for All, with British Waterways. He was also a member of the Doorstep Greens national steering group and is presently a CABE Space - Strategic Enabler and HLF - National Directory of Expert Advisors. He has a wide background in consultancy, training and development initiatives to benefit socially excluded groups in outdoor and heritage environments.

Trustee of the Safe Anchor Trust.

Independent Board Member of Berneslai Homes.

**Matthew Jones  
Lead Consultant  
Imagemakers**

**Achievements / Qualifications:**

- BSc Hons degree in Geography.
- MSc in Rural Resources & Environmental Policy.
- 3 years as European Projects Officer for the National Trust responsible for interpretation, educational and research projects.
- 18 months as Network Manager for the Countryside Recreation Network (CRN).
- 12 month research post in the Brecon Beacons National Park.
- Project Manager for Imagemakers since 2000.

**Background:**

Matthew has extensive experience of developing and implementing interpretive, access, educational and research projects. Combining depth of experience and a thorough approach means that he is highly regarded by our clients. He manages a diverse range of projects from museum and visitor centre exhibitions, industrial heritage sites, historic properties and heritage trails through to strategic planning and community consultation.

**Robin Helby  
Deputy Chairman of the Disabled Ramblers**

Robin Helby was a surveyor until disability forced retirement at 50. He took up voluntary work, for some years editing magazines, inc. Magic Carpet for the Disabled Drivers Association. For 10 years he managed a High Speed Training Course for motorcycles on the famous Nürburgring Race Course. In 1996 he was a founding Trustee of the Disabled Ramblers, a national registered charity for access to the countryside. He is their Deputy Chairman. He is Chairperson of the Guildford Access Group, as well as a member of the Rights of Way Review Committee and the Joint Committee on Mobility for Disabled People. He is also an Access Consultant specialising in the countryside, and provides training on Outdoor Accessibility and the Management of Loan Scooters.

**APPENDIX C**



**APPENDIX D**



**APPENDIX E**

"Accessible Outdoor Environments for All: Shared Understanding"

## **Workshop Session Notes**

### **Flip Chart Transcriptions**

#### **Workshops 1 & 2**

##### **Workshop 1 - Robin Helby**

- Styles and kissing gates may go against DDA.
- Motorbike barriers - issues.
- Sites set aside for motorcycle parks.
- Scooter schemes - £5,000 per scooter in Lancashire. Needs to be a site that is big enough. Insurance not a problem, but need to make permitted routes clear. Need to provide adequate training in scooter use, appropriate to site.
- Discussed need for national website with info on accessible sites for disabled people. Popular sites may not have toilets.
- Important to actually get out and test a site using different mobility vehicles/wheelchairs.
- Funds are available. E.g. Big Lottery, Changing Spaces, Groundwork, through local transport plans.

##### *Risk*

- Do not need insurance if vehicle goes less than 4mph? Site manager responsible for site safety but users should take responsibility for the equipment they use being suitable for the conditions.
- Disabled visitors may be able to cope in wider range of conditions than land owners think.
- Kissing gates with RADAR keys may be justified where genuine issues with motorbikes, but must be installed properly. Every so often re-assess if misuse still occurs & if barriers still needed.
- Try to find alternative site for motorbike users
- Practical police pressure to put motorcycle barriers in to combat anti-social behaviour.

##### *Raising awareness of accessible routes*

- Special events / raise press awareness to get people out in general - publicise locally.
- Many people do not regard themselves as disabled. Groups can be difficult to contact
- Word of mouth
- Can use local access forums as initial contact
- Disabled ramblers can assess sites & routes

- People will want to visit sites for particular activities, not necessarily to do with their disability. Quality of the property attracts them not the facilities.
- Getting info out about whole network or highlighted routes is important.
- Websites – relatively cheap way to promote access
- USA National Parks study - they concentrate on worst points e.g. only show if gradient is more than 1:10
- Should only describe most restrictive points.
- Photos can increase usefulness, but need to be regularly reviewed.

## **Workshop 2 - Matthew Jones**

### **Dos & Don'ts in Welcoming Visitors**

#### *Helpful Orientation:*

- Clear, simple language, appropriate to target audience
- Paths maintained and clear of vegetation
- Signs - good font size & colour contrast. Located where there is need. Consult with local audiences where required
- Keep site name consistent and in line with local tradition
- Clear, useful, accurate information, with orientation to start point and accurate mapping of location person is at
- Trained, helpful staff
- Simple routes

#### *Disorientation:*

- Mapping - unclear
  - too complex or - too simple
- Too much information on signs, on websites etc
- Signs in wrong places
- Signs in different formats
- Confusing physical layout on site
- Trail signs in wrong places
- No clear start points for trails
- No signs, no maps
- Upside - down maps, orientated the wrong way etc.
- Signs pointing the wrong way
- Signs that don't lead anywhere - dead end paths
- Staff not identifiable - no uniforms
- Staff that don't know the site and don't know left from right!
- Guided walks that doesn't finish where they start
- Out of date maps - site looking very different to how it does now

- Paths that criss-cross over one another, too many paths, not all paths on map
- No entry/no access signs everywhere
- Trail markers too similar in colour so when they fade they look the same

*Staff:*

- Disability/mobility/diversity training
- Awareness and knowledge of site
- Easily recognisable
- Consistent messages - what you can and can't do
- Maintenance of site
- What is their role?

*Signs:*

- All the same style + standard and clear - include parking
- Mixture of text and symbols
- Simple language
- Accessible and recognisable
- Use of correct colours
- Up to date and maintained

*Other information – good & bad practice:*

*Good:*

- Maps/leaflets/information standards
- Maps need to be comprehensive and consistent
- Choice of formats
- Clear start and finish point. 'You are here' point up to date

*Bad:*

- Wrong/poor/no maps given to people
- No signposts/boards identifying site
- Loud bell sounding every few minutes!
- Have all signs and leaflets in Latin!
- Lots of dead-end paths!
- Audio system that plays backwards!
- Too many way markers
- Dry ice the whole site!
- Make visitors wear skis!
- Change all compass points!

- Appoint staff that know nothing about the site!
- Sell drugs in the café!
- Paint the grass blue and the sky green!
- Put mirrors everywhere!
- Over-grown vegetation
- No signs
- Signs back to front
- Rename site
- Plant tall crops across route
- Poor/no maps
- "You are here" in wrong place
- Blind-fold visitors!
- Fence access points
- Train staff to mis-direct people!
- Paths to nowhere - dead ends / cul-de-sacs
- Closed visitor centre
- Orientate maps to anywhere - incorrect distances

*Maps and Leaflets:*

- Simple
- Clear
- Provided for free
- Updated information. Check it is correct - date stamped
- Plain English

*Signs:*

- Colour coded
- Markers along the way
- Clear distance estimates  
destination  
designation - who can go where
- Make sure signs are at the right level/height

where  
appropriate



advanced warning  
of obstacles e.g.  
steep gradient,  
stiles

*Sounds:*

- No misleading sounds - e.g. so a bell ringing cannot be confused with fire alarm etc

*Lighting:*

- Appropriate to situation - e.g. on when visitor centre is open

*Training/Staff:*

- Don't lie if you don't know the answer
- Train with site/area specific knowledge

*Alienation:*

- Negative Signage – Signage should be clear, welcoming, positive & accessible. Explain reasons for negative signs (perceptually) only in key locations
- Physical barriers - design out or replace with accessible friendly alternatives
- Regular checks to remove day to day barriers e.g. fallen trees, subsidence, flooding
- Lack of/wrong information
- Clear, up to date information in the right place - information centres, starts of walks
- Information in different formats and places e.g. where information centre closed but site open
- Charges - Clear advance knowledge of charges should be provided
- Charging policy should be non-discriminatory e.g. for carers
- Explain what money is spent on
- Paths for specific users
- Present choice
- No restricted opening
- Display up to date information in a variety of media
- Restricting visitor numbers
- Unfriendly staff
- Ban user groups
- Divide parking areas
- Complicated /specific wording
- Bad colours for signs
- Sites that are virtually impossible to get to
- Dangerous sites
- No maintenance
- Staff won't listen
- Objective description of path - length, condition, barriers, surface, testing points etc. No nasty surprises
- Up to date pre visit information available

- Clear messages and interpretation
- Manage / maintain site
- Car parking - information regarding numbers of spaces and staff who can manage parking and free-up space as required. Can bigger spaces be provided generally?
- Train staff to be aware of peoples needs/requirements
- Create a welcoming site that's accessible to all
- Minimise conflict of users by physical design and information about who can go where
- Remove barriers and provide facilities - toilets/play facilities
- Integrate users (universal designs)
- Free facilities or same price for all
- Provide clear readable signage - universal design!!! Text free interpretation
- Get people involved in the site - listen to their ideas and act on them
- Provide facilities for dogs separate from kids play areas - poop scoopers/education
- Good quality car parks - level with space for people with disabilities
- Well informed/friendly staff
- Don't create obstructions
- No:- Narrow gates, locked gates, lots of steps, locked toilets
- 'Special Days' for 'Special people'
- Free water pistols for kids!
- Poor, inappropriate and contradictory signage
- Patronise the public, they love it!!!
- Loads of Dog fouling! (Dog trail with special hedge pegs for bags)
- Boggy car parks!
- How to be non-PC courses for staff!
- Describing a path as available for all..... when it's not.....
- No information that car park is being dug up so nowhere to park when they get there
- No advance warnings of charges obstacles/hazards
- Dumped/burnt out cars
- Quota system for entry for disabled users!
- Separate queue for foreigners and spray queue with water!
- All visitors must past test before being allowed in!
- Really unhelpful and rude staff
- Lots of 'no' signs
- Staff filtering out unsuitable visitors!
- Gorse planted across all paths - or nor cut back
- Signs 'no food and drink' and have expensive cafe
- Small letters on very high signs behind a corner in Klingon etc!

- Dangerous animals - bulls, wolves, bears etc... Guns!!!!

*Confuse people (1):*

- No sign posts
- Lots of sign posts
- No entrance sign
- No staff training
- Train staff in bad practice
- Signs pointing in wrong direction
- No toilets
- "Please ring for service", but no bell
- "Please park between lines", but no lines
- Wrong distances on posts
- Too many instructions
- Prices in dollars
- Weather forecast - Today will be wet....but it's actually sunny and warm!
- Sign to cafe along dead end paths
- Swap toilet signs!
- No visitors!
- Beware of brown bears/wolves/staff!

*Confuse people (2):*

- Appropriate signage for site and audience
- Consistency in format, layout and naming of signs
- Match up on site signage with website, leaflets etc
- Well trained staff - accessible
- Maps - define their purpose
- Appropriate signage - site dependant
- Up to date information
- Correct publicity
- Informed marketing

*Confuse people (3)*

- No signs
- Inconsistent name of site - signs stating different names
- Parking bays not clearly marked
- Lack of staff about area
- Too much/lack/inconsistent/out of date/out of season information

- How the information is designed - is it the same all the way through?
- Too prescriptive - about signs
- Excessive use of jargon
- Picture doesn't link with text
- Information in the wrong places - unnecessary signs
- Signs need to cater for all needs – maybe different languages?

Confusion leads to conflict!!!!

*Confuse people (4)*

- No signs - who can do what?
- Sign clutter - too much information/choice - mixed messages
- Too much “what you can't do”
- Language - foreign, 'street'
- Out of date information provision
- Employ staff who don't speak the language or provide misinformation
- Point signs the wrong way
- Lead people on and then leave them hanging (stuck)
- Train staff to lie!!!

*Confuse people (5)*

- Review all signage (on site/route)
- Rationalise sign designs (size/type)
- Clearly identify best position for signage
- Use clear icons/plain English
- Consult users etc
- Clear maps/information - all formats
- Maintain/up-to-date signs and infrastructure etc
- Have a design/information budget - factor in creative/best practice
- Check signs/information on a regular basis - repairs, vandalism, state of route
- Involve user groups on regular basis
- Anything promoted should be maintained to highest standards
- Staff - training, selection - customer friendly
- Support staff in customer engagement
- Coordinate signs/information used by all partners at a site
- Follow up feedback with users
- Hold appropriate events for users to engage with

*Signage:*

- Clear, legible, informative, useable and accurate - routes, car parks, en route facilities
- Optimum levels of signage

*Staff:*

- Adequate numbers of staff
- Good training, relevant knowledge
- Good attitude, helpful
- Recognisable and available

*Facilities:*

- Open (or with clear opening times)
- Accessible
- Well maintained
- No enclosed paths with poor visibility
- No "same place different ways" on signs/trails
- No guided walk leaders with bad attitude
- Remove lighting!
- More bends and loops avoid direct routes!
- Build paths and don't sign them!
- Don't provide car parks!
- Wrong public transport information!

"Accessible Outdoor Environments for All: Shared Understanding"