



Bracknell Forest

Annual Review 2013 - Updated

DisabledGo

DisabledGo is the UK's leading provider of disabled access information, we are committed to providing disabled people with the information required to make informed choices and to break down the barriers disabled people face accessing education, local services and employment.

Founded in 2000 by Dr. Gregory Burke, who is himself a wheelchair user, DisabledGo was established in response to feedback from disabled people who said a lack of accessibility information was a significant barrier.

DisabledGo currently works with over 80 local authorities, over 50 universities, over 80 colleges and over 25 NHS trusts.

Access

Government statistics estimate that there are over 11 million disabled people in Britain, based on the Equality Act (2010) definition of disability. The prevalence of disability rises with age and access to services and opportunities for disabled people will become an increasing priority as Britain's population ages. In Britain today around one in twenty children are disabled, compared to around one in seven working age adults and almost one in two people over state-pension age (Family Resources Survey 2009/10).

Accessibility does not only apply to disabled people but older people and parents with pushchairs, in short good access is good for everyone. Latest statistics show that around a third of disabled people experience difficulties related to their impairment in accessing public, commercial and leisure goods and services (ONS Opinions Survey 2010). Breaking down the barriers disabled people face to accessing their community, civil life, leisure opportunities, employment and education makes financial as well as social sense. Disabled people are often ignored as consumers and in the current financial climate more than ever the available market should not be ignored.

Access Guides

The Social Model of disability highlights that it is the barriers disabled people face, not their own impairment that disables them from accessing and contributing to society. An access guide is an empowering tool that enables people to make informed choices about the services they want to access. By raising awareness of access issues it helps breakdown physical and attitudinal barriers as well as the significant psychological barrier of tackling the unknown.

From the Council's perspective and that of businesses providing access information not only helps meet legal obligations but actively promotes services to residents and visitors to boost inclusion and revenue. By providing information you are actively welcoming people to your area and breaking down perceptions that some people may have about its accessibility.

The Annual Review Process

During the annual review process all venues previously surveyed as Key Access Guides were contacted by email or post.

All venues previously surveyed as Detailed Access Guides were contacted by telephone to discuss the information displayed about their venue. Any venue that could not be reached by telephone was flagged to be visited by our surveyor during the annual revisit.

Changes

3% of venue entries required review due data changes.

This included changes to opening times, contact numbers and visitor information.

1% of venues entries required review due to non structural changes.

The term non structural change includes a range of access improvement that can assist people with many kinds of impairments. Examples include –

- § The installation of a hearing assistance system
- § Information being available in different formats – large print or Braille
- § Staff at a venue receiving formal disability equality or awareness training
- § Being able to contact the venue by text or email

1% of venues entries required review due to structural changes.

The term structural change includes a range of access improvement that can assist people with many kinds of impairments. Equally, if any facilities have been removed this will be reflected in the access information. Examples include –

- § The installation or refurbishment of an accessible toilet
- § The addition of accessible parking bays
- § A lowered section fitted to a reception desk
- § Hoists being fitted in changing rooms or in leisure facilities
- § Installation of automatic doors

Examples of Improvements

Jocks Lane Park - New details were added for the café entrance. Accessible toilet details were added. Shower, changing room and standard toilet details were updated. New photographs were added for all areas to illustrate refurbishments made.

Bracknell Library – New automatic doors were detailed after a refurbishment.

Coral Reef - Bracknell's Water World – The access guide was completed updated with new photographs and access details.

South Hill Park Arts Centre - Main Building and Wilde Theatre – The access guides were updated with new photographs and up to date access information for all areas.

McDonalds, The Keep – New automatic doors were detailed.

Mill Pond - The park now includes apparatus suitable for disabled children which were detailed. The accessible toilet details were updated and will need to be again as a refurbishment is due in November.

Venues Removed

The following Key Access Reviews have been removed from the website following our Key Access Review contact procedure:-

Birthdays	Princess Square Unit 13
Calender Club	Princess Square
D.A Visions	25 Yeovil Road
Domino's	8 Crossway
GAME	39 Princess Square
Herbies Pizza	112 Broadway
HMV	19 Charles Square
Hype Clothing	16 Charles Square
Julian Graves	Princess Square Unit 19

Lakes of Bracknell	Princess Square Unit 11
Leisure 2000	89 Broadway
Madhouse	42-43 Princess Square
Orange	Princess Square Unit 4
Past Times	Princess Square Unit 3
Steves Fishing Cabin	12 Great Hollands Square
Vodafone	Princess Square Unit 20
Warmsley's	63-65 Broadway

Venues Added

During the annual review 22 Detailed Access Guides and 21 Key Access Reviews were added to the access guide. A DisabledGo surveyor will also be returning to Bracknell in order to survey 5 Detailed Access Guides after the shopping centre has been refurbished. All new venues were visited and assessed by a surveyor using a research template developed by disabled people, which is used across the UK. Surveyors spoke with a member of staff at each venue letting them know about the project and the process of creating a guide to their venue. This is a valuable process in raising awareness of access issues and all new venues were given access to free disability equality training manuals.

VenueName	Address1	Classifications	link
Anneforde Place Play Area	Anneforde Place	Parks & Gardens	http://www.disabledgo.com/en/access-guide/anneforde-place-play-area
Ascot Baptist Church	King Edwards Road	Places of Worship	http://www.disabledgo.com/en/access-guide/ascot-baptist-church
Bracknell Citizens Advice Bureau	The Columbia Centre	Citizens Advice Bureau	http://www.disabledgo.com/en/access-guide/bracknell-citizens-advice-bureau
Bullbrook Drive Play Area	Bullbrook Drive	Parks & Gardens	http://www.disabledgo.com/en/access-guide/bullbrook-drive-play-area
Burger King	7-8 Charles Square	Restaurants	http://www.disabledgo.com/en/access-guide/burger-king-119
Calfridus Way Recreation Ground	Calfridus Way	Parks & Gardens	http://www.disabledgo.com/en/access-guide/calfridus-way-recreation-ground
Chapel of St Mary and St John	King Edwards Road	Places of Worship	http://www.disabledgo.com/en/access-guide/chapel-of-st-mary-and-st-john
Costa	Peel Centre	Cafes	http://www.disabledgo.com/en/access-guide/costa-38
Costa	Tesco	Cafes	http://www.disabledgo.com/en/access-guide/costa-39
Cumnor Way Play Area	Cumnor Way	Parks & Gardens	http://www.disabledgo.com/en/access-guide/cumnor-way-play-area

Dryden Woods Play Area	Dryden	Parks & Gardens	http://www.disabledgo.com/en/access-guide/dryden-woods-play-area
Ennerdale Playing Field	Ennerdale	Parks & Gardens	http://www.disabledgo.com/en/access-guide/ennerdale-playing-field
Frankie & Benny's	The Point	Restaurants	http://www.disabledgo.com/en/access-guide/frankie-and-bennys-62
Freeborn Way Play Area	Freeborn Way	Parks & Gardens	http://www.disabledgo.com/en/access-guide/freeborn-way-play-area
Harmans Water Playing Field	Harmans Water Road	Parks & Gardens	http://www.disabledgo.com/en/access-guide/harmans-water-playing-field
Hilton Bracknell Hotel	Bagshot Road	Hotels, Hostels & B&B	http://www.disabledgo.com/en/access-guide/hilton-bracknell-hotel
Jack O' Newbury	Terrace Road	Public Houses & Bars	http://www.disabledgo.com/en/access-guide/jack-o-newbury
KFC	Bagshot Road	Restaurants	http://www.disabledgo.com/en/access-guide/kfc-165
Latimer Play Area	Lydney	Parks & Gardens	http://www.disabledgo.com/en/access-guide/latimer-play-area
Ludlow Play Area	Evedon	Parks & Gardens	http://www.disabledgo.com/en/access-guide/ludlow-play-area
Mill Park Cafe	Mill Park	Cafes	http://www.disabledgo.com/en/access-guide/mill-park-cafe
Nettlecombe Play Area	Nettlecombe	Parks & Gardens	http://www.disabledgo.com/en/access-guide/nettlecombe-play-area
Nuthurst Play Area	Nuthurst	Parks & Gardens	http://www.disabledgo.com/en/access-guide/nuthurst-play-area
Oaktree Garden Centre	Brock Hill, Bracknell Road	Gardening Shops & Centres Cafes	http://www.disabledgo.com/en/access-guide/oaktree-garden-centre
Oareborough Play Area	Oareborough	Parks & Gardens	http://www.disabledgo.com/en/access-guide/oareborough-play-area
Pizza Hut	Skimped Hill Lane	Restaurants	http://www.disabledgo.com/en/access-guide/pizza-hut-165
Quintilis Play Area	Quintilis	Parks & Gardens	http://www.disabledgo.com/en/access-guide/quintilis-play-area

Royal Berkshire Bracknell Clinic	Eastern Gate	Hospitals & Clinics Hospitals & Clinics	http://www.disabledgo.com/en/access-guide/royal-berkshire-bracknell-clinic
Royal British Legion	Wellington Road	Public Houses & Bars Community Halls	http://www.disabledgo.com/en/access-guide/royal-british-legion-4
Royal Hunt	177 New Road	Public Houses & Bars	http://www.disabledgo.com/en/access-guide/royal-hunt
Royal Hunt Cafe	177 New Road	Cafes	http://www.disabledgo.com/en/access-guide/royal-hunt-cafe
Royal Oak	Bullbrook	Public Houses & Bars	http://www.disabledgo.com/en/access-guide/royal-oak-26
Running Horse	London Road	Public Houses & Bars	http://www.disabledgo.com/en/access-guide/running-horse
South Hill Road Play Area	South Hill Park Recreation Ground and North Lake	Parks & Gardens	http://www.disabledgo.com/en/access-guide/south-hill-road-play-area
Squirrels	North Street	Public Houses & Bars	http://www.disabledgo.com/en/access-guide/squirrels-1
St Peters Church	Hatchet Lane	Places of Worship	http://www.disabledgo.com/en/access-guide/st-peters-church-7
Stoney Road Play Area	Stoney Road	Parks & Gardens	http://www.disabledgo.com/en/access-guide/stoney-road-play-area
Tesco	County Lane	Supermarkets, Food & Drink	http://www.disabledgo.com/en/access-guide/tesco-155
The Green	The Green	Parks & Gardens	http://www.disabledgo.com/en/access-guide/the-green
Turnberry Playing Field (Home Farm)	Turnberry	Parks & Gardens	http://www.disabledgo.com/en/access-guide/turnberry-playing-field-home-farm
Ullswater Play Area	Ullswater	Parks & Gardens	http://www.disabledgo.com/en/access-guide/ullswater-play-area
Waitrose	Doncastle Road	Supermarkets, Food & Drink Cafes	http://www.disabledgo.com/en/access-guide/waitrose-57
Yardley Play Area	Yardley	Parks & Gardens	http://www.disabledgo.com/en/access-guide/yardley-play-area

Summary

Providing access information is crucial to enabling people to choose services that are right for them and ensuring equality of access to not only council services, but employment and leisure opportunities within the area.

The annual review process protects past investment and ensures that the best possible access information is on offer to residents and visitors to the area.

While the information has been developed to meet the requirements of disabled people it is also of value to older people and parents with young children.

To get the most from your new guides it is crucial that the information is integrated into your website so it can be easily found and enhance existing provision.

For further details about this process, usage of the guide or for any general queries please contact your Account Manager.

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