

EWORX S.A.	REF: OSSATE-MOM
One Stop Shop for Accessible Tourism in Europe - OSSATE	VERSION: 010
OSSATE NATIONAL (UK) MEETING MINUTES NO: #1	PRIORITY STATUS: HIGH

**Subject:**

**OSSATE PROJECT**  
**NATIONAL (UK) MEETING 1**

<b>Writer:</b>	<b>Sign off &amp; writing date:</b>	<b>Meeting date:</b>	<b>Deadline for comments:</b>
<b>Content of meeting:</b> Dimitrios Buhalis Victoria Eichorn Andrew Daines Bill Ishmael <b>Minutes:</b> Dianne Gaber	10/07/05	11/07/05	19/07/05
<b>Meeting duration:</b>	<b>Meeting place:</b>	<b>Next meeting date:</b>	<b>Confidentiality:</b>
14.00 – 17.00	University of Surrey	To be decided	Open

**REFERENCES & APPLICABLE DOCUMENTS**

<b>Document Title</b>	<b>Reference No. or Filename</b>	<b>Cat. (*)</b>
Network scenario	OSSATE_UK_11 07 05_Network Scenario_final.pdf	PRI

(\*): PRIor to meeting, DURing the meeting, AETer the meeting, OTHer

<b>Name</b>	<b>Company</b>
Jill Allen-King MBE	RNIB
Dimitrios Buhalis	UNIS
Phil Chambers	Countryside Equality Marketing
Gordon Couch	Access Project
Andrew Daines	VisitBritain
Victoria Eichorn	UNIS
Dianne Gaber	VisitBritain
Brian Howard MBE	Tripscope
Bill Ishmael	VisitBritain
Jonathan Kaye	AllGoHere.com
Adrian Lawes	Consumerdata
Elina Michopoulou	UNIS
Graham Miller	UNIS
Paul Murphy	Cheshire County Council
Brian Seaman	Tourism for All UK
Stephen Springer MBE	Grooms Holidays
Chris Veitch	VisitBritain

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## MEETING AGENDA

DATE			
Time	Item No.	Subject	Partner
	1	Presentation of possible network model for OSSATE	UNIS/VB
	2	Proposed lead body	All
	3	Any Other Business	All
	4	Next steps	All

### 1. Presentation of possible network model for OSSATE

Dimitrios Buhalis gave a PowerPoint presentation which was developed following a meeting between UNIS and VB, held on 24<sup>th</sup> May, 2005. (The presentation will be put on to [www.ossate.org](http://www.ossate.org) )

The presentation included the proposal for a network model of the OSSATE project.

The 'Pyramid of market segments' which showed a continuum of people with varying levels of access needs, prompted discussion. Points were raised about service providers needing to take more responsibility for disabled visitors. This included staff training as well as providing a physically accessible environment.

The need for 'door to door' journey information was raised as this is needed along with information about the accessibility of a destination.

Andrew Daines advised the meeting that a separate European Commission funded project about transport existed and OSSATE is investigating links with it. Ref. <http://www.ask-it.org/>

[www.enabledlondon.com](http://www.enabledlondon.com) was also mentioned as this is a website taking an innovative approach to transport.

#### 1.1 Proposed lead body

After Dimitrios Buhalis outlined the proposed OSSATE network model, Andrew Daines proposed that, within this model, Tourism for All UK should be the lead body for the UK.

Tourism for All UK has been providing holiday information to people with disabilities for 25 years and represents a range of disability organisations.

The government identified Tourism for All UK as the lead body in its 1999 document 'Tomorrow's Tourism'.

It was agreed that the element of trust was a prerequisite for selecting a lead body for OSSATE UK. Tourism for All UK was seen as a trusted organisation by participants and therefore endorsed as a good choice.

Specific suggestions and offers of help included the following:

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Kim Colebrook said Wales Tourist Board would be able to make its data available

Paul Murphy suggested that resources might be available from NW RDA and the London Development Agency as accessibility is high on their agendas.

Gordon Couch was able to make his accessibility information available

Phil Chambers offered to be a mystery shopper. He was interested in information for 3 or 4 day itineraries and trialling accessible websites.

Brian Seaman said Brighton had just produced a blueprint for accessibility and he'd investigate whether this information could be disseminated to participants.

Jill Allen-King has recently been elected as the Vice Chair of the UK Coalition of Disabled People and their work is co-ordinated by the European Disability Forum (EDF). She asked about possible links between EDF and TFA UK. Brian Seaman said TFA UK would be happy to work closely with the European Disability Forum.

Stephen Springer said he would be able to make his data available and would be willing to pay commission for bookings received via OSSATE.

Concern was raised about whether TFA UK would have the resources to take on the OSSATE role. Andrew Daines confirmed that VB's content and data management tools would be available to them. VB would also be looking to re-allocate some funding from the OSSATE budget to cover additional costs incurred by TFA.

Also the re-organisation at TFA UK this autumn will give them some capacity to undertake the OSSATE role.

Andrew Daines assured the meeting that OSSATE would be clearly integrated with the data collection process used by EnglandNet. It was stressed that OSSATE's integration with EnglandNet should be clearly visible to all concerned.

Questions were raised about the sustainability of the OSSATE project after December 2006 when the European funding ends. This led to a discussion about commercialisation of the project. UNIS are specifically looking at this aspect. Advertising and 'pay per click' were some of the options being considered as well as offering advice for a fee to architects about the Disability Discrimination Act.

### **3. Any Other Business**

There was discussion about the lack of available product data. For example only a very small percentage of accommodation is in the National Accessible Scheme (NAS).

Other means of identifying accessible accommodation were discussed including self-assessment but it was stressed that many providers would not be prepared to fill in a long questionnaire. Other possibilities were the completion of access statements and short, basic assessments of 10 – 15 minutes (as used by the Access Project).

It was acknowledged that budget accommodation was very relevant to disabled visitors. TFA UK is encouraging budget hotels to build with the disability market in mind.

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Concern was expressed about the timescale of the project and Andrew Daines explained that VB wants the scope of OSSATE to be modest and realistic. In view of this the project would pilot certain areas. Possible candidates for OSSATE UK were Cheshire and Brighton.

A question was asked about whether the OSSATE information would only be available on websites as many blind people do not use them. It was re-affirmed that OSSATE is concerned with digital information, but it is planned that this should include other channels such as mobile phones.

#### 4. Next steps

Andrew Daines summarised the way forward as follows:

- VB and UNIS to develop model for OSSATE with TFA integrating with UK disability organisations
- TFA to work within the OSSATE Europe guidelines and procedures
- New model to indicate how it will integrate with UK tourism organisations/EnglandNet and BritainNet, for data collection and online booking
- Investigate link with EC project on accessible transport
- Proposals for UK pilots
- UNIS to look at revenue streams based on network model. This to include understanding organisations' business models

The meeting was drawn to a close and Andrew Daines thanked everyone for attending, for their constructive participation and their commitment to helping the OSSATE project to achieve its objectives.

#### ACTIONS

No.	Description	Responsible	Due Date
A1	VB and UNIS to develop model for OSSATE with TFA integrating with UK disability organisations	VB/UNIS	31/08/05
A2	TFA to work within the OSSATE Europe guidelines and procedures	TFA/VB	Ongoing
A3	New model to indicate how it will integrate with UK tourism organisations/EnglandNet and BritainNet, for data collection and online booking	Andrew Daines & Bill Ishmael (VB)	31/08/05
A4	Investigate link with EC project on accessible transport <a href="http://www.ask-it.org/">http://www.ask-it.org/</a>	Andrew Daines (and Ivor Ambrose, EWORX)	31/08/05
A5	Proposals for UK pilots	VB	31/08/05
A6	UNIS to look at revenue streams based on network model. This to include understanding organisations' business models.	UNIS	31/08/05

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