



## Trade Release

On the International Day of People With Disabilities, New West End Company has joined other pioneering partners across London's West End to launch the area's first ever comprehensive Accessibility Guide. The initiative brings together London's West End BIDs and landowners with national disability organisation AccessAble to make London's West End more accessible for disabled people.

AccessAble surveyors visited and assessed key venues, attractions and streets, collecting 1000s of pieces of information to create Detailed Access Guides. People needing to know more can check everything from accessible toilet facilities to parking, walking distances, seating and public transport. Users can check measurements, photographs and descriptions of everything from door widths to colour contrast and much more. Each participating street and venue has also received their own recommendations on how accessibility can be improved in the future.

The information has the potential to help millions of people with accessibility requirements to enable them to visit London's West End for the first time, encourage longer trips and increase usage of venues and attractions.

From 3<sup>rd</sup> December the first phase of the project will go live. During 2020 the project will expand to include more and more venues and areas of London's West End. AccessAble is keen to hear feedback on the project during its development and to engage additional partners committed to making London's West End more accessible.

The Accessibility Guide can be accessed for free at [www.AccessAble.co.uk](http://www.AccessAble.co.uk), on the AccessAble App at the Google Play and App Store, and is available on partner websites as well. Simply go to the website and search 'London's West End', for more information or to give feedback contact AccessAble via their website or at [hello@AccessAble.co.uk](mailto:hello@AccessAble.co.uk).