



Accessibility brochure

At Ingram Valley GB, we wanted to address the barriers of accessibility within the tourism sector. It is important to us to consider where disability and inclusivity fit within our sustainable tourism agenda to embrace the need for accessibility on our safaris as well as our website. We decided to conduct research with Newcastle University on the barriers of access that prevent individuals with disabilities from participating in tourism and actively make a difference in accessible tourism.

What have we done?

Accessible tourism is not only providing accessible features for those with visible disabilities, but it's for senior travellers, individuals with medical conditions and invisible impairments (such as cognitive disabilities or mental health conditions). At Ingram Valley GB we have made conscious efforts to ensure all our customers have equal accessibility to the farm.

Motor Skills/Physical Disabilities:

- There is level access and ramps available at all buildings on the safari route. 
- Disabled parking.
- Disabled toilets.
- Traxter vehicle. 
- Access to defibrillator.
- Trained first aid staff.

Visual Impairment:

- Assistance dog friendly café. 
- Text information is displayed in large print.

Hearing Impairment:

- Assisted audios and transcripts provided during the safari. 

Hidden Disabilities:

- Assisted audio and transcripts. 
- Café caters for individuals with dietary requirements.
- Accessible toilets without stairs/ramps. 

Additionally, we want to hear from our customers, please contact us and let us know how we can make our services better for our customers.

For enquiries and information please contact us on 07379 651 819 or email info@ingramvalley.co.uk

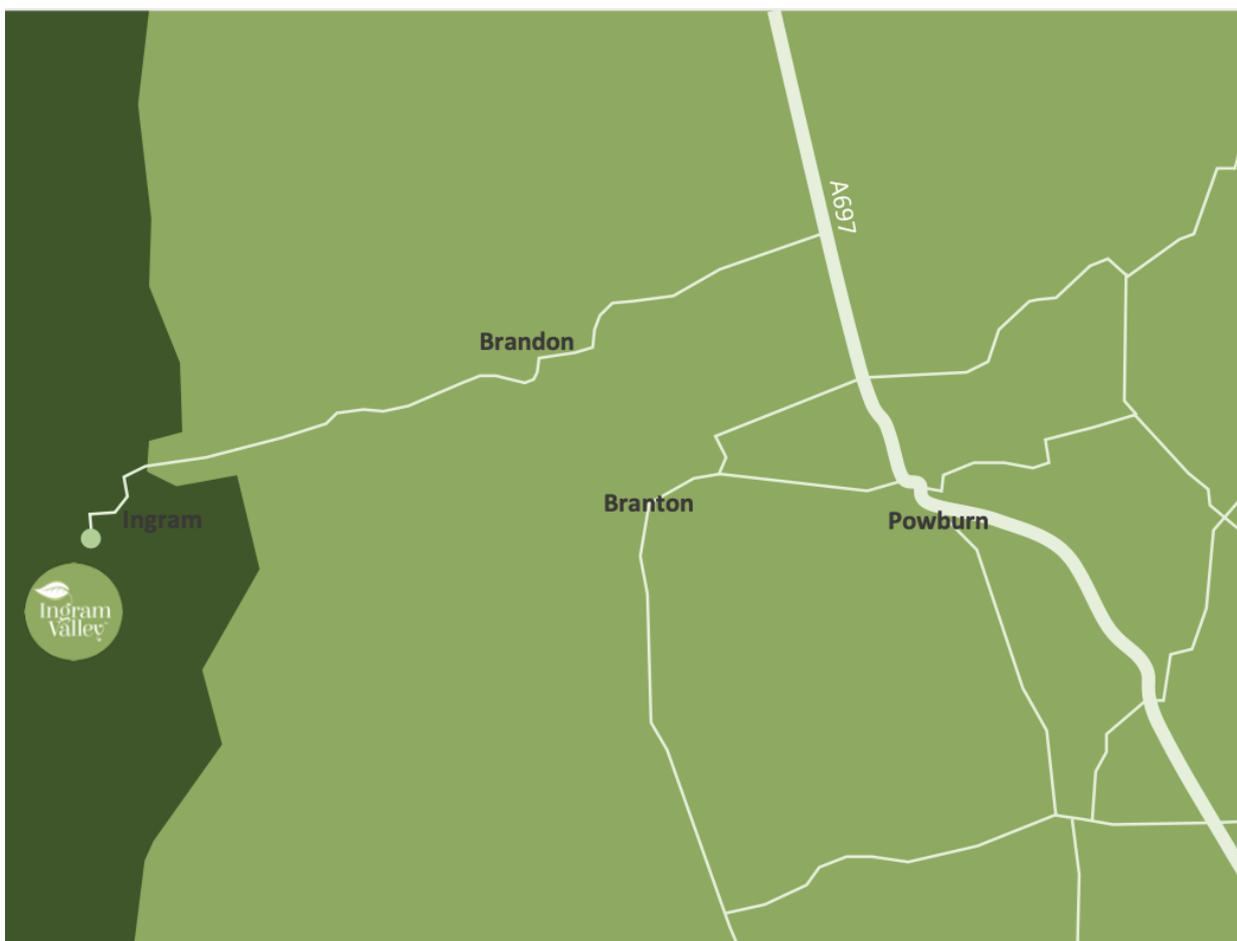


How to get there

Ingram Valley GB
Ingram Valley Farm
Alnwick
NE66 4LT

Where is Ingram Valley GB?

Ingram Valley GB is situated in the Cheviots foothills, with breath-taking views of the Northumberland’s Cheviot Hills. If you wish to use a route planner our postcode is NE66 4LT, this will instruct you to travel via the A1 and A697. As you leave the A697 just north of the village of Powburn, follow the valley road for 3-miles until you cross a bridge, and the Ingram Bridge Car Park is immediately on your left.



NOTE: There is no disabled parking at the Ingram Bridge Car Park. Disabled parking is available at Ingram Café and Bulby’s Wood.



Meet Patrick!



Patrick is a professional and full-time walking guide in Northumberland. He has his own business Footsteps in Northumberland, which, he and his partner set up in 2011. Having walked thousands of miles in the last 10-years and led guided walks for thousands of guests, he is well placed to be guiding and sharing with visitors the stunning landscapes, the wild places, the remarkable history, and all things farming on the Ingram Valley Farm Safari.



We are aware at times the Traxter can be noisy during the journey to each viewpoint which can cause background noise distractions, making it hard to hear the tour guide. We have created personal audio guides which can be played throughout the safari with the option to playback, change audio speed and the language spoken. At the start of the journey, you will be told to download the audio guide. Alternatively, you can pre-download the audios via this link: https://drive.google.com/drive/folders/1JNVmkHZR_9NjKw0en8rBqIJpjM7kcM4X?usp=sharing. The audio is currently available on English, French and German with their associated transcripts.



Getting Around – Traxter

Our off-road Traxter is designed to take you around the beautiful valley as we share stories over the different eras and stop at viewpoints for you to enjoy.



Traxter measurements:

- Fits 5 additional passengers
- Includes safety belts with handlebar for support
- There are no doors on the Traxter, only safety nets.
- Step up into the Traxter 40.6cm.
- Leg room (max: 38cm, min: 25.4cm)
- Traxter seats - height: 112cm, width: 51cm, length: 46cm, depth of padding on chairs: 10cm.



Hand gestures – if at any time you feel uncomfortable, double tap on tour guide's shoulder, and we can stop the vehicle immediately.

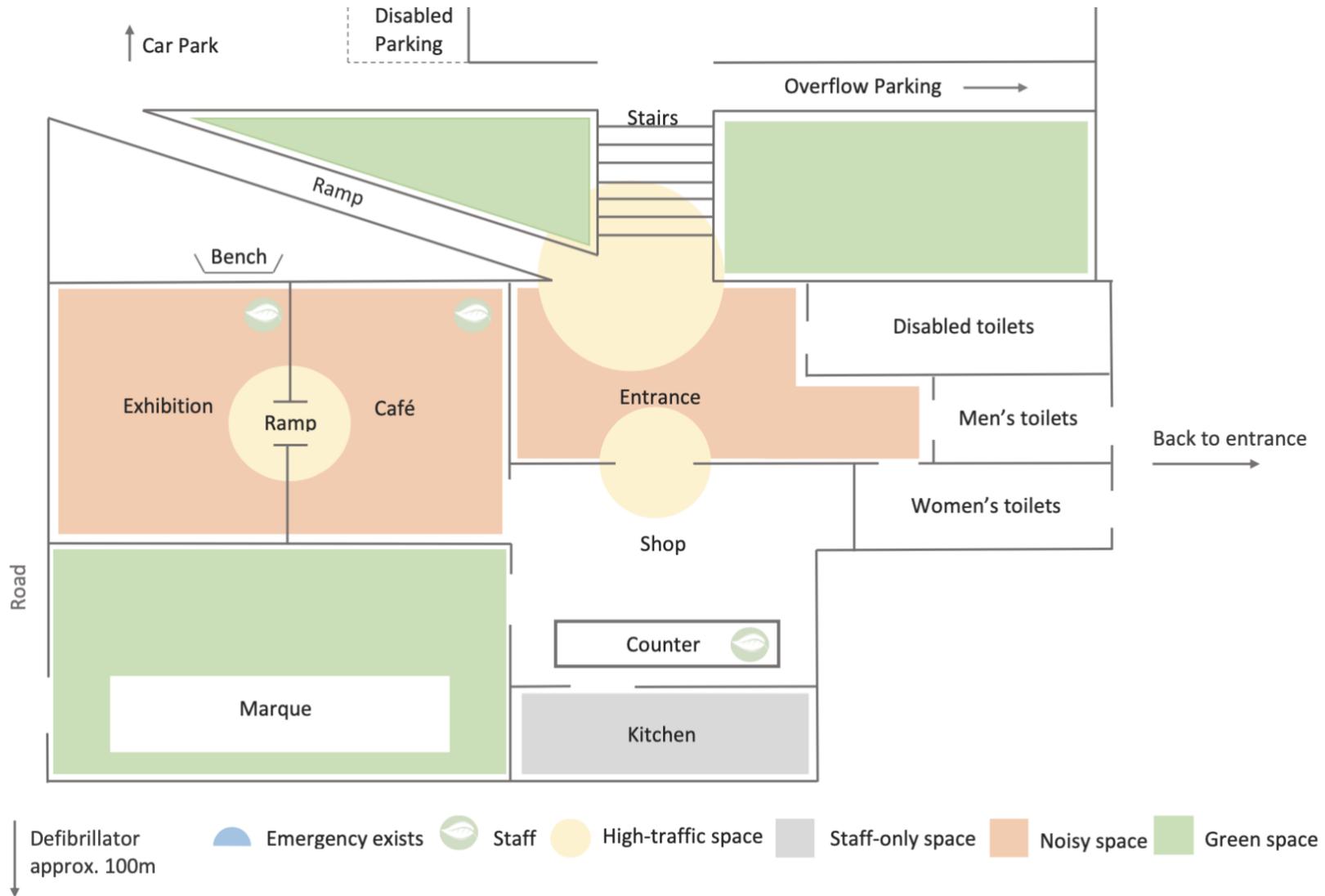


Catering - Ingram Café

The first stop on the Traxter is the Ingram Café! The parked Traxter is 2.5 metres from the Ingram Café handrail up the stairs or there is also a wheelchair accessible ramp. Within the building are access to men's, women's, and disabled toilets. There is also a shop and an exhibition detailing the history of the Northumberland National Park.

The café caters for individuals with dietary requirements including vegetarians and vegans. Please speak to a member of staff about your dietary requirements.

As you head 100m away from the café up the road next to the defibrillator there are also 2 electrical parking and charging points at Ingram Village Hall.





Ingram Café Information:

- Stairs to the café from the handrail is approx. 8 steps
- Wheelchair accessible ramp is 22m from the café.
- Ramp has a railing in between and two paths for accessibility with a width of 1.2m (left) and 1.9m (right).
- Ramp gradient: 1 in 30.5cm
- 88cm width café entrance door, double door width 1.67m
- National Park Exhibition entrance within the café is 163cm, with a 1.4m ramp.
- Two disabled parking spaces outside
- Dog friendly café

Meet Pauline!



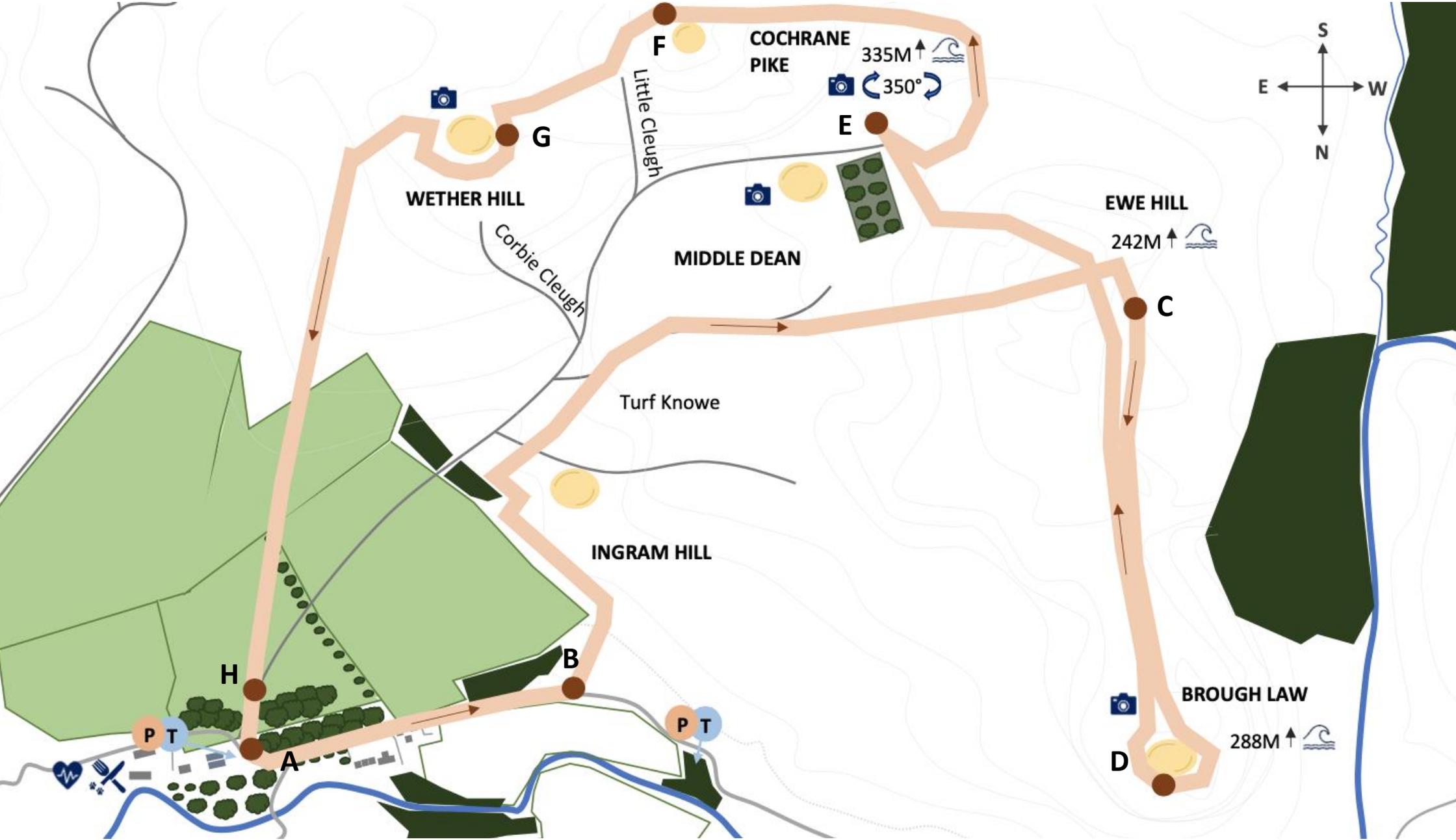
At the independently run Ingram Café you'll be greeted by staff like Pauline, a friendly staff member. Prior to the safari, there is an opportunity to discuss dietary requirements and choose food in advance.



Safari Map

The adventure begins! Here we take you off road, travelling back through time into the past over 12,000 years ago. Along the way we take you chapter by chapter sharing stories from the Wilson family and facts about the wildlife, cattle, deer, sheep, hill forts, landscape and archaeology.

On this journey, it is our priority to ensure all customers feel safe and included. Overleaf we have curated a map of the safari route detailing the closest facilities, altitudes and distances of the journeys between each stop. The aim of this map is to provide a glimpse of the journey ahead but also the opportunity to discuss possible diversion routes if you feel that it may be beneficial to alter the main route. Please make the tour guide aware of any alterations before the journey. Additionally, if you have particular accessibility enquiries about the journey, please contact the Ingram Valley Farm.



- | | | |
|--|--|--|
|  P Parking |  Viewpoint |  Defibrillator |
|  T Toilets |  Above sea-level |  Main Route |
|  Dog-friendly Café |  View range | |



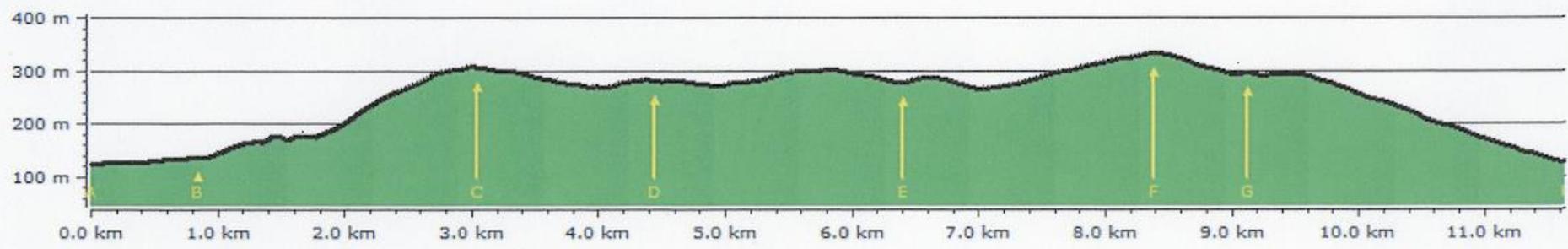
Ewe Hill

Brough Law

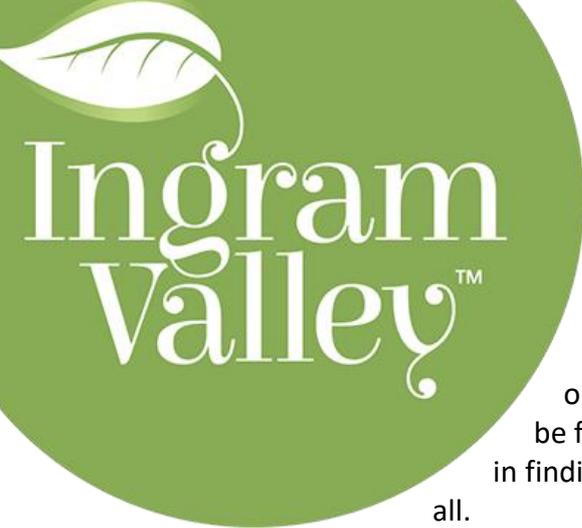
Middle Dean

Cochrane Pike

Wether Hill



From	To	Bearing	Leg Dist..	Alt Gain	Alt Loss	Leg Time
A (NU 019 163)	B (NU 012 161)	257 Degs	0.8 km	13 m	1 m	0:09.03
B (NU 012 161)	C (NU 000 150)	229 Degs	2.2 km	185 m	14 m	0:31.26
C (NU 000 150)	D (NT 998 163)	353 Degs	1.4 km	14 m	41 m	0:15.09
D (NT 998 163)	E (NU 002 145)	167 Degs	1.9 km	35 m	38 m	0:21.37
E (NU 002 145)	F (NU 007 140)	141 Degs	2.0 km	79 m	22 m	0:24.08
F (NU 007 140)	G (NU 012 143)	058 Degs	0.7 km	3 m	40 m	0:07.50
G (NU 012 143)	H (NU 019 161)	021 Degs	2.5 km	6 m	176 m	0:27.23
Totals			11.7 km	335 m	333 m	2:16.35



Digital Accessibility

Accessible tourism is not only about physical accessibility. In an industry where technology has heavily influenced the operations of a business, for people with disabilities, it may not be feasible. At Ingram Valley GB we want to start the conversation in finding ways to improve our digital strategy making it accessible to all.

What is digital accessibility?

Digital and web accessibility are terms that are used interchangeably, and an international community called the World Wide Web Consortium (W3C) have developed the international web standards and accessibility guidelines published by the Web Accessibility Initiative of the W3C (1). They define web accessibility as the following:

“Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web. Web accessibility also benefits others, including older people with changing abilities due to aging.” (2)

Despite measures being put to ensure universal accessibility of the web, it is shocking that a recent report done by a US charity called WebAIM found “Less than 1% of website home pages are likely to meet accessibility standards” according to their study on 1 million websites (3). Not only have we made this brochure to share our efforts to improve our accessibility standards but in doing so, we also hope to influence other businesses working closely with us to improve their accessibility standards.

How can we make our website more accessible?

There are many ways you can showcase best practices in terms of website accessibility. Some of which we have highlighted below after working closely with Sheridan Design, the company involved in designing our website. Our aim was to identify features that would help make the website more perceivable, operable, or understandable. With our current capacity, we have not yet implemented the features listed below however we do hope to do so in the near future as well as add to the existing research we have created in this brochure. Y(our) impact: Each time a safari is booked then more investment can be put into developing this technology.

1. Perceivable

- Foreground text (as well as images, buttons, tool bars) should have high contrast with the background. The minimum contrast ratio is of at least 4:5:1 and can be checked using online contrast ratio calculators (4). Sheridan design have tested our website to see the accessibility performance and it reached 85-90%. From the test results the footer had been highlighted as having very low contrast. Potential improvements would be to implement a contrast feature.



- Colour can enhance user experience but when colours are perceived by individuals with colour blindness, these should be conveyed using annotations or different styles.
- Ensure all images have alt tags. These are descriptions that can be added to images allowing screen readers to tell blind users what an image is.
- Ensure links have names added to aid in navigation. These are hidden names that allow screens readers to read out a links and buttons to blind users.

2. Operable

- Where possible, the website content should be operable through a keyboard or keyboard interface.

3. Understandable

- Provide structure using headings and good spacing.
- Reorder headers to fall in sequential order.

What accessibility features do we currently have?

1. Perceivable

- In the efforts to improve the accessibility of technology on our Ingram Valley Safari experiences, we have created tour guide audios and transcripts throughout the journey available in English, French and German with more languages to be added in the future.
- Colour is not used alone to convey information. Annotations are also used to help individuals who are colour-blind.

2. Operable

The website has existing keyboard navigation features to make navigation easier for blind users. Users can use the following key combinations to move between links or elements through the website.

To go to the next link or element:

- Safari: press Tab + Alt
- Chrome: press Tab
- Firefox: press Tab

To go to the previous link or element:

- Safari: press Tab + Alt + Shift
- Chrome: press Tab + Shift
- Firefox: press Tab + Shift



The Enter key can be used to select items or expand elements such as hidden menus and collapsed content. The directional arrow keys or the Space Bar can be used to scroll through content.

Skip to content feature:

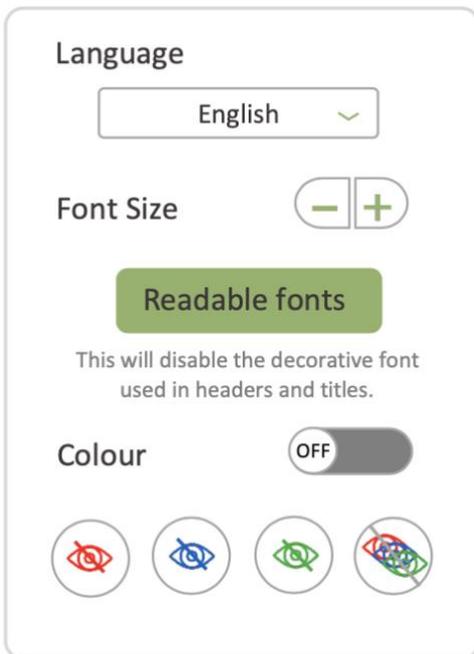
This feature can be activated by immediately pressing the tab key followed by the enter key when visiting a page. This feature allows users to skip the main navigation and header elements and jump straight to the main content of the page.

3. Understandable

- Being consistent with the navigational system of the website to avoid confusion

Future accessibility toolbar

With all the ideas listed above in mind, we wanted to find a way in which we could easily implement these features for users. Soon, we hope to provide an accessibility tool bar feature found within the navigation bar as an additional tab found on every page.



The toolbar will have the following features:

- **High contrast mode** - This will change green areas to dark grey and grey text to black.
- **Font size toggle** - Plus and minus buttons to toggle font size between three predefined sizes.
- **Language selection** - Option to switch between several languages
- **Readable fonts** - This will disable the decorative font used in headers and titles and replace it with a simple readable font.

We understand that this will be an ongoing process with all the accessible features we have explained in this brochure, we hope to slowly implement them once we have the capacity to do so. Additionally, we want to hear from our users! Please contact us by email via info@ingramvalle.co.uk and let us know how we can make our online services easier to use.



References

1. (WAI) W. W3C Accessibility Standards Overview [Internet]. Web Accessibility Initiative (WAI). 2022 [cited 5 March 2022]. Available from: <https://www.w3.org/WAI/standards-guidelines/#guidelines>
2. (WAI) W. Accessibility, Usability, and Inclusion [Internet]. Web Accessibility Initiative (WAI). 2022 [cited 5 March 2022]. Available from: <https://www.w3.org/WAI/fundamentals/accessibility-usability-inclusion/>
3. Less than 1% of website home pages are likely to meet accessibility standards | AbilityNet [Internet]. Abilitynet.org.uk. 2022 [cited 5 March 2022]. Available from: <https://abilitynet.org.uk/news-blogs/less-1-website-home-pages-are-likely-meet-accessibility-standards>
4. WebAIM: Contrast Checker [Internet]. Webaim.org. 2022 [cited 5 March 2022]. Available from: <https://webaim.org/resources/contrastchecker/>



This document was created by Eugenia Vuong, a University of Newcastle master's student as part of the University's winter internship scheme.