

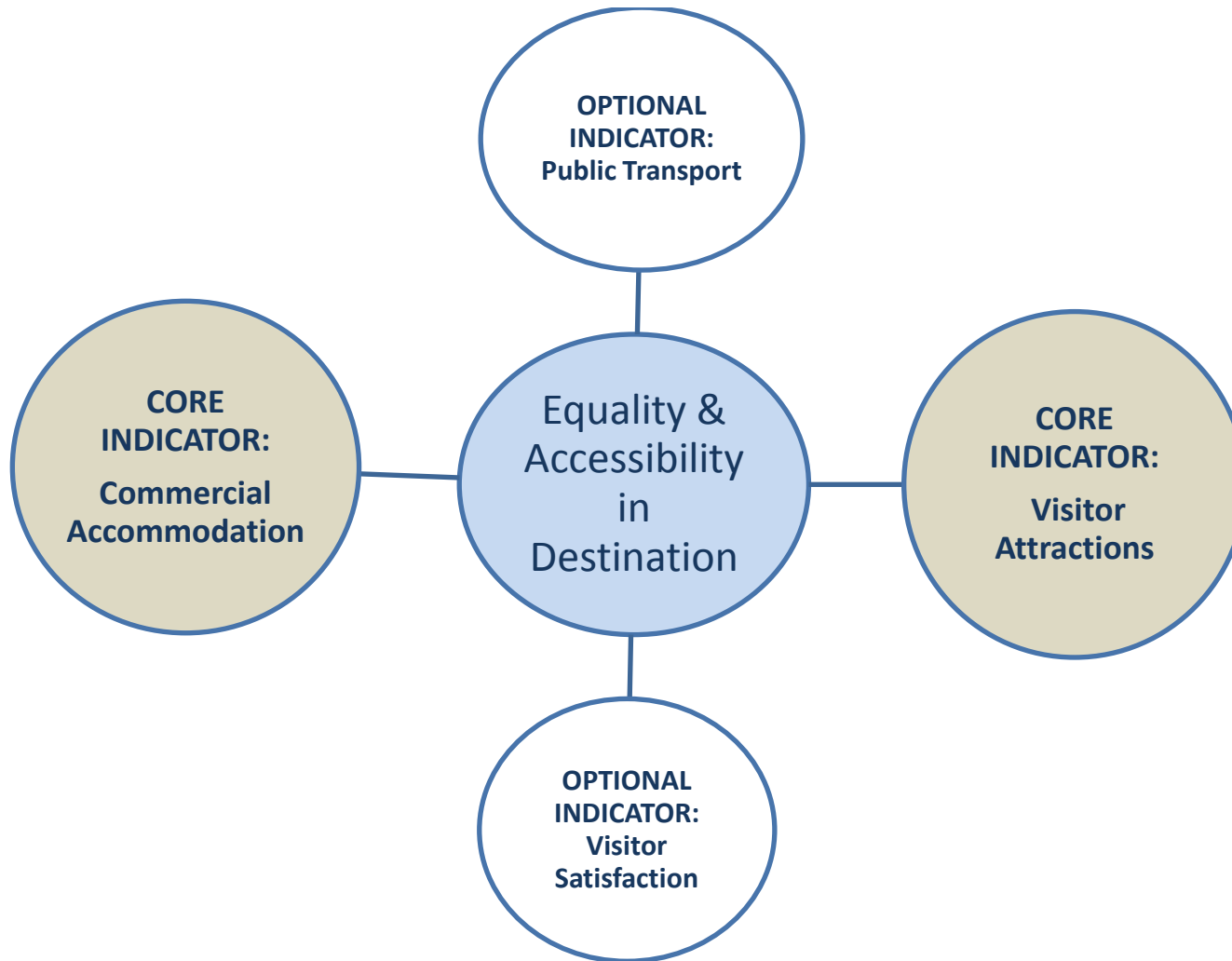


TOWARDS SHARED DESTINATION OWNERSHIP, RESPONSIBILITY AND DECISION-MAKING

A COLLECTIVE APPROACH TO ACHIEVING
EQUALITY & ACCESSIBILITY IN THE BURREN & CLIFFS OF MOHER GEOPARK



OVERVIEW OF VARIABLES THAT INDICATE DESTINATION PERFORMANCE ON ACCESSIBILITY



DETAILED REVIEW OF INDICATORS OF PERFORMANCE FOR EQUALITY & ACCESSIBILITY IN DESTINATION

Indicator	Potential data source to establish baseline	Responsibility for sourcing data	Suggested parties for review, decision-making and action	Rationale for this indicator
Commercial Accommodation: % of accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes.	Enterprise Survey <i>Decision required as to whether to limit this to B.E.N. members of whether to conduct a survey of all accommodation providers in the destination.</i>	Geopark?	Accommodation Providers Clare County Council Fáilte Ireland National Disability Authority B.E.N.	It is important for a destination to be able to accommodate people with disabilities. This measurement will help raise awareness of the accessibility of the destination. May highlight a market opportunity.
Visitor Attractions: % of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes	Enterprise Survey <i>Consideration as above</i> OPW Survey/Information	Geopark? OPW	Visitor Attraction Managers OPW Clare County Council Fáilte Ireland National Disability Authority NPWS NMS Farmers/IFA B.E.N.	Need to ensure visitors with limited mobility can access public attractions. This indicator could be used to highlight good practice.
Public Transport % of destination served by public transport that is accessible to people with disabilities and people with specific access requirements.	Destination Management Survey	Geopark? County Council?	Clare County Council State and Private transport providers National Roads Authority Fáilte Ireland All Others	Destinations need to be accessible to all visitors.
Visitor Satisfaction % of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements	Visitor Survey	?	All	Monitoring visitor satisfaction with accessibility helps planners know whether they are meeting visitor needs.

SUGGESTED STEPS IN THE PROCESS

ITEM	LEAD RESPONSIBILITY
1	Discuss approach with relevant stakeholders to establish commitment to gathering data, reviewing data and engaging in collective consultation and decision-making.
2	Determine sample for the Enterprise Survey and design Enterprise Survey Questionnaire
3	Determine sample for the commercially-operated Visitor Attractions Survey and design Visitor Attractions Survey Questionnaire
4	Determine sample for publicly-operated visitor attractions and design recording template for use by OPW.
5	Conduct Enterprise Survey.
6	Conduct Visitor Attraction Survey.
7	Conduct review of publicly operated visitor attractions in the Geopark region.
8	Analyse data from all 3 surveys.
9	Collate outcomes of data analysis into a report. The % of facilities offering accessible options is the baseline for 2016, against which future findings can be benchmarked.
10	Circulate to all relevant stakeholders identified.
11	Convene stakeholder group to discuss findings of the data collection phases.
12	Group considers the baseline that has been identified. Is it good, bad, acceptable?
13	Group considers the desired target for Equality/Accessibility in the Burren and agrees a target for future.
14	Group considers a) what actions need to be implemented to move the destination towards the agreed target and b) who can implement these actions. (short, medium and long term actions)
15	Group draws up an action plan, that details SMART (specific, measurable, achievable, relevant and time-bound) objectives and actions. This action plan is reviewed at periodic meetings thereafter.