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“An Investigation into the attitudes and actions in relation to accessibility and inclusivity for people with physical and mental disabilities within the wedding planning sector”.  

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Declaration

I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated.

Signed:

Date:
Abstract

This dissertation involves an investigation into the attitudes and actions in relation to accessibility and inclusivity issues for people with physical and mental disabilities within the wedding planning sector with a focus on wedding venues and wedding planners. This investigation was carried out with a focus on the social model of disability in which a pictorial interpretation has been made in addressing the positive and negative attitudes and actions of service providers towards the five key areas or themes used throughout the project including accessibility and inclusivity, adaption of venues, legislation, training and communication and terminology.

The overall aim of the project was achieved by carrying out a mixed method research approach consisting of a qualitative semi-structured interviews with both wedding venues and wedding planners and quantitative online questionnaires designed and distributed using qualtrics online survey tools.

Some of the main findings interpreted from the qualitative and quantitative research processes indicated that there continues to be a lack of awareness for those suffering with physical and mental disabilities as a result of the insufficient training schemes and programmes currently offered to service providers; in which the author recommends and suggests a potential opportunity for the government in tightening and strengthening disability legislation so service providers must adhere to these training programmes in extending understanding, knowledge and awareness. Other findings significantly address the confidence issues amongst contemporary service providers in providing services to those with disabilities, with confidence issues portraying negativity actions and implementation of changes within many services.

The author then makes relative and constructive conclusions about the steps and opportunities involved for repeating the research with reference to the findings generated from the research.

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# Table of Contents

Declaration..................................................................................................................Pii
Abstract..........................................................................................................................Piii
Acknowledgements........................................................................................................Piv
List of abbreviations.......................................................................................................Pviii
List of figures..................................................................................................................Pix

## Chapter 1:

**Introduction**............................................................................................................P1

1.0 Background of the study.......................................................................................P2
1.1 The wedding industry..............................................................................................P3
1.2 Key terms................................................................................................................P4
   1.2.1 Introduction to disability..................................................................................P4
1.3 Constraints and Limitations...................................................................................P6
1.4 Aims.........................................................................................................................P6
1.5 Objectives................................................................................................................P6

## Chapter 2:

**Literature Review**....................................................................................................P8

2.0 Inclusivity and accessibility in tourism hospitality and events............................P9
   2.0.1 Disability studies and the development of the social model of
disability.......................................................................................................................P9
2.1 Disability and impairment awareness.....................................................................P11
2.2 Disability discrimination act 2005.........................................................................P13
2.3 The equality act 2010.............................................................................................P15
2.4 The wedding industry..............................................................................................P16
2.5 Wedding planning industry....................................................................................P17
2.6 Wedding venues......................................................................................................P18
2.7 Summary................................................................................................................P20
Chapter 3:

Methodology..................................................................................................................P21

3.0 Rationale of the research.........................................................................................P22

3.1 Qualitative methods...............................................................................................P23

3.1.0 Process..................................................................................................................P23

3.1.1 Advantages..........................................................................................................P24

3.1.2 Disadvantages......................................................................................................P24

3.2 Quantitative Methods.............................................................................................P25

3.2.0 Process..................................................................................................................P25

3.2.1 Advantages..........................................................................................................P25

3.2.2 Disadvantages......................................................................................................P26

3.3 Risks and Limitations.............................................................................................P26

Chapter 4:

Results and analysis of data.........................................................................................P29

4.0 Introduction.............................................................................................................P30

4.1 Legislation................................................................................................................P31

4.2 Adaption of venues...............................................................................................P34

4.3 Accessibility and Inclusivity..................................................................................P36

4.4 Training....................................................................................................................P39

4.5 Communication and Terminology........................................................................P41

Chapter 5:

Discussion, interpretations and summary of findings.................................................P44

5.0 Introduction.............................................................................................................P45

5.1 Discussion................................................................................................................P45

Chapter 6:
Conclusions and Recommendations........................................P50

6.0 Introduction........................................................................P51
6.1 Research processes and limitations.................................P51
6.2 Research findings..............................................................P52
   6.2.1 Aims and objectives.....................................................P54
6.3 Recommendations.............................................................P54
   6.3.1 Industry recommendations..........................................P55
   6.3.2 Academic recommendations.......................................P56

Chapter 6:

Appendices..............................................................................P57
Appendix A: Ethics application Form......................................P58-63
Appendix B: Participant information sheet..............................P64-65
Appendix C: Email to interview participants............................P66
Appendix D: Interview questions.............................................P67-68
Appendix E: Wedding venue qualtrics questionnaire..............P69-74
Appendix F: Wedding planner qualtrics questionnaire............P75-79
Appendix G: Interview Transcripts.........................................P80-108
Appendix H: Matrix Tables....................................................P109-121
Appendix I: Turn-it in evidence..............................................P122

Chapter 8:

References.............................................................................P124-128
List of abbreviations and acronyms

DDA: Disability Discrimination Act
List of Figures

Figure 1: A pictorial representation of the social model of disability

Figure 2A: Legislation

Figure 2B: Legislation

Figure 3: Adaptation of venues

Figure 4A: Accessibility and inclusivity

Figure 4B: Accessibility and inclusivity

Figure 5A: Training

Figure 5B: Training

Figure 6A: Communication and terminology

Figure 6B: Communication and terminology
Chapter 1

Introduction
As a final year project towards a BA Hons Events Management degree this research focuses on a relatively new area of events management which currently lacks real life research, leading to limited understanding and knowledge – attitudes towards and actions relating to the inclusivity and accessibility for people with disabilities in the wedding industry. The title is as follows:

“An Investigation into the attitudes and actions in relation to accessibility and inclusivity for people with physical and mental disabilities within the wedding planning sector”.

Three year’s wedding experience can support the reasoning of this study within the chosen sector. This experience has provided a platform and first-hand experience of the difficulties which disabled people face when accessing wedding services regarding the facilities offered and the service provided. The experience evidenced the lack of services provided for those with disabilities and verified that discrimination and barriers against those suffering with a physical mental or learning disability is still present within the current society.

1.0 Background of the study:

The lack of availability and access to services for those individuals that live with life with a range of impairments has been the subject of much media attention and many changes and huge enhancements in legislative practices requirements and obligations (for example the DDA Regulations 1995 and the Equality Act 2010. “the government estimates that there are over 8 million people in the UK with a disability, each one being a potential customer of goods and services” (British Standard Institution [Online], 2004). This has led to multiple changes to services provided and compulsory venue adaptations due to specific legal requirements. According the UK festival Census 2013 those disabled people that attended a festival in 2013 said that they had identified positive developments in attitudes towards people with disabilities including being treated in a respectful way being “welcomed and included as a while and not only in relation to their disability” (Festival Census, [Online], 2013). However,
it is suggested that there is insufficient training from the event managers in terms of how to deal with and provide a service to those people with disabilities at events (NDA, 2013. p7)

The progression of disability studies over time has led to a number of theoretical perspectives and models (for example the medical, individual and social models), however the most relevant to this study being Mike Oliver’s (1990) social model of disability. This model drew on many of the contemporary debates in social sciences pointing out areas where political action could bring about the necessary social changes in avoiding exclusion of disabled people recognising that “disabled people should have a voice” (Barnes and Mercer, 2004. p 6). Ideally, a research project with this focus would look from the point of view of the individual in question; however, in reality this is often difficult to carry out due to access and sensitivity issues.

There has been development into the need for improved services within the hospitality, tourism and events sectors in recent years, this sector has seen many changes in that “disabled individuals continue to become more valued in modern society with a chance to play their full part” (Blair, 2015). This positive implementation has led to the initiation of certain organisations such as ‘Attitude is Everything’; however, there are still very few academic studies conducted into specific areas of the events industry in this regard; and a lack of knowledge and application to services provided.

1.1 The Wedding industry:

“Marriage is a union between man and woman kneaded together by love. Marriage is a place for sharing, a place for giving and a place for love” (Robinson, 2010). According to Leigh (2007) the wedding industry has become a competitive market worth multiple billions of pounds and “while the wedding event management industry witnessed a considerable dip in their business during the economic downturn from 2008 to mid 2010” (Singh[Online], 2016), the industry has soon bounced back and changed for the better and the market continues to increase. Since
the recession, the wedding industry in terms of demand has started to see a fluctuation: “There were 240,854 marriages in 2013, a decrease of 8.6% compared with 2012 and the first decline since 2009” (McLaren[Online], 2016).

Despite this increase and growth in the wedding industry, there are stories related to the lack of consideration for those people with disabilities attending weddings for example the bride or groom, their family or guests. Although venues have been forced in some ways to review their facilities in line with the Disability Discrimination Act 1995 and the Equality Act 2010, there is still a long way to go in terms of the services they provide for these groups of people and a lack of severity from service providers in implementing accessible services.

The research project investigates attitudes and actions of venues and wedding planners towards these issues, using a mixed method approach consisting of qualitative semi-structured interviews and quantitative online survey.

1.2 Key Terms:

1.2.1 Introduction to Disability:

The government has recognised that disabled people face discrimination for reasons which relate to their specific disability, which in their life prevents them fulfilling their potential as an individual. The Disability Discrimination Act (DDA) was introduced in to the law in 1995 in order to “address the considerable discrimination experienced by people with disabilities when it came to accessing goods, facilities and services” (British Standards Institution, 2004. p3).

For the purpose of this research project it is crucial to determine the differences between those with a disability in relation to those with an impairment or mental health disability; with up-to-date academic definitions of all three types of disability. Due to the element of sensitivity within this topic it is also vital that the correct terms are used for addressing those with a disability especially when conducting research.
“[...Disability is...] a person with a physical or mental issues which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities” (Stationary Office, 2006; Wright 2015, p. 20).

“[...impairment is...] any loss of abnormality or psychological, physiological or anatomical structure or function (this is dealing with parts of systems of the body that do not work). A disability is any restriction or lack (resulting from an impairment) of ability to perform an activity in the manner or in the range considered normal for a human being (referring to thinks people cannot do)” (Brading and Curtis, 2000).

“[...Mental disability is...] a disorder that interferes with your ability to function and meet basic day-to-day needs” (Healthy place, 2017). A mental health condition is considered a disability if “the condition is long term lasting longer than 12 months and effects a person’s normal day-to-day activities” (Equality and Diversity forum [Online], 2010).

In 2017, disabled people continue to face everyday challenges across many aspects of their day-to-day lives. It is estimated that “A quarter (24%) of disabled people in Great Britain have experienced attitudes or behaviours where other people expected less of them because of their disability” (McCarthy, 2014. p 3). Awareness and understanding of disability is a continued cause for discrimination against disabled people in the UK with “36% of people thinking disabled people are not as productive as everyone else and 67% of British public feeling uncomfortable and unaware of how to approach or talk to a disabled person” (Scope [Online], 2017).
1.3 Aims:

When establishing the project’s aim the theoretical perspective of Edwin Locke (2002) was used. Locke established a ‘SMART’ template for setting and justifying goal and aim setting, which stands for specific, measurable, achievable, realistic and time-scaled. It is suggested that “research supports predictions that the most effective performance seems to result when goals are specific and challenging” (Locke, 2011. Page 1).

The aim of the project is to analyse the attitudes and actions of wedding planners and their venues. The project looks at how wedding planners tailor their services to individuals with physical, mental or intellectual disabilities; with an exploration of accessibility and inclusivity issues within the industry.

1.4 Objectives:

In order to be successful in achieving my projects aim it is a fundamental element to create objectives to meet in order to achieve the overall aim; these objectives include:

1. Construct an effective literature review which covers the current wedding planning industry and the different services offered, issues of accessibility and inclusivity within the wedding and events sector and theoretical models of disability;

2. Explore the various acts and laws relevant to the changing landscape of accessibility and inclusivity for people with physical and mental disabilities in the UK, for example the DDA (Disability discrimination act 1995 and Equality Act 2010).

3. Carry out survey with wedding venues and wedding planners in the UK to investigate their attitudes towards and actions related to accessibility issues for people with physical and mental disabilities.
4. Conduct a series of semi-structured interviews with wedding planners and wedding venues to further the investigation into attitudes and actions towards these issues within the sector.

5. Analyse the data collection and make relevant conclusions from the research, identifying good and bad practice and offering recommendations for improvement within the wedding sector.
Chapter 2

Literature Review
This section of the research project will involve an investigation of the current literature surrounding people with disabilities within the wedding industry. A literature review is a “written argument that presents a logically argued case founded on a comprehensive understanding of the current state of knowledge about an area of study” (Machi and McEvoy, 2009. p5.) The literature review will then aid in building convincing thesis conclusions or a logical case supporting the research aim.

2.0 Inclusivity and accessibility in tourism, hospitality and events:

Although an increasingly growing industry, the wedding sector has yet to provide empirical research surrounding attitudes and actions surrounding accessibility and inclusivity for people with disabilities. Accessible issues are an area gaining momentum change across many different sectors due to its “inherent sensibility as a human rights issues and for its growing recognition of best practice” (Darcy, 2012. Page 3). In a survey taken from disabled people and their families “76% of the respondents said venues and staff could improve inclusivity and accessibility through training” (Event UK, 2017. p14). However, there is still a lack of academic material to suggest the levels of inclusivity and accessibility that are currently available to those with a disability; suggesting that extensive research is needed within the sector to build knowledge, raise awareness and understand the importance of this issue.

2.0.1 Disability studies and the development of the social model of disability:

Since the early days of disability studies, some of the most eminent figures in the field have “problematised the very nature of disability research” (Bolt, 2014. p 2). The social model of disability was recognised due to the perceptions raised by the mental model of disability. The mental model states that “disability is caused by the health condition a person has and the nature of this condition which will determine what they can and can’t do” (Mentalhealth.or.uk, 2017). The model has therefore suggested that in order for everyone to participate fully in society, everyone would need a non-disabled body or mind. This caused upset and aggravation particularly by the disabled peoples movement; this resulted in the formation of the social model of
disability also known as the ‘barriers approach’. This model views disability in terms of “environmental, structural, attitudinal barriers denying disabled people full participation in society and full citizenship rights” (French and Swain, 2011. p 6). The model is formed and presented in Marxist terms.

The social model of disability has gathered strength over the last five years in terms of movement, growth and development. This model was a significant factor of the breakdown of the Disability Act 1995 and the introduction of the Equality Act 2010. This has led to the realisation that societal barriers needed tackling in order to promote independent living, positive and non-discriminatory attitudes and accessible environments (Disability Resource Living [Online], 2017).

For the purpose of the project the researcher has interpreted the main elements of the social model of disability into a pictorial representation. Interpretations can be drawn from the studies carried out of current academic literature models and a recreated model of behavioural actions and attitudes can be formed. This model identifies that anti-discriminatory practises are a result of positive attitudes and action, portraying a positive behavioural output. In contrast to this negative attitudes and negative actions will lead to discriminative practises and a negative behavioural output. This model is effective for use within the current society as awareness and tightening of legislation and regulations will hopefully generate a more positive societal approach to disability, reducing the barriers to access that disabled people face on an everyday basis.
2.1 Disability and Impairment awareness:

For the purpose of this research project it is crucial to determine the differences between those with a disability in relation to those with an impairment or mental health disability. Due to the element of sensitivity within this topic it is also vital that the correct terms are used for addressing those with a disability especially when conducting research.

A person with a disability is defined as “a person with a physical or mental issues which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities” (Stationary Office, 2006; Wright 2015, p. 20). An impairment on the other hand refers to “the actual abnormality or condition; an impairment is a specific problem with a person’s body it’s any loss of abnormality,
psychological or anatomical structure of function” (Dugger, 2015). Brading and Curtis (2000) effectively summarise the differences between the two terms:

“[...impairment is...] any loss of abnormality or psychological, physiological or anatomical structure or function (this is dealing with parts of systems of the body that do not work). A disability is any restriction or lack (resulting from an impairment) of ability to perform an activity in the manner on in the range considered normal for a human being (referring to thinks people cannot do)” (Brading and Curtis, 2000).

It is also crucial that the definition of a mental disability is understood as in terms of the research and data collection it is necessary to understand the different features, measures and regulations in place. A mental disability is defined as “a disorder that interferes with your ability to function and meet basic day-to-day needs” (Healthy place, 2017). A mental health condition is considered a disability if “the condition is long term lasting longer than 12 months and effects a person’s normal day-to-day activities” (Equality and Diversity forum [Online], 2010).

In recent years there has been a lack of awareness to those suffering with mental health issues which are still considered as a disability under the Equality Act 2010. In May 2010, it was suggested that “70% of people in the UK suffer from a mental health disability and have experienced discrimination” (Chambers [Online], 2010). Certain disabilities that fall under mental health disabilities include autism, schizophrenia and some learning disabilities can such as dyslexia can also appear in different forms and be considered as mental health disabilities. Since the Mental health gap action programme (MHGAP) was formed in 2008, and with the inception of the renewed Equality Act 2010, there has been a focus on extending the awareness of mental health in terms of a disability. This has led to the implementation of practices and procedures which make it lawful for organisations to follow specific requirements when offering services and adapting these services to those with mental health disabilities. Mental health disabilities have been very unrecognised by many which
has urged the mental health gap action programme and the Equality Act 2010 to join together in forming legislative regulations to prevent discrimination. Under the Equality act they state that reasonable adjustments in terms of mental health could include “changing policies and procedures, changing equipment or by aiding extra support and equipment in helping them access services and towards living a normal day-to-day life” (Mental Health Equality Act Online, 2010).

Current societal issues have meant that people approach disability with a general lack of confidence; due to unawareness of issues or ineffective training. “people are scared or frightened of offending which means they will say or do nothing at all” (Enhance the UK, 2016). Raising awareness of disability and providing awareness solutions may build confidence and reduce fear so that able bodied individuals can communicate with disabled people; a common factor which is an issue amongst many wedding venues and wedding planners in current society which is why sensitive and special services are being avoided. Within the current society it is the definitions and methods of addressing ‘disability’ that can be extremely influential to those non-disabled people in terms of addressing those with a disability. In terms of event sensitivity there have been many changes: “at one time, the term ‘handicapped’ was used to describe individuals with limited abilities, however, the community has asked that this term be replaced with the term ‘disabled” (Goldblatt, 2010. p 420).

### 2.2 Disability Discrimination Act 2005

“The Government is fully committed to an inclusive society in which nobody is disadvantaged this means excluding unnecessary physical barriers and exclusions imposed on disabled people by poor design of buildings and places” (Government UK Systems, [Online], 2006).

The quotations from the UK government demonstrates that “perceptions and expectations of disabled people have evolved radically, so that disabled people are not viewed as victims and instead seen as full members of society who deserve and
expect fair treatment as a right” (Britain stationary office, 2004. p 3). The government has recognised that disabled people face discrimination for reasons which relate to their specific disability, which in their life prevents them fulfilling their potential as an individual. The Disability Discrimination Act (DDA) was introduced into the law in 1995 in order to “address the considerable discrimination experienced by people with disabilities when it came to accessing goods, facilities and services” (British Standards Institution, 2004. Page 3). The Disability Discrimination Act 1995 (DDA) “prohibits discrimination against disabled people in a range of circumstances, covering employment and occupation, education, transport and the provision of goods, facilities, services, premises and the exercise of public functions” (Disability Discrimination Act, 2006). This legislation covers those with “Physical or mental impairments which includes sensory impairments and hidden impairments which includes mental illness, mental health problems, learning disabilities and conditions such as diabetes or epilepsy” (Stationary Office, 2002).

The provider of a service is a provider of a service if they are “concerned with the provision in the UK of services to the public or a section of them, regardless of whether a payment is made” (Cooper, 2000, p. 154). Within this sector falls many ‘service providers’ including hotels, facilities of entertainment, services of any profession or trade or any local or public authority. “It is expected that 75% of service providers have made or planned to make adjustments to assist disabled customers to their organisation” (Britain Stationary Office, 2004). Due to the regulations stated regarding goods, facilities and services provisions provided under the Disability Discrimination Act 1995, there are specific regulations a service provider must adhere to. The act makes it unlawful for a provider of a service to discriminate against a disabled person:

“… concerning the standard or manner of a service provided to the disabled person in terms of what is available to them” (Cooper, 2000, p155).

Disability can be uncomfortable in terms of saying the “wrong thing” (Veasey, 2016. p9). This individual fear of being uncomfortable could be easily addressed through participating in a disability equality workshop; beneficial to everyone “in
understanding diversity looking at how to remove or overcome barriers” (Veasey, 2016. p 10). Training schemes and programmes will help to build confidence amongst service providers recognising new ways to approach engagement with those with a disability; this means that both parties get the most out of it when a service is being provided.

2.3 The Equality Act 2010:

The Equality Act was replaced by the Disability Discrimination Act 1995. “the equality act replaces the existing anti-discrimination creating just one act; it removed inconsistencies making it easier for people to understand and comply with” (Government equalities office [Online], 2010). The Equality Act 2010 strengthens the law in many ways to aid in tackling discrimination and inequality issues.

In October 2010, the Disability Discrimination Act 1995 (DDA) was taken over by the Equality Act 2010. The Equality Act 2010 added to and created new regulations regarding disability discrimination. The act was introduced as a result of continuous discrimination against those with disabilities; the result was that extensive regulations and practises have been put in place for all public sector businesses predominantly to adhere to. For the purpose of this research project the areas of key focus under the equality act will include availability of services and public functions, accessibility and inclusivity to premises (venues), prohibited conduct and ways of communicated with the disabled which will incorporate the training schemes and programmes which the Equality Act 2010 now provides to service providers in training them to effectively communicate with those with physical, mental or learning disabilities.

The Equality Act 2010 has made it a duty for organisations to make positive steps to remove barriers that disabled people face. This helps in ensuring that those with disabilities receive the same services as someone who’s not disabled one of the biggest issues is making reasonable adjustments so that services can be accessed. Within the chosen area of study regarding provisions to wedding services and access to wedding venues the Equality Act 2010 has made many advancements in reducing
barriers to those with either a physical or mental disability. Previously, direct
discrimination was only seen as unlawful when occurred in relation to work. Likewise
changes and adaptations to premises would have to be made only if it was seen
‘impossible’ to access a service. “The Equality Act 2010 makes it a lawful regulation
for public sector organisations to make reasonable adjustments; removing barriers
which disabled people face to ensure that the same services (as far as this is possible)
is provided to all” (Equality act [Online], 2010). The Equality Act 2010 has improved
and enhanced which now makes it an obligation, and provides criterion and practice
to ensure that organisations change specific barriers affecting access to services to
disabled people preventing discrimination. Due to the introduction of the Equality Act
2010 it is now a legal obligation for all service providers to make reasonable
adjustments to the premises so that services can be accessed to those with
disabilities; the act has also demolished the idea that service providers can legally
justify ‘not complying’ with the regulations in place to make reasonable adjustments.

2.4 The Wedding Industry:

According to Leigh (2007) the wedding industry has become a competitive market
worth multiple billions of pounds and “while the wedding event management
industry witnessed a considerable dip in their business during the economic
downturn from 2008 to mid 2010” (Singh[Online], 2016), the industry has soon
bounced back and changed for the better and the market continues to increase. Since
the recession, the wedding industry in terms of demand has started to see a
fluctuation: “There were 240,854 marriages in 2013, a decrease of 8.6% compared
with 2012 and the first decline since 2009” (McLaren[Online], 2016). There are a
number judgements made as to why this decline happened; either due to it being the
year 2013 with the number being perceived as “unlucky” or due to the extensive and
ever increasing cost of marriage. According to one of the most popular wedding
magazines “it is estimated that the average UK wedding cost is averaged at £24,000-
£25,000 a statistic taken in March 2016” (Andrew [Online], 2016).
There are findings that suggest the wedding industry has been the victim of the fluctuation due to the economic downturn in 2009 and 2010. This delayed marriage due to financial constraints which affected and caused many lifestyle changes amongst couples. After extensive research it has been suggested that there are budget sectors for the UK wedding industry; couples were split into 1 of the 4 categories either economical, standard, premium or luxury. In 2012, it was reported that “28% of couples were on an economical budget (10,000 or less), 49% standard wedding budget (11,000-30,000), 18% premium (31,000-95,000) and 5% luxury (96,000+)” (Kat[Online], 2013).

### 2.5 Wedding planning industry:

“Over the past 5 years, the wedding planner’s industry has expanded to £801 million from 2011 to 2016” (Ibis world, 2015). This large increase is said to have expanded due to stronger economic conditions, although the wedding industry suffered a decrease in the number of couples getting married due to the recession; the wedding planning industry has also boomed with more couples opting to hire wedding planners as a crucial consultant for their wedding planning. This supports Daniel’s earlier predictions that global trends are also predicting that “wedding consultants are bound to be increasing in demand” (Daniels, 2007. p 107). The wedding planner/consultant will play the most important role in the planning process and will conform to many roles during the wedding planning process.

The wedding planning and consultant sector has been extremely respondent to change with “50% of couples accepting that planning their wedding proved much more stressful than previously anticipated” (Jaeger [Online], 2015). The result of this is that 1 in 3 couples are opting to hire a wedding planner in aiding in the wedding planning process and 53% of couples hiring a wedding/ event manager as a co-coordinator on the wedding day. For the couple it is seen that the wedding planner/consultant “will become fully integrated in the lives of the couple and their families as the consultant will act as a service provider, decision maker, organiser, artistic designer, confidant mediator and friend” (Loveless, 2007, p56). It is the job of the
wedding planner to “turn dreams into reality, managing expectations and budget; they also aid to control the couples pressure, responsibility, stress and last minute panics” (Haywood, [Online] 2006). Planning a wedding can be a big commitment and responsibility therefore can be a hard task for couples to hand over this task, and that’s why it is paramount the couple find a wedding planner or consultant they can hand over this trust to.

Wedding planners all over the UK are beginning to promote services to those with a disability by creating wedding blogs and online messaging portals for disabled couples to share their experiences. Nina Neon states that “no wedding planners or venues gave any information about the services offered to those with disabilities on their websites, blogs or magazines” (Neon [Online], 2014). There is increased awareness and concern for wedding planners in providing sufficient disability services; with an increased motive to promote these services to the correct audience. For wedding planner this means providing a service offering ‘special requirements’ this means “being prepared for everything, but one that is missed by many wedding organisers and venues being special requirements to people with all kinds of impairments” (Neon [Online], 2014).

2.6 Wedding Venues:

Traditionally, the place of marriage was a church or place of worship. However, wedding trends suggests that “38% of couples get married in a hotel, 37% church, 19% registry office and 6% of couples marry abroad” (Thompson[Online], 2015). In 2002, venue (service provider) legislation was extended and changed which stated “service providers had to make reasonable adjustments for disabled people such as changing the way a service was provided” (Roulstone, 2014. p 66). However, it was only in 2004 that this legislation and obligation was enhanced and expanded which meant “service providers had to reasonable adjustments to the physical features making it difficult for disabled people to access their services. For example, this led to the installation of lifts, ramps and loop systems as well as the provision of information in alternative formats for people with visual impairments” (Roulstone, 2014). This
legislation added many new benefits for disabled people opening new accessibility features for both private and public sector venues.

Disability Discrimination Act 1995 saw many changes and advancements which led to the act being taken over by the Equality Act in 2010. The changes were focused predominantly on accessibility and inclusivity for the disabled. Because of this, the DDA 1995 and The Building Regulations 2000 for England and Wales have joined forces setting specific obligations and practices “For service providers to consider barriers created by physical features within buildings” (Workplace Law Group, 2009).

However, many disabled people are still prevented from using venues due to the lack of facilities that the service provider has. The majority of complaints that arise from disabled individuals are due to the way they have been treated either rudely, patronising, belittled or due to being ignored. A disabled person is aware of their limitations and therefore understands the adaptations that need to be made in order to fit their individual needs. This triggered the Disability Buildings Regulations Act 2010 to state legal documentation about the adjustments that need to be made to the means of access to buildings. The aim of the act was “to provide a suitable means of access for disabled people to the building from the point of entrance” (Building Regulations [Online], 2010).

Specialists are sent to examine venues to ensure their compliance and adherence to the legislative practices “Adherence and compliance to these guidelines will undoubtedly place an organisation in a favourable position” (Waterman, 2013). The areas of examination will include both external and internal. The external areas of the building will include car parking and approaching the building, entrances, exits and reception areas. Internally, the areas of examination will include restaurants, bars, public telephones, toilet facilities, bedroom and En-suite areas, signage around the venue. The examination will also underpin the fire and evacuation procedures within the venue and the adaptability of these for people with a disability. Only after the examination will a practical report be put together by the professional with advisory solutions of how to implement new changes and advance their services in order to
adhere to the building regulations. These changes in legislation and guidelines will inevitably have an impact on wedding venues and the ways they approach disability issues.

2.7 Summary:

The findings suggest that there is insignificant literature surrounding disability but not necessarily within the wedding planning sector specifically. It is apparent from literature research that the wedding industry has continued to flourish and increase in demand proving the importance of carrying out this research to remove barriers and create a decline in discriminative practises.

The literature review has proved that disability as a topic has been subject to many societal changes; this was indicated through academic theory (The social model of disability). The model aided the review of legislation of the DDA (Disability Discrimination Act 1995) and then progressed the legislation to form the Equality act 2010. The social model of disability identifies that human nature and choices that individuals make for themselves “are determined by the structure and ideology of society” (Lang, 2001, p 10). This theoretical and academic literature has provided a foundation for the creation for a personal model (attitudes and actions disability theory) which can be referenced throughout the analysis and interpretation of data section. This model focusses on positive and negative attitudes and actions and the effect this has on service providers in terms of the barriers to accessibility and inclusivity they are creating; suggesting positive actions and attitudes towards disability reduces disability discrimination and those negative actions and attitudes increasing disability discrimination within their services. The model will be utilised when discussing the results of the primary research.
Chapter 3

Methodology
In order to carry out a primary research project ethical approval has been obtained this was to ensure that all data collection was ethical and did not contravene any of Cardiff Metropolitan University’s ethical regulations which is indicated in section A and C of the approved ethics application form (Refer to Appendix A, p.58).

The methodology section of the research project is concerned with research framework. It will include an evaluation of the methods of research involved along with the techniques adopted and the procedures used within the investigation of study.

3.0 Rationale of the research:

The project involved primary research methods. Primary research refers to “research which involves collection of original data using an accepted research methodology, it is generally data which is collected specifically in pursuit of particular research objectives” (Wood and Clark, 2000. p 8).

The research methods for the project comprised of both qualitative and quantitative data collections. A mixed method approach is research in which “the investigator collects and analyses data, integrates findings and draws inferences using both qualitative and quantitative approaches in a single study” (Plowright, 2009, p4). Using a mixed method approach ensured that there are ‘no gaps’ in information and data collected. The variation of data collection methods led to greater validity of information; as a mixed method approach is a research design “with a philosophical assumption as well as methods of enquiry” (Clark, 2011, p5). By using a mixed method approach for this research project it will ensure that all the requirements set out in the aims and objectives will be met. Due to the aims and objectives of the research project a mixed method approach to research would ensure that both the attitudes (qualitative) and actions (quantitative) of the participants could be investigated effectively.
Due to the research involved within this project the author has designed a PIC (participant information sheet) which will be distributed according to their acceptance in taking part in research. (Refer to Appendix B, p.65)

3.1 Qualitative methods:

Qualitative research is “any type of research that produces findings not arrived at by statistical procedures or other means of quantification” (Corbin and Strauss, 1998. p10). Qualitative research can focus on a person’s life, experience, behaviours, feelings or emotions.

3.1.0 Advantages:

- The method is flexible, dynamic and open-ended and therefore any gaps within the data can be addressed.
- Focussed on gaining data around attitudes, beliefs and behavioural studies; due to the freedom of questions that can be asked behaviours and thoughts can be gathered; according to (Kumar, 2011. p 6) this information which is virtually impossible to gather by other means
- It provides powerful and rich data ensuring that the data is valid and reliable.
- Offer entails smaller samples and therefore quicker results are provided.
- The interview (qualitative) process provides a bigger depth of understanding and more in depth data.
- Gives the researcher more freedom in letting the interviewee unfold more naturally it is suggested by Vaughn (1996) that a supportive and comfortable environment must be established if participants are to participate honestly, naturally and freely.
3.1.1 Disadvantages:

- The quantity of data collected can make it time consuming in recruiting and conducting; and in terms of analysing and interpreting the data (Marshall [Online], 2017).
- The collection of data can be a very time consuming process as extensive and large amounts of information is discussed.
- It is harder to present visual findings or provide a statistical analysis of data collected due to the depth and detail of the data; “can be difficult to obtain due to the data being based on attitudes, opinions and values” (Langley [Online], 2017).

3.1.2 Process:

The qualitative research method adopted for this project was in the form of semi-structured interviews (personal interviews) lasting between 20-30 minutes. The interviews were carried out with 3 wedding venues including 1 large scale chain hotel, a medium sized hotel which operates as part of Best Western and a small private sector wedding venue. As well as this a further 3 interviews were carried out with 1 large, medium and small independent and self-employed wedding planner; totalling 6 interviews altogether.

The importance of personal interviews is that they “ascertain a candidate’s knowledge, intelligence and attitudinal orientation” (Mandal, 2006. p10); a key aim of the research. This type of data collection is an example of purposive sampling most commonly referred to as judgement sampling. Purposive sampling is one where “people from a pre specified group are purposely sought out and sampled” (Gerrish and Lathlean, 2010. p149); a popular method for this research project due to it specialising in research that involves attitude, action and opinion.

Due to the research project being of a sensitive nature in terms of the people in question, a semi-structured interview approach allowed a more personal one-to-one
process. Interviews are more personal to that of a questionnaire as it lets the participant “express their thoughts about a topic or experience in their own words at confidence in a familiar surrounding” (Spaulding, Lodico and Voegtle 2010. p 50). The process enabled a more distinguished analysis of the participants’ views, attitudes and beliefs regarding disability accessibility and inclusivity in their services and venue. Due to sensitive topic one-to-one interviews will ensure that the correct information and data is collected as people may reserve their thoughts in a process such as an online survey and therefore data may not be as reliable and valid. A copy of the interview questions can be found in Appendix D, p68. Reliability is a measure of “stability and consistency of data” and validity is whether the data is “accurately measuring what it’s supposed to” (Andale [Online], 2017).

The analysis of interviews involved transcribing each interview, drawing out the positive and negative attitudes and actions surrounding disability in relation to the 5 themes generated through the research into the social model of disability evidenced within the literature review. This will enable the author to successfully meet the aims and objectives of the project.

3.2 Quantitative methods:

Quantitative research methods seek to discover “new knowledge by retaining complexities as they exist in natural settings” (O’dwyer and Bernauer, 2013. p 23). A quantitative research design is carried out to investigate the levels of people who share similar characteristics or views; this is a method used when large numbers of people need to be studied.

3.2.1 Advantages:

- The research method is statistics driven and can provide a lot of information.
- A quantitative method and is conducted on a larger scale and therefore provides a lot more data as far as value and statistics.
Due to being statistical data this means that it is easier to compile the data collected on to charts or graphs due to the numbers available. The data is considered quantifiable and usually generalizable to a larger population; according to (Petrick, 2009. p 4) this leads to greater validity, technical variance and generalisation of findings.

3.2.2 Disadvantages:

- The analysis process of quantitative data can be very time consuming, being such a large sample of the population means a more extensive and time consuming analysis process.
- There is no human element from carrying out quantitative data and therefore ignores the attitudes and beliefs of the participant.
- Data cannot always be reliable as being an un-natural setting there is no way of telling how truthful a respondent is being and therefore lacks validity it is suggested that sensitive issues may prevent respondents from giving sincere answers (Hollensen, 2007. p1).
- Questionnaires especially can be interpreted very differently by people and therefore a mix of data could be collected.

3.2.3 Process:

The qualitative methods of research consisted of online questionnaire survey devised on Qualtrics (a leading online survey design and distributing tool). Qualtrics is an effective method of survey design for the project as it has many benefits such as producing formal high quality surveys, providing detailed data analysis in the form of charts and graphs making it easier to find correlations and relationships between data in order to begin research it is crucial that sampling is used (Refer to Appendix E, p69 for the wedding venue questionnaire and Appendix F, p75 for the wedding planner’s questionnaire). Sampling consists of “selecting some part of a population to observe
so that one may estimate something about a whole population” (Thompson, 1992. p1).

The sampling method adopted was stratified sampling. Stratified sampling is a form of random sampling where “the population is divided into two or more groups (strata) according to common attributes” (Dudovskiy, [Online], 2017). It was important that the author carried out research in to effective questionnaire design; which has a purpose of “meeting research objectives by obtaining valid data from respondents who are properly screened and qualified” (Azzara, 2010, p18). This provided the researcher with the higher success and achievement levels, ensuring that they achieved the aims and objectives previously addressed in chapter 1.

In terms of collecting sufficient data, two different surveys were created, one aimed at independent wedding planners and one aimed at wedding planners who work in collaboration with a wedding venue. In terms of distribution the surveys were sent to respondents via email to venues and planners across the UK. Attached to this email was information on the project and the intended outcome of the research. The questionnaire was distributed to 200 participants with the intention of gaining 100 responses (preferably 50 from each wedding planners and wedding venues), in the hope that an extensive data set could be established. The researcher sufficiently gathered 40 questionnaire responses which was formed of 25 wedding venue responses and 15 wedding planners. The researcher tried to gain equal responses from wedding venues and wedding planners in order to gain an equal range of participants answering the survey to maintain validity and reliability throughout the analysis of questionnaire data.

3.3 Risks and Limitations:

Researching using mixed methods (of both qualitative and quantitative methods) can produce various limitations for the researcher. The biggest constraint affecting this research project was ethical and legal constraints. Due to the nature of the research project and it being structured around a sensitive audience it was crucial that the
researcher behaved ethically when dealing with members of the public during both the qualitative and quantitative research process. It is said that to behave ethically the researcher is to consider the “location of the participant, the nature of the participant and the confidentiality elements and considerations” (University of Greenwich [Online], 2017). It is also important to consider core legalities such as the Data Protection Act 1998 when collecting and holding personal data of any participants throughout the process; therefore, it is important that information about participants is kept secure and is only used for lawful purposes this means making participants aware at the beginning of the interview that information “will only be used for confidential survey research” (Birn, 2009. p10).

Time and schedule is a limitation to this research project as more time would allow for more extensive and in depth research, but due to time constraints the project is restricted in terms of the amount of data that can be collected in such a short space of time; with such a tight schedule it’s difficult to collect mass data to support the research aims and objectives. Lack of resources or extended resources during the research project would strengthen the information and data collected adding to the reliability and validity of the research.
Chapter 4

Results and Analysis of Data
4.0 Introduction:

The results and analysis chapter will involve a presentation of results using graphs with relative interpretations and conclusions drawn from the findings. These findings will support the academic literature researched within the literature review (chapter 2) with relevant justification to this research founded within the quantitative and qualitative research process. In order to analyse the findings of the research systematically and analytically the research has been presented and grouped into five themes. These themes include legislation, accessibility and inclusivity, adaption of venues, training and communication and terminology; all of which were based on topics discussed within the literature review. The data has been categorised to ensure achieving the aims and objectives of the project have been addressed and met.

The Quantitative data is displayed in graph format taken from Qualtrics survey software and compared to the results drawn from the semi-structured interviews with wedding venues and wedding planners. In order to draw reliable and valid data from the qualitative research processes (semi-structured interviews) a matrix table has been devised for each theme in which the key points and quotations have been plotted according to whether they are a positive or negative attitude or action within each of the five themes (Refer to Appendix H, p109-121).
4.1 Theme 1 - Legislation

In reference to the literature review the British Stationary Office under the DDA (Disability Discrimination Act) stated that there are specific regulations a service provider must adhere to; making it unlawful for a provider of a service to discriminate against a disabled person. For this reason, the following question was asked in both the qualitative and quantitative research processes to gather the attitudes and actions of both wedding venues and wedding planners towards disability legislation.

WEDDING VENUE

![Bar chart showing responses to Q8](image)

WEDDING PLANNER

![Bar chart showing responses to Q7 A](image)

Figure 2A: Legislation findings – questionnaire data

The total respondents for this question totalled 23 made up of 14 wedding venue responses and 9 wedding planner responses. The quantitative data implies that 5 out of a possible 14 venues are actively up to date with implementing the regulations.
stated in the disability discrimination act 1995 and a further 7 suggesting they are ‘somewhat’ up to date with the legislation. However, in comparison to that of wedding planners 4 out of 9 categorise themselves as being actively up to date with the disability discrimination with a further 5 agreeing they are somewhat up to date.

The overall findings which can be drawn from this can suggest that 52.5% of service providers are aware and up to date with implementing this legislation within the service they provide. Due to the DDA (Disability Discrimination Act) now more currently known as the Equality Act 2010 being such a vital piece of legislation in preventing discrimination; these figures seem exceedingly low.

The Equality Act 2010, is now the most current up to date disability legislation since its formation from the DDA, because of this it was vital to seek service provider’s current knowledge on the DDA legislation by using a sliding scale structure. Major findings can be drawn from this with a total of 64% of wedding venues being a detractor, indicating their lack of knowledge surrounding disability legislation with only 29% of wedding venues scoring themselves between 7 and 8. Similarly, 78% of wedding planners were a detractor and 22% passive; scoring themselves between 7 and 8. These percentages are substantially high which may indicate the lack of awareness of legislation but also the insufficient government backing in the tightening
of these legalities. This can therefore link to theory suggested by Enhance UK in the literature review which suggests that the main reasons for discrimination is due to limited awareness of disability and insufficient training opportunities.

Matrix table 1, p109 is a matrix table corresponding to the theme of legislation in which the key quotations and points were taken from both interviews with wedding venues and wedding planners. There are several judgements that can be extracted from the findings in Matrix table 1, for example is clear distinction between the actions taken in implementing disability legislation in wedding venues to those implemented in a wedding planning service. It is evident from the results that wedding venues are much more up to date with implementing the DDA in to their venue and services which they offer, especially the larger venue (The Angel Hotel) which operates as part of the Cairn Group. The larger the venue the larger the reputation and customer base and therefore according to the interviewee at the Angel Hotel “adhering to legislation is a fundamental element of preventing discriminative ways and effective in promoting our best practice” (Angel Hotel, 2017).

In contrast to this an obvious finding is the lack of action wedding planners take in executing disability legislation in to their services which is caused by their negative attitudes towards complying with these regulations due to the size of their company and costs associated in adhering to the legislation which could involve training programmes in extending their knowledge and awareness; this clearly links to the Social model of disability which is addressed as a pictorial interpretation in Figure 1 of the literature review which states that negative attitudes lead to negative actions.

From the interviews carried out the wedding planners feel that it is the venues’ responsibility to cover the legislation and go on to justify they are only a wedding planning “service”. 
4.2 Theme 2- Adaption of Venues:

**WEDDING VENUE**

![Figure 3: Adaption of venues findings- questionnaire data](image)

**WEDDING PLANNER**

![Figure 3: Adaption of venues findings- questionnaire data](image)

The goods, facilities and services element of the DDA came in to force in 2010; due to continuous discrimination. Supporting the literature previously stated by the Equality Act 2010 it is now a lawful regulation to “remove barriers made to services”. The quantitative data shows that 55% of wedding venues that responded to this questionnaire strongly agree that venues should have facilities and procedures in place to be able to supply services to those with physical and mental disabilities. From the data it is also evident that a staggering 99% of wedding planners surveyed felt the facilities offered by the venues they use were suitable for those with disabilities.
Matrix table 2, p1123 shows a clear correlation between the attitudes and actions of wedding venues and in contrast to that of wedding planners. It is evident from the findings that the larger venues (Angel hotel and Wroxton House Hotel) are a far more positive in terms of their attitudes towards making suitable adaptations to their venues in order to appeal to a disabled audience. Their positive attitudes are clearly illustrated within the wide range of adapted facilities both venues offer. On the other hand, the smaller venue interviewed (Sulgrave Manor) addressed very little information not wishing to disclose attitudes towards making reasonable adjustments which could verify why they provide such a lack of services to those suffering with a disability. This finding can be directly linked to the social model of disability supporting the academic literature shown in chapter 2, which suggests a positive attitude produces positive outcome or action.
4.3 Theme 3- Accessibility and Inclusivity:

Accessibility and Inclusivity measures are vital in attracting those with disabilities to a venue or service. Results from the quantitative data indicates that 89% of wedding venues feel that their location and facilities are attractive to those with disabilities; with the 89% answering suitable or extremely suitable. However, it is also shown on the graph that 11% of venues thought their location and facilities offered were extremely unsuitable for those with disabilities; creating a barrier of inaccessibility and inclusivity. It is also found that 88% of venues had toilet facilities and ramps and 55.5% had support railings and lifts available within their venue to meet accessibility and inclusivity needs. Conversely, only 11% of these venues offered braille facilities.

The findings in Figure 4A suggest that service providers believe they have suitable facilities but actually only 55.5% had railings and lifts, this would indicate that their
perceptions of what is a good service is not ideal and insufficient to those with
disabilities. This finding can support the social model of disability which suggests that
discrimination is caused due to lack of awareness of disability issues, further
supporting the academic findings in the literature review which suggest that service
providers are unaware of the issues currently facing those with disabilities in
contemporary venues and services.

A major finding can be drawn from the questionnaire distributed to wedding
planners, as it shows that 100% of wedding planners that participated in the
questionnaire feel their services are extremely sufficient or sufficient to people with
physical or learning disabilities. It can also be stated that 88% of wedding planners
said that disabled people are ‘definitely’ treated with the same empathy, equality and
dignity within their organisation and the services which they provide; with only a 11% suggesting they are not always treated equally to one another. An assumption that could be drawn from this is that 11% of wedding planners could be creating a non-inclusive and inaccessible service therefore portraying discriminative practises.

Matrix table 3 p115 displays the accessibility and inclusivity findings of both the quantitative and qualitative data processes. It is clear that both wedding venues and wedding planners implement the correct procedures in adhering to accessibility and inclusivity measures. However, an unusual finding is that wedding planners seem to have a very negative attitude towards being inclusive and accessible in terms of their service and the environment. On the other hand, wedding venues again are able to fulfil all the expectations of a disabled customer by having a strategic process which they follow to ensure that they are accessible and inclusive to all.
### 4.4 Theme 4- Training

When carrying out the mixed method data collection process the most significant findings were found within the theme of training; with only 1 venue out of a possible 6 that had undertaken training which included disability awareness, dealing with people with disabilities and disability legislation.

Astonishing results can be drawn from the data collected from wedding venues regarding training programmes with only 22% of wedding venues having undertaken any disability training and 87.5% unaware of any disability training programmes. This could support the findings within the literature review which suggests the biggest
Reason for discrimination is due to the lack of awareness and training opportunities offered by service providers.

**Figure 5B: Training Findings - questionnaire data**

Similarly, the results drawn from wedding planners can be closely related to that of the wedding venues with 77% unengaged in any form of disability training programme with 87.5% unaware of any disability training programmes available. These statistics support the academic secondary research literature review which states that the high levels of discrimination were created by service providers due to them being unknowledgeable and unaware of the training offered to them and their negative attitudes towards implementing these training programmes into their services.
Matrix table 4, p118 goes on to support and relate to the data found in the questionnaires. Likewise, with the interviews there was a huge lack of awareness in the training schemes available to them which also went on to confirm certain people’s negativity towards training schemes and lack of understanding of the benefits this would hold for them being service provider. However, an interesting finding was that all of the interviewees apart from one had a positive attitude to undertaking training, suggesting it’s a push towards promoting best practice, extending knowledge understanding as well as being a huge confidence builder. It is continuously stated that service providers within the wedding industry feel uncomfortable with approaching a person with a disability; due to not knowing the best way to address them effectively.

4.5 Theme 5- Communication and Terminology:

It is vital that service providers are able to effectively communicate and adapt their communication and terminology when dealing with those with disabilities to avoid discrimination.

Figure 6A: Communication and Terminology findings- questionnaire data
The Quantitative data shows that 93% of the respondents felt confident in terms of the terminology they use when addressing someone with a disability. The data then goes on to show that the same 93% of respondents felt they could effectively adapt their communication in order to communicate with someone with a disability. However, it is also shown that 7% of respondents felt somewhat unconfident with knowing the correct terminology to use and likewise felt they couldn’t adapt their communication when addressing an individual with a disability. This particular finding was surprising to the researcher considering the lack of participants which had undertaken any disability training, this suggests an element of over confidence amongst the respondents; indicating their willingness to admit to any downfalls to their service.

Figure 6B: Communication and Terminology findings - questionnaire data
The Quantitative wedding planner questionnaire closely relates to the findings found in the wedding venue questionnaire. Quite surprisingly 100% of the respondents said they felt confident in using the correct terminology when communicating and addressing people and that they felt they could effectively adapt their communication when dealing with people with different disabilities.

Matrix table 5, p120 illustrates the attitudes and actions of wedding venues and planners in terms of their confidence using the correct terminology within their service and the adaptability of this to different situations. It can be suggested from this data that communication and terminology received very mixed positive and negative attitudes and actions with some suggesting that a training programme previously addressed would develop their understanding within this area with others suggesting quite negatively that training would be insufficient procedure and that improving and adapting communication to those with disabilities predominantly comes down to experience within the discipline. It is evident from the findings that wedding venues are more vigilant of that to wedding planners when communicating with individuals with disabilities with procedures in place in approaching these people to minimise discrimination. This indicates that the findings went against those of the questionnaire, evidencing the importance of adopting a mixed methods approach to research.
Chapter 5

Discussion, interpretations
and summary of findings
5.0 Introduction:

In this chapter the author will seek to establish the relationships between the qualitative interviews and quantitative questionnaire in relation to the academic literature review; establishing the contribution this research makes towards the current literature available within this field, drawing relevant conclusions and relationships between the authors perceptions, academic literature and data findings. The discussion will involve an analysis of the major and key findings found within the presentation of data collected.

5.1 Discussion

The quantitative and qualitative research process has identified many judgements as to why disability discrimination issues continue to create barriers within contemporary wedding venues and wedding planning services, preventing disabled people from accessing and feeling inclusive in every day services. Firstly, it is important to distinguish the difference between a physical or mental disability prior to interpreting the findings. According to (Hwns, 2017) a physical disability is a temporary or permanent disability affecting a person’s physical capacity or mobility whereas mental disabilities are described as being illnesses affecting a person’s thinking, emotional state and behaviours; these definitions can support the definitions evidenced within the literature review.

The major most anticipated finding obtained from the mixed method research processes surrounded the theme of training. Although anticipated it was still surprising at the number of wedding venues and wedding planners unaware of disability training programmes, carrying negative attitudes towards its benefits to their services. Overall, out of 40 questionnaire responses and 6 interviews, only 2 participants had taken part in disability training both of whom worked with large chain wedding venues. In the literature review, according to (Event UK, 2017) 76% of surveyed disabled people said venues and staff could improve their services greatly through undertaking training in disability awareness. This shows validity and reliability.
of the qualitative and quantitative results gathered and emphasises an opportunity within the sector to build a better knowledge and understanding and raise awareness of disability and the current issues affecting them.

It was the research in to the theme of training and findings suggesting the lack of involvement in training programmes that founded the fifth sub theme of communication and terminology. This theme did not originally represent importance however, due to the insufficient and limited knowledge surrounding disability and training the author then related questions to interview participants regarding their confidence towards communicating and using the correct terminology to address individuals with disabilities. This supported the previous finding by indicating the societal changes needed and tightening of government legalities in service providers undertaking training opportunities as a move towards an inclusive and accessible society.

The author agrees with the statement made by (Veasey, 2016) in the literature review who states that service providers avoid communicating to those with disabilities due to feeling uncomfortable with the fear of saying the wrong thing, however these service providers which is evidenced within the quantitative research process do not always admit to these confidence issues. Surprisingly, the data supports the view of (Veasey, 2016) with statistics showing that 93% of wedding venues and 100% of wedding planners felt confident in communicating to individuals with disabilities which is particularly unexpected due to only 22% of these engaged in any form of training surrounding disability, identifying the denial of service providers.

Another key finding that can be extracted from the qualitative and quantitative data suggests that the bigger wedding venues offered more extensive and adaptable facilities and services for those suffering with physical and mental disabilities in comparison to that of the smaller wedding venues and independent wedding planners. The author can suggest that these extensive range of services and facilities is a consequence of the service provider’s positive attitudes towards implementing and acting upon creating an accessible and inclusive service; all of which were
demonstrated through the service provider’s positive actions in terms of the adaptations made to their venues and adherence to the key legislation such as the Disability Discrimination Act 1995 and Equality Act 2010, surrounding the reasonable adjustments element.

In contrast to this, it was obvious that the smaller venues and independent wedding planners felt very negatively towards acting upon implementing adapted facilities and services to those with disabilities. However, it was then evident that these negative attitudes were portrayed due to the lack of knowledge and awareness surrounding disability in terms of legislation with 78% of wedding planners feeling unknowledgeable about the key disability legislation, with smaller wedding venues and wedding planners feeling less obliged in adapting their venue and services. This finding can be linked to the social model of disability addressed within the literature review which identifies that negative attitudes lead to negative actions and outputs creating discriminative practises and creating barriers to access and inclusivity; an obstruction which the government are continuing to assess through tightening and strengthening legislation an area covered within the qualitative and quantitative data process in which attitudes were gathered regarding this change.

In terms of legislation, a significant discovery was that 52.5% of service providers acknowledged themselves as being up to date with implementing the regulations outlined by the disability discrimination act 1995. However, it was then interesting to realise that on the sliding scale of 1-10, 64% of people were shown to be a detractor which implies they have scored themselves between 0 and 6 in relation to their knowledge regarding the DDA. Similarly, 78% of wedding planners were also shown to be a detractor, with only 22% passive. This data is significant as it may insinuate that some wedding venues and wedding planners are not so up to date with implementing the regulations set out in the legislation that they previously agreed they had been.

Keeping actively up to date with implementing legislation would suggest that these service providers would be aware of possible training opportunities available to them as well as having a basic understanding regarding the correct terminology and adaptability of communication; as these are all areas which are broken down and
addressed under the regulations of the act. However, according to the data it can be recognised that in fact service providers are not at all aware of these programmes.

For this reason, it can be assumed that some of the quantitative data received from the online survey may be somewhat unreliable and invalid due to lack of participant honesty and irregular relationships, coherence and patterns within the data.

Considering, the continuous developments surrounding the importance of providing accessible and inclusive services it is evident from the data collection process that within the wedding planning sector wedding venues and wedding planners are still eligible for criticism in terms of the lack of specific measures in place in creating a physically and socially accessible and inclusive environment. A crucial finding in both the quantitative and qualitative data signified big differences between expectation and perception. It is clear to see that from the data collected service provider’s perceptions of a ‘good service’ was very different to that of the legal expectations of a good service. The results display that 89% of wedding venues and 100% of wedding planners who took the online questionnaire survey claimed their services and venues to be ‘extremely sufficient’ to people with disabilities, however, only 55% of wedding venues and planners had lifts and ramps available. This supports the authors previous statement suggesting that service providers have a very different perception in what they believe to be a good service.

It is noted in the legislation area of the literature review that any contemporary organisation must adhere to specific regulations. By this it is expected that service providers must ensure that the premises are made physically accessible and socially inclusive to those with disabilities. Therefore, it was surprising to the author that the data indicated that there were minimal measures in place especially in some big organisations in regards to accessibility and inclusivity facilities; verifying the research in the literature review provided by the Equality act 2010. The act now makes it a legal obligation for public sector businesses to change specific barriers preventing access; a popular cause of discrimination in the UK. This was a shocking discovery for the author in the realisation that there are many wedding businesses still not
providing the main requirements including braille, support railings and lifts within their venues, excluding and ignoring the importance of these regulations.
Chapter 6

Conclusions and Recommendations
6.0 Introduction:

The overriding aim of this study was to carry out an investigation into the attitudes and actions of service providers within the wedding planning sector in relation to accessibility and inclusivity measures for people with physical and mental disabilities. In accomplishing the overall research aim it was necessary to meet five specific objectives which involved constructing a literature review on past and present research within this discipline including current issues into wedding venues and wedding planner services, as well as extensive research into key legislation. It was then paramount to carry out the qualitative and quantitative research processes, analysing and presenting these according to their importance and impact on the study and to finally draw up relative themes, topics, outcomes and conclusions and generalisations from the data gathered.

6.1 Research processes and Limitations:

Investigating the attitudes and actions of service providers within the wedding planning sector involved carrying out personal interviews and distributing online questionnaires to both wedding venues and wedding planning organisations in which a progressive sampling method was used, which aims in focussing research on gathering participant views and opinions as well as establishing their attitudes.

Each research project presents “unforeseen or unanticipated problems or issues” (Waller, 2014. Page 48) which may arise during the research process. In terms of this research project there are unforeseen issues that could occur or constraints to carrying out research. Originally, the author anticipated gathering around 50 responses from the online questionnaire which would have been made up of 25 wedding venues and 25 wedding planners. However, the author then realised that the distribution element of this questionnaire was quite a time consuming and more challenging process than previously predicted due to many participant’s unwillingness to take part as well as a time and resources constraint; an extended time frame would lengthen the data collection period and therefore further supported the projects aims.
more successfully in terms of the reliability and validity of data. For this reason, a limitation which occurred for the author was the lack of responses in which 40 responses altogether were gained, this was made up of 25 wedding venues and 15 wedding planners.

Although the lack of responses provided the author with less data, the author became aware of response issues quite early on in the research process. It was understood that sensitivity was another limitation due to the projects focus on disability. It became apparent that this was the main reason many participants then avoided participation in the questionnaire. This was evidenced in some of the open ended elements of the survey as although these were set as forced response many simply marked the entry box with “….”.

The author was able to address the response issues early within the data collection process and was then able to contact more wedding venues and wedding planner’s regarding their participation in a personal interview; in which the author was able to conduct 6 interviews, 3 of these with wedding venues and 3 with wedding planners. This went on to support a lot of the missing data within the wedding planning sector of the research, benefiting the author in ensuring the aims and objectives of the project could still be met as well as balancing the level of data collected for wedding venues and wedding planners; ensuring comparisons and relationships could be distinguished between the two during the data analysis and findings chapter of the project.

6.2 Research findings

Current understandings from qualitative and quantitative research processes undertaken provides the author with various significant findings. Although it was estimated at the end of 2016 that the UK wedding industry has a “whopping market value of £10 billion” (Hitched.co.uk, 2017); it is surprising at the insufficient levels of knowledge and awareness still surrounding disability within contemporary society and wedding sector organisations.
In reference to the literature review the social model of disability has evidenced its strength, growth and development in tackling societal barriers promoting independent living along with positive attitudes and non-discriminatory practices to a certain degree. However, the data findings suggest that there is still a huge element of uncertainty in regards to service provider’s knowledge, awareness and attitudes towards disability. This suggests that this lack of knowledge and awareness continues to be the cause of discrimination amongst many service providers within the wedding planning sector; which seems to be the result of insufficient narrowing of legislation in regards to training within disability awareness and understanding; a programme which is offered by many disabled charities as well as an optional government scheme carried out by associates of the Equality Act 2010. An issue which could be easily addressed and overcome through stricter government laws which the author estimates will see a huge reduction in the levels of discrimination within the UK’s society.

Additionally, the qualitative and quantitative research indicates the shortages of accessible and inclusive services available to those with physical and mental disabilities when planning or attending a wedding event, with both participants from interviews and questionnaires indicating only quite minor changes to the physical venues and services which they offer; changes which within contemporary societies should be addressed in greater depth. This supports the academic literature and authors perception of how service provider’s attitudes greatly impacts their accordance and adherence to adapting their services, as it’s proven within the findings that those with positive attitudes implement positive actions and outcomes and those with negative attitudes encounter negative outcomes and actions; this also perfectly supports the authors pictorial perception of the social model of disability (Figure 1, p.11)

Above all the findings suggest that the reasoning for a lot of discrimination amongst service providers is seemingly down to confidence issues relating to approaching and dealing with people with physical and mental disabilities, with “36% of people feeling uncomfortable and unaware of how to approach or talk to a disabled person” (Scope [Online], 2017). The most relevant conclusions drawn from the findings reveal huge
training opportunities which will aid in building awareness and understanding relating to the difficulties those with disabilities face when accessing every day public services. It also reveals that although the government is making positive movements towards implementing change and tightening of legislation; this should be an ongoing procedure building larger foundations and strengthening the regulations which will prevent and reduce barriers disabled people are continuing to face in the near future. As for wedding venues and wedding planners the majority of participants said they had encountered complaints regarding their disabled services and stated that confidence building and training in legislation as well as dealing with disabilities would be a positive move in promoting best practice for them.

6.2.1 Aims and Objectives:

The author feels that the project has been successful in meeting the overall projects aim, through effectively carrying out each task listed in the objectives (refer to chapter 1 p.6). The author has effectively analysed the positive and negatives attitudes and actions of service providers within the wedding sector including wedding venues and independent wedding planners. The mixed method research process also enabled the author to gather information about how service providers tailor their services through making reasonable adjustments with reference to the ways this has been done in relation to what is anticipated and expected from them as service provider. As well as this the author has chosen the correct use of survey and interview structure in order to promote the current accessibility and inclusivity issues gathering participant’s attitudes towards this discipline in the most reliable and valid approach, in which the biggest findings have been addressed above in part 6.1.

6.3 Recommendations

The mixed method research processes have enabled the author to achieve the aims and objectives previously intended. However, it is evident that disability as a discipline is an area which still lacks research and therefore further research must be undertaken. In the recommendations element of the conclusion chapter, the author
will address the highlighted topics that the research undertaken for this thesis has generated; as the author feels this is an important method of evaluating the project but also providing future researchers with specific focal points for their research.

### 6.3.1 Industry recommendations:

Although, the author believed the mixed method approach to carrying out research was successful for this project; there are always opportunities for improvements. As a result of the data collection process it is evident that one of the biggest aspects addressed is training opportunities and the lack of disability training services available to service providers within the wedding planning sector; which is the result of increased disability discrimination which has created barriers in accessibility and inclusive services. This opens an obvious gap within this industry for more research, an area the author believes not only the researcher will benefit from but contemporary service providers and their organisations too.

It is also acknowledged that throughout this project the author has made countless references to disability legislation and the social model of disability. Despite the governments vigorous action in tightening and strengthening regulations it is still apparent that this is an area of weakness in terms of awareness and knowledge amongst many service providers in the wedding planning sector. This too initiates an opportunity for future in depth research in regards to disability legislation providing extended solutions to overcoming this issue, with the implementation and actions involved with bringing this in to wedding planning organisations.

Future research within the topics addressed would benefit the wedding industry substantially, with the main outcomes including raised and extended disability awareness as well as a greater understanding of legalities and current issues facing those with disabilities. These positive movements would aid wedding planning organisations and wedding sector businesses in promoting their best practice and creating and accessible and inclusive service to all.
6.3.2 Academic recommendations:

The qualitative and quantitative research methods have indicated to the author potential recommendations for future research within this discipline. The author felt that overcoming the time and resources limitation affecting them, would have meant having sufficient time in building findings by carrying out more primary research. For example, the researcher was able to carry out 6 personal interviews with industry professionals, given more time and resources and the experience the researcher has gained through carrying out this research process they feel that more data would have only strengthened the findings and further supported the academic literature.

The literature review carried out provided the researcher with a foundation in constructing this research, the project has focussed on a sensitive issue and for this reason has been seen to be difficult at times. The author feels that if they were to repeat this process again within this discipline seeking professional help and support could mean that the researcher could involve conversations with those suffering with disabilities, so relative distinctions between attitudes and actions could be made between the service provider and their customers as more of a comparative project. The author addresses this was the most challenging aspect of the project as adhering to sensitivity issues and confidentiality was a core requirement and expectation, but has researched that with the help of a trained professional and environment it is possible in achieving these intentions; a venture that would hope to continue in making positive societal movements.
Chapter 7

Appendices
Appendix A

DEVOLED ETHICS APPROVAL APPLICATION SUMMARY

<table>
<thead>
<tr>
<th>To be completed by student and supervisor before submission to Ethics Approval Panel</th>
<th>Student Signature</th>
<th>Supervisor Signature</th>
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<tbody>
<tr>
<td>Application for ethics approval</td>
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<td>Participant consent form</td>
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<td>Pilot interviews</td>
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<td>Letters to participating organisations</td>
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<td>Application for ethics approval</td>
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First Submission [X]  Re-submission [ ]

Date: ____________________

For use by the devolved ethics approval panel:

Panel Members | Name | Signature
---|---|---
Module leader, Chair: | | |
Supervisor: | | |
C.S.M. Ethics Committee Representative: | | |

Date: 11/11/16  Date of Reassessment: ____________________

Outcome:  
Project Approved [ ]  Reference number issued: 2016D0157  
Chair’s Action: [ ]  Application not Approved [ ]

Comments for projects not fully approved:  

The original file retained by the supervisor and one copy given to the student and module leader.
In the case of a student threatening to withdraw from the course following the submission, the student will not be assessed. However, the student will be required to submit a final project and final assessment for a grade. Details of this will be provided in the final feedback form.

Check questionnaires were used in the questionnaires, and both questionnaires were satisfactory.
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency [e.g., NHS], you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter[s] of approval in order that your School has a record of the project.

The document ethics application guidance notes will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

PLEASE NOTE:
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

PART ONE

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Elle Jackson</th>
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<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Karen Davies</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff school of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>ST20060468</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>BA Hons Events Management</td>
</tr>
<tr>
<td>Project Title:</td>
<td>Analyse how wedding planners and their venues can tailor their services to individuals with physical, mental or intellectual impairments; exploring the changes that could be made to these services with effective methods of implementing them.</td>
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<td>Expected start date of data collection:</td>
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<tr>
<td>Approximate duration of data collection:</td>
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<tr>
<td>Funding Body (if applicable):</td>
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<tr>
<td>Other researcher(s) working on the project:</td>
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<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve human samples and/or human cell lines?</td>
<td>No</td>
</tr>
</tbody>
</table>

Does your project fall entirely within one of the following categories:

- Paper based, involving only documents in the public domain
  - No
- Laboratory based, not involving human participants or human samples
  - No
**CARDIFF METROPOLITAN UNIVERSITY**  
**APPLICATION FOR ETHICS APPROVAL**

| Practice based not involving human participants (eg curatorial, practice audit) | No |
| Compulsory projects in professional practice (eg Initial Teacher Education) | No |
| A project for which external approval has been obtained (e.g., NHS) | No |

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required.

If you have answered NO to all of these questions, you must complete Part 2 of this form.

**In no more than 150 words, give a non-technical summary of the project**

The research project will analyse how wedding planners and their venues can tailor their services to individuals with physical, mental or intellectual impairments. The project will also explore the changes that could be made to services; with a particular focus on wedding venues. The analysis will also involve a detailed exploration into the Equalities Act 2010 and enhancements made in this legislation and the impact this will have on wedding planners and their venues. This research will be carried out by an online survey and semi structured interviews both methods of which will be aimed at wedding planners and wedding venues. The survey will be created on quadrics and will be sent out to the candidates via email and interviews will be taken place on a face-to-face basis with both wedding planners and wedding venues across the UK.

**DECLARATION:**

I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

**STUDENTS:** I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

| Signature of the applicant: | Date: |

**FOR STUDENT PROJECTS ONLY**

| Name of supervisor: | Date: |

Signature of supervisor:

**Research Ethics Committee use only**

| Decision reached: | Project approved |
| Project approved in principle |
A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project?  
No

A2 If yes, please state the name and code of the approved protocol to be used.  

A3 Describe the research design to be used in your project.

In order to reach the overall aims and objectives of the research question it will involve the collection of both qualitative and quantitative research methods. The qualitative research methods will involve an online questionnaire survey and the quantitative methods will involve semi-structured interviews.

Questionnaire survey

The method of qualitative research methods will involve an online questionnaire survey. The survey will be distributed via email attached with the appropriate link to the survey and sent to a series of participants including wedding and venue planners across the UK. The choice to use an online survey is that the data collected can support and further the information collected in the interviews; building a bigger foundation of data especially when it comes to constructing my methodology (data analysis) further on in my research project. The online survey will be sent to 200 participants in the hope that there will be at least 100 responses.

The method of analysis that will be used will be Qualtrics which is an effective and professional tool to create questionnaires and will be easy to distribute via email with a web link. The questionnaire will take between 5 and 10 minutes to complete by each participant as there will be a series of sections which will be dependent on whether the participant is a self-employed wedding planner or whether they work as part of a chain and venue.

It is also paramount that I protect each participant’s confidentiality, this will be easily managed as no information will be required within the data collection process. No personal details will be needed when carrying out the survey and all participants will be strictly anonymous.

Interviews

Another research method I will use is a quantitative method where I will hold semi-structured interviews. This method of data collection will entail holding interviews with 6-8 participants; this will be a mixture of both self-employed wedding planners and event managers who work in co-operation with a wedding

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1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
venue such as hotels and wedding venues. I have chosen this method of research as it allows a more personal process with the participants and this will enable a more distinguished analysis of the participant’s attitudes and opinions regarding disability accessibility and inclusivity in their services and venue.

The process I will use to recruit the participants is by emailing each participant with draft letters with an outline of the study being carried out along with a consent form and participation sheet for them to fill out, the process then will be to arrange a meeting point in which interviews will be carried out in which each interview will last around 40 minutes.

The interviews will contain a mixture of closed and open ended questions as in order to achieve the aims of the research project it is paramount that the participant’s attitudes are gathered and open ended questions will allow the participants to share their attitudes, experiences and personalities towards those with disabilities, the services they can offer and the changes that can be implemented.

Again, it will be compulsory that the protection of confidentiality is restored so all participants will need to carry out a consent form to ensure that they agree to the terms and conditions of the interview. In order to protect the client’s confidentiality no personal information will be gathered or stored.

A4 Will the project involve deceptive or covert research? No
A5 If yes, give a rationale for the use of deceptive or covert research
Click here to enter text.
A6 Will the project have security sensitive implications? No
A7 If yes, please explain what they are and the measures that are proposed to address them
Click here to enter text.

B1 What previous experience of research involving human participants relevant to this project do you have?

As a compulsory part of year 2 studies at university it was a requirement to organise a charity event our chosen charity was Save the Children, it was paramount that the group carried out primary research in the form of questionnaires to gather thoughts about the interest in the event, the costs and the feasibility. The way in which the questionnaires were distributed were through emails to potential stakeholders and suppliers and to potential attendees in which hard copies were generated and handed out. Secondary research was also used in which we used the internet to research similar events investigating the outcome of the event and comparing into order to ensure the success when planning this event.

The experience gathered from carrying out this primary and secondary research proved very effective and large numbers of responses were generated; this greatly impacted the success in the event as the event was able to be created depending on the needs of the customer market and therefore being tailored for their needs resulted in a successful event with a figure of £900 raised for the chosen charity.

Other experience used involving human participants was used in level 4 (year 2) in developing a business when creating a business plan. However, the only type of research used in this project was secondary research methods.

B2 Student project only
What previous experience of research involving human participants relevant to this project does your
CPotential Risks

C1 What potential risks do you foresee?

Surveys
- Lack of responses
- Ineffective survey format
- Confidentiality issues

Semi Structured Interviews
- Confidential questions- participants may not want to answer questions which they feel are personal or confidential.
- Some participants may feel uncomfortable or anxious answering certain questions.
- Some questions may offend some of the participants.
- Participants may feel like the interviewee is being patronising
- Lack of responses/ information

C2 How will you deal with the potential risks?

Surveys
- Research the wedding and venue planners prior to issuing the survey to ensure that there is enough participants to send the survey too; if lack of information the data collected from interviews can be used to support these surveys.

Semi structured interviews
- All participants will have to fill out a participation form and consent form to agree to the terms and conditions and to protect confidentiality.
- Participation form will give an outline of the research that is being sought and the sort of topics the discussion may entail.
- All participants will be notified that the information collected will only be available to access by the researcher and each participant will have the right to withdraw their data at any point of the research.

When submitting your application you MUST attach a copy of the following:
- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.
Appendix B

Participant Information Sheet

Project Manager: Elle Jackson
Student ID Number: St20060468
Email: St20060468@cardiffmet.outlook.uk

Research project summary

The research project will involve the analysis of how wedding planners and their venues can tailor their services to individuals with physical and mental disabilities; exploring the changes that could be made to these services and effective methods of implementing them.

Why have you been asked to participate?

- your profile fits the specific target audience being studied.
- You are either a self-employed wedding planner providing a range of wedding services to clients OR you are a wedding planning venue that must adhere to specific disability regulations and legislation.

Your participation will involve:

- Being asked a sequence of planned questions in the form of a semi-structured interview focused around the topic of disability accessibility, sensitivity and legal issues surrounding the DDA (disability discrimination act 1995).
- Your participation is voluntary giving you the right to withdraw your participation at any point during the interview.

Confidentiality and anonymity:

- All of the information gathered from my surveys and interviews will remain strictly confidential.
- Quotations used as evidence in my project will also remain confidential and anonymous to the reader
- All of the data such as surveys and interviews will be kept secure by me and only accessible to by me.
- Personal details such as signatures and names will be kept in a secure location by the researcher.
- Once the project is finished all information and data gathered will be destroyed except from the signed consent forms.
Ethical issues and project risks:

- I will obtain consent and authorisation before gathering any research and will make sure that all participants sign approving this.
- I will keep all information and data collected strictly confidential and anonymous to readers using quotations in text as evidence.
- Every participant has the right to withdraw from taking part in this research method and all data will be disposed of.
- I will also ensure that I use no deceptive practices against any of the participants involved in my research study.

ALL PARTICIPANTS WILL BE OFFERED A COPY OF THIS INFORMATION PARTICPATION SHEET TO KEEP.
Appendix C

Email to interview participants

To Whom it may concern,

I am an undergraduate BA (Hons) Events Management student at Cardiff Metropolitan University carrying out my third year Dissertation research project. The title of my research project is:

“Analyse how wedding planners and their venues can tailor their services to individuals with physical disabilities and those with Learning disabilities; exploring the changes that could be made to these services with effective methods of implementing them.”

The aim of the project is to explore the issues surrounding access and inclusivity for people with physical or Learning disabilities targeting both independent wedding planners and wedding venues. The project will also analyse the opinions and attitudes that wedding planners and wedding venues have towards individuals with these disabilities and how people’s attitudes have affected the services available. The research project will also focus on the ways in which venues and wedding planners can change or enhance the equipment or facilities they have in order to promote best practice with a key focus on disability legislation (Disability Discrimination Act) 1995.

As part of my research I would like to carry out semi-structured interviews with independent wedding planners and those wedding planners who work in cooperation with a wedding venue. I am writing to you because your profile fits the strategic requirements I am looking for in terms of my desired participants. Before any primary data can be collected my project will have been approved by Cardiff Metropolitan University, and all data collection will be in accordance with the university’s ethics code or practice. The main purpose of this letter is to ask if you would be interested in meeting for in which a semi-structured interview will take place. The key areas covered within the questionnaire include:

- Length of service in the organisation
- Attitudes and opinions towards disability
- DDA (Disability Discrimination Act) 1995
- Accessibility and inclusivity issues
- Services offered within your organisation
- Training opportunities

Your participation is entirely voluntary and any personal information on participants will not be identified or noted within the research. If you are interested in assisting me within my research project or are interested in discussing the project further, please contact me.

Yours sincerely

Elle Jackson
Appendix D

Sample interview questions

Legislation

1. How knowledgeable do you feel about the Disability Discrimination Act 1995?

2. Within your organisation, are you actively up to date with implementing the Disability Discrimination Act practises? (If yes, explanation as to how they keep up to date with implementing specific practises, if no, explanation of how they could become more up to date with the DDA and implementing these practises into the organisation).

3. Do you think it’s important that your service is appealing and easily adaptable to those with both a physical or learning disability?

4. Do you feel confident in terms of the terminology that should be used when addressing someone or referring to someone who has a physical or learning disability?

5. Would you feel confident that you could adapt your communication effectively in order to communicate with people with different disabilities both physical or learning disabilities?

6. The UK government are tightening legislation in terms of the availability to services for individuals with disabilities and the rights that they have in terms of promoting independent living. What are your thought towards these developments and how may these affect you as a wedding service provider?

Accessibility and inclusivity Issues

7. How would you deal with a complaint from a customer regarding the lack of disabled facilities or services provided?

8. What adjustments within your organisation do you make when organising a wedding for your cliental where disability services are required?

9. What disability facilities and features do you offer to aid in promoting “Best Practice” within your organisation?
10. Have you ever carried out any training dealing with individuals who have a physical disability or a learning disability? (If yes, what training have you received and are you aware of any other training programmes focusing on dealing with individuals with these disabilities).

11. Is the venue(s) you use easily accessible to those with disabilities? (If yes, what measures are in place, if no, what measures could be put in place to improve the accessibility to your venue(s)).

12. Has this interview made you feel differently or altered your attitudes and opinions towards those who suffer with disabilities?

Adaption of venues:

13. Do you feel that the facilities and services you offer are suitable for those individuals with physical and mental disabilities? (If yes what facilities are offered for these people and what adaptations have been made?)

14. Do you feel that your services can be easily adaptable in providing services for those with physical or mental impairments?

Training:

15. Have you ever undertaken any training in disability awareness or dealing with disabilities?

16. Do you feel that training is a something that would improve your organisation in promoting best practice?

Communication and terminology:

17. Do you feel you use the correct terminology when addressing or approaching someone with a disability?

18. Do you feel that you can effectively adapt your communication to those with differing disabilities?
Appendix E

Questionnaire template for wedding venues

Accessibility and inclusivity issues concerning those with learning and physical disabilities.

I am an undergraduate BA (Hons) Events Management student at Cardiff Metropolitan University carrying out my thirds year Dissertation research project. The title of my research project is: “Analyse how wedding planners and their venues can tailor their services to individuals with physical disabilities and those with Learning disabilities; exploring the changes that could be made to these services with effective methods of implementing them.” The aim of the project is to explore the issues surrounding access and inclusivity for people with physical or Learning disabilities targeting both independent wedding planners and wedding venues. The project will also analyse the opinions and attitudes that wedding planners and wedding venues have towards individuals with these disabilities and how people’s attitudes have affected the services available.

Please tick to confirm that you are 18+

☐ I am 18+ (1)

Q1 Gender

☐ Male (1)
☐ Female (2)

Q2 Age

☐ 18-26 (1)
☐ 27-35 (2)
☐ 36-44 (3)
☐ 45-53 (4)
☐ 54-62 (5)
☐ 63+ (6)

Q3 How many years have you worked for the organisation?

☐ Less than 1 year (1)
☐ 1-3 years (2)
☐ 4-7 years (3)
☐ 8-11 years (4)
☐ 12+ years (5)
Q4A Have you ever organised an event for an individual or couple where an individual suffers with a learning disability?
- Yes (1)
- No (2)

Q4 B If yes please give details on the individuals learning disability.

Q5 A Have you ever organised an event for an individual or couple where an individual suffers with a physical disability?
- Yes (1)
- No (2)

Q5B If yes please give details on the individual’s physical disability.

Q6 What changes (if any) had to be made to your services?

Q7 On a scale of 1-10 how knowledgeable do you feel you are about the DDA (Disability Discrimination Act) 1995?
- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q8 Are you actively up to date with implementing (Disability Discrimination Act) 1995?
- Definitely yes (1)
- Somewhat yes (2)
- Probably not (3)
- Definitely not (4)

Q9 If ticked "probably not" or "definitely not" please give a brief explanation about how this could be improved.

Q10 The Government across the UK are increasingly enhancing the rights available to those individuals with a disability, On the 5 May 2017 those with a disability will be able to vote the way in which they want to live their life; promoting independent living. This will enable stronger rights for those suffering with any disability but will
tighten the legal requirements in terms of services offered by public and independent businesses. Please give a brief explanation of your thoughts and attitudes towards this development and how this could affect you as a wedding service provider.

Q11 Do you feel confident in terms of the terminology that should be used when addressing someone or referring to someone who has a physical or learning disability?
- Extremely confident (1)
- Somewhat confident (2)
- Somewhat unconfident (3)
- Very unconfident (4)

Q12 Do you feel that you can adapt your communication sufficiently in order to communicate with a person who has a Learning or Physical disability?
- Definitely yes (1)
- Somewhat yes (2)
- Somewhat unconfident (3)
- Definitely not (4)

Q13 To what extent do you agree or disagree with this statement “Disabled people are as much entitled to get married and should be offered the same wedding services as those without a disability”
- Strongly agree (1)
- Moderately agree (2)
- Neither agree or disagree (3)
- Disagree (4)
- Strongly disagree (5)

Q14 Do you feel that clients with disabilities are treated with the same empathy, equality and dignity at your venue?
- Definitely yes
- Somewhat yes
- Not always
- Definitely not
Q15 If ticked "Not always" or "Definitely not", please write a brief explanation about how this could be improved.

Q16 To what extent do you think that your venue should have specific procedures and facilities in place for those with physical or mental disabilities?
- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree

Q17 Are the location and facilities of the wedding venue always suitable for those with disabilities?
- Extremely suitable
- Suitable
- Unsuitable
- Extremely unsuitable

Q18 How important do you feel it is to be able to tailor the services you offer to people with physical or mental disabilities?
- Extremely important
- Very important
- Slightly important
- Not at all important

Q19Tick all of the accessibility facilities that are available to individuals with disabilities at your venue.
- Ramps
- Toilet facilities
- Support railings
- Braille
- Lifts
- Wheelchairs
- Easy access to the venue

Q20 In a situation where a disabled person required assistance, what steps would you take to ensure that the customer felt comfortable and received the assistance needed?

Q21 Within your company do you offer training specialising in dealing with individuals with a disability?
- Yes
- No
Q22A Are you aware of any training programmes focussing on dealing with individuals with physical or learning disabilities?
☐ Yes
☐ No

Q22B If ticked "yes" please state what the training programme is.

Q23 Do you feel that your venue promotes "Best Practice" in terms of Equality and preventing disability discrimination.
☐ Definitely yes
☐ Somewhat yes
☐ Not always
☐ Needs lots of improvement

Q24 Tick which following which you think SHOULD be reasonable adjustments made within your venue to promote best practice in terms of offering services to the disabled.
☐ Altering steps, stairs, paths, entrances and exits
☐ Providing ramps and stairways
☐ Making doors wider
☐ Installing automatic doors
☐ Adjustable lighting
☐ Toilet facilities
☐ Providing information in additional formats such as braille or audio CD's
☐ Adjustments made to the size of the premises
☐ All of the above

Q25 How would you deal with a complaint from a customer regarding the lack of disabled facilities provided? This question enables you to share your thoughts on any past experiences, referring to how enhancements could be made within your organisation. Please answer honestly and respectfully.
Q26 Has this questionnaire made you feel differently or altered your attitudes and opinions to those which suffer with disabilities?

- Definitely yes
- Somewhat yes
- Slightly
- Not at all
Appendix F

Questionnaire template for wedding planners

Accessibility and inclusivity issues concerning those with learning and physical disabilities.

I am an Undergraduate BA (Hons) Events Management student at Cardiff Metropolitan University, carrying out my third year dissertation project. The title of my research project is: "Analyse how wedding planners and their venues can tailor their services to individuals with physical disabilities and those with learning disabilities; exploring the changes that could be made to these services with effective methods of implementing them in order to meet the objectives of the project I have designed the following questionnaire in which I would really appreciate it if you could take 4-5 minutes to answer the following questions.

Please tick to confirm that you are 18+
☐ I am 18+

Q1 Gender
☐ Male
☐ Female

Q2 Age
☐ 18-26
☐ 27-35
☐ 36-44
☐ 45-53
☐ 54-62
☐ 63+

Q3 How many years have you worked for the organisation?
☐ Less than 1 year
☐ 1-3 years
☐ 4-7
☐ 8-11 years
☐ 12+ years
Q4A Have you as a wedding planner ever organised a wedding for an individual or couple where an individual suffers with a Learning difficulty?
☐ Yes
☐ No

Q4B If ticked "yes" please give details of what the learning difficulty was.

Q5 A Have you as a wedding planner ever organised a wedding for an individual or couple where an individual suffers with a physical disability?
☐ Yes
☐ No

Q5 B If ticked "yes" please give details of what the physical disability was.

Q5 C What changes (if any) had to be made to your services?

Q6 On a scale of 1-10 how knowledgeable do you feel you are about the DDA (Disability Discrimination Act) 1995?
☐ 0
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7
☐ 8
☐ 9
☐ 10

Q7 A Are you actively up to date with implementing the DDA (Disability Discrimination Act)?
☐ Definitely yes
☐ Somewhat yes
☐ Probably not
☐ Definitely not

Q7 B If ticked "probably not" or "definitely not" please give a brief explanation how this could be improved.

Q8 The Government across the UK are increasingly enhancing the rights available to those individuals with a disability, on the 5 May 2017 those with a disability will be able to vote for the way in which they want to live their life; promoting independent living. This will enable stronger rights for those suffering with any disability but will
tighten the legal requirements in terms of services offered by public and independent businesses. Please give a brief explanation of your thoughts and attitudes towards this development and how this could affect you as a wedding service provider.

Q9 Do you feel confident in terms of the terminology that should be used when addressing someone or referring to someone who has a physical or learning disability?
- Extremely confident
- Somewhat confident
- Somewhat unconfident
- Very unconfident

Q10 Do you feel that you can adapt your communication sufficiently in order to communicate with a person who has a Learning or Physical disability?
- Definitely yes
- Somewhat yes
- Somewhat unconfident
- Definitely not

Q11 To what extent do you agree or disagree with this statement “Disabled people are as much entitled to get married and should be offered the same wedding services as those without a disability”
- Strongly agree
- Moderately agree
- Neither agree or disagree
- Disagree
- Strongly disagree
Q12A Do you feel disabled clients are treated with the same empathy, equality and dignity within your organisation?
- Definitely yes
- Somewhat yes
- Not always
- Definitely not

Q12 B If ticked "Not always" or "Definitely not" please write a brief explanation about how this could be improved.

Q13 How sufficient do you feel your services are for people with Learning or Physical disabilities?
- Extremely sufficient
- Sufficient
- Could be improved
- Needs lots of improvement

Q14 How would you deal with a complaint from a customer regarding the lack of disabled facilities provided? This question enables you to share your thoughts on any past experiences, referring to how enhancements could be made within your organisation. Please answer honestly and respectfully.

Q15 Tick which of the following you think SHOULD be reasonable adjustments made within organisations when organising a wedding for your cliental where disability services are required.
- Altering steps, stairs, paths, entrances and exits
- Providing ramps and stairways
- Making doors wider
- Installing automatic doors
- Adjustable lighting
- Toilet facilities
- Providing information in additional formats such as braille or audio CD's
- Adjustments made to the size of the premises
- All of the above
Q16 Have you ever carried out any training in dealing with individuals who have a learning or physical disability?
- Yes
- No

Q17 A Are you aware of any training programmes focussing on dealing with individuals who have a learning or physical disability?
- Yes
- No

Q17 B If ticked "yes" please state which training programme this is.

Q18 Do you feel that your business promotes "Best Practice" in terms of Equality and preventing disability discrimination.
- Definitely yes
- Somewhat yes
- Not always
- Needs lots of improvement

Q19 Has this questionnaire made you feel differently or altered your attitudes and opinions to those which suffer with disabilities?
- Definitely yes
- Somewhat yes
- Slightly
- Not at all
Appendix G

Interview Transcripts

Angel Hotel
Wedding Venue
17/02/17

Researcher: The aim of my research project is to analyse the accessibility and inclusivity issues that disabled people are faced with within the wedding industry with a focus on service provider’s attitudes and actions towards people with disabilities in terms of altering the services they provide. Can I begin with asking what your role is within the industry?

Interviewee: Oh brilliant, I bet that’s quite a unique topic due to it being quite a controversial topic? My role within the hotel is the Events planner and marketing manager.

Researcher: How long have you worked for the organisation?

Interviewee: I’m actually coming up to my 4th year however my role has only recently changed to events and marketing manager, previously I was only the events manager.

Researcher: Oh brilliant, do you enjoy your new role?

Interviewee: Yes, I absolutely love it here and love my job.

Researcher: Just to get a grasp of how big the company is; how many members of staff do you employ?

Interviewee: Well we have a large amount of casual staff do you want the overall figure or?

Researcher: Yes, the total number of staff?

Interviewee: 130 altogether that’s including our casual staff that work when the rugby is on or when we need event staff.

Researcher: I’m assuming because of how big your company is that you have had many disabled guests stay or use your facilities at the hotel?

Interviewee: Yes, very regularly. I organise many events not only weddings but in the corporate sector where guests have been disabled.

Researcher: Were these of a physical, mental or learning disability?
Interviewee: We welcome people with any disabilities, but more commonly physical disabilities, more so wheelchair users and I remember on a few accounts where I’ve organised an event for a person with a learning disability.

Researcher: Has this event organisation meant that you have had to adapt your services?
Interviewee: No, not really the venue is perfectly suitable for disabled people both physical disabilities and learning disabilities.

Researcher: In what way is your venue suitable?

Interviewee: So, we have ramps into the building, disabled toilet facilities, automatic doors on entrances and exits and downstairs bedroom facilities. We also have disabled parking, luggage porters and lifts throughout the venue
Researcher: These are more focussed to those for wheelchair users. What about those people that are deaf or blind?

Interviewee: well I guess that comes down to communication. I know of a deaf gentleman that stayed at the hotel and I know that adjustments were made to his room this included making alterations to the phone systems so that they were louder. But we do have 6 suites in the hotel and these rooms have door bells and room service microphones. However, I’m unsure exactly how these are catered for and of my knowledge I have only ever organised an event for a mildly deaf individual and that was more about adjusting my communication.

Researcher: Oh that’s good that you are able to make these changes there aren’t many venues that consider the changes for those that are deaf. What adjustments within your organisation do you make when organising a wedding for your cliental where disability services are required?

Interviewee: We have a number of function rooms available, we have the dragon suite which is the biggest function room and 2 smaller functions downstairs all of which located with their own toilets with disabled facilities. We will then give the client the option as to which room they would prefer. Depending on the disability we would then make the correct adjustments this could be providing enough room for movement if this person was in a wheelchair. However, we have had mental disabilities where we have had to adjust the lighting or music volume. But we make these changes throughout the planning process and when holding meetings with the customers these issues are continuously discussed.

Researcher: On a scale of 1 to 10 how suitable do you think your venue is for the disabled?

Interviewee: I would say between 7 and 7.5.

Researcher: you’ve scored yourself highly would your venue is clearly suitable?
**Interviewee:** Being such a big hotel and our location we must ensure that we can cater for everyone needs however big or small. I think it’s important that we can cater for everyone, it helps us in promoting best practice.

**Researcher:** How knowledgeable do you feel about the Disability Discrimination Act 1995?

**Interviewee:** Due to being such a large chain hotel we as a venue have to ensure that we are always up to date with all types of legislation. I feel I know the main elements of the disability discrimination act and equality is something we take very seriously in order to promote best practice. I am the events manager at the venue and so I feel that the general and assistant managers would be more knowledgeable about legislation, it is my role more so to ensure that the events are accessible to our customers and so I know the basic elements of preventing discrimination and the adaptations that must be made.

**Researcher:** Do you think it’s important that your services are appealing and easily adaptable to those with both physical, mental or learning disabilities?

**Interviewee:** Of course, like I said earlier we are part of a big chain hotel group situated in many cities across the UK we have the obligation to have to adapt in order to suit the individual’s needs.

**Researcher:** The UK government are tightening legislation in terms of the availability to services for individuals with disabilities and the rights that they have in terms of promoting independent living. What are your thoughts towards these developments and how may these affect you as a wedding service provider?

**Interviewee:** I think these developments are a push in the correct direction and I feel that disabled people have the same right as the rest and therefore should not be discriminated against for this. As a hotel we think that we promote independent living and hope that that those with disabilities feel independent within our venue. The effects of this on our venue will be minimal as we a tight on adhering to legislation and regulations as there is no room for error especially within the industry we operate.

**Researcher:** So it’s clear that the venue is adaptable in terms of accessibility and inclusivity for those with disabilities, what about your communication? Do you feel confident that you are using the correct terminology when addressing someone with a disability?

**Interviewee:** personally I feel I use the correct terminology and I understand that it can be of a sensitive area and therefore I do always think first in ensuring that the terminology and communication being used is suitable.

**Researcher:** have you ever received any disability training? Or attended a course about dealing with disabilities in the workforce?
Interviewee: No, I haven’t received any training.

Researcher: Is training within this discipline something you feel would be beneficial to you?

Interviewee: Definitely, I’m sure I could speak on behalf of the rest of the staff too when I say that I think that this would be extremely beneficial, would be a huge confidence builder.

Researcher: definitely an opportunity that could be considered?

Interviewee: Yes, definitely.

Researcher: I know of training schemes and have been involved in training schemes which I too found extremely useful. They are internal training schemes and the training is applied to your venue. They help in providing useful terminology and ways of addressing disabled people to prevent discriminative practises.

Interviewee: oh brilliant, I really feel that if anything this would just be a confidence builder as I know some of the staff are unsure about approaching disabled people due to not knowing what to say.

Researcher: have you ever received a complaint about lack of facilities for disabled people?

Interviewee: No, not as such. I recall a complaint about limited access to one of our first floor rooms.

Researcher: How did you deal with this complaint?

Interviewee: well, it was a bit of a strange situation really as when the couple had booked the room they had never stated that one of them had very limited mobility and for this reason were placed in an upstairs bedroom which wasn’t very suitable. We had to make a few adjustments when they arrived to the bedroom but it was a busy weekend and the hotel was fully booked so they did have to remain in the room given to them. However, we did suggest that they called down when they needed assistance such as getting to the lifts etc as these were quite a walk.

Researcher: it wasn’t your service then really it was more a case of miscommunication.

Interviewee: yes, completely, these things do happen unfortunately in normal circumstances we would have override the booking and changed their room but due to be fully booked we couldn’t follow this procedure.
**Researcher:** Do you feel that this interview has altered your attitudes or perceptions regarding those with disabilities in your venue?

**Interviewee:** Its definitely made me think about it more, I find unless you speak about it sometimes it’s not always something that’s thought about which can be bad sometimes. In particular, the training, I feel that is something especially being a large organisation that should be considered even if the benefits are not massive I think for our staff it would be something to make them think about it more and make them feel more comfortable on approaching people with disabilities and know what to say more.

**Researcher:** I’m glad it’s made you think about it more. I feel like even if I make a few people think about it more, then I’ve helped in some way.

**Interviewee:** oh yeah well that’s it. It’s something I will go away and assess now and read over its only by someone was saying something that makes you think about it. It shouldn’t really be a topic that goes unnoticed and should be a constant working progress.

**Researcher:** no I get that sometimes its’ just a bit of a reminder, don’t worry ive experienced that a lot during my studies. Thank you for letting me interview you, I understand you must be very busy. So thank you for your time.

**Interviewee:** That’s no problem at all. Good luck with the rest of your studies there’s not long left to go.

**Researcher:** Thanks again.
Elle Jackson  
BA Hons Events Management  
st20060468

Wedding Venue  
Wroxton House Hotel  
11/12/16

Researcher: This interview will be used as research as part of my data collection for my final year’s dissertation research project towards my degree in Events Management. The aim of the research project is to “Analyse how wedding planners and their venues tailor their services to individuals with physical, mental or intellectual impairments; with an exploration of accessibility and inclusivity issues within the industry and how service providers can adapt the services they provide”.

Researcher: Can I begin with asking what your role is within this organisation?

Interviewee: Hotel owner and director

Researcher: How big in terms of rooms and capacity is the hotel?

Interviewee: The hotel has 35 bedrooms; we have a restaurant that seats up 200 per setting and 2 function rooms one with a capacity of 250 this is including a maximum of 10 children and another smaller function room which seats up to 40 people this is with a maximum of 4 children (High chair facility).

Researcher: What’s the total amount of employees working at the organisation?

Interviewee: 48 members of staff in total

Researcher: What are your main business functions and operations?

Interviewee: So we provide services to a middle/high end customer cliental offering our venue for holding events which can include corporate business events, weddings, birthday parties, christenings, funerals and private dining’s and large group weekend bookings. Our event manager is very efficient and experienced in planning events and so the process is made easier for the clients. She also organises many wedding fairs at the venue to attract cliental giving them the opportunity to look round the venue and the facilities we offer and services that we provide.

Researcher: That sounds brilliant, you seem to be very busy. As you said you hold many events at the hotel, out of these that you have held, have you ever organised a wedding for an individual with a disability? This can include either a physical, mental or learning disability?

Interviewee: yes, as a hotel we have organised many weddings where a guest has had a form of a disability. We get many wheelchair users who stay at the hotel whether this is on leisurely terms or for event purposes. We have organised a wedding for a couple where the bride was in a wheelchair.
**Researcher:** Ok, so your venue is suitable for wheelchairs users in terms of accessibility and facilities?

**Interviewee:** Yes, we are fortunate that we have upgraded many areas of the hotel so that we are fully adapted to be able to welcome disabled guests.

**Researcher:** That must be a big selling point for you giving the location. What sort of adaptations or changes have been made?

**Interviewee:** A big selling point indeed. So in 2013 we had ramps fitted outside the hotel and outside both of the function rooms to create easier access. We have also adapted 4 of the downstairs bedrooms with purpose fitted shower rooms, handle rails which are all of ground level with no raised areas. The function rooms are disabled friendly and on booking or planning an event consideration is taken in to the number of guests if one of these is disabled to ensure that the room allows enough room for this to be accessed and that movement is sufficient for the individual.

**Researcher:** I see a lot of work has been done to make these changes, are all communal areas of the hotel suitable?

**Interviewee:** Yes, all communal areas such as the Bar, reception areas, lounges are suitable for the needs of a wheelchair user, the restaurant however, does have steps down into it but we have ramps that have been made so that these can be put in place on access to the restaurant again all areas being spacious enough to manoeuvre.

**Researcher:** So it is clear that the hotel is adapted for wheelchair users but can you provide a service to those with other disabilities, for example those who are deaf or blind such as braille?

**Interviewee:** Unfortunately, not no, we don’t provide facilities with braille. However, we do have a regular couple that visit about 3 times a year and the man is blind they have been visiting and staying with us for about 2 and a half years now and he seems to cope well with movement round the hotel especially with all the purpose fitted ramps- they always seem to have an enjoyable stay.

**Researcher:** I guess his experience is made more enjoyable as mobility is easier for him around the hotel. The alterations that have been made are proving to be successful as you’ve evidenced first hand that they add to experience and service.

**Interviewee:** We do like to think that we can provide a service to everyone we value ourselves highly in our services and our customer service and believe that each customer should be provided the same service whether they need adapted services.

**Researcher:** you mentioned about providing a service to all, are all your staff trained with dealing with a disabled individual this may be communicating or knowing how to approach a person with a disability?
Interviewee: we think it’s a crucial requirement and all of our staff have attended disability confidence training which is run by disability rights UK. It’s a full day in-house training course they focus on raising awareness of disability and providing solutions in approaching and communicating with someone who is disabled.

Researcher: I feel that’s a brilliant opportunity for your staff. Do you feel this training has been successful?

Interviewee: They are a brilliant company the staff are brilliant and the workshops and training they provide is relaxed but equally as effective. The feedback from staff was mainly about how they feel more confident in communicating, approaching and dealing with staff with a disability; we have only ever had positive feedback when approaching guests. Each member of staff is also issued with a certificate as evidence to the training.

Researcher: I would be grateful for training in this discipline. What are your thoughts that this should be compulsory training amongst businesses?

Interviewee: That’s a difficult question, I feel that more awareness should be made about disability as I feel that currently there isn’t enough awareness and society I feel don’t emphasise the importance of anti-discriminative practises. How I see it is that normal people aren’t discriminated against and struggle to access every day services so why should disabled people. I feel strongly about the issue as I have a family member who faces the daily struggles or accessing services and discrimination.

Researcher: I too feel the same, I feel like there should be more awareness made about disability and I think that organisations should offer this training more as employees may be put in a difficult situation during their work if they haven’t had the correct training or guidance. As a business do are you knowledgeable about the Equality Act 2010 and the Disability act 1995?

Interviewee: Part of the training was to do with legislation it was focussed more so on the Equality act rather than the disability discrimination act. They outlined what areas fell under the legislation and what measures a business must follow to avoid discrimination. They also went in to detail about the way to address a disabled person and the type of language that should be used and obviously how to adapt this correctly depending on the disability.

Researcher: Great. The government is continuing to tighten legislation surrounding disability, what are your thoughts on this and how will this directly impact your organisation?

Interviewee: I feel that this is great that the government are cracking down on businesses, disabled people should not be discriminated against and I feel that by tightening this legislation it leaves less room for error. In regards to the affect it will have on us, I feel very little will affect us as we are so passionate in providing services
and currently have no great difficulty in doing so I don’t think the impact will affect us too greatly.

**Researcher:** you are clearly very adapted for those with disabilities, do you feel there are any other areas you could improve your venue?

**Interviewee:** Due to the age of the building and that the building is listed and therefore we are restricted in terms of what other modifications can be made, I feel the building is disability friendly with all features in place to make their experience the most enjoyable. However, if we received a complaint we would identify the problem and implement the changes needed to overcome this issue. It is difficult to appeal to everyone’s needs as these can vary so much but we do try and make reasonable adjustments and cater for each and everyone’s needs as they arise.

**Researcher:** I feel that you have provided me with some really useful information and too feel very strongly about the area as do I. It’s clear that you follow the legislation in place in terms of reasonable adjustments which for your venue I feel is a huge selling point. I want to thank you for agreeing to help with my research your participation is really appreciated. I would like to quickly ask, has this interview made you feel differently or altered your attitudes and opinions towards those who suffer with disabilities?

**Interviewee:** That’s no problem at all, anyway we can help we will certainly try. I wish you the best of luck in your studies. In terms of the interview I feel that you have asked questions that have definitely made me think more about the services and facilities offered. But as addressed earlier it is an area we feel very strongly about.

**Researcher:** Thanks again for your time.
Interviewee: I’m the corporate events and wedding planner for Sulgrave manor so I’m in charge of organising all of the business meetings and it’s my role to help plan and organise all the weddings which take place.

Researcher: I’m so jealous, that’s my dream job especially in a venue like this. How long have you worked at Sulgrave Manor?

Interviewee: It is a lovely and very enjoyable job. I’m part of the furniture here now I’ve been here for 15 years, but I’ve not always been within this role, I started off in the reception taking bookings and after undertaking further diplomas became the events operations manager 10 years ago, since then I’ve never looked back.

Researcher: Aww lovely, so it’s like your home being here now then. I certainly wouldn’t complain it’s amazing.

Interviewee: I know it’s just stunning isn’t it.

Researcher: How many weddings do you hold at this venue each year?

Interviewee: oh that’s a tricky one, it is very variable. Last year I think if I remember rightly it was around 96 which for us was an incredibly busy year but we did find that these were very much spread out across the year, which usually our busiest times are between March and September.

Researcher: Wow that’s a lot more than I expected, your very popular then.

Interviewee: That was one of the busiest years we’ve had for about 5 years. We are popular but I feel that our wedding package is aimed at those couples who want the traditional wedding especially with the access to our own chapel which dates back centuries which is on the site, this seems to be the selling point for most couples.
**Researcher:** I agree, the site is very historic and unique and like you said very traditional would appeal to certain people. In the summer it must just be the perfect venue especially with the gardens.

**Interviewee:** the summer is by far the busiest time of the year for us, we have constant caterers and events throughout the summer and with all the gardens it’s a big hit with our customers.

**Researcher:** I noticed when taking a look around the gardens and the venue that some of the areas are difficult to get to and access for those who are disabled. On a scale of 1 to 10 how would you rate your accessibility rating for those with disabilities? (with 1 being unsuitable and 10 being extremely suitable)

**Interviewee:** I would probably give us a 4, which you’re going to think is very low but we have good reasoning for this. We are an A-listed building and due to the venue dating back to Victorian times, the changes that can be made to the main buildings are minimal and therefore we are very restricted with what can be done physically to the buildings. We obviously must ensure we adhere to the regulations set out in the equality act within the reasonable adjustments section which states that our venue must be accessible to the disabled however, due to the venues being A-listed and historic none of these changes must alter the physical attributes of the buildings. We also have the issue that a lot of the buildings on site are also very small and therefore we are restricted when creating more room or putting disabled facilities in and getting the acceptance to make these changes which I’m sure you know can be incredibly difficult at times.

**Researcher:** oh right with good reason then, it wouldn’t be right to change a venue like this and with the restrictions in place you must follow you have to make the best of what you have got and it’s clear that the legal requirements are met within the venue. What disabled access facilities do you have?

**Interviewee:** We have recently changed the venues parking facilities within the last 12 months and now due to the new road service have disabled parking much closer to the venue. We have disabled toilet facilities in the main events building and wedding reception function rooms as well in the café area but unfortunately we have no facilities in the chapel apart from ramps for easy access due to there being a number of steps in to the chapel.

**Researcher:** in terms of wheelchair users you are only accessible to some elements of the site, what about those suffering with mental or learning disabilities?

**Interviewee:** yes, that’s correct, no we haven’t got any other facilities and technologies for disabilities apart from the ramps, car park and toilet facilities already stated. The new and modernised areas have all been purpose built fitting the requirements is the building regulations laws.
Researcher: Do you feel that this is a disadvantage to you not offering these important facilities?

Interviewee: No, not really. We have offered the services we do now for over 12 years and have not yet received much critique, its known for its historic story and those areas are out of our control. We have made every attempt to improve the facilities that we can such as the new event spaces and modernised buildings it’s the older areas of the venue that are unsuited.

Researcher: Have you ever received a complaint about the disabled facilities you offer?

Interviewee: I must be honest and say we have in the past received complaints about the lack of the facilities we provide, however I must say that the complaints were reported a few years ago and due to new legislation in force the correct changes have been made to the venue and it is now accessible although there aren’t extensive services provided.

Researcher: how did you deal with these complaints?

Interviewee: on our website we do clearly state that any disabled customers who are intending to visit the venue should ring prior to the visit so that the correct adjustments can be put in place and so we can ensure that this individual can access the venue in the easiest way. For events we carry out various meetings along the planning stage and therefore we are notified of any special arrangements in good time so can hire any equipment if needed and so the event can be set up in a way that it is suitable for the individual. We do always ask for feedback from events and have paper surveys on reception for people to fill in after the visit this is a way for us to read a customer’s experiences and if any issues and how we can deal with these and implement change if needed.

Researcher: oh so it seems that you advertise the potential difficulties on the website which is good I guess at giving customers a heads up almost. Moving on to more of the legal issues surrounding disabilities, would you say you and the venue are up to date with the regulations set out in the Disability Discrimination Act 1990?

Interviewee: We are up to date with all the essential legal procedures. Being a venue operating services to the public there are many legal procedures we must adhere too. I know that for the events element of the venue we are up-to date with the essential legal procedures required of a venue as this is my area of control.

Researcher: The government are continuing to tighten disability legislation in the hope to promote their independent living? Do you think the tightening of this legislation will have an impact on your venue?
Interviewee: I feel that the tightening of legislation is a positive government move. I don’t feel this change will affect our venue as we will continue to follow the correct procedures in following legislation requirements.

Researcher: You said you feel that this is a positive government move. What is your opinion on disability and the discrimination that is continuing to occur?

Interviewee: I feel that the government should still continue to tighten legislation surrounding disability. I feel that disabled people should have equal opportunities to the rest of us and should have the same access to services that we do also. Discrimination is something that the government should become incredibly strict on as disabled people are prevented from performing the usual day-to-day activities as the rest of us when it’s easily solvable to prevent this.

Researcher: Another area which the government are seeking to improve services is through training opportunities. Have you received any training in providing services those with disabilities?

Interviewee: I think that’s a brilliant idea. No I haven’t received any training is something I would definitely do if given the opportunity or new of any training programmes I could attend.

Researcher: There are many training programmes out there which are there to help service providers deal with disabilities. The scope charity is one that are working closely with many businesses in providing this training, they focus their training on building confidence when interacting with people with disabilities.

Interviewee: oh brilliant! I may have to do some research as it’s definitely something I would do to improve my personal service anyway.

Researcher: are you confident in using the correct terminology to address those with disabilities?

Interviewee: I haven’t obviously received training in the specific terminology to be used, but I feel that I can adapt my communication.

Researcher: In what ways do you do this?

Interviewee: it depends on the individual and the disability they have. But I think a calming tone is better and if the person is suffering with a mental or learning disability I tend to speak slower than usual so that I don’t make them feel uncomfortable. I tend to usually assess the needs of the person and just adapt to what they need?

Researcher: yeah I guess everyone has very different needs it’s all about assessing their needs and finding out what they need from you. What about your staff, do you feel that your staff are the same in adapting their communication?
Interviewee: Yes, they do it’s hard to plan how you are going to deal with a disabled person until you have met them and spoken to them about how services need adapting. In terms of staff some are more confident than others.

Researcher: what advice would you offer someone else about how to correctly communicate with a disabled person?

Interviewee: that’s a really tough question as no disabled person is the same and it hugely depends upon what their disability is as to how you approach communication. A scenario used more often within our venue is with people who are deaf or have difficulties hearing its important on these occasions that your speech is slower, louder and clearer in order for the person to understand what you’re saying but it’s also equally as important that this does not come across intimidating as this could have a negative effect on the individual.

Researcher: sorry that was quite a difficult question to ask as it is so broad. From my own experiences with disability training it’s also a hard topic to teach someone else unless they have taken part in the training also. Do you think a training programme is something that would benefit your staff and create a level of consistency?

Interviewee: It’s one of those things where you take out what you put in, I feel some of the staff would really embrace the opportunity, some not so much but I feel it’s an opportunity that should be provided.

Researcher: It would definitely be beneficial in promoting best practice within your venue. I just to want to gather a few of your thoughts about the impact of this interview. Has the interview altered or changed your perceptions of disability?

Interviewee: I wouldn’t say it has changed my perceptions of disability no...

Researcher: Has it made you think differently?

Interviewee: yes, I guess a little bit, certainly the training element, I’m going to be on my computer later researching training programmes.

Researcher: brilliant, I’m pleased it’s had a bit of an impact. Do you think you will think more about the situation when dealing with a disabled customer?

Interviewee: probably, but then due to the type of people we attract a lot of these being the elderly it is something that is becoming more common. It’s always at the back of mind.

Researcher: ok, I think that’s all. Thank you very much for agreeing to the interview and thank you for your time I really appreciate it. Would you be able to quickly sign the consent form I gave you earlier and that’s your copy of the participant sheet there?
Interviewee: that’s no problem at all Elle. I’ll show you out in just a minute. Best wishes with the rest of what you have left of your studies and the future I’m sure we will see you around on some of our events.

Researcher: you may do indeed. Thanks again.
Researcher: So I’ll briefly talk to you about the purpose of this interview. I’m carrying out a research project for my final year Events Management degree. I’m carrying out a study about the facilities and services offered to those with physical, mental or learning disabilities and the accessibility and inclusivity issues for them targeting wedding planners and wedding venues. I’m going to ask you questions relating to your services and the facilities you provide but also about legislation surrounding disability gathering your thoughts and attitudes towards this. Does this sound ok to you?

Interviewee: Yes, that’s absolutely fine. From emails and contact I’ve had from you seem very passionate about the topic, I’m sure you will get very mixed feelings as it’s an area like you say that is becoming more talked about in society because of discrimination.

Researcher: I find the topic interesting which I thinks good because I feel like I could difference not only to my own knowledge but to a few others. So I’m going to begin by asking as a wedding planning business, what sort of day-to-day business functions do you carry out?

Interviewee: We are an Events and Catering company providing events planning and catering services to local businesses in the area. We provide in events in external venues, some of which we use on a regular basis holding contracts with, others are a choice of a customer.

Researcher: What’s your business role and what do your responsibilities consist of?

Interviewee: I’m the business owner and director along with my husband Eddie. We’ve had the company for 7 years now and never looked back. We love every minute of it. I have a more hands on responsibilities whereas Eddie is in charge of all the administration elements. I am a fully qualified chef so split my time between being in the kitchen and meeting customers. I am the event planner so have the customer focussed role.

Researcher: How many members of staff do you employ?

Interviewee: Excluding myself and Eddie the only staff we employ is two full time chefs. I then use catering agencies who provide fully trained and experienced event staff in order to meet business demands. Some of the venues we use also provide their staff for the event too; which also works in our favour.

Researcher: I’m sure this method works out effective as you have low staffing costs for when demand is low and systems in plan for when needed.
Interviewee: yes, it works well for us we plan ahead in terms of finding staff so we never struggle with staffing issues.

Researcher: When planning events do you do this from your facility or externally? Interviewee: It depends on the style of the event as to the planning process. For corporate events we very much plan the event externally as many corporate events take place at their organisation. However, the wedding planning process is planned predominantly from our facility and various meetings are carried out throughout the process where the couples attend our facility such as menu tastings.

Researcher: Is the facility easily accessible for wheelchair users or those who require easy access due to disability?

Interviewee: The facility is all at ground floor level as this makes it easier for us when transporting heavy equipment. So this also makes it easier for these individuals to access the facility easier without any changes needed. I can show you round if this will help you?

Researcher: if that’s no problem with you I’ll happily have a look round.

Interviewee: so as you can see its all ground floor level, this is the storage area this is for our use only. But through here is the kitchen and this follows on to the office and meeting area; this would be where customers would come for meetings and menu tastings. We would actually set the table up over there for them when they come for the tasting.

Researcher: Brilliant. Thank you for that its very spacious so would be easy in terms of mobility as well it seems to work well.

Interviewee: Obviously as you came in you would have seen the ramps also into the unit I don’t think a wheelchair user would struggle accessing anyway.

Researcher: So your unit is accessibility but what about external venues you operate your services from?

Interviewee: We use a very mixed range of venues varying from stately homes, village halls and gardens.

Researcher: meaning some of them are adaptable and some may not so.

Interviewee: Yes, that’s correct. For example, we are partners with Broughton Castle and their grounds, however, due to this being an A listed building no amendments can be made to its physical features and therefore for wheelchair users this venue would be unsuited; but couples would be made aware of this on booking the venue.

Researcher: Are there any venues that are suitable for those with disabilities?
Interviewee: We often find that village halls are adapted offering disabled toilet facilities, ramps and disabled parking.

Researcher: Do you make recommendations or have lists of suitable venues to people who require disabled facilities?

Interviewee: The couples have usually carried out research into venues and have looked around venues when approaching us about the planning process.

Researcher: Have you ever planned a wedding for someone who has a disability or where one of the guests is disabled? This includes any disability including physical, mental or learning difficulties?

Interviewee: No, not as such. We planned one wedding where the bride’s father suffered with multiple sclerosis which is a brain and spinal disease, this meant he relied on a wheelchair. This didn’t really affect our planning process as such as the wedding was held in the customer’s garden and so the correct facilities were already in place.

Researcher: This made it easier for you then as no alterations had to be made on your part?

Interviewee: No, we helped on the day to put the systems and facilities in place.

Researcher: Do you feel you have the correct knowledge, skills and understanding to be able to organise an event for someone who is disabled?

Interviewee: It’s not something that I’ve ever done so would be challenging, but I would definitely accept the challenge if it came about.

Researcher: What about if the client suffered with a mental or learning difficulty and communication is more difficult?

Interviewee: I think I would find that very challenging and at first I don’t think I would know how to approach the situation, as there would be a huge communication barrier.

Researcher: So you think you would find it difficult to communicate confidently?

Interviewee: yes, extremely difficult at first it’s not a barrier I’ve been faced with before.

Researcher: Have you ever had any disability training?

Interviewee: No actually communication training is not something I had considered; I think it would be a very useful investment to me though.
**Researcher:** Don’t you feel it would maybe build your confidence and widen the services that you could offer as an events planning business?

**Interviewee:** It would definitely be a good opportunity and feel that it would benefit me and maybe attract more cliental. To be honest I haven’t heard of any training programmes in dealing with people with disabilities.

**Researcher:** If offered do you think this would be of good use to your staff also?

**Interviewee:** I think more so for myself and Eddie who have a more hands on experience with the customers through the planning stage and decision making.

**Researcher:** Do you feel knowledgeable about disability legislation such as the equality act 2010?

**Interviewee:** As a business we obviously have to follow specific regulations in preventing discrimination.

**Researcher:** What about your knowledge in types of disabilities and reasonable adjustments?

**Interviewee:** That’s an area where I don’t feel comfortable I understand about physical adjustments to our facility but in terms of communication or specific language to use I think that’s definitely a weakness.

**Researcher:** Do you feel that you are of a disadvantage against maybe your other competitors for not knowing?

**Interviewee:** No not really, I think if we had a customer who was disabled we would have to deal with them accordingly and make the changes required for them. I think we are only of a disadvantage because it’s not something we have done before.

**Researcher:** The UK government are tightening legislation in terms of the availability to services for individuals with disabilities and the rights that they have in terms of promoting independent living. What are your thought towards these developments and how may these affect you as a wedding service provider?

**Interviewee:** I think it is a positive development as I feel that awareness for disability is lacking and because of this discrimination unfortunately continues to occur. I don’t feel the developments would affect us directly we just may have to rethink our services and how these could be changed to appeal to and support someone with a disability.

**Researcher:** Do you think the training element discussed earlier could be something that would benefit you in achieving ‘Best practice’?
Interviewee: oh yes definitely, if I’m honest I’m unaware there was training in disability and it would strengthen our business in who we can cater for which will broaden our cliental, so would only benefit us really.

Researcher: Has this interview altered your thoughts on disability or made you think differently about the services you provide?

Interviewee: Yes, maybe it has, with the training element especially. It’s not something I actually think about, that maybe I should think about more and take more consideration in to.

Researcher: Well I’m glad it’s had a positive effect, that’s my aim if any to maybe increase the awareness of disability as I feel that this for event planning businesses is a huge drawback.

Interviewee: I totally agree with you, and if this helps you to raise some awareness then that’s a positive outcome for you so well done.

Researcher: That’s how I see it. Because of the knowledge you feel you have, how would you deal with a complaint received about the lack of services you provide for those with disabilities?

********Long Pause********

Interviewee: That’s a difficult question to answer.

Researcher: I’ve thrown you there.

Interviewee: you have, I think it would be more of a reason for us to embrace and extend our knowledge to prevent this from occurring again.

Researcher: so for you as a business it would be a learning curve?

Interviewee: Yes, it would be handled like any complaint would be, and we would alter things to prevent getting the same complaint as this damages reputation, something we value ourselves very highly for.

Researcher: Well I think I’ve got all the information I need. I would just like to thank you for your time and helping me with research I really appreciate it.

Interviewee: That’s no problem at all, thank you for contacting us, if you need anything else don’t hesitate to ask. Good luck with your project and the remaining months of your studies.

Researcher: That’s very kind of you, thanks again.
Researcher: Firstly, I’m just going to give you a bit of an overview of the project and build upon what we discussed on the phone and via email. My research study is aimed at the accessibility and inclusivity issues which those people suffering with physical, mental or learning disabilities are faced with every day, with a focus on the wedding industry. The study involves gathering information about the current services which wedding venues and planners currently provide and their attitudes and actions towards disability.

Interviewee: I was intrigued when I received your email how interesting the topic was. I did a dissertation quite a while ago now but my degree was marketing and I did my dissertation on the marketing methods which could be used for people with impairments and disabilities. I thoroughly enjoyed it.

Researcher: Did you really? See I think that’s a really good topic too, I wanted to do something that hadn’t been done, to feel like I’ve achieved something at the end of it. Did you do well?

Interviewee: Yes, I got a 2:1 overall for my degree I graduated back in 2010, once finished moved more towards the events and catering sectors with the business being in the family.

Researcher: really well then. The business is family run then? What is your role within the company?

Interviewee: yes, there’s 6 of us in total from the family which started out in 2005, it was quite a slow start but we’ve got there in the end. I’m now the wedding planner and marketer for the company, the marketer for obvious reasons.

Researcher: aww how lovely, it’s nice that it’s your family.

Interviewee: it has its positive and negatives

Researcher: what does the company do, by this I mean the services?

Interviewee: were a boutique wedding and events planning service and we specialise in delivering stunning and bespoke weddings to quite a prosperous well-to-do cliental. We offer a range of services from full wedding planning and management, on the day wedding planning management or the option to hire us out by the hour to help with any areas of planning requiring support.

Researcher: It looks amazing what you offer, I was looking through your website and some of the things you’ve done and got involved with is incredible. Are your services offered only locally in Oxfordshire?
Interviewee: we've been very fortunate in that we have organised weddings for some very well-known people and these have enabled our creativity to go wild. No. not just Oxfordshire, the majority of our clients are from London, Oxfordshire, Henley and the Cotswolds, we do seem to have quite a set area but then with it being a luxury service the customers within these areas fit our target audience.

Researcher: I’m sure that with your high volumes of customers that you have organised weddings for customers who have a disability?

Interviewee: yes, we have catered for many people with disabilities.

Researcher: Have these been a physical or mental disability?

Interviewee: Yes, both physical and mental disabilities.

Researcher: what alterations to your services had to be made?

Interviewee: working externally with different venues across Oxfordshire, London and the Cotswolds its important at first that we make contact with the venue where the wedding is to be held to find out the venues suitability, we can then make the correct alterations. We often find that with couples catering for those with disabilities they have often carried out extensive research prior to booking the venue so it’s just our responsibility to ensure that we maintain communication with the venue to ensure the necessary measures are in place. The venues usually will have their own systems in place and therefore it’s a case of making sure that our service is suitable for the customer, so this would be ensuring room layouts are amicable and spacious, catering facilities are suitable and that we ensure that the couple is happy with the systems put in place.

Researcher: Are you aware of the building regulations under the equality act?

Interviewee: I’m aware of the core requirements in terms of what has to be offered by a venue and what facilities must be offered. Due to being a service provider and not a venue I focus more on the discrimination act to ensure that we do not discriminate as sometimes this can be easily done and unnoticed.

Researcher: Are the venue(s) you use accessible for those with disabilities.

Interviewee: This is a familiar area where problems have occurred for us, as often couples have already booked venues before hiring us. Most of the venues are suitable however we have had issues before where the venue hasn’t provided very great services for those with disabilities and last minute hired equipment has had to be enforced prior to the event. This has only happened on a few occasions and if we know of any disabilities these are addressed immediately with the venue so reasonable adjustments are made.
Researcher: Is your company actively up to date with implementing the regulations set out in the Disability Discrimination Act 1995?

Interviewee: we are aware of the service we must provide and the systems we must put in place to avoid discrimination.

Researcher: do you feel it’s important that your service is accessible and inclusive to those with disabilities?

Interviewee: oh yes it’s really important to us that our service is open to everyone and that we can provide services to all. We are very inclusive and can adapt our service to appeal to all and we are extremely accessible as we are able to make home visits and meetings with customers if they are unable to get to us, something which we have done before.

Researcher: Communicating with those with disabilities is often the most challenging element to any service provider, do you agree?

Interviewee: I agree; communication is a key element to providing service to someone with a disability. It’s vital to find out the individual’s disability and their specific needs.

Researcher: Is the adaptability of your communication something which threatens you or do you feel confident in communicating?

Interviewee: There have been times in my career particularly at the start where I used to get very anxious and nervous as I felt I didn’t know what to say, it’s one of those things that with experience and practice your confidence builds, its only with the experience I’ve had that has made me more confident.

Researcher: Using the wrong terminology can come across patronising and discriminative to people with disabilities. Do you feel you are able to use the correct terminology when communicating or referring to someone that is disabled?

Interviewee: Yes, as I previously stated, communication is key and we value our customers and we are able to adapt our communication according to an individual’s needs and I feel that we do this effectively, we have never received any complaints or negative feedback.

Researcher: Have you received any training in disability awareness?

Interviewee: No I haven’t.

Researcher: is it something that you would find helpful?
Interviewee: For me personally I don’t feel it would make much difference to me or teach me anything that I haven’t already dealt with it would instead probably on build on what I have already learnt.

Researcher: I guess like you said you’ve had experience from dealing with a large amount of cliental and for you that puts you head of a lot of other wedding planners, well from a lot that I have spoken throughout this project anyway.

Interviewee: Yes, I feel that within an area like this experience is what builds your knowledge and your confidence which is how I’ve improved.

Researcher: Do you think training is something which companies should offer their staff or should be a requirement in contemporary organisations?

Interviewee: Disability is definitely an area which has been topic of much dispute in recent years and still currently and I think this is down to lack of knowledge within the area, I guess training would be a way of resolving this and if anything would help in building awareness with it being compulsory it would also become a requirement and this could alter negative attitudes.

Researcher: The government are tightening legislation in terms of the availability to services for individuals with disabilities and the rights that they have in terms of independent living. What are your thoughts towards these developments and how these developments may affect your wedding planning service?

Interviewee: I don’t feel that this would affect us as a wedding planning service as we are already up to date with the relevant legislation and it’s important to us that we can provide a service to everyone. I feel that disabled people should be treated equally and should be able to live an independent life, its only negative back lash that effects this. More awareness of disability I feel would resolve this.

Researcher: Have you received any complaints regarding the services that has been provided with a focus on those customers with disabilities?

Interviewee: No, like spoken about a minute ago we have had times where the communication between customers, ourselves and venues has caused misinterpretations and therefore there were unsuitable facilities but these issues were overcome. We do however try to prevent these are this can cause negative feedback for us which is obviously what we want to prevent, I can’t stress enough that it comes down to communication. If there is inconsistency in communication cracks will appear to show.

Researcher: you seem to very much covered across all areas of disability services which is brilliant. Do you feel that this interview has made a difference to your attitudes and actions towards disability?
Interviewee: often until you are faced with a scenario with a disabled person unfortunately it’s not always thought about which I am guilty of myself. I feel that you have helped in me thinking more about our service and especially my communications but I don’t feel that my attitude has changed. I feel I have a positive attitude towards disability and I feel that is an area that needs more consideration, awareness and support by the government. This will only increase and better the services offered to them.

Researcher: what do you feel currently is the cause of disability discrimination?

Interviewee: definitely the lack of knowledge and awareness of disability.

Researcher: Brilliant, I think I have all the information that I need. Thank you so much for your time. I know you’re really busy so thank you for taking the time to meet me.

Interviewee: that’s no problem at all. Thank you.
Researcher: As discussed in a previous phone call, my research project is aimed at the accessibility and inclusivity issues which disabled people encounter on a daily basis. The aim of carrying out this interview is to gather your attitudes towards disability and the actions taken in order to prevent discrimination in your organisation. Can I begin by asking what is your role within the company?

Interviewee: I’m the events manager and company director, I also oversee any decision making that takes place too.

Researcher: How long has your business been operating?

Interviewee: we've been established for around 3 years now so still relatively new I first started the business at home but we grew quite quickly so we moved to the facility here.

Researcher: How many members of staff do you employ?

Interviewee: Due to the amount of corporate events we hold at only one time we employ quite a large amount of staff. There’s myself and my best friend who own and direct the company we also have 6 chefs and 15 members of event staff 5 of which that are full time.

Researcher: it’s a good thing that you are so busy though you will need that amount of staff to manage your busy demand. Have you ever organised an event for an individual with a physical or mental disability?

Interviewee: We haven’t had a customer as such with a disability but there have been people attending events which have had disabilities.

Researcher: Have you had to adapt or change your facilities in order to cater for the needs of this individual?

Interviewee: Due to us using external venues its only usually our service that we must be adapt.

Researcher: Does the venue(s) you use have the suitable facilities for those with disabilities?

Interviewee: Yes, if we know a customer has special needs we must ensure that we are able to meet their needs.

Researcher: In what ways is the venue adapted for those with disabilities?
Interviewee: we have the catering and events planning contract for Upton House and Doddington manor where we do the majority of our work as they hold many events each day. Because of being such a tourist destination they must obviously be accessible by everyone. Both venues have lifts, automatic doors, disabled bathroom facilities and ramps into the venue.

Researcher: oh brilliant. What about the service you offer, do you have to adapt or alter your service when dealing with someone with a disability?

Interviewee: not really no.

Researcher: communication between service providers and those with disabilities has been the result of discrimination. Do you feel effective communication plays an important part when communicating with a disabled individual?

Interviewee: Yes of course. It’s important that we don’t discriminate against people.

Researcher: In what ways do you alter your communication when talking or referring to someone with a disability?

Interviewee: Talking slower to ensure that they can understand, it’s also important that they don’t become upset or insulted by the way they are spoken to.

Researcher: yes, that’s very important. Do you feel you can adapt your communication accordingly?

Interviewee: I feel that I am capable of talking to someone with a disability, yes.

Researcher: ok, that’s good then. Is this the same for all other members of staff?

Interviewee: It would be me dealing with a customer in a situation like this so it’s not vital that they really need to know.

Researcher: have you ever got involved with any training or been offered any training in relation to raising awareness of disability?

Interviewee: No I haven’t done any training.

Researcher: is it something you think could benefit you?

Interviewee: yes, maybe a little, it would helpful to receive information from professionals.

Researcher: would your other staff benefit from this training also?

Interviewee: I think it would definitely be more beneficial to them I think it’s a confidence thing with them.
Researcher: Oh right ok. Governments are also tightening legislation surrounding disability. Are you actively up to date with implementing the disability discrimination act 1995 in your company?

Interviewee: I understand the legislation and what must be provided by us as an organisation to prevent discrimination.

Researcher: Great. What the tightening of this legislation have a direct impact on your organisation?

Interviewee: no I wouldn’t say so; we already follow the correct requirements to make sure we stick to the legislation.

Researcher: Do you think it’s important that venues and service providers are forced to provide this essential services to those with disabilities?

Interviewee: yes of course. You can’t discriminate against people as they have as much right as everyone else. But I do feel that disabled people respond very negatively to services that are offered to them at times and this can often take a lot of careful planning.

Researcher: But do you think this is because in contemporary organisations there is still a lack of awareness?

Interviewee: Yes, it could be.

Researcher: do you feel that there needs to be more awareness made?

Interviewee: to a certain extent yes. I feel that everyone should have to have an understanding of how to minimise discrimination but I feel it’s also the service provider’s choice as to what they offer.

Researcher: how I see it is that disabled people are no different to us, we wouldn’t stop a normal person from accessing services and venues so why would we prevent this for someone who is disabled who has different needs.

Interviewee: no I completely understand that but the implementation of these specialised services can be very expensive especially for small businesses like ourselves.

Researcher: if the government was to fund these services would this appeal to you more?

Interviewee: yes, that would change my view completely, my issue is that the equipment and changes that must be made are extremely costly and there is no budget there for these changes.
Researcher: well the government is definitely becoming more responsive to changes and a way of ensuring that all businesses provide the same services would be to fund the necessary equipment required.

Interviewee: yes, I totally agree with you there.

Researcher: I mentioned previously the lack of awareness. Do you feel that training would improve this?

Interviewee: If it became compulsory then yes definitely.

Researcher: Yes, I agree. I believe it’s a way that would create a positive move in society and my implementing this across legislation would raise awareness of disability on a larger scale. Do you feel that this interview has made you feel differently about disability?

Interviewee: no I don’t feel differently about it; I have my opinion it.

Researcher: has it altered your views or attitudes?

Interviewee: no I have a positive view and attitude on it and I don’t feel this interview has changed that.

Researcher: ok that’s no problem at all. Thank you for your time though and thank you for agreeing to meet me.

Interviewee: Any time. Good luck with the last bit of your degree.

Researcher: thank you.
### Appendix H

**Matrix Tables**

<table>
<thead>
<tr>
<th>MATRIX TABLE 1</th>
<th>WEDDING VENUES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Legislation</strong></td>
<td><strong>Actions</strong></td>
</tr>
<tr>
<td><strong>POSITIVE</strong></td>
<td>Disabled people should have equal opportunities to the rest of us and should have the same access to services that we do also. Discrimination is something that the government should become incredibly strict on as disabled people are prevented from performing the usual day-to-activities as the rest of us when its easily solvable to prevent this”</td>
</tr>
<tr>
<td></td>
<td>“We are up to date with all the essential legal procedures. Being a venue operating services to the public there are many legal procedures we must adhere too. I know that for the events element of the venue we are up to date with the essential legal procedures required of a venue as this is my area of control”</td>
</tr>
<tr>
<td></td>
<td>“I feel that this is great that the government are cracking down on businesses, disabled people should not be discriminated against and I feel that by tightening this legislation it leaves less room for error”</td>
</tr>
<tr>
<td></td>
<td>“Part of the training was to do with legislation it was focussed more so on the Equality act rather than the disability discrimination act. They outlined what areas fell under the legislation and what measures a business must follow to avoid discrimination. They also went in to detail about the way to address a disabled person and the type of language that should be used and obviously how to adapt this correctly depending on the disability”</td>
</tr>
<tr>
<td></td>
<td>I think these developments are a push in the correct direction and I feel that disabled people have the same right as the rest and therefore should not be discriminated against for this”</td>
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<tr>
<td></td>
<td>“Due to being such a large chain hotel we as a venue have to ensure that we are always up to date with all types of legislation” (Angel Hotel)</td>
</tr>
<tr>
<td></td>
<td>“I feel I know the main the elements of the disability discrimination act and equality is something we take very seriously in order to promote best practice”</td>
</tr>
<tr>
<td></td>
<td>“As mentioned previously we already have an accessible building and do everything we can to make things easier and comfortable for guests” (Questionnaire)</td>
</tr>
<tr>
<td></td>
<td>“I could certainly undertake more research into DDA and make any changes that might be required. I would certainly do this the moment I received an enquiry from a couple who had any additional needs” (Questionnaire)</td>
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<tr>
<td></td>
<td>“As stated before, should I receive an enquiry from a couple with additional needs I would ensure that my own services were not only legally compliant but also adapted as much as possible to their individual needs” (Questionnaire)</td>
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<td>“Part of the training was to do with legislation it was focussed more so on the Equality act rather than the disability discrimination act. They outlined what areas fell under the legislation and what measures a business must follow to avoid discrimination. They also went in to detail about the way to address a disabled person and the type of language that should be used and obviously how to adapt this correctly depending on the disability”</td>
</tr>
<tr>
<td></td>
<td>“Due to being such a large chain hotel we as a venue have to ensure that we are always up to date with all types of legislation” (Angel Hotel)</td>
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<td></td>
<td>“As mentioned previously we already have an accessible building and do everything we can to make things easier and comfortable for guests” (Questionnaire)</td>
</tr>
<tr>
<td></td>
<td>“As stated before, should I receive an enquiry from a couple with additional needs I would ensure that my own services were not only legally compliant but also adapted as much as possible to their individual needs” (Questionnaire)</td>
</tr>
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<td></td>
<td>“we took advice from the registration department to make sure we could do the wedding legally and professionally for the couple concerned” (Questionnaire)</td>
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</tbody>
</table>
“Naturally I firmly believe that everyone should be able to live their lives the way they wish and that businesses of all kinds should do all that they reasonably can to accommodate any client’s needs. As stated before, should I receive an enquiry from a couple with additional needs I would ensure that my own services were not only legally compliant but also adapted as much as possible to their individual needs” (Questionnaire)

“It’s a shame we have to have laws to protect those that should have the same rights to be treated with the same respect and consideration as a non-disabled person with some extra considerations” (Questionnaire)

“This can only be a positive impact on their lives and at least they get to have a voice on how they wish to live. It’s a shame we have to have laws to protect those that should have the same rights to be treated with the same respect and consideration as a non-disabled person with some extra considerations” (Questionnaire)

“I think this is a great thing to be happening they are people and have a right to have a say in how they want to live their life. Equally I understand in some situations they may not truly know what is best for themselves but they should still be listened too, and involved in decisions.” (Questionnaire)

“Our hotel was built in 1666 and is the oldest hotel in Cardiff. Because of this there are certain things we are unable to change. For example, our lifts are quite small. They can fit a mobility scooter in the lift, however depending on the size of the chair, sometimes there isn’t space for another guest” (Questionnaire)
<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
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<tbody>
<tr>
<td><strong>Legislation</strong></td>
<td><strong>Legislation</strong></td>
</tr>
<tr>
<td><strong>Attitudes</strong></td>
<td><strong>Actions</strong></td>
</tr>
<tr>
<td>“I believe this voting system will provide great benefits for disabled peoples and so it should everyone should have equal entitlement to all services as they should not be discriminated against” (Questionnaire)</td>
<td>“I always keep in mind any wedding guests which are disabled and ensure they are able to get to where they need to be and that there are facilities nearby should they wish to use them” (Questionnaire).</td>
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<tr>
<td>“I feel stronger rights are massively beneficial and will ensure that service providers will become tighter in what they have to offer with little room for movement or change” (Questionnaire)</td>
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<tr>
<td>“As a business we obviously have to follow specific regulations in preventing discrimination” (Banbury Catering)</td>
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<td>“I feel that awareness for disability is lacking and because of this discrimination unfortunately continues to occur” (Banbury Catering)</td>
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<tr>
<td>“I understand the legislation and what must be provided by us as an organisation to prevent discrimination” (Devour Catering)</td>
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<tr>
<td>“I don’t feel that this would affect us as a wedding planning service as we are already up to date with the relevant legislation and it’s important to us that we can provide a service to everyone” (Isobel Weddings)</td>
<td></td>
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<tr>
<td>“yes of course. You can’t discriminate against people as they have as much right as everyone else. But I do feel that disabled people respond very negatively to services that are offered to them at times and this can often take a lot of careful planning” (Devour Catering)</td>
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</table>
## WEDDING VENUES

<table>
<thead>
<tr>
<th>POSITIVE</th>
<th>Attitudes</th>
<th>Actions</th>
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<tbody>
<tr>
<td>We obviously must ensure we adhere to the regulations set out in the equality act within the reasonable adjustments section which states that our venue must be accessible to the disabled however, due to the venues being A-listed and historic none of these changes must alter the physical attributes of the buildings” (Sulgrave Manor)</td>
<td>“Changed the venues parking facilities within the last 12 months and now due to the new road service have disabled parking much closer to the venue” (Sulgrave Manor)</td>
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<tr>
<td>“We do like to think that we can provide a service to everyone we value ourselves highly in our services and our customer service and believe that each customer should be provided the same service whether they need adapted services” (Wroxton House Hotel)</td>
<td>“We have disabled toilet facilities in the main events building and wedding reception function rooms as well in the café area” (Sulgrave Manor)</td>
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<tr>
<td>“Being such a big hotel and our location we must ensure that we can cater for everyone needs however big or small. I think it’s important that we can cater for everyone, it helps us in promoting best practice” (Angel Hotel)</td>
<td>“The new and modernised areas have all been purpose built fitting the requirements is the building regulations laws” (Sulgrave Manor)</td>
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<tr>
<td>“We are able to make changes easily and efficiently throughout the planning process through holding meetings with customers where issues can be discussed and relevant action can be taken” (Angel Hotel)</td>
<td>“In 2013 we had ramps fitted outside the hotel and outside both of the function rooms to create easier access. We have also adapted 4 of the downstairs bedrooms with purpose fitted shower rooms, handle rails which are all of ground level with no raised areas” (Wroxton House Hotel)</td>
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<tr>
<td>“It’s really important to us that we cater for everyone, it helps us in promoting best practice” (Angel Hotel)</td>
<td>“we have ramps that have been made so that these can be put in place on access to the restaurant again all areas being spacious enough to manoeuvre” (Wroxton House Hotel)</td>
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<tr>
<td>“like I said earlier we are part of a big chain hotel group situated in many cities across the UK we have the obligation to have to adapt in order to suit the individual’s needs” (Angel Hotel)</td>
<td>“we do have 6 suites in the hotel and these rooms have door bells and room service microphones” (Angel Hotel)</td>
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<tr>
<td>“It is difficult to appeal to everyone’s needs as these can vary so much but we do try and make reasonable adjustments and cater for each and everyone’s needs as they arise” (Wroxton House Hotel)</td>
<td>“we have the dragon suite which is the biggest function room and 2 smaller functions downstairs all of which located with their own toilets with disabled facilities” (Angel Hotel)</td>
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<tr>
<td>“I know of a deaf gentleman that stayed at the hotel and I know that adjustments were made to his room this included making alterations to the phone systems so that they were louder” (Angel Hotel)</td>
<td>“Layout of the room to accommodate, there are also ramps and flat areas around the venue” (Questionnaire)</td>
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<tr>
<td>Elle Jackson</td>
<td>BA Hons Events Management</td>
<td>st20060468</td>
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“I make sure I do the best to ensure that they are placed in the best position to get to their seat and that the toilets are not too far away, when possible and generally make sure they have access to have an enjoyable day just as much as any other guest. I do pay particular attention to them ensuring they having everything they need. I also make sure the venue has disability access” (Questionnaire)

“function rooms on ground floor, wide corridors, double doors and lifts. We are also able to order in specific equipment such as hearing loops or offer smaller conference rooms to those who are deaf or struggle hearing” (Questionnaire)

“Whilst the Bride was both deaf and dumb, she had been taught to use a laptop so we communicated totally by email or on a laptop/tablet. For the civil ceremony where both Bride & Groom were deaf as well as the Bride being dumb, a qualified deaf and dumb interpreter was allowed to conduct the ceremony with the Registrar” (Questionnaire)

“We brought in a hoist and higher toilet seat for our disabled toilet” (Questionnaire)

“communication was vital throughout the planning stage to ensure all needs were catered for” (Questionnaire)

“NEGATIVE

“We have made every attempt to improve the facilities that we can such as the new event spaces and modernised buildings it’s the older areas of the venue that are unsuited” (Sulgrave Manor)

“We are an A-listed building and due to the venue dating back to Victorian times, the changes that can be made to the main buildings are minimal and therefore we are very restricted with what can be done physically to the buildings” (Sulgrave Manor)

“We also have the issue that a lot of the buildings on site are also very small and therefore we are restricted when creating more room or putting disabled facilities in and getting the acceptance to make these changes” (Sulgrave Manor)

“Unfortunately, not no, we don’t provide facilities with braille” (Wroxton House Hotel)
## WEDDING PLANNERS

### Adaption Of Venues

<table>
<thead>
<tr>
<th>Attitudes</th>
<th>Actions</th>
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<tbody>
<tr>
<td><strong>POSITIVE</strong></td>
<td></td>
</tr>
<tr>
<td>“We have made every attempt to improve the facilities that we can such as the new event spaces and modernised buildings it’s the older areas of the venue that are unsuited” (Sulgrave Manor)</td>
<td>“We often find that with couples catering for those with disabilities they have often carried out extensive research prior to booking the venue so it’s just our responsibility to ensure that we maintain communication with the venue to ensure the necessary measures are in place” (Isobel Weddings)</td>
</tr>
<tr>
<td>“I’m aware of the core requirements in terms of what has to be offered by a venue and what facilities must be offered” (Isobel Weddings)</td>
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<td></td>
<td>“The venues usually will have their own systems in place and therefore it’s a case of making sure that our service is suitable for the customer, so this would be ensuring room layouts are amicable and spacious, catering facilities are suitable and that we ensure that the couple is happy with the systems put in place” (Isobel Weddings)</td>
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<td></td>
<td>“venues have lifts, automatic doors, disabled bathroom facilities and ramps into the venue” (Devour Catering)</td>
</tr>
<tr>
<td></td>
<td>“The venues usually will have their own systems in place and therefore it’s a case of making sure that our service is suitable for the customer, so this would be ensuring room layouts are amicable and spacious, catering facilities are suitable and that we ensure that the couple is happy with the systems put in place” (Isobel Weddings)</td>
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</table>

| **NEGATIVE** | |
| “my issue is that the equipment and changes that must be made are extremely costly and there is no budget there for these changes” (Devour Catering) | “however we have had issues before where the venue hasn’t provided very great services for those with disabilities and last minute hired equipment has had to be enforced prior to the event” (Isobel Weddings) |
**TABLE 3**

<table>
<thead>
<tr>
<th><strong>Accessibility and Inclusivity</strong></th>
<th><strong>Actions</strong></th>
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<tbody>
<tr>
<td>&quot;How I see it is that normal people aren’t discriminated against and struggle to access every day services so why should disabled people. I feel strongly about the issue as I have a family member who faces the daily struggles or accessing services and discrimination” (Wroxton House Hotel)</td>
<td>“We have recently changed the venues parking facilities within the last 12 months and now due to the new road service have disabled parking much closer to the venue” (Sulgrave Manor)</td>
</tr>
<tr>
<td>“Being such a big hotel and our location we must ensure that we can cater for everyone needs however big or small. I think it’s important that we can cater for everyone, it helps us in promoting best practice” (Angel Hotel)</td>
<td>“we had ramps fitted outside the hotel and outside both of the function rooms to create easier access” (Wroxton House Hotel)</td>
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<tr>
<td>&quot;The function rooms are disabled friendly and on booking or planning an event consideration is taken in to the number of guests if one of these is disabled to ensure that the room allows enough room for this to be accessed and that movement is sufficient for the individual” (Wroxton House Hotel)</td>
<td>&quot;Depending on the disability we would then make the correct adjustments this could be providing enough room for movement if this person was in a wheelchair” (Angel Hotel)</td>
</tr>
<tr>
<td>&quot;we have had some individuals with mental disabilities where we have had to adjust the lighting or music volume” (Angel Hotel)</td>
<td>&quot;We ask in advance if anyone has mobility issues and will ensure a member of staff is there to greet them and show them how to access the building using lifts and ramps. We also have hearing aid loops so switch them on for any guests who need them” (Wedding venue questionnaire)</td>
</tr>
<tr>
<td>&quot;Initially find out what support they required and they would like us to help them. Offer suggestions and ensure someone was on hand to offer the assistance when needed” (wedding venue questionnaire)</td>
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</table>
“No, not really. We have offered the services we do now for over 12 years and have not yet received much critique, its known for its historic story and those areas are out of our control” (Sulgrave Manor)

“I do not think catering staff should assist as they are not trained to lift, do not know what medication the person is on and other specialist things like gas tanks for people who need help breathing etc. They would be getting into an area for which they are not trained and could not be put in a position where they could be held responsible if something went wrong” (wedding planner questionnaire)

“The staff we have employed are to serve and look after the wedding guests and should not be put in a position to take guests to their rooms” (wedding planner questionnaire)

“The other problem we have had is that we find if we have disabled Bride/Groom then many of their friends are also disabled. Whilst we have a large number of fully disabled rooms, we would not be able to accommodate over 20 disabled guests at any one time” (wedding planner questionnaire)

“unfortunately, we have no facilities in the chapel apart from ramps for easy access due to there being a number of steps in to the chapel” (Sulgrave Manor)

“I would probably give us a 4, which you’re going to think is very low but we have good reasoning for this. We are an A-listed building and due to the venue dating back to Victorian times, the changes that can be made to the main buildings are minimal and therefore we are very restricted with what can be done physically to the buildings” (Sulgrave Manor)

“we haven’t got any other facilities and technologies for disabilities apart from the ramps, car park and toilet facilities already stated” (Sulgrave Manor)

“staff are unsure about approaching disabled people due to not knowing what to say” (Angel Hotel)
## Accessibility and Inclusivity

<table>
<thead>
<tr>
<th>Positive</th>
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*Attitudes*  
“oh yes it’s really important to us that our service is open to everyone and that we can provide services to all” (Isobel Weddings)

*Actions*  
“The facility is all at ground floor level as this makes it easier for us when transporting heavy equipment. So this also makes it easier for these individuals to access the facility easier without any changes needed” (Banbury Catering)

“We often find that village halls are adapted offering disabled toilet facilities, ramps and disabled parking” (Banbury Catering)

“The couples have usually carried out research in to venues and have looked around venues when approaching us about the planning process” (Banbury Catering)

“We are very inclusive and can adapt our service to appeal to all and we are extremely accessible as we are able to make home visits and meetings with customers if they are unable to get to us, something which we have done before” (Isobel Weddings)

“Yes, if we know a customer has special needs we must ensure that we are able to meet their needs” (Devour Catering)

## Negative

“Yes, that’s correct. For example, we are partners with Broughton Castle and their grounds, however, due to this being an A listed building no amendments can be made to its physical features and therefore for wheelchair users this venue would be unsuited; but couples would be made aware of this on booking the venue” (Banbury Catering).
<table>
<thead>
<tr>
<th>Training</th>
<th>Attitudes</th>
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<tbody>
<tr>
<td><strong>POSITIVE</strong></td>
<td>“training is something I would definitely do if given the opportunity or new of any training programmes I could attend” (Sulgrave Manor)</td>
<td>“It’s a full day in-house training course they focus on raising awareness of disability and providing solutions in approaching and communicating with someone who is disabled” (Wroxton House Hotel)</td>
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<td></td>
<td>“It’s one of those things where you take out what you put in, I feel some of the staff would really embrace the opportunity, some not so much but I feel it’s an opportunity that should be provided” (Sulgrave Manor)</td>
<td>“The training was to do with legislation it was focussed more so on the Equality act rather than the disability discrimination act. They outlined what areas fell under the legislation and what measures a business must follow to avoid discrimination. They also went in to detail about the way to address a disabled person and the type of language that should be used and obviously how to adapt this correctly depending on the disability” (Wroxton House Hotel)</td>
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<td></td>
<td>“we think it’s a crucial requirement and all of our staff have attended disability confidence training which is run by disability rights UK” (Wroxton House Hotel)</td>
<td>“personally I feel I use the correct terminology and I understand that it can be of a sensitive area and therefore I do always think first in ensuring that the terminology and communication being used is suitable” (Angel Hotel)</td>
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<td></td>
<td>“The feedback from staff was mainly about how they feel more confident in communicating, approaching and dealing with staff with a disability” (Wroxton House Hotel)</td>
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<td></td>
<td>“I feel that more awareness should be made about disability as I feel that currently there isn’t enough awareness and society I feel don’t emphasise the importance of anti-discriminative practises” (Wroxton House Hotel)</td>
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<td></td>
<td>“Definitely, I’m sure I could speak on behalf of the rest of the staff too when I say that I think that this would be extremely beneficial, would be a huge confidence builder” (Angel Hotel)</td>
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</tr>
<tr>
<td><strong>NEGATIVE</strong></td>
<td>“No I haven’t received any training” (Sulgrave Manor)</td>
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<tr>
<td></td>
<td>“I haven’t obviously received training in the specific terminology to be used” (Sulgrave Manor)</td>
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<tr>
<td>POSITIVE</td>
<td>“oh yes definitely, if I’m honest I’m unaware there was training in disability and it would strengthen our business in who we can cater for which will broaden our cliental, so would only benefit us really” (Banbury Catering)</td>
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<td>“No actually it’s not something I had considered; I think it would be a very useful investment to me though” (Banbury Catering)</td>
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<td></td>
<td>“Disability is definitely an area which has been topic of much dispute in recent years and still currently and I think this is down to lack of knowledge within the area, I guess training would be a way of resolving this and if anything would help in building awareness with it being compulsory it would also become a requirement and this could alter negative attitudes” (Isobel Weddings)</td>
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<td></td>
<td>“yes, maybe a little, it would helpful to receive information from professionals” (Devour Catering)</td>
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<td></td>
<td>“I think it would definitely be more beneficial to them I think it’s a confidence thing with them” (Devour Catering)</td>
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<tr>
<td>NEGATIVE</td>
<td>“For me personally I don’t feel it would make much difference to me or teach me anything that I haven’t already dealt with it would instead probably on build on what I have already learnt” (Isobel Weddings)</td>
<td>“No I haven’t done any training” (Devour Catering)</td>
</tr>
<tr>
<td></td>
<td>“I feel that within an area like this experience is what builds your knowledge and your confidence which is how I’ve improved” (Isobel Weddings)</td>
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## Communication and Terminology

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<tr>
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<td>“We think it’s a crucial requirement and all of our staff have attended disability confidence training which is run by disability rights UK. It’s a full day in-house training course they focus on raising awareness of disability and providing solutions in approaching and communicating with someone who is disabled” (Wroxton House Hotel)</td>
</tr>
<tr>
<td>“The feedback from staff was mainly about how they feel more confident in communicating, approaching and dealing with staff with a disability; we have only ever had positive feedback when approaching guests” (Wroxton House Hotel)</td>
<td>“Personally I feel I use the correct terminology” (Angel Hotel)</td>
</tr>
<tr>
<td>“I understand that it can be of a sensitive area and therefore I do always think first in ensuring that the terminology and communication being used is suitable” (Angel Hotel)</td>
<td>“It depends on the individual and the disability they have. But I think a calming tone is better and if the person is suffering with a mental or learning disability I tend to speak slower than usual so that I don’t make them feel uncomfortable. I tend to usually assess the needs of the person and just adapt to what they need?” (Sulgrave Manor)</td>
</tr>
<tr>
<td>“A scenario used more often within our venue is with people who are deaf or have difficulties hearing its important on these occasions that your speech is slower, louder and clearer in order for the person to understand what you’re saying but it’s also equally as important that this does not come across intimidating as this could have a negative effect on the individual” (Sulgrave Manor)</td>
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</tr>
<tr>
<td><strong>NEGATIVE</strong></td>
<td></td>
</tr>
<tr>
<td>“I haven’t obviously received training in the specific terminology to be used, but I feel that I can adapt my communication” (Sulgrave Manor)</td>
<td>“I haven’t obviously received training in the specific terminology to be used, but I feel that I can adapt my communication” (Sulgrave Manor)</td>
</tr>
<tr>
<td>POSITIVE</td>
<td>Attitudes</td>
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<tr>
<td>“It would definitely be a good opportunity and feel that it would benefit me and maybe attract more cliental” (Banbury Catering)</td>
<td>“I agree; communication is a key element to providing service to someone with a disability. It’s vital to find out the individual’s disability and their specific needs” (Isobel Weddings)</td>
</tr>
<tr>
<td>“Communication is key and we value our customers and we are able to adapt our communication according to an individual’s needs and I feel that we do this effectively, we have never received any complaints or negative feedback” (Isobel Weddings)</td>
<td>“Talking slower to ensure that they can understand, it’s also important that they don’t become upset or insulted by the way they are spoken to” (Devour Catering)</td>
</tr>
<tr>
<td>“Yes, I feel that within an area like this experience is what builds your knowledge and your confidence which is how I’ve improved” (Isobel Weddings)</td>
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<tr>
<td>“I feel that I am capable of talking to someone with a disability” (Devour Catering)</td>
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<td>“I think it would definitely be more beneficial to them I think it’s a confidence thing with them” (Devour Catering)</td>
<td></td>
</tr>
<tr>
<td>NEGATIVE</td>
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</tr>
<tr>
<td>“I think I would find that very challenging and at first I don’t think I would know how to approach the situation, as there would be a huge communication barrier” (Banbury Catering)</td>
<td>“In terms of communication or specific language to use I think that’s definitely a weakness” (Banbury Catering)</td>
</tr>
<tr>
<td>“No actually communication training is not something I had considered; I think it would be a very useful investment to me though” (Banbury Catering)</td>
<td>“There have been times in my career particularly at the start where I used to get very anxious and nervous as I felt I didn’t know what to say” (Isobel Weddings)</td>
</tr>
<tr>
<td>“To be honest I haven’t heard of any training programmes in dealing with people with disabilities” (Banbury Catering)</td>
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<tr>
<td>“For me personally I don’t feel it would make much difference to me or teach me anything that I haven’t already dealt with it would instead probably on build on what I have already learnt” (Isobel Weddings)</td>
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</tr>
<tr>
<td>“It would be me dealing with a customer in a situation like this so it’s not vital that they really need to know” (Isobel Weddings).</td>
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</tbody>
</table>
Chapter 8

References


NDA (2013) *Your voice your choice,* National Disability Authority.P. 7


