The Accessible Britain Challenge

Context
We know that many disabled people face barriers in their every day lives that prevent them from being full and active members of their community. We know that significant progress has been made in some communities to make them inclusive and accessible. But, there is evidence to show that progress is patchy and that is why we want to challenge all communities to do more.

Vision
The vision of the Accessible Britain Challenge is for communities to become more inclusive and accessible by engaging and working with disabled people to remove barriers that get in the way of them being full and active contributors in their community.

Aims
The aims of the Accessible Britain Challenge are to:

- motivate local communities to do more to be inclusive and accessible for disabled people
- contribute towards building and maintaining strong and sustainable economic growth by harness the potential of disabled people supporting them to be active members of their communities
- increase awareness and understanding of
  - how a community can be inclusive and accessible for disabled people
  - the potential benefits for local businesses and organisations of engaging with disabled people either as employers or customers
  - the barriers disabled people face in their every day lives that prevent them from being able full and active participants in their community
- bring about a change in attitudes and behaviours towards disabled people by local businesses, employers, service providers and voluntary and community organisations.
- encourage collaboration and co-production between disabled people and local organisations including local businesses, employers and service providers.

Objectives
The objectives are to achieve the aims above by:

- creating and promoting an online resource pack bringing together case studies, tools, guidance and best practice and sharing and promoting their use
- exemplifying good practice, recognising innovation and collaboration by local organisations
- challenging and encouraging local communities to do more
- considering all types of impairment including physical, hidden and mental health conditions.