



CASE STUDY:	The Nurse's Cottage Restaurant with Rooms , Accommodation & Restaurant, Hampshire
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Providing unrivalled accessibility is a natural extension of the business philosophy behind 17 years of continued success for The Nurse's Cottage Restaurant with Rooms in Sway.

Chef/proprietor Tony Barnfield and his team have a real commitment to personalised service - evident in how they cater for clients with accessibility issues.



A guest with hearing difficulties was introduced to using a hearing loop for the first time, bringing lifestyle benefits; allergy sufferers became repeat customers as their specific needs are met from arrival; and a continuous improvement policy adds little touches such as offering magnifying glasses to people who do not want to use large print menus.

And since opening in 1992, the five bedroom -business has collected an array of awards to rival the Manchester United trophy cabinet!

A former journalist and national radio presenter, Tony had a clear business strategy for the business, situated in the heart of the New Forest in Sway, and has combined this with a flair for marketing to help reflect customers' changing needs.

“Our core market is always going to be older people, who tend to visit for longer stays rather than for weekends, sometimes on escorted tours. They generally want to stay in the property for longer including for dinner, rather than go out at night,” explained Tony.

With a single level property, including a totally wheelchair-accessible restaurant and good car parking, Tony had the physical facilities to build on.

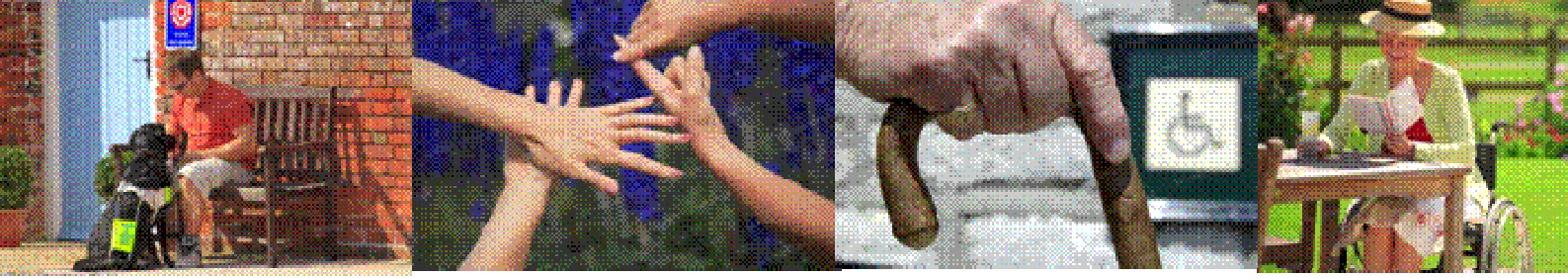
He attended a Welcome All course, run by Tourism South East, in the mid-1990s and realised the issue mirrored his overall philosophy: “always think about people and treat them as individuals with individual needs”.



He said: “Welcome All was an ideal starting point and really reinforced that being accessible is much more than thinking about wheelchairs and mobility.”

He has gone on to introduce wide-ranging facilities such as large print menus and information, big button telephones in rooms, toilet seat-raisers, jar-openers, magnifying glasses and hearing loops in all bedrooms and one for reception planned in 2009.

More than 60 part-time and full-time staff have attended Welcome to Excellence training courses over the years, including many taking Welcome All training. Customer relationship management



“Meeting accessibility needs is core to customer care. By getting to know customers during their stay, and talking to them about any additional needs when they book, we can welcome people and help them relax and enjoy their holiday from day one.”

Accolades range from winning the Tourism ExSEllence Awards Customer Service and Access for All categories, covering the entire South East tourism sector, to the regional

Edge training award for small business; and achieving outstanding industry inspection ratings. It is not just customers that have benefited from this approach to accessibility - it is integral to business success.

