

Digital solutions

Experience digital accessibility excellence at WWT Slimbridge. Their website hosts a dedicated accessibility area with SEND-accessible visual stories, complete with subtitles. Significant investment has been made into the digital experience to provide visitors with everything they need to know to build confidence in their visit. Revamped webpages have received stringent testing to maximise accessibility. A free Wetland Heroes app is available to download for Android and Apple, the app is specially designed to deliver a deeper sensorial adventure, by providing unique experiences and guidance throughout the site.



Future thinking

The WWT Slimbridge journey towards accessibility has embraced diversity, with photo shoots planned to capture and represent visitor diversity across marketing communication materials. Sensory enhancements like ear defenders and fidget toys are in the works to enrich visitor experience and simpler, high-contrast colour interpretation options are also beginning to be incorporated.



Innovation

WWT Slimbridge formed a dedicated internal 'Accessibility Working Group' to utilise and respond to visitor insights from different departments and drive site-wide improvements. It was in response to visitor requests and working group input, that a fully equipped Changing Places facility was introduced in March 2023, positioned near the visitor centre where it is both accessible and private.



ACCESS ALL AREAS

Spotlighting Inclusivity in Gloucestershire

Transport challenges

Historically Slimbridge hasn't been well served by public transport. In summer 2023, a Slimbridge Shuttle launched to bridge communities and connect Cam, Dursley, and Slimbridge to the railway station and WWT Slimbridge. A 16-seater minibus for residents and visitors, ran hourly from 8 a.m. to 6 p.m. The project was a success and the team hope to build on these foundations, enhancing accessibility and convenience for all.

Euan's guide

Slimbridge Wetlands 5/5

“Absolutely fab place to visit. Easily accessible for scooters, powerchairs and wheelchairs. Plenty of disabled parking. There's toilets at the car park, including disabled. They've also put in a Changing Places toilet recently. There's a lot to see and do. The staff are friendly and helpful. It's a beautiful and inclusive place to visit.

Transport & Parking: 3.5/5 Access: 5/5 Toilets: 5/5 Staff: 5/5”

Powerchair User