



# Memorandum of Understanding

between

Bespoke Access

and Blue Badge Style

and Leonard Cheshire Disability

This Memorandum of Understanding (MOU) sets out the terms and understanding between Bespoke Access, Blue Badge Style, and Leonard Cheshire Disability, with regard to the future of the Bespoke Access Awards.

## Background

Created in association with the Royal Institute of British Architects (RIBA), and the Design Council the Bespoke Access Awards was devised by Paul Vaughan of the Bespoke Access team and Bespoke Hotels with the intention of finding ways for all hotel guests to have a better experience, and to upgrade the status of the disabled guest from a 'lack of empathy' to one of 'joy'.

Such changes invariably take time and the initiative did not begin with short term aspirations in mind. We were under no illusions as to the speed of impact of the Awards, but rather believed in the benefits that a spark for the future of the hotel industry (- as well as the people that design buildings, products and services around it -) could provide.

Since 2016, two iterations of the Awards have been overseen. We have been fortunate enough to enjoy support from Her Majesty's Government, peers in the House of Lords, a wide range of disability groups, the media, hospitality organisations, as well as sponsors and entrants from around the world.

We are now seeking to broaden both the scope of the award categories, and to further reduce the barriers to entry. We will continue to engage with the design and architectural communities, who have been immensely proactive in their support thus far, but we wish to cast the net a little wider, as well as to encourage those who wouldn't necessarily consider themselves 'creatives' or 'designers' to participate in the process and share their ideas.

## Purpose

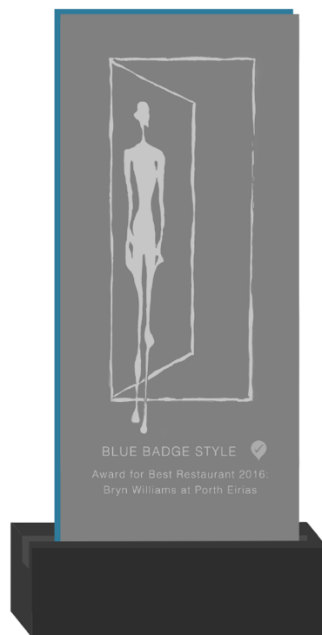


“bespoke”  
A C C E S S



In light of the above, we are delighted to be deepening our partnership with both Blue Badge Style and Leonard Cheshire Disability, both of whom have outstanding track records of championing accessible design and services, as well as affecting legislation, employment, and inclusion across all areas of society.

The annual Blue Badge Style Awards are currently held in October, with the aim of recognising exceptional venues & organisations that have both style and accessibility for disabled people. Moving forward, these will be combined alongside the existing Bespoke Access Awards.



Continuing under the name “Access Awards”, the initiative will now be controlled in equal parts by the three above named organisations, with its scope broadening to extend beyond the hospitality industry and design communities alone.

Categories will stand as follows:

- Best Hotel
- Bespoke Award for Best Boutique Hotel
- Best Bar
- Most Improved Bar
- The Conran Award for Best Restaurant
- Most Improved Restaurant
- Above & Beyond Award



- People's Choice Award
- The Historic England Award for Best Venue in a Listed Building
- The Leonard Cheshire Award for Inclusive Employment

### **Actions:**

- Expanding the number of award categories from five to **ten**
- **Diversifying the categories to include Inclusivity of Employment**
- Adjusting the timeframe of the awards to be a biannual event
- **Reducing the entry/registration fee**
- Growing the judging panel to include delegates from both Blue Badge Style and Leonard Cheshire Disability

### **Duration**

The Access Awards were created with a long term and ongoing goal in mind – to enhance the hotel and travel experience for all guests. As such, we are not anticipating a deadline or placing a time limit on our commitments or partnership.

This is a permanent project with evolving and expanding ambitions.

### **Contact Information**

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#### Partner name – Leonard Cheshire Disability

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