

ACCESSIBLE TOURS

Embracing Inclusivity in Nature

PROBLEM STATEMENT

Goal:

Deliver an inclusive, enriching experience for every visitor to Glasgow Botanic Gardens.

- **Problem:** Current tour materials

- Lack **Braille or tactile elements** for blind visitors
- Lack **British Sign Language (BSL)** or captioned/visual content for deaf visitors

- **Need:** Adapt current tour resources with **Braille signage and BSL-enabled content to ensure equal access** and enhance sensory-impaired visitors' experience.

SOLUTIONS

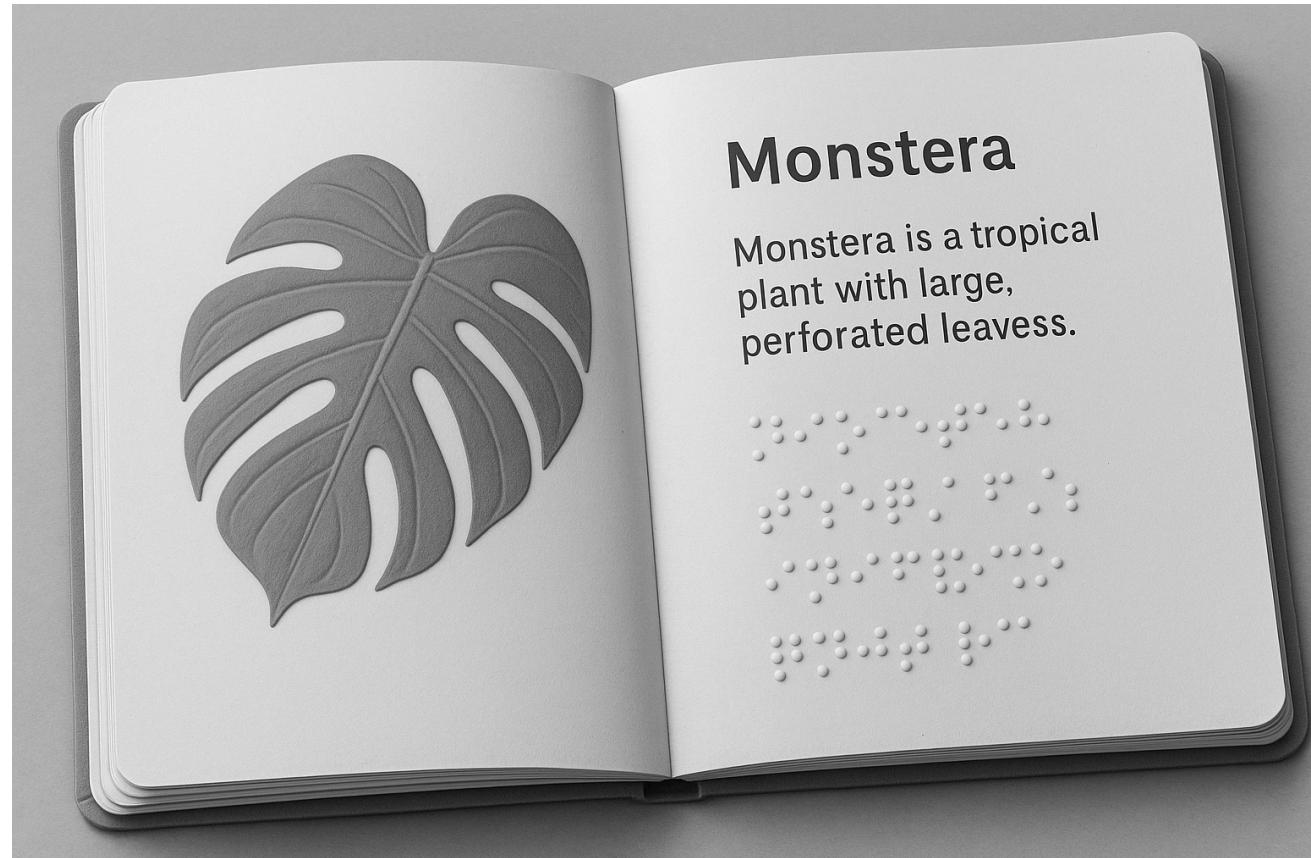
1) Brailled Text (Visually Impaired)

Brailled text will be added to existing plant signs



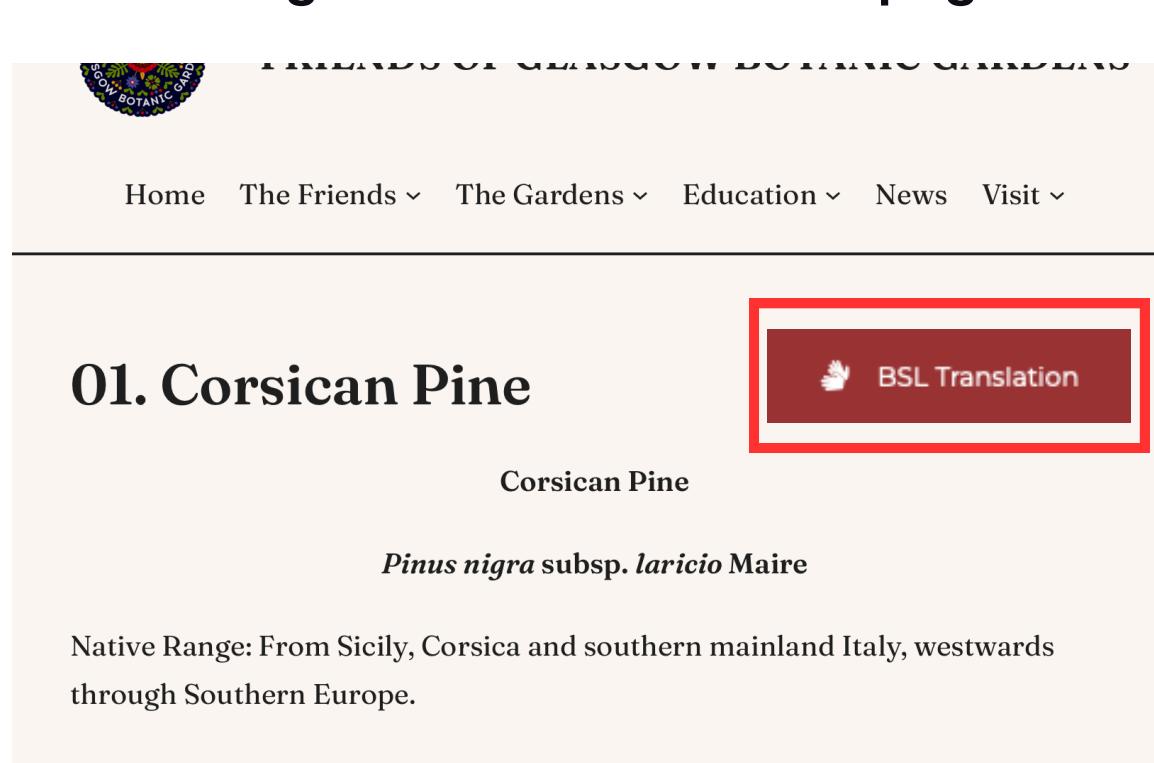
Braille on Existing Signs

Brailled tactile guidebook will include raised plant illustrations and descriptions in braille.



Braille Guidebook

2) British Sign Language (BSL) Translation (Hard of Hearing)



Each webpage provides a video to a BSL translation



BSL provides more in-depth and nuanced information to deaf visitors than simple text.

HOW TO USE:

Step 1:

- Scan QR code to go to existing website

Step 2:

- Click on the BSL translation button

Step 3:

- Watch BSL translation of text through the embedded video

Existing Feature:

- Some plant and tree signs already include QR codes linking to detailed webpages.

Enhancement 1:

- Embed BSL-translated videos on those pages for those who are hard of hearing

Enhancement 2:

- Roll out signs with QR codes to all remaining flora currently without any labels.

IMPACT

The solution empowers blind and deaf visitors to explore the Gardens independently and meaningfully, promoting inclusion and creating a more welcoming space for all.

IMPLICATIONS

- Low-cost
- Effective Long-Term
- Easy to pick-up (guides don't need to learn more than they already have)

CHALLENGES

- Specialist braille printing
- QR code maintenance
- Potential costs from replacing existing signage

Join us in celebrating **accessibility and inclusivity** at our beautiful gardens!
For more info, visit glasgowbotanicgardens.com