

18th April 2011

DEEP WINS GOLD AT NATIONAL ENJOY ENGLAND AWARDS

The Deep has won gold for Access for All in the national Enjoy England Awards, held in Birmingham on Friday night.

Colin Brown, Chief Executive of The Deep said: "We're delighted to have won gold for Access for All in the Enjoy England awards. We've always seen access as being much more than making ourselves available to people with disabilities – this is simply about customer care and that makes good business sense. By concentrating on the little things that makes life easier for people, in general we make ourselves a more attractive and enjoyable place for all to visit.

"We think the judges were particularly impressed with our Quiet Days, the wide range of mobility aids available and our multisensory approach. Quiet Days were developed due to popular demand. Audio is turned down to make the attraction more accessible to those with hearing impairments who normally find some of the sounds distracting. Some of our presentations are signed in British Sign Language, (BSL). It's an ideal day for visitors who are deaf or who have hearing impairments and those who may just want a tranquil environment. The Deep has won similar awards for marketing and sustainability so it's particularly nice to be recognised in yet another category."

Gary Verity, Chief Executive of Welcome to Yorkshire commented: "As one of Yorkshire's favourite attractions, The Deep's hard work to ensure all visitors have a quality experience has paid off. Congratulations to everyone who made this award happen. This is a proud achievement and highlights why so many people choose to enjoy their time in Yorkshire."

Further information

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