

PARQUES DE SINTRA WELCOME BETTER

EWB | Europe without barriers | Accessible Tourism: Opportunity for All | Lucignano 21 March 2016

# PARQUES DE SINTRA – MONTE DA LUA (PSML)

State-owned company, established in **2000**, following the listing by UNESCO of the Cultural Landscape of Sintra as a World Heritage Site in 1995.

The equity (capital) is exclusively public

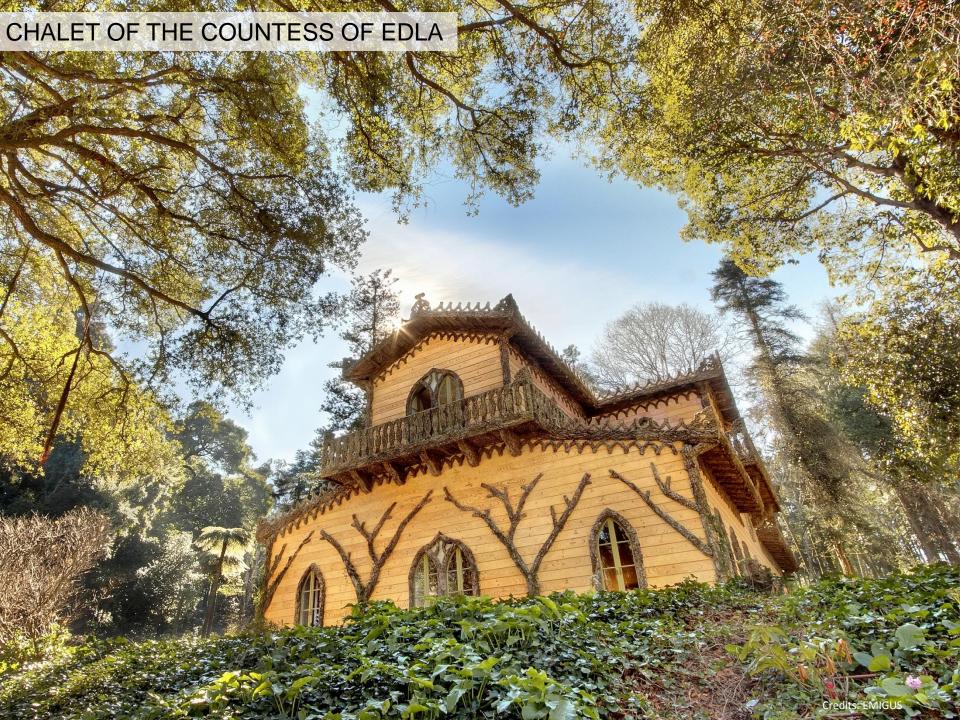
# Does not receive contributions from the State Budget

Revenues come solely from: entrance tickets, cafeterias, shops and letting of spaces for events

# SHAREHOLDERS (DL 205/2012, de 31st of August)

Directory-general for Treasury and Finances	- 35%
Institute for Nature Conservation and Forests	- 35%
Tourism of Portugal, IP	- 15%
City Hall of Sintra	- 15%



















# PSML and ACCESSIBILITY

### LEGAL CONTEXT

# **Universal Declaration of Human Rights (1948), Article 27:**

"1. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits"

# Convention on the Rights of Persons with Disabilities (2006), Article 30:

"1. States Parties recognize the right of persons with disabilities to take part on an equal basis with others in cultural life"

# Law 38/2004 - defining the general legal basis for the prevention of the causes of disability

Legal System for Prevention, Habilitation, Rehabilitation and Participation of the Disabled Person, all sectoral policies shall implement specific measures to address the needs of persons with disabilities

Law 46/2006 - prohibiting and punishing discrimination based on disability

Law 163/2006 – requires mandatory accessibility in public and private buildings and public spaces

# WHY? THE RESPONSABILITY

# **Proprieties are World Heritage Protected**

The property was inscribed under the World Heritage criteria II, IV and V, as the Site is a unique example of preservation of diverse successive cultures and vibrant nature.

### Commitment

Access to arts and culture is a right of all citizens, therefore PSML considered as a priority to evaluate accessibility conditions and change the Cultural Heritage under its management into more inclusive facilities

Cultural Landscape of Sintra (946 ha)
Protection area (3 641 ha)
Transition zone (15 283 ha)
Natural Park Sintra-Cascais (14 500 ha)
Municipality limits









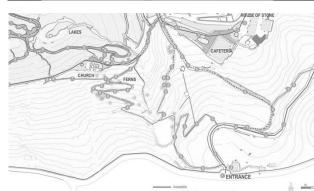












# KNOW-HOW?

PEOPLE WITH DISABILITIES

### GENERAL DIAGNOSIS

### Access survey

Analysis of the existing accessibility

Analysis of needs associated with inclusive design principles

Analysis of normative measures

Identification of priority paths and actions

Distinction of physical transformations vs new equipment and new staff



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**HIGH SLOPES 12% -20%** 



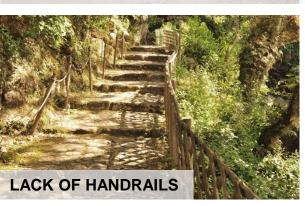




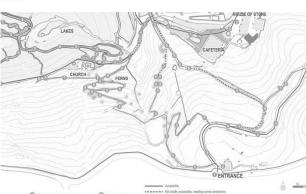




NON-ACCESSIBLE URBAN FURNITURE







KNOW-HOW?

PEOPLE WITH DISABILITIES

#### **GENERAL DIAGNOSIS**

Access survey

Analysis of the existing accessibility problems

Analysis of needs associated with inclusive design principles

Analysis of normative measures

#### PRINDITIES

Identification of priority paths and actions

Distinction of physical transformations vs new equipment and new staff



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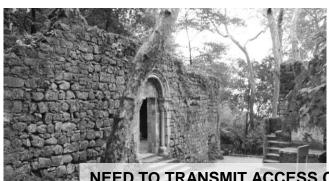


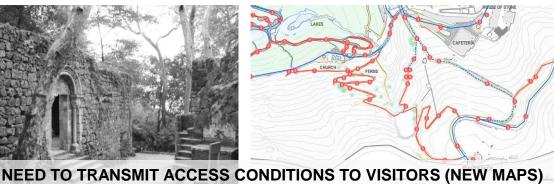












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# KNOW-HOW?

# PEOPLE WITH **DISABILITIES**

**CONTACT WITH ASSOCIATIONS?** 

### **GENERAL DIAGNOSIS**

### Access survey

Analysis of the existing accessibility

Analysis of needs associated with inclusive design principles

Analysis of normative measures

#### **PRIORITIES**

Identification of priority paths and actions

Distinction of physical transformations vs new equipment and new staff



**METHODS? RESEARCH GOOD PRACTICES?** 

IS THE STAFF PREPARED?

# PARQUES DE SINTRA WELCOME BETTER

The answer

# PARKS OF SINTRA WELCOMES BETTER

### **Investment:**

Around 2 million € in 3 years

Co-Financed by Tourism of Portugal (25%)

PIT – Intervention Program for Tourism, from PENT – Strategic Plan for Tourism in Portugal (2007)

# **Objective:**

Improve accessibility in the proprieties managed by PSML, in both Natural and Built Heritage







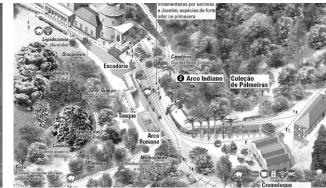






























# **INCLUSIVE INFORMATION**



















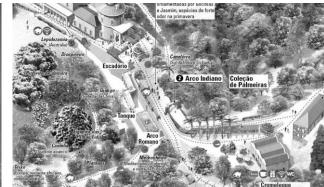


















### **PARTNERSHIPS**







Portuguese Association for the deaf

Salvador Association – Promotion of the integration of the physically disabled

Portuguese Association for the blind / visual disability



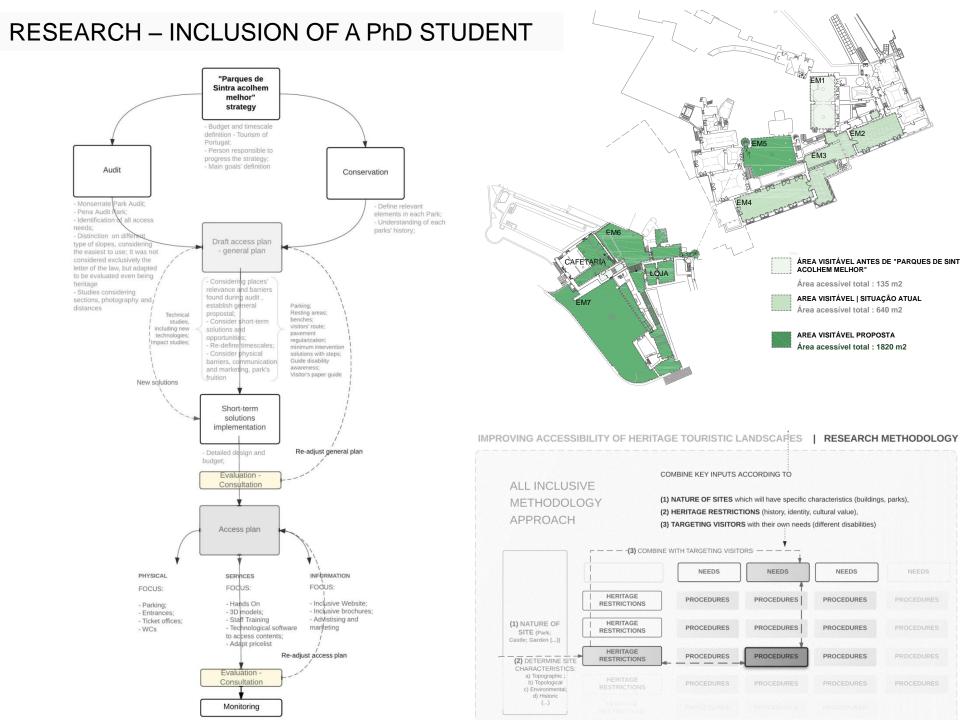
Member of ENAT



Member of Acesso Cultura (Access Culture)



Financed by Tourism of Portugal









































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Loja Shop

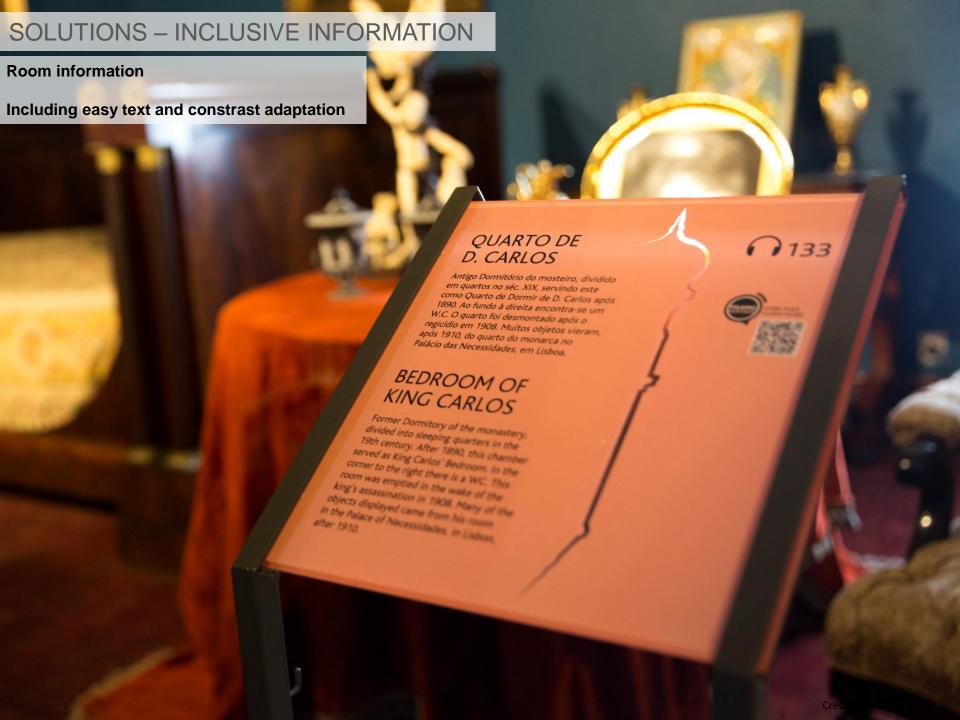
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**Área de esta**l Sitting area

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Saída Exit

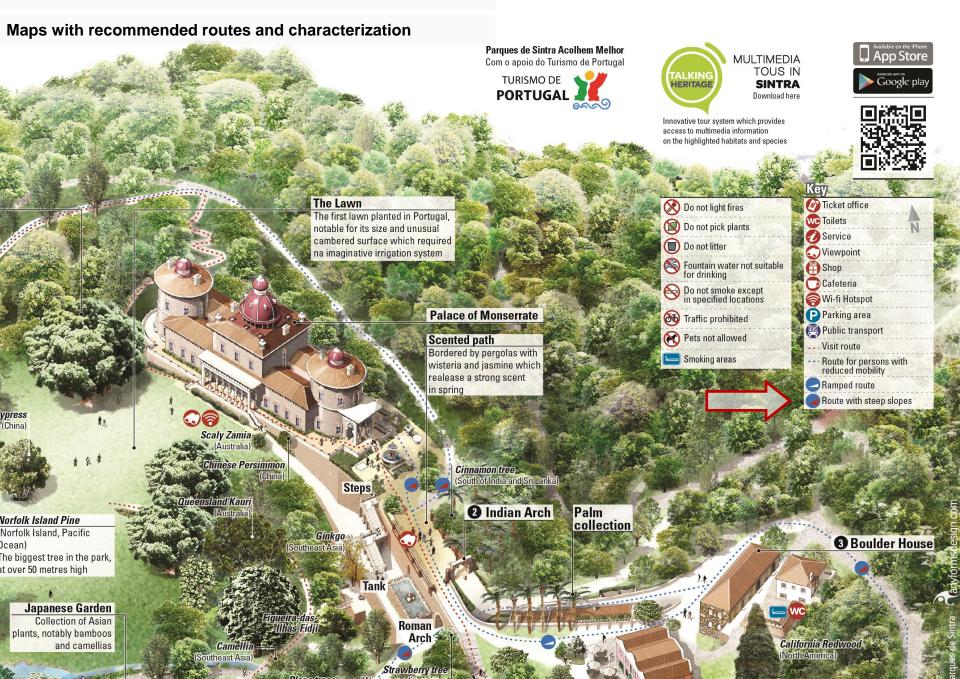






# SOLUTIONS - INCLUSIVE INFORMATION Serviin – Sign Language interlocutor SAMSUNG BO 36 13:28 12472 00:24

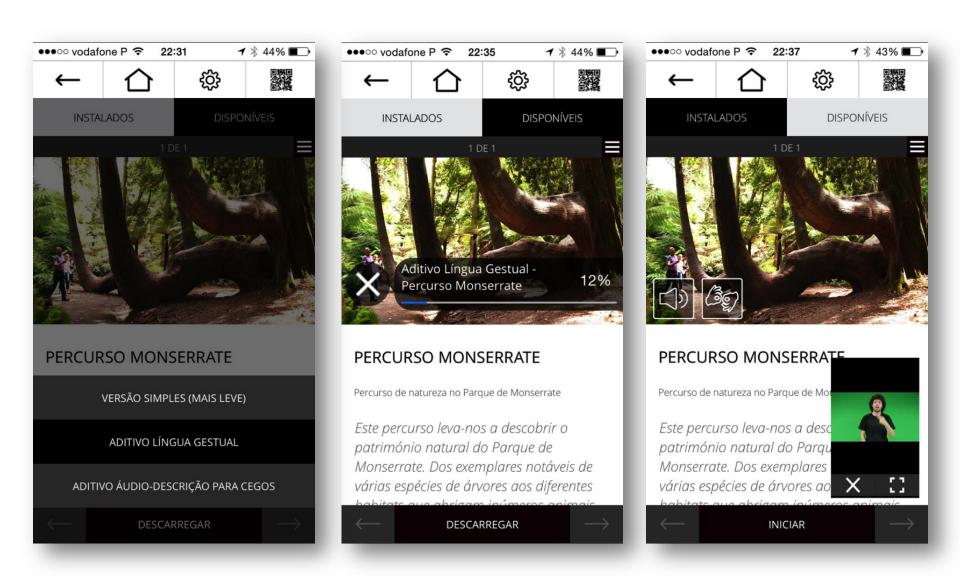
#### SOLUTIONS - INCLUSIVE INFORMATION



#### SOLUTIONS – INCLUSIVE INFORMATION

#### **Talking Heritage 3.0**

Application with sign language, audio and audio-description to support during the visits



## SOLUTIONS - INCLUSIVE INFORMATION

high contrast version



advanced search

#### Improved website with description of access conditions

PARKS, GARDENS AND MONUMENTS

PLAN YOUR VISIT

RECREATION AND LEISURE

SCHOOL PROGRAMME

**NEWS** 

MULTIMEDIA

COMMERCIAL AREA

**ABOUT US** 

GO TO BOTTOM OF MENU

PLAN YOUR VISIT ACCESSIBILITIES

Opening Times and Prices

Price simulator

How to get there

Access simulator

Itineraries of visit

Guided tours

Cultural agenda

Recreation and Leisure

Contacts

ACCESSIBILITIES

Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

Universal Declaration of Human Rights, 1948 | Article XXVII

In recent years the European Commission has pointed out the inclusion of people with disabilities as a priority, developing several action plans. Keeping in mind that access to arts and culture is a right of all citizens, regardless of their characteristics and capabilities, Parques de Sintra Monte da Lua considers essential that the Natural and Cultural Heritage it manages is inclusive.

The information provided on this page allows a prior decision on which sites to visit, appealing to the right of equal opportunities. You may find relevant information on physical access to the different palaces, parks and gardens. You can also ind out, the available guided tours and previously book services that provide an improved experience for people with disabilities.

#### PREPARE YOUR VISIT

The company's commitment towards Social Responsibility is also reflected in the pricing policy, with reductions on the entrance fees for people with disabilities of 70% for the Convent of the Capuchos and the National Palace of Sintra and 50% for the other Parks and Palaces. Whenever required, the person requesting the service must provide adequate proof of the disability. Should the person with disability require obligatory and justifiable aid, the accompaniment may benefit from a free entrance. Please check our prices here.

We recommend prior consultation and reservation of services in order to benefit from the most inclusive visiting conditions. For further information please contact us through the e-mail info@parquesdesintra.pt or the telephone number +351 21 923 73 00.

NOTE: Guide-dogs are allowed.

PLAN YOUR VISIT

HOW TO GET THERE

ACCESS SIMULATOR

OPENING TIMES AND PRICES

PRICE SIMULATOR

CULTURAL AGENDA

TICKET



COMMERCIAL















## PROMOTION | PARTICIPATION IN CONFERENCES AND PUBLICATIONS











### MANAGEMENT RESULTS - PRIZES

Prize "Acesso Cultura", for Physical Accessibility

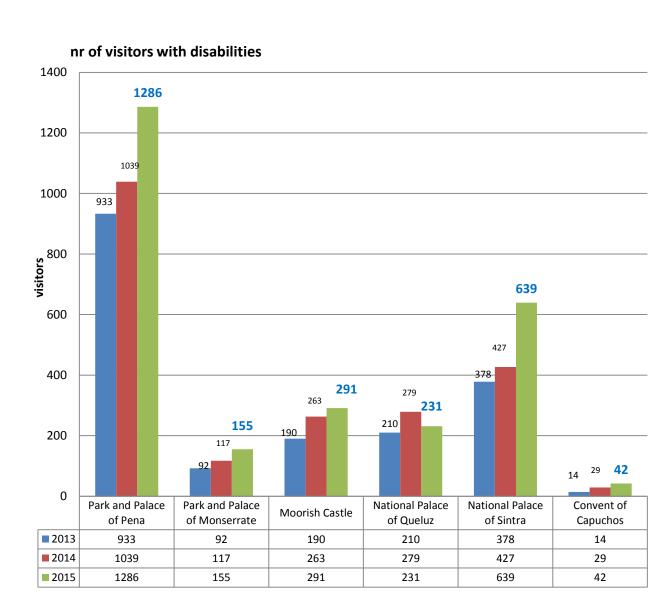
"Good Practice 2015" from the International Design For All Foundation



#### MANAGEMENT RESULTS - INCREASE OF VISITORS WITH DISABILITIES

+ 19% - 2013-2014

+ 23% - 2014-2015



## NEW PARTNERSHIPS WITH TRAVEL AGENCIES



Tourism for All – travel Agency



Gogal Portugal

# https://www.youtube.com/watch?v=xa10E1Bu5hs



## **EWB | Europe without barriers | Accessible Tourism: Opportunity for All | Lucignano 21 March 2016**

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Parques de Sintra Monte da Lua