



NETHERURD

2014 -2022

Air BnB within Edinburgh City Centre

Since 2014 we were involved with Air BnB dealing with guest from all over the world and local care providers.

2020

COVID-19 and the lockdown

When travel and accommodation was closed we partnered with local care providers who ordinarily provided community support to transform our suitable Air BnB properties into one to one day support and respite.

2021

What next?

Feedback from care providers and families was overwhelmingly positive. Providers found a marked improvement on independent living skills.

2021

Looking for the right property

After closing in 2020 the Netherurd Estate owned by Girl Guides Scotland was put up for sale.

2021

Finding Netherurd

2021

Renovation

2022

Soft launch

Care providers



Tourism industry



Industry Specialist and bodies



Top 10 Accessible

- **Lots of floor space**
- **Grab rails**
- **Wet room**
- **Adjoining room**
- **Adjustable bed**
- **Lowered kerb**
- **Nearby Parking**
- **Accessible access to green space**
- **Hoist (mobile or track)**
- **Shower chair**

Top 10 non accessible

- **Netflix/Smart TV**
- **Fast Wifi**
- **Communal kitchen**
- **Medication or lock box**
- **Kitchen**
- **TV room or projector**
- **Chill out area**
- **Lots of storage**
- **Hot tub**
- **Option to split beds**

The Purple Pound

The Purple Pound refers to the spending power of disabled households. A disabled household, is a household in which at least one of the members has a disability. Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer services approach.

1 in 5

More than 1 in 5 potential UK consumers have a disability

£2 billion

Businesses lose approximately £2 billion a month by ignoring the needs of disabled people

73%

of potential disabled customers experienced barriers on more than a quarter of websites they visited

£

£16 billion

Taking averages per head, the online spending power of disabled people is estimated at over £16 billion

Loss of money for business per month



£17.1 billion

Estimates show that the 4.3 million disabled online shoppers, who click away from inaccessible websites, have a combined spending power of £17.1 billion in the UK



14.1 million

The number of disabled people is increasing: From 11.9 million (2014) to 14.1 million (2019)



75%

75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service



1 in 5

Nearly 1 in 5 working adults have a disability



£274 billion

The spending power of disabled people and their household continues to increase and is currently estimated to be worth £274 billion per year to UK businesses

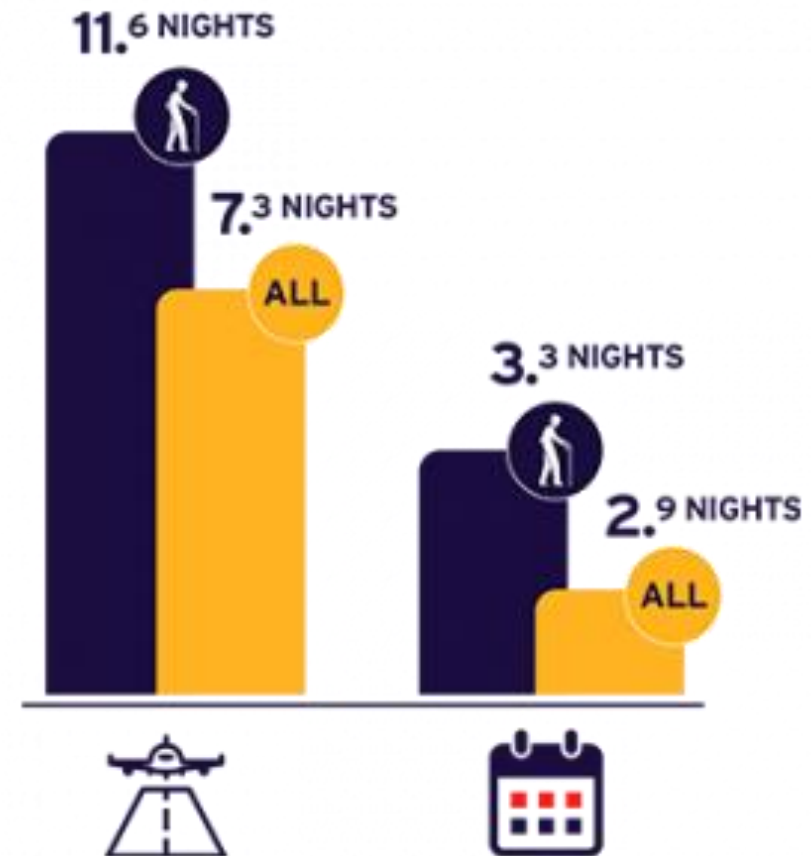
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Average spend



Length of stay



The original Garden House



The original Garden House

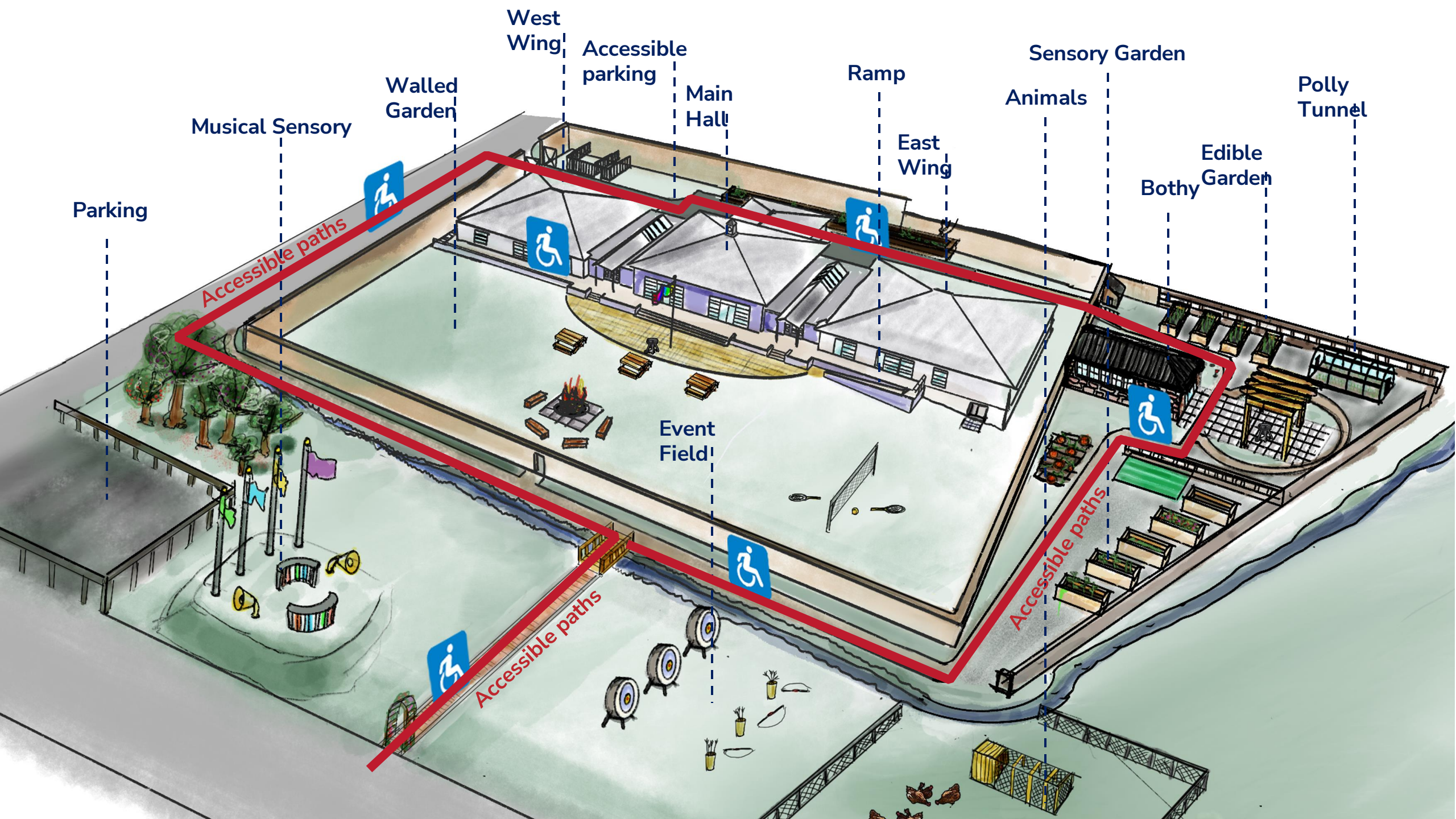


Before and after



Before and after





Parking

Musical Sensory

Walled Garden

West Wing

Accessible parking

Main Hall

Ramp

Animals

Sensory Garden

Polly Tunnel

East Wing

Edible Garden
Bothy

Event Field

Accessible paths

Accessible paths

Accessible paths

Netherurd Garden House Apartments















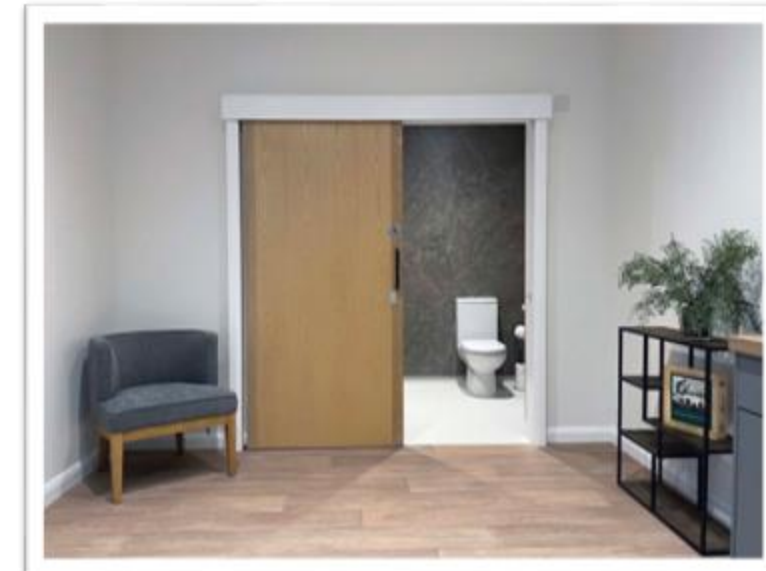
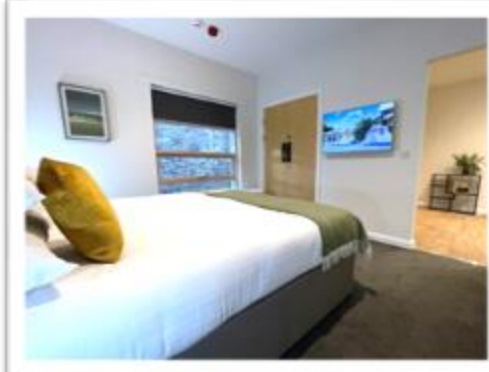
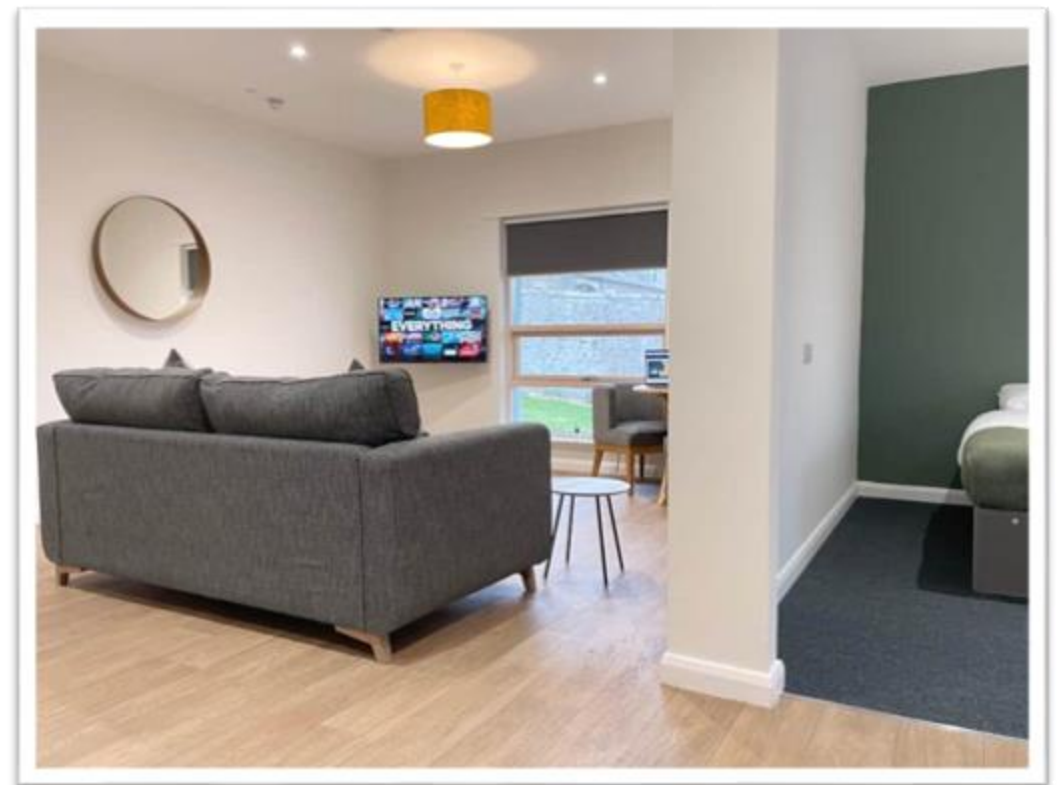




Deluxe and Studio Apartment

Accessibility features

- Lowered kerb parking at the door
- Level access entrance and hallway
- Lowered level kitchen worktop
- Widened doorways
- Level access wet rooms
- Private entrance/exit (on request)
- Lowered switches or pull chords



Accessible Interconnecting Apartment

Accessibility features

- Lowered curb parking at the door
- Level access entrance and hallway
- Lowered level kitchen worktop
- Widened doorways
- Level access wet rooms
- Private entrance/exit (on request)
- Lowered switches or pull chords



Netherurd Garden House

Walled Garden and Grounds





Not every
disability
is visible

HIDDEN
disabilities 

Netherurd Garden House support and is a member of hiddendisabilitiesstore.com



EAST WING













Netherurd Garden House

Shared areas







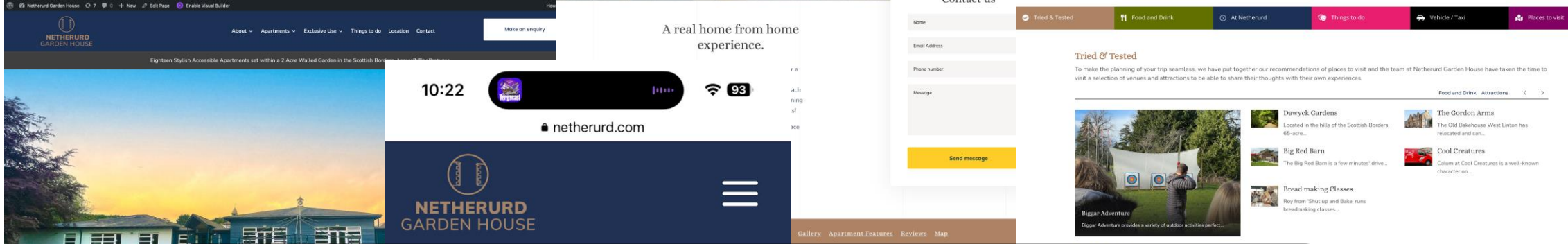
Happy Easter

H O P

Derbyshire
Golden Nests
Bar & ...





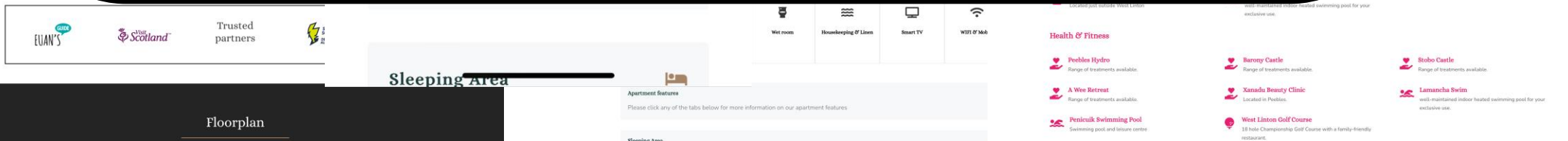


Accessibility features

- Clean design
- Alt data on images
- Focus on images for storytelling
- Video guides
- Human booking system
- Link to local business

Future developments

- Text to speech
- Text size slider
- Text only mode
- Dark mode slider



**“My favourite feature
is the lowered multi
coloured coat hooks”**



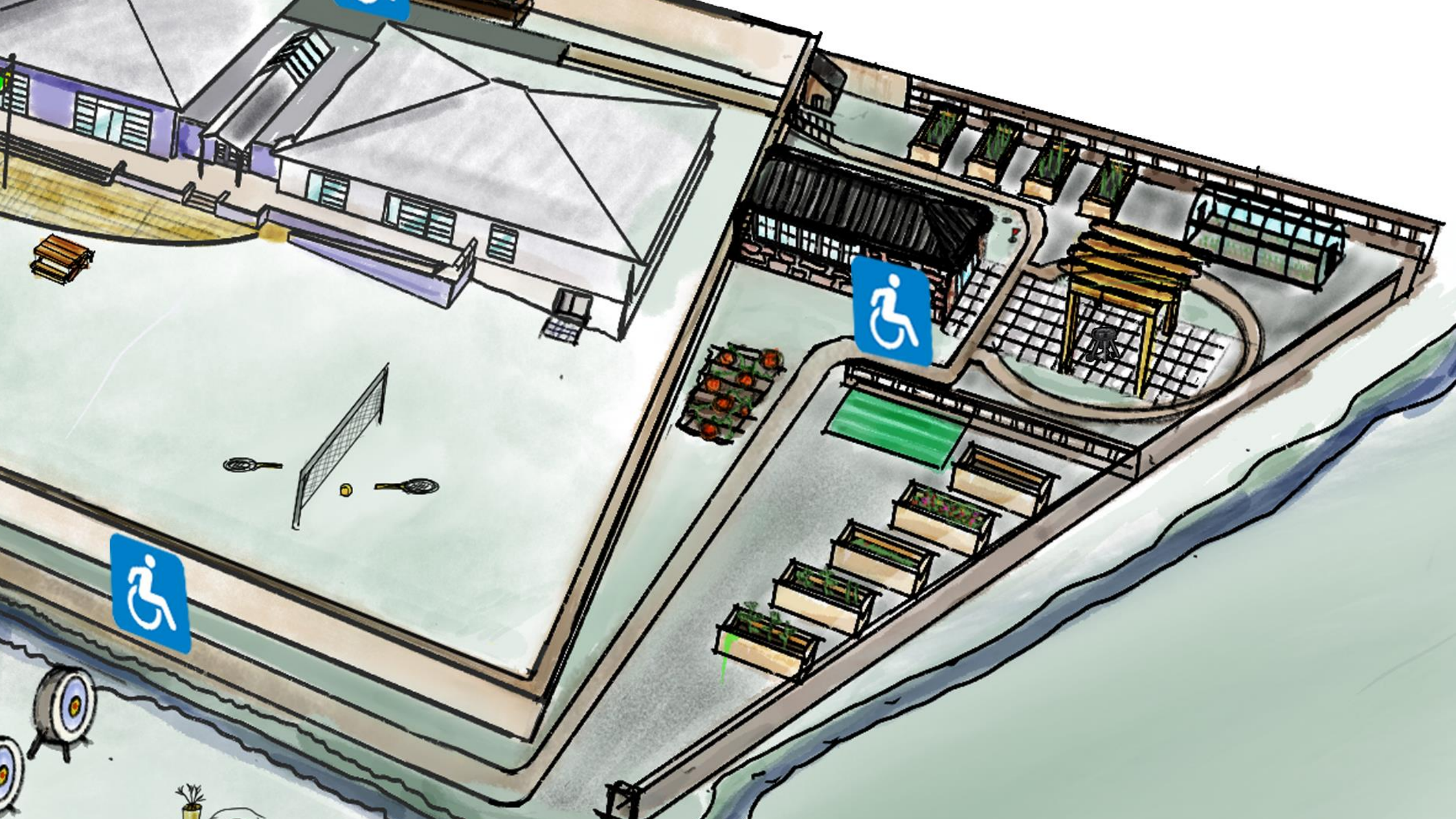
**“I love coming to
Netherurd because it
feels like a holiday for
staff as well”**



Netherurd Garden House

Future developments















Netherurd Garden House

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