

CHANGING PLACES TOILETS CAMPAIGNERS' TOOLKIT



Join the Campaign and help change lives

We are absoL00tely delighted that you want to join the campaign, help raise awareness of Changing Places toilets, and support us in making a difference to over 250,000 people in the UK every day.

This toolkit has been shaped with input from our current campaigners and is designed to support you in campaigning at whatever level works for you. Throughout the pack you'll find links to helpful resources to support you along the way and at the end there's an appendix of all resources/links in one handy place!

**Muscular
Dystrophy UK**

Fighting muscle-wasting conditions



pamis
promoting a more inclusive society

SO... WHAT'S THE CAMPAIGN ALL ABOUT?

We know you're already passionate about supporting the campaign and getting more involved, so here's a reminder of why Changing Places toilets are needed:

Standard accessible toilets do not meet the needs of all disabled people, their families, and carers.

Without a Changing Places toilet, families and carers are often forced to change loved ones in unsafe, unhygienic, and undignified places, like the toilet floor or a car boot.

We've heard from people who, to avoid this, have cut days out short, been isolated at home, been forced to sit in their own mess, or have even chosen elective catheterisation. Often people restrict their fluid intake and purposely dehydrate so they won't need the toilet whilst they're out.

Who are we, The Changing Places Consortium?

The Changing Places Consortium is a group of organisations working to support the rights of people with profound and multiple learning disabilities and/or other physical disabilities. Established in 2005, the consortium campaigns for Changing Places toilets to be installed in all public spaces so people can access their community. The Consortium members are:

- Muscular Dystrophy UK, co-chair for England, Wales, and Northern Ireland
- PAMIS, the co-founder of the consortium and a co-chair for Scotland
- CAE (Centre for Accessible Environments)
- Martin Jackaman – one of the original co-founders of the campaign

You can learn more about the Consortium, the campaign, and how it all began, [on our website](#).



How you can get involved

There are lots of ways to get involved with the Changing Places toilets campaign – from supporting us on social media, to running a local campaign, to sitting on your local area's access and inclusion panels – your level of campaigning is entirely up to you.

Over the next few pages, we'll take a look at the different levels at which our campaigners support us and how you can join them...

SUPPORTER LEVEL

At supporter level, there are some quick and easy ways to help us in our campaigning efforts. Whilst these actions don't take up too much time, they still have a huge impact for the campaign – so you can be sure that, however much time you're able to invest, it's time well spent!

1. Follow us on social media



It's our main platform of communication and it's where you'll see all the latest news, updates, and announcements.

We also run surveys and consultations from time to time – a great way to get involved and influence change!

Twitter: [@ChangingPlaceUK](#)
Facebook: [Changing Places UK](#)
LinkedIn: [Changing Places UK](#)
Instagram: [@ChangingPlacesUK](#)

Liking and sharing our posts is a brilliant way to help raise awareness of Changing Places toilets and takes just seconds!

2. Create your own social media posts



Anything from sharing why Changing Places toilets are important to you, to celebrating venues that have already installed one – we love having a mix of the positive changes already being made and calls to action to encourage venues to do more!

For inspiration, why not search [#ChangingPlacesToilets](#) to see what other campaigners are saying?

3. Check out our website



It has lots of useful information, guidance, and resources to get familiar with: www.changing-places.org

In particular, take a look at the real-life stories, they're powerful and great to share when working to raise awareness!

4. Get familiar with the Changing Places toilets national map



[Check out the National map](#) and become familiar with how to use it and how to find the locations of all registered Changing Places Toilets in the UK. This will help in understanding how many official Changing Places toilets are in your local area, what types of venues they're in and, importantly, where the gaps are in provision!

JULY 19TH – OUR BIRTHDAY!

Don't forget to follow us on Changing Places Awareness day. It's the busiest day of the year for raising Awareness. [#CPAD](#)

CAMPAIGNER LEVEL

Campaigner level engagement is where you'll start to get a bit more involved with speaking to venues and local councillors to help influence the installation of new Changing Places toilets. It's important at this stage to be aware of the information in our practical guide and the requirements of installation.

1. Get familiar with the Practical Guide



This is the official guidance that covers all the requirements for a Changing Places Toilet, from necessary equipment, plans and design, through to legislation and best practice.

It is essential this guidance is followed to ensure a Changing Places Toilet meets the required legal standards and to ensure it can be registered with us.

Please do note there are 2 different Practical guides – the English guide has had an update due to the new funding and different building regulations. The UK wide guide is currently under review and being updated to take into account new equipment, practice and evidence that has grown over the past 15 years. Also – here is the link to the Whole UK practical guide: [Changing Places A Practical Guide \(UK\)](#).

3. Set up and run a local campaign



All of the information you'll need to set up a local campaign can be found on the 'get involved' pages of our website.

And of course, we're here for you too – if there's any information you can't find, or if you would just like a chat to discuss best practice for your local campaign, we're just an email or phone call away!

2. Write to your MP and contact local venues to ask them to install a Changing Places toilet



You'll find template letters on our website which can give you a good starting point, but don't be afraid to add to them with your personal experiences to really humanise the issue.

4. Understand (and explain) the importance of registrations



It's important to make sure venues know why and how to register their Changing Places Toilet. If it's not on the map, it's not registered with us!

It's a simple form to complete online, this must be done by either the venue or the supplier that installed the Changing Places toilet before it is opened.

By registering the facility, we can ensure it meets all the required standards and specifications. The Changing Places logo is trademarked against the BS8300 Standards. A venue must not display the logo unless its toilet has been registered by the Changing Places Consortium.

If you do come across a Changing Places toilet that isn't on the map and you think it meets the criteria, let us know so we can reach out to them and get them registered.

AMBASSADOR LEVEL

Changing Places toilet Ambassadors are active campaigners that have generally been supporting the campaign for a few years. They have a wide understanding of Changing Places toilet requirements, including regulations and planning. Ambassadors have run local campaigns and have made a significant difference in their local region and nationally.

1. Our Ambassador level campaigners:



- Influence local and national inclusion strategies
- Work with venues who are installing Changing Places toilets
- Attend parliamentary (and other) events to support and further the campaign
- Are available to support and mentor new campaigners

2. Our current Ambassadors have shared some best practice in driving the campaign forwards :



- Our current Ambassadors have shared some best practice in driving the campaign forwards:
- One of the most effective ways to create change in your area is to work with local authorities. By having seats on access and inclusion strategy panels you can help to ensure that Changing Places toilets are at the forefront of the council's mind
- Be aware of future developments and opportunities where Changing Places toilets should be included in new plans
- Link with the Consortium when guiding new venues in following the correct process to plan, install and register a new Changing Places toilet, to ensure standards are being met.
- Have a good understanding of the building regulations, design standards, planning permissions and legislation
- Attend events wherever possible – this helps to give Changing Places toilets and the campaign a visible presence
- Help support new Changing Places Toilets launch openings, this can help with publicity and raising further awareness of the campaign



Whatever level you are campaigning at, we appreciate your support and help. The campaign wouldn't be where it is today without you.

IMPACT OF CAMPAIGNING

Wondering how much of a change you can make by actively joining the campaign? Let's look back at campaigners' memorable moments...



Campaigners attending a roundtable meeting with Rishi Sunak, MP, which helped lead to a £30 million investment for Changing Places toilets in England.



Tony Clough, MBE, receiving his award for his campaigning for Changing Places toilets



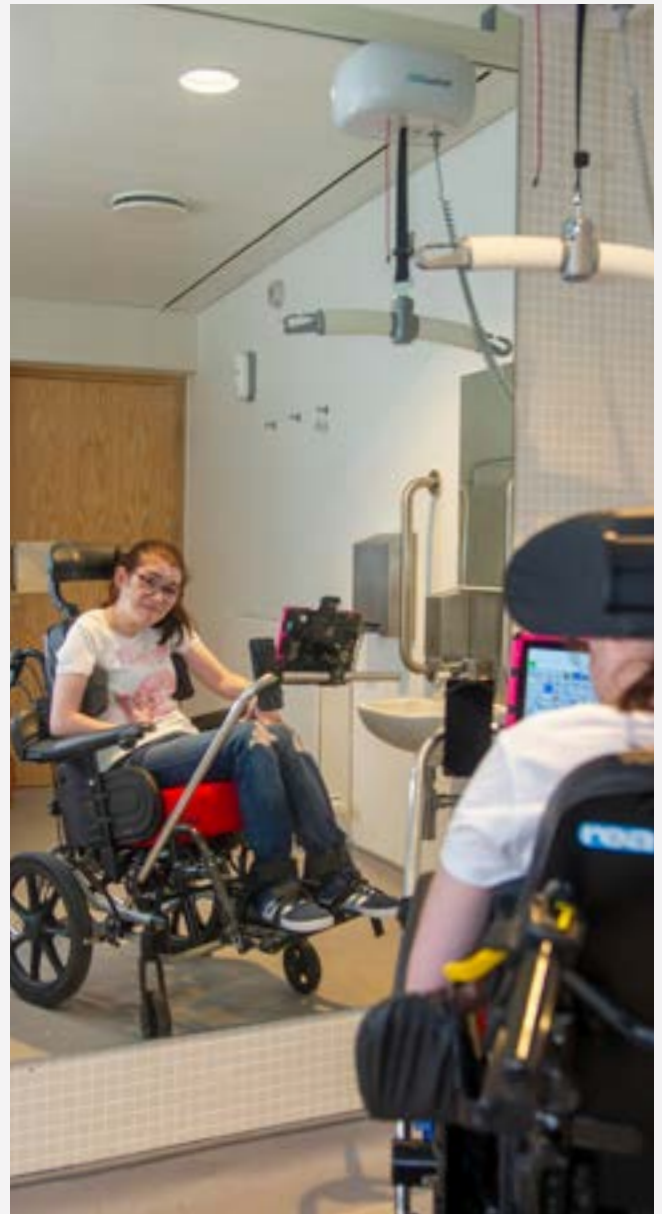
Lorna Fillingham delivering her petition to parliament, which was fundamental in securing a £2m investment for Changing Places toilets to be installed in UK hospitals



Zack Kerr's campaigning lead to the government funding of £2m for Changing Places toilets to be installed at motorway service areas across England.



Sarah Brisdion's fantastic 'Looathon' event-raising awareness of the Changing Places toilets campaign at Baker Street in London.



Jill Clark opening not one, but two Changing Places toilets at the Burrell Collection in Glasgow!

As you can see, campaigning really does help to make a difference!

In the following 'resources' section you can find all the useful resources we've mentioned, and for any questions or further support, we're only an email away:

- changingplaces@muscular dystrophyuk.org (England, Wales, and Northern Ireland)
- changingplaces@pamis.org.uk (Scotland).
- www.changing-places.org

APPENDIX OF RESOURCES

Statistics and resources

Here are some great facts and statistics to use when speaking to venues/local authorities and working to persuade them to install Changing Places toilets:

- In the UK, there are an estimated 12 million disabled people or 20% of the population. A 2021 survey of Changing Places Insights by MDUK reported that 83% of disabled people would use a Changing Places toilet if available. Furthermore, a survey by VisitBritain showed 83% of disabled people have made a conscious decision not to visit an unwelcoming or inaccessible business - particularly those with no suitable, clean toilet facilities.



- There is a lot to be gained by businesses by recognising the value of the purple pound (the potential spending power of disabled people). In many areas, it's an untapped market and one that businesses could take advantage of. If you are inaccessible, dwell time and spend from disabled customers will not be as good as it could be. VisitBritain reported the total expenditure generated by people with a disability or those travelling within a group with disabled member is estimated to be £15.3 billion.



- It is important to remember that the Equality Act (2010) states that service providers have a duty to make reasonable adjustments for disabled people.
- Being accessible creates a positive public image. Changing Places toilets cater for lots of people, including people with complex learning disabilities; people with physical disabilities; older people with mobility and/or cognitive issues or dementia; and people with cancer coping with colostomy bags. They also cater for the families and carers of these individuals because you wouldn't leave a loved one at home, would you?



- Accessible tourism is important and having a Changing Places toilet will increase the number of tourists who can visit your venue. Euan's Guide explains that "at least 54% of people with access requirements avoid going to new places if they cannot find information about their accessibility."
- Building and planning regulations in England and Scotland stipulate that certain new buildings must provide Changing Places toilets. You can read more about these regulations in the appendix at the end.

NATIONAL SURVEY CONSULTATION: MAY 2021

In May 2021, the largest ever survey amongst disabled people was conducted around Changing Places toilets and their users. We shared the results on our website and they can be extremely helpful when influencing potential new locations.



Overcoming obstacles

We know that some venues might have obstacles to overcome in meeting all of the standards – especially in terms of space in listed venues - so it's always important to remember that there's always an alternative to explore!

For example, if the internal space can't be adapted there are now external modular permanent pods available. There are many historic listed buildings registered with us, and if they contact us at the planning stage we can guide and consult on all design plans, making sure the best possible solutions are found to any difficulties.



CASE STUDIES

Case studies can be particularly helpful in persuading venues to install Changing Places toilets. They can highlight not only the need for the facility, but also the practicalities of how other venues have managed their install. They also demonstrate best practice in maintaining standards.

Venue case study: Watford Borough Council

With the new award winning Cassiobury Park Hub, state of the art paddling pools with exciting splash pool and water features, a booming bandstand, Daisy's in the Park café and Cafe Cha open all year, and a packed programme of activities all year round, it's a great day out for the whole family.

Our restoration project in Cassiobury Park began in 2011, received £6.6m of funding (£5m from the Heritage Lottery Fund and Big Lottery Fund, and £1.6m from the council) and the state-of-the-art and energy efficient Cassiobury Park Hub is now home to additional changing rooms, toilets, fully inclusive Changing Places facilities, events and education space, and the popular café. The Changing Places facilities were a vital part of the works.

The park is a Green-Flag award winning beauty spot, which has recently been voted one of the top 10 parks in the UK. Both awards recognise

the high standards of facilities in the park. Watford Borough Council strive to ensure that our playgrounds and park can be enjoyed by every child – and we encourage parents of disabled children to get in touch to see if we can make any more improvements. Our play programme is also accessible for those with disabilities.

The Changing Places toilet in the hub ensures that there are facilities for everyone, and the new signage installed promotes understanding and inclusion.

Some great signage examples from them too!



Case Study: Blair Drummond Safari Park, Stirling, Scotland

Blair Drummond Safari Park opened its Changing Places toilet in 2017 after campaigner Laura Rutherford contacted them to explain the importance of the facilities to her family. Management at the popular visitor attraction also worked closely with the Scottish charity PAMIS, who offered advice on the installation of the new Changing Places toilet.

Blair Drummond Safari Park Manager, Gary Gilmour said: "Blair Drummond Safari Park is a family attraction and we are committed to ongoing improvements to the accessibility of the Park for our less able visitors. The park is flat and the walkways and parking mean that it is easy for our visitors to get around, but there are always ways we can further improve the visitor experience and we are very grateful to Laura and her family for helping us to identify the need for this specialised toilet facility. We already have good provision of disabled toilets at Blair Drummond, but Changing Places toilets are different and Laura helped us understand

the benefits of these specialised facilities and the significant difference they would make to individuals with profound learning and physical disabilities and their carers."

Laura said: "Having a Changing Places Toilet at Blair Drummond means that we feel welcome and included as a family. It means that my son and other disabled children and adults are treated with dignity and respect and can enjoy a great day out."

The facility quickly met public approval and attracted thousands of comments on social media. One of the first visitors was parent carer Claire Thould who wrote to Blair Drummond Safari Park and said the following: "The Changing Places toilet has allowed us to go out for day trips to Blair Drummond without having to worry. My daughter Kaela recently had major spinal surgery so she cannot be lifted any more. If she twisted in any way it could have devastating results. She is also prone to getting ill and often needs changed several times in one day. Thank you for installing a Changing Places toilet, you have allowed us to gain our freedom back."



**You can read more examples
on our website:**

Real-life stories: www.changing-places.org/stories
Venue case studies: www.changing-places.org/install-toilet

AWARENESS DAY RESOURCES

The Changing Places Selfie Kit

The future is brighter with
Changing Places. Wear your shades!



Cut-out and keep this cool hipster sunglasses/moustache combo. Use when taking selfies to spread awareness and bring attention to the Changing Places campaign!

...alternately a lollipop stick fixed to one side of the glasses/moustache would also work...

Please upload your selfies to our Facebook and Twitter pages!



www.changing-places.org

We also have awareness day pledge cards, so that you can let the world know why Changing Places toilets are important to you: [CPAD pledge cards.pdf](#)

TEMPLATE LETTERS

Template letter to send to venues.

The letter will vary depending on what venue/attraction you are targeting. It can sometimes help to quote and signpost to legislations and legal guidance too if you need to step up the approach. It may also be helpful to include links to the website in case they haven't heard of Changing Places toilets.

Service Provider,

I am writing to make you aware of Changing Places toilets in the hope that you will consider installing one at your venue so that my family can visit.

Changing Places toilets are for disabled children and adults who are either physically unable to manoeuvre themselves onto a toilet or who require continence aids such as nappies/padded products.

A Changing Places toilet has more space than a standard disabled toilet for equipment, the disabled person and their carer(s). It also has an adult-sized adjustable height changing bench, a peninsular toilet, a tracking hoist, which can safely transfer the disabled person onto the changing bench and/or toilet and a colostomy shelf. In addition, a Changing Places toilet has a privacy screen so that carers can use a toilet discreetly, but with the reassurance that the person that they care for is safe with them. Without a Changing Places toilet, lots of disabled people and their families simply cannot visit you, must leave early, be changed in their car boot - or much worse, your toilet floor. This is undignified, unhygienic and dangerous.

Unfortunately, this is the situation for my family. Changing Places toilets cater for lots of people, including people with complex learning disabilities; people with physical disabilities; older people with mobility and/or cognitive issues or dementia; and people with cancer coping with colostomy bags.

I would welcome the opportunity to meet with you and discuss this further.

Yours sincerely,

{Your name}, {your address}

Template letter to write to your MP:

[DATE]

Dear [Insert MP name],

Re: Fully-accessible Changing Places Toilets

I am writing to you as your constituent to ask for your support of the Changing Places Toilet campaign.

Fully-accessible Changing Places Toilets are essential for more than a quarter of a million people across the UK. They are different from standard accessible toilets as they provide extra equipment (a bench and a hoist) and space to allow disabled people to use the toilet in safety and comfort. Too often, because there aren't enough Changing Places Toilets available, people with severe disabilities face the option of not leaving their homes, limiting fluid intake on days out, or having to be changed on dirty toilet floors. Some people have even elected to have surgery to remove the anxiety about when they will be able to access a toilet. These are not choices people should have to face.

19 July marks Changing Places Awareness Day. There are currently just over 1,610 registered Changing Places Toilets across the UK but more are desperately needed. [You could include some personal information here – for example: “My 10-year-old son, Charlie, has a condition called Duchenne muscular dystrophy, and when we go out, we need a Changing Places toilet. If there aren't any available, why should we cut our day short, or change him on a dirty floor? Having more Changing Places would give Charlie much more independence, and allow us to enjoy more days out as a family”]

Changing Places toilets are a much-needed lifeline for disabled people and their families. Please give your support and help raise awareness of the vital need of Changing Places Toilets.

To find out more about the Changing Places campaign and how many Changing Places Toilets there are in the local area, visit: www.changing-places.org.

Yours sincerely,

{Your name}, {your address}

TECHNICAL REQUIREMENTS – KNOW YOUR STUFF!

Legislations, regulations, design and planning

There are very specific design standards required for Changing Places toilets. It is essential you are signposting people to the correct specifications and legal requirements .

Below are the official documents and guidance that you need to refer to:

Design specifications: www.changing-places.org/install-toilet/design

Building Regs England: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/429060/BR_PDF_AD_A_2013.pdf

Building Regs England - amendments 2021:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/901882/200717_AD_M_July2020_amend.pdf

BS8300 STANDARDS – best practise and guidance (to be used alongside the Building Regulations):

www.towardsvision.org/uploads/4/0/3/7/40379829/bs_8300-2-2018_buildings.pdf

Doc M:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/540330/BR_PDF_AD_MI_2015_with_2016_amendments_V3.pdf

Building Regs Scotland:

www.gov.scot/publications/building-standards-technical-handbook-2020-non-domestic/3-environment/3-12-sanitary-facilities

Building Regs Scotland – Amendments:

[The Building \(Scotland\) Amendment Regulations 2022 \(legislation.gov.uk\)](http://legislation.gov.uk)

Changing Places Practical guide – England

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/901882/200717_AD_M_July2020_amend.pdf

Changing Places Practical Guide: Scotland, Wales and Northern Ireland

[Changing Places, A Practical Guide \(UK\).pdf \(amazonaws.com\)](http://amazonaws.com)

Equality act

www.gov.uk/guidance/equality-act-2010-guidance

Registration

Registration criteria: www.changing-places.org/install-toilet/design

Registration form: [Changing Places Toilets \(changing-places.org\)](http://changing-places.org)