



Accessibility Case Study

Bramley House

Inclusive & Accessible Tourism



Introduction

Nestled within a beautifully restored 17th-century walled garden, Bramley House in Loughbrickland, redefines accessible luxury. Named after the old Bramley apple tree that inspired its creation, this self-catering retreat blends history, comfort, and inclusivity in perfect harmony. Created with the understanding that mobility needs may change with age and shifting health needs, Bramley House ensures that accessibility never compromises elegance, atmosphere, or charm.

Bramley House was born out of a personal journey of family, love, and legacy.

When owner Mairead persuaded her elderly parents to embrace a new chapter away from their family farm, the overgrown walled garden that would become Bramley House offered a fresh beginning. Among the brambles stood a lone Bramley apple tree, a symbol of continuity and warmth.

“This is a sign, Joe,” Mairead’s mother said. “We’re moving.” That moment sparked the creation of a home where family, comfort, and inclusivity intertwine, a home where everyone, regardless of age or need, can gather and belong.

Designing for Accessibility

From its inception, accessibility was at the heart of Bramley House's design. Every architectural decision and interior detail was carefully considered to ensure ease of movement and comfort for all guests, while maintaining the property's refined aesthetic. By planning ahead, the team created an environment that remains welcoming, functional and inclusive for guests with mild to moderate mobility needs.



Key Accessibility Features:

- Step-free access throughout all internal doorways (35"–37" wide). With external double doors.
- Gentle sloping ramp leading to the main entrance.
- Fully accessible wet room, fitted with grab bars, shower seat, and wheel shower commode.
- Hotel-sized elevator (five-person capacity) providing access from ground floor to first floor.
- Electric mobile hoist (Birdie 180kg capacity) available on request.
- Spacious accessible bedrooms (three king-sized rooms served by the lift) with an additional two top floor rooms, one king, and one twin room via stairs.
- Smooth tarmac parking area with ramp access directly to the entrance.
- Secure, gated property with electric and side gates for privacy and safety.
- Accessible patios with dining facilities and level, paved outdoor areas.
- Underfloor heating in bathrooms and wet room for added comfort.
- Wide hallways and receptions designed for wheelchair manoeuvrability.





Accessibility information is shared via Euan's Guide, social media, and on www.bramleyhouse22.com with detailed photos and floor plans. Accessibility at Bramley House is subtly integrated in a dignified manner, rather than being obvious. Features blend seamlessly into the décor, ensuring guests feel at home, not singled out.

Extending beyond the interior, the double step-free doors open onto a paved patio with BBQ and dining area, framed by the original stone walls of the garden. Lockable gates and gentle railings ensure safety for children, older guests, and those with limited mobility.

The upper lawn, where the original Bramley apple tree still flourishes, offers a tranquil, sensory-rich environment, ideal for quiet reflection or family gatherings under the stars.

Accessibility at Bramley House isn't static, it's actively maintained.

- The elevator is professionally serviced annually.
- The hoist is certified and renewed every six months.
- Accessibility information is shared via Euan's Guide, social media, and soon, a dedicated website section with detailed

Business Benefits

Though newly opened, Bramley House has already made a strong impression. Around 25% of guests to date have booked specifically for its accessibility, while others, from families, local sports events, corporate groups, well-being retreats, appreciate its generous peaceful setting and great location.

Social media response has been overwhelmingly positive, with interest from international travellers planning ahead for 2026. The property's inclusive design has also proven to broaden the market appeal and although it does not cater for every level of disability, it does cater for and is attracting multi generational families, older guests, groups with diverse needs, as well as the hikers, golfers, overseas travellers and so many more.



Guest Experience & Support Outcomes

Mairead aims to provide a personalised approach to guest support. Proactive communication with guests, via email, WhatsApp, and social media ensures that every stay is smooth, safe, and enjoyable.

Before arrival, guests receive detailed accessibility information, including photos, measurements, and videos, ensuring the space meets their needs. Equipment such as hoists or shower chairs are stored away discreetly on-site and provided only when provided only when requested and will then be set into place prior to guest arrival.

Experienced qualified carers can be made available to do sits and assist with families if required and can be requested by guests prior to arrival. A wheelchair taxi tour company is available on request to provide transport to our fabulous tourist destinations and can be arranged by guest prior to arrival.

Bramley House also welcomes service and assistance animals, and maintains a curated list of accessible local attractions, helping guests plan their stay with confidence.

Guest Feedback Highlights

“Thanks so so much for providing such an amazing service for those who need it. My parents haven’t been able to travel due to wheelchair access issues, but Bramley House changed that. Three generations under one roof, and it truly felt like a holiday for everyone.”

Family guest review (5 stars)

“The elevator made all the difference for my father-in-law with mobility issues. Bramley House exceeded every expectation, beautiful décor, incredible comfort, and thoughtful accessibility.”

Guest review

“Clean, spacious, and luxurious, it’s ideal for groups or families. Every detail has been considered.”

Corporate guest review

Owner's Perspective

Reflecting on her journey, Mairead shares a powerful insight:

“To see travel through different eyes... it changes everything.”

Her words encapsulate the philosophy behind Bramley House, a belief that inclusivity is not just a feature, but a way of reimagining hospitality itself.

Bramley House stands as a shining example of how accessible design and luxury can coexist beautifully. Through empathy, creativity, and attention to detail, Mairead has created more than accommodation, she's built an experience where everyone can feel truly at home.