

Goodwood joins Hidden Disabilities Sunflower network

Goodwood is pleased to announce that it has become a member of the Hidden Disabilities Sunflower network. The Sunflower, which launched in 2016 and is now a recognised programme across the world, uses a sunflower as a tool for individuals to notify others of having a disability which may not be visible.

The Sunflower can be displayed in a number of different forms, depending on the preference of the user, including as a lanyard, lapel badge, face mask or ID card. Its purpose is to inform others that the wearer may need additional help, understanding, or more time in shops, at work, on transport, or in public spaces.

This month, Goodwood has become one of Hidden Disabilities Sunflower's latest members to not only help expand the work of the Sunflower, but to continue to provide an inclusive and safe space for the one million visitors who visit the West Sussex estate each year. By becoming a member, Goodwood has committed to:

- Ensure our staff and volunteers with non-visible disabilities are supported and can access the help they need.
- Provide our staff and volunteers with training to enable them to support colleagues and customers with invisible disabilities.

Liddy Swan, People & Development Director at Goodwood said: "We are proud to be part of such a powerful initiative that supports people with non-visible disabilities. Our staff are now fully-trained to recognise the Sunflower and we hope all our guests feel welcome at Goodwood, whether that's attending our events, dining in our restaurants or enjoying the estate year-round."

Paul White, CEO at Hidden Disabilities Sunflower, said: "Goodwood is a large estate offering multiple experiences for visitors and clients. Becoming a member of the Hidden Disabilities Sunflower signals that they take accessibility seriously. Individuals who have non-visible disabilities will receive an offer of help, extra time and patience, understanding and kindness – whether they are a member of staff or a visitor. Becoming Sunflower-friendly ensures that everyone feels welcomed and included."

More information about the Sunflower and how to purchase Sunflower products can be found by visiting the Hidden Disabilities Sunflower website – hdsunflower.com.

-ENDS-

Notes to Editors:

About Goodwood

[Goodwood Estate](#) is England's greatest sporting estate set in 11,000 acres of beautiful West Sussex countryside. Seat of the Dukes of Richmond since 1697, it is renowned for creating exceptional experiences and world-class sporting events, as well as hosting some of the largest and most anticipated occasions in the British social calendar: Goodwood presented by MARS Petcare, Festival of Speed presented by Mastercard, Qatar Goodwood Festival and Goodwood Revival.

Alongside Goodwood's rich history sits an estate-wide culture of protecting and promoting sustainability, creativity, and the environment. The diverse portfolio of businesses includes one of the largest lowland organic farms in Europe; a famous Battle of Britain airfield and aerodrome; a racecourse; a historic motor circuit; two golf courses; one of the oldest cricket grounds in the country; The Kennels members' clubhouse; ten-bedroom luxury retreat, Hound Lodge; self-catering holiday cottages, The Pheasantry, Peach Tree and Crab Apple; Goodwood Hotel and Health Club; the Goodwood Education Centre; the award-winning sustainable restaurant Farmer, Butcher, Chef and, of course, Goodwood House.

Contact

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Imagery and news from Goodwood are available from our [Press & Media Site](#).