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Direct Enquiries Ltd, a MITIE Business

Launch of the "Inclusive Britain" iPhone app and a free marketing opportunity to reach a consumer group with spending power in excess of £350 billion a year

Direct Enquiries, the UK's leading provider of access audits, is today launching a free "Inclusive Britain" iPhone app, and offering businesses a free marketing opportunity.

Now Direct Enquiries have two iPhone apps: "Inclusive London" and "Inclusive Britain". The "Inclusive London" iPhone app is a popular 'must-have' after it was nominated App of the Week by The Sunday Times on 8 January. These apps are fed by InclusiveBritain.com (www.directenquiries.com) and InclusiveLondon.com, the Mayor of London's official access portal for London 2012 Games and legacy.

InclusiveBritain.com and InclusiveLondon.com already provide a great opportunity for businesses to communicate to a targeted audience. Now all businesses can register basic information free of charge and where appropriate it is possible to upgrade to an access risk audit.

The websites combined currently receive around 20 million hits a month from people with specific access requirements such as disabled people, older people and parents with young children and buggies. This opportunity is enhanced with the two new iPhone apps: "Inclusive Britain" and "Inclusive London".

Providing businesses a free marketing opportunity on InclusiveBritain.com and InclusiveLondon.com makes good business sense. Why? Because these websites are a useful and important resource for reaching a targeted group of customers in the UK that collectively has a spending power in excess of £350 billion a year.

"It makes good business sense to take advantage of this free marketing opportunity. In today's economic climate organisations are looking to maximise footfall and revenue opportunities so opening their doors to people with specific access requirements will go a long way to achieving maximum growth," says Grant Kennedy, CEO Direct Enquiries Ltd.

All UK organisations, regardless of their size, are required by law to carry out the following audits and have a risk register for all of them: Disabled Access Audits (Part M and BS8300: 2009) Fire Risk Assessments and Health and Safety Audits.

Register your business today on www.inclusivebritain.com or www.inclusivelondon.com and download the new Inclusive Britain iPhone app here:
http://itunes.apple.com/us/app/inclusive-britain/id496537265?ls=1&mt=8

-ENDS-

For further information, contact:
Sandra Ingham, PR/Marketing Manager | T: 01344 360101 E: sandra.ingham@directenquiries.com

Notes for editors

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Direct Enquiries deliver solutions to businesses to help manage risk and optimise revenue opportunities. Offering a range of flexible solutions that can be tailored to their needs, Direct Enquiries services will enable businesses to:

Manage Risk - Compliance

- Identify and manage compliance risks for Part M of Building Regulations - *Access and use of buildings*
- Identify and Manage compliance risks around Fire Safety
- Identify and manage compliance risks around Health & Safety
- Transform facilities and property data into meaningful and actionable information to support and validate decision making with our Web Based Reporting tool, FM Reporting
- Provide training solutions to ensure employees are disability competent

Maximise Potential - Communication

- Develop new marketing and communication channels to people with specific access requirements such as disabled and older people and parents with buggies
- Deliver positive performance around diversity to support their corporate social responsibility agenda

Visit www.directenquiriesltd.com, www.inclusivebritain.com, www.inclusivelondon.com

What is MITIE?

We're the strategic outsourcing and energy services company. What does that mean in practice? We manage facilities, energy and properties for our clients across the UK and beyond.

We work with our clients in three ways; some take full advantage of our whole range of expertise, others may only need one aspect of what we do:

Strategy and consultancy
+ Facilities and energy management
+ Service delivery

Our strategic input can add value at the highest level by helping clients to manage their assets, while our practical management expertise can save customers money and reduce their carbon emissions. We work with a vast number of clients in every industry across both the public and private sectors and deliver the broadest range of services that can be found in one place: from integrated facilities management to engineering maintenance to lifecycle energy management and much more.

There's a lot more to MITIE than you probably think. We're a big company with big ambitions – a leading FTSE 250 support services business, with more than 62,000 people, revenues of £1.9bn, and a reputation for being the best.

Visit us at www.mitie.com

Or find us on: