

Business Support Guides

Action checklist for visitor attractions

Accessible and Inclusive Tourism Toolkit for Businesses

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Want to make your visitor attraction more welcoming to everyone?

The checklist below is designed to help you understand the practical changes you can make and stay focused when it comes to your inclusivity journey.

You don't have to action everything at once; the checklist has been designed to allow you to tick off tasks that have been completed and add notes relating to further actions you might wish to take, stakeholders you might like to engage with, or reminders on when to revisit an issue.


Whilst every business will have differing priorities and restrictions (such as historic infrastructure), each section of the checklist has some 'quick win' 🟢 actions which are likely to be achievable in a short period of time at little or no cost. At the end of the document, there is an action planning template. You can complete this digitally by downloading the Microsoft Word version of this checklist.

Remember – accessibility is a journey with empathy at its heart. Listen to others, ask for help and don't let a desire for perfectionism halt that all-important progress.








For actions relating to a restaurant, bar or café, please see the separate food & beverage checklist.

Please note: this action checklist is part of the Accessible & Inclusive Tourism Toolkit for Businesses. It is strongly recommended that it is used in conjunction with the full guidance available in the main toolkit. Top 20 tips and technical guidance for the built environment are also available as downloadable documents.

Insight and feedback



Action	Done	Notes
 Seek feedback from visitors with accessibility requirements, acting and responding promptly to comments.		
Build partnerships with local disabled people's organisations (DPOs).		
Invite disabled people and accessibility professionals to visit your venue and give insight, feedback and recommendations. Pay them for their time and expertise.		

Pre-visit information and booking


Action	Done	Notes
 Consider providing concessions, e.g. free essential companion entry and a concessionary rate for disabled customers.		
 Consider flexible family tickets that allow for different numbers of adults and children, including grandparents.		
 Make it part of your booking process to ask customers "do you, or those you are travelling with, have any accessibility requirements?"		
 Offer your customers a choice of how to contact you (e.g. telephone, email or text message) and find out about the Relay UK service used by D/deaf people and people with speech impairments.		
 Where possible, offer free familiarisation visits to those with accessibility requirements and/or their essential companions.		
 Check information about your accessible facilities on third party websites and booking channels.		
 Provide your local tourist information centre with a list of your accessible facilities and remember to update them as things change.		

Pre-visit information and booking continued






Your website

Action	Done	Notes
 Provide a detailed and accurate Accessibility Guide, with measurements and photos.		
Provide an 'Accessibility' or 'Access for All' section, which is easy to locate in the main menu.		
Provide a floorplan of your venue.		
Allow customers to book concession tickets online.		
Ensure your website meets Web Content Accessibility Guidelines (WCAG) to enable all users to navigate easily.		
Provide a video showcasing your accessibility facilities and services and/or a virtual tour.		
Ensure all videos are captioned and consider providing audio description.		
 Provide Alternative (Alt) Text for all images.		
Provide a sensory story.		
Consider BSL translation e.g. Signly.		



Arrival

Action	Done	Notes
 Welcome customers with trained assistance dogs. This is a legal requirement even if you have a 'no dogs/pets' policy (see main toolkit for certain exceptions).		
Provide sufficient accessible parking spaces, and a drop-off point. If you don't have easily accessible parking, locate your nearest Blue Badge parking and share this information with customers.		
Provide a well-lit and uncluttered area allowing ease of access to your entrance area, with seating for customers.		
Where step-free access at the entrance is provided by a portable ramp, provide signage with details of how to request deployment of the ramp e.g. a call bell.		

Arrival continued

Action	Done	Notes
Ensure clear signage is provided at all key points on the property, including to an accessible entrance if the main one does not provide step-free access.		
 Make adjustments for those unable to stand in a queue for long periods, such as fast-track or remote queuing.		
 Offer to provide an orientation tour to disabled customers.		
 Provide a variety of sensory equipment on arrival, such as activity packs for children, weighted blankets, ear defenders and fidget spinners.		
Provide wheelchairs, mobility scooters and Trampers for loan, where appropriate.		
Ensure outdoor areas can be secured for guest safety, where possible.		
 Develop a set of General Emergency Evacuation Plans (GEEPs) for the safe evacuation of disabled people.		
 Ask all your visitors if they require any assistance with evacuation in an emergency. Discuss your standard options available and agree and record any specific arrangements.		




Customer service points

Action	Done	Notes
 Consider the impact of background music and refrain from playing music in areas where staff interact with customers.		
 Provide a means of written communication at key service points to assist D/deaf customers, if required.		
Provide hearing loops at customer service counters/desks, regularly test they are working properly and provide signage where the loop is effective.		


Customer service points continued

Action	Done	Notes
Provide a service for D/deaf guests to communicate with you through a remote BSL interpreter e.g. SignVideo, Sign Solutions, TranslateLive.		
Provide a lowered section to any service counter e.g. shop, reception, café, and ensure it is kept clutter-free.		
Provide portable payment options, such as a hand-held card machine that can be brought to a customer.		



Around the attraction

Action	Done	Notes
 Ensure water bowls are available to use, should assistance dog owners require them.		
 Identify a toilet and exercise area for assistance dogs, ideally within the grounds of the property or nearby, and provide a waste bin.		
Provide consistent levels of lighting throughout, especially at the entrance, in eating areas and toilets.		
 Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm well-maintained surfaces. Ensure that any permanent features are securely fixed, e.g. statues.		
If you have steps or changes in level, install handrails to help those unsteady on their feet, and provide contrasting nosing strips on stairs for ease of identification.		
Avoid dark rugs and mats, as they can be perceived by customers with dementia as black holes, and avoid shiny or reflective flooring, bold patterns and stripes, as they can cause confusion.		
Avoid deep-pile carpets that may cause trips or make it difficult to manoeuvre for a wheelchair user.		
Provide adequate space to move in between areas and displays.		


Around the attraction continued

Action	Done	Notes
Provide a selection of seating at regular intervals internally and externally. Whilst backrests are always recommended to provide support, a variety of seating types and materiality should be available, e.g. with and without armrests, low, high, firm, soft. If picnic benches are provided, ensure some of these are accessible to wheelchair users.		
Ensure that doors or door frames contrast in colour to the adjacent wall and floor and that door handles contrast in colour to the door.		
Ensure lifts provide audible messages and have contrasting raised letters and numbers on the control panel. Ensure the lift is large enough for a wheelchair user and companion.		
Provide quiet spaces, situated away from the main bustle of the attraction, and a sensory room. Both should be easily accessible from public areas.		
 If some areas of your attraction have a queue, make adjustments for those unable to stand in a queue for long periods, such as fast-track or remote queuing.		
Provide accessible equipment within children's play areas.		


Toilets

Action	Done	Notes
Provide accessible toilets and ideally a Changing Places facility. If providing a Changing Places is not possible, know where your nearest one is and share this information with your customers.		
 Where an accessible toilet requires a key or code to gain access e.g. RADAR key, provide clear guidance on the door as to where a key or code can be readily obtained.		
 Ensure emergency pull-cords hang to the floor and are regularly tested – get a free red cord card from Euan's Guide.		




Toilets continued

Action	Done	Notes
In accessible toilets, ensure that the transfer space next to the toilet is kept clear, the fire alarm has a strobe light and the facilities are never used as a storage space.		
 Provide support rails at urinals, toilets, washbasins and on the back of toilet doors, in line with technical guidance for the built environment.		
Ensure any support rails contrast in colour to the wall and the toilet seat contrasts in colour to the toilet and floor to assist blind or partially sighted guests.		
To assist customers with dementia, make cubicle doors in toilets clearly visible with door handles, put a 'way out' sign on the toilet door, clearly label hot and cold taps and show how to use sensor taps, flushes and hand dryers.		
Ensure accessible toilet doors are easy to lock, paper towels are provided in addition to hand dryers, and a mirror is available for use by both seated and standing users.		
Provide accessible baby changing facilities that are separate from your accessible toilet(s), where feasible.		

Information and interpretation

Action	Done	Notes
Provide clear signage at key decision points to and from facilities, including main entrances, toilets, key areas of interest and customer service desks. Consider large print, contrasting, pictorial and tactile signs.		
Make sure exhibits and accompanying interpretation can be viewed by all, including children and wheelchair users.		
 Provide written information and interpretation in alternative formats, such as digital, large print, easy-read and BSL, on request.		



Information and interpretation continued

Action	Done	Notes
Provide alternative interpretation for areas that some visitors may be unable to access, such as video/virtual reality tours for areas only accessible by stairs.		
Create maps of your attraction to identify areas of sensory activity, or offer alternative routes – ‘quiet trails’ – through your venue, avoiding potential triggers for neurodivergent visitors.		
Consider using wayfinding and interpretation apps that support an inclusive experience for all customers.		
Include accessibility information on any general maps e.g. accessible routes, accessible toilets, lifts, accessible drop off and parking.		
 Offer object handling, allowing blind and partially sighted people to explore historical or replica items.		
 Ensure TVs playing in public areas have the subtitles turned on.		
Provide audio guides and offer audio description tours.		
Offer BSL tours.		
Provide a sighted guiding service.		
Ensure captions are available on all multimedia with sound. Where these cannot be provided, transcripts should be available.		
 Offer and promote dedicated sessions with tailored support e.g. ‘quiet sessions’, sessions for children with special educational needs and disabilities (SEND) and dementia-friendly sessions.		



Theatres

Action	Done	Notes
Install an infrared loop system in event rooms, cinema screens and theatres.		
Provide accessible seating for disabled customers and their companions within auditoriums; ensure good sightlines.		
Provide touch tours for blind and partially sighted audiences to explore the staging, props, costumes and/or meet the cast.		






Marketing

Action	Done	Notes
 Review your marketing channels to ensure you are reaching people with accessibility requirements.		
 Regularly promote your accessible facilities and services through your communication channels, including social media.		
Undertake a photoshoot featuring people with accessibility requirements and use the images in your marketing. Pay them for their time.		
Consider inviting disabled social media influencers to your business.		
Apply for accessibility awards.		





You and your team

Action	Done	Notes
Train all staff in disability awareness and ensure they are familiar with all accessible facilities, services, equipment and evacuation procedures.		
 Give all staff a copy of your Accessibility Guide so they can see at a glance the facilities and services available.		
 Ensure staff wear name badges and make it clear if they can support people affected by dementia – e.g. by wearing the Dementia Friend badge.		

You and your team continued

Action	Done	Notes
Provide BSL Level 1 training to customer service staff members.		
 Provide staff with tips and guidance on inclusive language use.		
 Ensure relevant staff are trained in the use of the Relay UK telephone service and are confident to use it.		
 Identify a member of staff to be an Accessibility Champion and encourage others to be ambassadors for accessibility.		
 Regularly discuss workplace adjustments with your team.		
 Ensure disabled staff members have a personal evacuation plan.		
Arrange for people with lived experience of disability to provide awareness sessions with staff. Pay them for their time and expertise.		
Provide an accessible staff room and quiet space for employees.		
Become a Disability Confident Employer.		

Hiring staff

Action	Done	Notes
 Post job adverts on inclusive websites, such as EvenBreak.		
 Check that your job adverts and job descriptions are accessible and inclusive.		
 Encourage applications from disabled people.		
Provide job application documents in alternative formats.		
 Provide several ways in which applicants can contact you.		

Hiring staff continued

Action	Done	Notes
Ensure interview venues and/or software is accessible; ask candidates what provisions they require.		
Ensure roles within your business are accessible to disabled people; this includes leadership roles.		

Action planning

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