

Top 10 tips on inclusive tourism

01



Train all staff in disability awareness and ensure they are familiar with accessible facilities, services and equipment available.

02



Always welcome assistance dogs.

03



Ask all your customers if they require any assistance with evacuation in an emergency. Record any specific arrangements.

10



Provide a detailed and accurate Accessibility Guide to promote your accessibility.

04



Ensure your website meets accessibility standards and all written communications with customers are available in accessible formats.

09



Ensure emergency pull-cords hang to the floor and are regularly tested.

05



Provide accessible ways for disabled customers to give feedback, acting and responding promptly to comments.

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Appoint an Accessibility Champion and encourage accessibility ambassadors.

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Include images of disabled people in your marketing.



Provide sufficient accessible parking spaces.

06

These tips were produced by England's Inclusive Tourism Action Group, comprising a range of leading accessible tourism stakeholders who share the vision for England to provide world-class accessible tourism experiences that every person with accessibility requirements can enjoy.

01

Train all staff in disability awareness and ensure they are familiar with accessible facilities, services and equipment available.

To be able to confidently serve disabled customers you and your staff need to be disability aware. This training should be provided for all staff on induction and refreshed at regular intervals. There are a number of online and classroom-style courses specifically for those working in the tourism industry. See www.visitengland.org/access.

It is important that staff are familiar with the use and operation of all accessibility equipment such as hearing loops, emergency pull cords in toilets and hoists. Make sure your specialist equipment is regularly tested, always in working order and in sufficient supply.

06

Provide sufficient accessible parking spaces.

Provide at least one designated parking bay per accessible bedroom. These spaces should be at least 3.6 metres wide, level, marked out/effectively sign-posted and close to the entrance or in the best possible location. Ensure these spaces are not occupied by non-disabled guests or staff vehicles.

02

Always welcome assistance dogs.

Thousands of disabled people rely on an assistance dog for their independence and confidence. Promote the fact you welcome customers with assistance dogs and consider providing water bowls and a toilet area. It would be unlawful to refuse access to a disabled person accompanied by an assistance dog except in the most exceptional circumstances; read the [Take the lead](#) guide for further guidance.

07

Include images of disabled people in your marketing.

Ensure your photography represents the diversity of your customers. Use images of disabled people in general marketing not just alongside accessibility information. This will inspire and raise confidence to visit and can also help illustrate your facilities in use. If you need willing models then approach a local disability group or a specialist modelling agency. Always use disabled people not people pretending to be disabled.

03

Ask all your customers if they require any assistance with evacuation in an emergency. Record any specific arrangements.

One of the biggest concerns for disabled people, particularly people with hearing loss, is safe evacuation during an emergency. Develop a set of standard Personal Emergency Evacuation Plans (PEEPs) for safe evacuation of disabled people. For hotels and B&Bs, make it part of your arrival process to ask every guest “do you require any assistance in the event of evacuation?”. Discuss the standard options available; agree and record any specific arrangements. Find more information in the [Supplementary Guide](#).

08

Appoint an Accessibility Champion and encourage accessibility ambassadors.

Name a champion to lead on developing access for all throughout the organisation. This may be part of one person’s role or split between two or more people – for example, a senior manager/director responsible for strategic planning and a member of staff/volunteer for the day to day tasks. Incorporate the key areas of focus from the Accessibility Champion Brief into the champion’s job description. Then engage accessibility ambassadors across the organisation to help embed inclusive practices.

04

Ensure your website meets accessibility standards and all written communications with customers are available in accessible formats.

All customers should be able to use your website regardless of their level of experience in using the web or the device/operating system they use. Follow the guidance in [VisitEngland’s Electronic Communication Toolkit](#) and make sure your designer follows [Web Content Accessibility Guidelines \(WCAG\) 2.0](#). Offer written communication in alternative formats, such as large print (16 point font or more), audio or ‘easy to read’.

09

Ensure emergency pull-cords hang to the floor and are regularly tested.

Red emergency cords must hang freely all the way to the floor. If not, it may prevent a disabled person from calling for help. It is important that staff, including cleaning staff, are trained not to tie cords up out of reach from the floor. Contact [Euan’s Guide](#) to request a ‘Red Cord Card’ that can be attached to the cord letting people know how important they are.

05

Provide accessible ways for disabled customers to give feedback, acting and responding promptly to comments.

Gather the views of disabled customers to help you provide inclusive tourism experiences. You could add a question on accessibility to any customer surveys, invite a [local access group](#) to visit or for larger attractions set up an Access Panel of people with different accessibility requirements.

10

Provide a detailed and accurate Accessibility Guide to promote your accessibility.

People with accessibility requirements require information on a venue’s accessibility to help understand if it will meet their individual needs. Many are put off visiting a venue if there is no access information on their website. This information can be provided in the form of an [Accessibility Guide](#) (a new and improved format that replaces Access Statements). You can produce and publish an Accessibility Guide using an online tool provided by VisitEngland and VisitScotland. Don’t forget to include photographs, information on the nearest Changing Places facility and supplement your guide with information on accessible places to visit and eat. The link to your guide should be prominent and easy to find on your website.