

Top 10 tips on inclusive tourism

01



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

02



Use subtitles wherever you use a soundtrack.

03



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

04



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



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

05



Provide twin or zip and link beds in designated accessible bedrooms.

06

07



Provide wet rooms rather than baths in designated accessible rooms.

08



Appoint an Accessibility Champion and encourage accessibility ambassadors.

09



Promote any concessions for disabled customers and free personal assistant policies.

10



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

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 a wide range of world-class accessible tourism experiences that every person with accessibility requirements can enjoy.

01

Train all customer facing 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 (for at least those in customer-facing positions) 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 twin or zip and link beds in designated accessible bedrooms.

The flexibility of beds is particularly useful for guests using accessible bedrooms. Disabled guests may be accompanied by a partner or a personal assistant and therefore require different bed configurations.

02

Use subtitles wherever you use a soundtrack.

All videos with a soundtrack should have subtitles. This applies to not only online marketing videos but also videos at the venue. Online videos can use the 'closed captions' option meaning they are not visible until activated by the viewer.

YouTube helpfully creates captions automatically, just be sure to review and correct them for accuracy. Also consider providing British Sign Language on videos.

[Stagetext](#) can provide captioning and live subtitling services to theatres and other arts venues.

07

Provide wet rooms rather than baths in designated accessible rooms.

A roll-in wet room offers far greater accessibility than a bath. Ensure your accessible bedrooms appeal to the widest range of potential guests by providing an ensuite wet room with no thresholds. The [National Accessible Scheme](#) standards provide all the guidance you need to plan the layout of a wet room.

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

Promote any concessions for disabled customers and free personal assistant policies.

It is increasingly understood that a suitable reasonable adjustment under the Equality Act 2010 is to waive the cost of an extra ticket for disabled visitors, if they require the active support of a personal assistant.

Venues may also choose to offer a concessionary rate for disabled customers – sometimes in recognition of the extra costs disabled people face day to day or physical barriers at the venue, which may prevent them from enjoying the same experience as non-disabled people. Promote these policies clearly in your Accessibility Guide, on your website and at your venue.

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. From the end of summer 2016, this information can be provided in the form of an [Accessibility Guide](#) (a new and improved format to replace Access Statements). You will be able to produce and publish an Accessibility Guide using a new online tool provided by VisitEngland and VisitScotland. Don't forget to include images, ratings from any official schemes, for example the National Accessible Scheme, and relevant logos such as Tourism is For Everybody.