

Top 10 tips for attractions

01



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

02



Provide an 'Access for All' section on your website.

03



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

04



Provide accessible toilets and ideally a Changing Places facility.

10



Provide clear signage.

09



Provide seating at regular intervals.

08



Provide written information and interpretation in alternative formats.

07



Provide a hearing loop and test regularly.



Run dedicated sessions to engage disabled groups.

06



Provide a quiet space.

05

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

People with accessibility requirements require information on an attraction's accessibility to help understand if it will meet their individual needs. Many are put off visiting an attraction 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.

02**Provide an 'Access for All' section on your website.**

Accessibility information needs to be easy for people to find on attraction websites. Clearly signpost to this section from the homepage; do not hide the link in footer. Remember not everyone with accessibility requirements identifies with the term 'disabled' so avoid using 'disabled/disability/special needs' in the title. Ensure a link to your Accessibility Guide is prominent in this section.

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

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. Minimise queuing by allowing these tickets to be booked online and promote fast track entry on your website.

04**Provide accessible toilets and ideally a Changing Places facility.**

Accessible toilets should never be used as a storage space and the transfer space next to the toilet should be kept clear. For people with sensory impairments, ensure the fire alarm has a strobe light and any grab rails standard accessible toilets do not meet the needs of all people with impairments. Where feasible provide a [Changing Places \(CP\) toilet](#), which has extra equipment and space. If you don't have a CP facility, find out where your nearest one is and include this information in your Accessibility Guide.

05**Provide a quiet space.**

A chill out space or quiet room will provide autistic people with a calm and safe space should they require it. It will also benefit people with dementia. Create a low arousal environment, with adjustable lighting and comfortable seating, ideally situated away from the main bustle of the attraction. Read the [Welcoming autistic people](#) guide for further guidance.

06**Run dedicated sessions to engage disabled groups.**

Specially tailored sessions and events can help to engage disabled audiences. This could be a quieter session outside of normal opening hours for autistic people, a Deaf-led British Sign Language event or a session tailored for people with dementia.

07**Provide a hearing loop and test regularly.**

Customer-facing points such as information desks, ticket & retail counters and other service counters can be noisy environments, making verbal communication with hard of hearing customers difficult. A hearing loop is a piece of equipment that allows a hearing aid wearer to hear more clearly over background noise. Ensure all staff are familiar with any loops provided, they are [regularly tested](#) and signage is positioned where loops are effective. For more tips read the [Listen Up! guide](#).

08**Provide written information and interpretation in alternative formats.**

Ensure videos and audio guides have subtitles and British Sign Language (BSL) interpretation available. Consider providing a separate BSL guide for Deaf visitors and deaf awareness and BSL training for staff. For blind and partially sighted visitors, provide audio-described information and possibly braille. Also look at how you can make your experience tactile, maybe offering a tactile tour where models, costumes and other items can be enjoyed by touch.

09**Provide seating at regular intervals.**

Seats should be provided at intervals along long routes or where waiting is likely. In commonly used pedestrian areas seats should be provided at intervals of no more than 50 metres. Seating should have a back rest and ideally arm rests.

10**Provide clear signage.**

Signage inside and outside the attraction should be clear with text that is easy for everyone to read. Avoid fonts that are highly decorative, very bold, condensed or in italics. Use public information symbols where possible and embossed letters to enable your visitors to read by touch. For more tips read the [Universal Design Toolkit](#) checklist.