

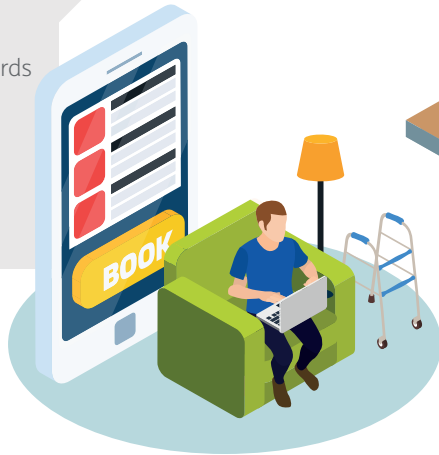
How to create a more inclusive visitor experience

Accessibility can have benefits for everyone and need not be expensive. Could your business improve in any of these areas?

Here are a few ideas:

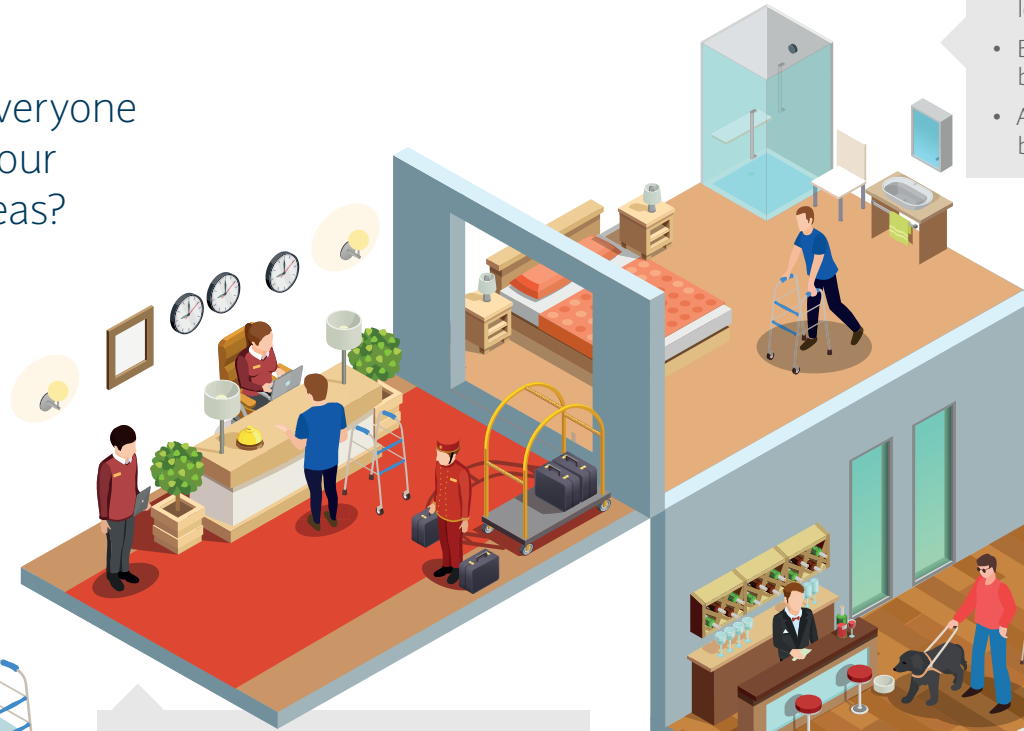
01 Booking

- Fully accessible website designed to W3C standards
- Accessibility icons on all promotional material
- Alternative booking methods (helplines, 'text-based' option)



02 Reception

- Use beacon technology to recognise the type of special assistance required
- Well-trained staff available at easily identifiable reception desk
- Hearing loop or remote BSL interpretation available at front desk



05 Check-out

- Email receipts, not just paper options
- Consider remote BSL interpretation via iPad
- Moveable payment terminals



03 Bedroom

- Reconfigurable room layout, e.g. zip lock twin beds for carers
- Braille on shampoo and shower gel bottles
- Adjustable lighting and enough brightness

04 Dining

- Braille menu available
- Procedure in place to take assistance dog
- Clearly signed disabled toilets
- Exit signs in toilets

