

## Accessibility & Inclusive Design Research by Barclays

This research was conducted by Barclays, who polled 500 SME business owners, between 19 February - 26 February 2016. Business owners were asked about what adjustments they need to make in order for their business, its products and services to be accessible for people with different needs.

1. Common 'reasonable adjustments' to make businesses more accessible and inclusive for staff and customers with disabilities	Percentage of businesses that <u>haven't</u> made these adjustments
a) We have built relationships with relevant disability organisations/ recruitment firms to ensure staff are diverse and products & services meet diverse needs	93%
b) If we have more than one floor there is a lift	91%
c) We provide written communications in Braille	90%
d) We have a Textphone number (a telecommunication device for people who are deaf or hard of hearing)	90%
e) We offer alternative ways for people to pay, i.e. movable payments devices for people who cannot reach the till	90%
f) We provide written communications in audio	89%
g) We have a company-wide inclusion policy	89%
h) We provide inclusion awareness and education training to staff	88%
i) When planning new initiatives, we consider the needs of people with disabilities	87%
j) We can provide our goods and services in different ways – we ask customers how we may help them	84%
k) Our premises have automatic doors and level access to the entrance	84%
l) Our products and services are designed to be accessible to all our customers, including those with sensory or mobility disabilities	83%
m) Our car park has spaces reserved for people with disabilities	81%
n) Our employees are able and comfortable serving customers with disabilities	80%
o) Hallways and aisles are clutter free	80%
p) Our working conditions are flexible and we can accommodate workers with different needs	79%
q) We have a ramp	74%
r) Toilets are accessible	74%
s) Our signs are easy to read, in high contrast and large type	69%
t) Our website is designed to be user friendly and accessible to customers	68%

N.B. 19% of businesses have made **none** of the changes above

<b>2. Have you heard of the term 'inclusive design' before?</b>	
a) Yes	39%
b) No	61%

<b>3. Reasons that the companies surveyed may not be incorporating inclusive design</b>	<b>Percentage of businesses that specified this reason</b>
a) No reason/ I don't know as I have not thought about inclusive design before	43%
b) The cost would be too high	24%
c) I'm not sure what the benefit would be for my business	18%
d) I wouldn't know where to start or what adjustments were needed	17%
e) It's too much hassle	8%
f) I do not want people with disabilities working for my company	6%
g) I do not want people with disabilities buying my products/ services	5%
h) I would have no idea how to go about installing the right equipment/ services	5%
i) I do not think people with disabilities would be interested in buying my products/ services	4%

<b>4. If there was somewhere you could go to seek advice on how to make your business more accessible, would you use it?</b>	
a) Yes	77%
b) No	23%