



Business Support Guides

Action checklist for food & beverage businesses

Accessible and Inclusive Tourism Toolkit for Businesses

Contents

- 4 Insight and feedback
- 4 Pre-visit information and booking
- 4 Your website
- 5 Arrival and external areas
- 6 Customer service points
- 6 Dining/bar area
- 8 Toilets
- 9 Marketing
- 9 You and your team
- 10 Hiring staff
- 12 Action planning

Want to make your café, restaurant, bar or pub more welcoming to everyone?

The checklist below is designed to help you understand the practical changes you can make and stay focused when it comes to your inclusivity journey.

You don't have to action everything at once; the checklist has been designed to allow you to tick off tasks that have been completed and add notes relating to further actions you might wish to take, stakeholders you might like to engage with, or reminders on when to revisit an issue.

Remember – accessibility is a journey with empathy at its heart. Listen to others, ask for help and don't let a desire for perfectionism halt that all-important progress.

Please note: this action checklist is part of the [Accessible & Inclusive Tourism Toolkit for Businesses](#). It is strongly recommended that it is used in conjunction with the full guidance available in the main toolkit. [Top 20 tips](#) and [technical guidance for the built environment](#) are also available as downloadable documents.

Insight and feedback

Action	Done	Notes
Quick win: Seek feedback from Disabled visitors, acting and responding promptly to comments.		
Build partnerships with local Disabled people's organisations (DPOs).		
Invite Disabled people and accessibility professionals to visit your venue and give insight, feedback and recommendations. Pay them for their work and expertise.		

Pre-visit information and booking

Action	Done	Notes
Make it part of your booking process to ask customers "do you, or those you are attending with, have any accessibility requirements?"		
Quick win: Offer your customers a choice of how to contact you (e.g. telephone, email or text message) and find out about the Relay UK service used by D/deaf people and people with a speech disability.		
Check information about your accessible facilities on third party websites and booking channels.		
Provide your local tourist information centre with a list of your accessible facilities and remember to update them as things change.		

Your website

Action	Done	Notes
Quick win: Provide a detailed and accurate Accessibility Guide, with measurements and photos.		
Provide an 'Accessibility' or 'Access for All' section, which is easy to locate in the main menu.		
Provide a map or floorplan of your venue.		

Your website continued

Action	Done	Notes
Ensure your website meets Web Content Accessibility Guidelines (WCAG) to enable all users to navigate easily.		
Provide a video showcasing your accessibility facilities and services and/or a virtual tour.		
Ensure all videos are captioned and consider providing audio description.		
Quick win: Provide Alternative (Alt) Text for all images.		
Provide a sensory story. Check out BBC Bitesize for examples.		
Consider adding sign language translation. e.g. Signly .		

Arrival and external areas

Action	Done	Notes
Quick win: Welcome customers with trained assistance dogs. This is a legal requirement even if you have a 'no dogs/pets' policy (see main toolkit for certain exceptions).		
Quick win: Ensure water bowls are available to use, should assistance dog owners require them.		
Quick win: Identify a toilet and exercise area for assistance dogs, ideally within the grounds of the property or nearby, and provide a waste bin.		
Provide sufficient accessible parking spaces, and a drop-off point. If you don't have easily accessible parking, locate your nearest Blue Badge parking and share this information with customers.		
Ensure clear signage is provided at all key points on the property, including to an accessible entrance if the main one does not provide step-free access.		
Quick win: Where step-free access at the entrance is provided by a portable ramp, provide signage with details of how to request deployment of the ramp e.g. a call bell.		
Quick win: Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm well maintained surfaces. Ensure that any permanent features are securely fixed, e.g. statues.		

Arrival and external areas continued

Action	Done	Notes
Quick win: Offer to provide an orientation tour to disabled customers.		
Ensure outdoor areas can be secured for customer safety, where possible.		

Customer service points

Action	Done	Notes
Provide hearing loops at customer service counters, regularly test they are working properly and provide signage where the loop is effective.		
Quick win: Consider the impact of background music and refrain from playing music in areas where staff interact with customers.		
Quick win: Provide a means of written communication at key service points to assist D/deaf customers, if required.		
Provide a service for D/deaf customers to communicate with you through a remote BSL interpreter e.g. Sign Video , Sign Solutions, Translate Live.		
Provide a lowered section to any service counter, and ensure it is kept clutter-free.		
Provide portable payment options, such as a hand-held card machine that can be brought to a customer.		

Dining/bar area

Action	Done	Notes
Provide consistent levels of lighting throughout, especially at the entrance, in dining areas and toilets.		
Provide clear signage to and from facilities, including main entrances, toilets and bars. Consider large print, contrasting, pictorial and tactile signs, and use of braille for short signs.		
If you have steps or changes in level, install handrails to help those unsteady on their feet, and provide contrasting nosing strips on stairs for ease of identification.		
Avoid dark rugs and mats, as they can be perceived by customers with dementia or sight loss as black holes, and avoid shiny or reflective flooring, bold patterns and stripes, as they can cause confusion.		

Dining/bar area continued

Action	Done	Notes
Avoid deep-pile carpets that may cause trips or make it difficult to manoeuvre for a wheelchair user.		
Quick win: Provide adequate space to move in between areas and have the flexibility to move tables around.		
Quick win: Use table blocks to increase the height of tables to accommodate wheelchair users.		
Quick win: Ensure tables are stable and provide support for people rising from their chairs.		
Quick win: Ensure tables are stable and provide support for people rising from their chairs.		
Quick win: Offer the ability for visitors to reserve tables in specific areas or choose their seating location, where possible. Be prepared to accommodate requests for a quieter table or for a table near the toilets.		
Ensure crockery contrasts with the table linen or surface e.g. avoid using white crockery, white linen and clear glasses all together on a table setting.		
Quick win: Provide easy-grip cutlery, beakers and straws on request. Communicate it as a note on the menu or website so anyone who might need it knows it is available.		
Provide a selection of seating. Whilst backrests are always recommended to provide support, a variety of seating types and materiality should be available, e.g. with and without armrests, low, high, firm, soft. If you provide outdoor picnic benches, ensure some of these are accessible to wheelchair users.		
Ensure that doors or door frames contrast in colour to the adjacent wall and floor and that door handles contrast in colour to the door.		
Quick win: Provide menus and other written information in alternative formats, such as digital, large print and easy-read, on request.		
Quick win: Offer table service and/or assistance with reading menus, where required.		
Provide for different dietary requirements e.g. dairy-free, gluten-free, lactose-free, nut-free and make it clear in your food labelling whether there is a risk of cross-contamination.		
Ensure TVs playing in public areas have the subtitles/closed captions turned on.		

Dining/bar area continued

Action	Done	Notes
Should you have a lift installed, ensure they provide audible messages and have contrasting raised letters and numbers (and braille on buttons) on the control panel. Ensure the lift is large enough for a wheelchair user and their companion.		
Provide a quiet space close to dining areas but away from the main bustle of noise.		
Provide accessible equipment within children's play areas.		

Toilets

Action	Done	Notes
Provide accessible toilets and ideally a Changing Places facility. If providing a Changing Places is not possible, know where your nearest one is and share this information with your customers.		
Quick win: Where an accessible toilet requires a key or code to gain access e.g. RADAR key, provide clear guidance on the door as to where a key or code can be readily obtained.		
Quick win: Ensure emergency pull-cords hang to the floor and are regularly tested – get a free red cord card from Euan's Guide .		
In accessible toilets, ensure that the transfer space next to the toilet is kept clear, the fire alarm includes a visual beacon and the facilities are never used as a storage space.		
Ensure any support rails contrast in colour to the wall and the toilet seat contrasts in colour to the toilet and floor to assist blind or partially sighted guests.		
Quick win: Provide support rails at urinals, toilets, washbasins and on the back of toilet doors, in line with technical guidance for the built environment.		
Ensure accessible toilet doors are easy to lock, paper towels are provided in addition to hand dryers, and a full-length mirror is available for use by both seated and standing users.		

Toilets continued

Action	Done	Notes
To assist customers with dementia, make cubicle doors in toilets clearly visible with door handles, put a 'way out' sign on the toilet door, clearly label hot and cold taps and show how to use sensor taps, flushes and hand dryers.		
Provide accessible baby changing facilities that are separate from your accessible toilet(s), where feasible.		

Marketing

Action	Done	Notes
Quick win: Review your marketing channels to ensure you are reaching Disabled people.		
Quick win: Regularly promote your accessible facilities and services through your communication channels, including social media.		
Undertake a photoshoot featuring Disabled people and use the images in your marketing. Pay them for their work.		

You and your team

Action	Done	Notes
Train all staff in disability culture and ensure they are familiar with all accessible facilities, services, equipment and evacuation procedures.		
Quick win: Give all staff a copy of your Accessibility Guide so they can see at a glance the facilities and services available.		
Quick win: Ensure staff wear name badges and make it clear if they can support people affected by dementia – e.g. by wearing the Dementia Friend badge .		
Provide ISL/BSL Level 1 training to customer service staff members.		
Quick win: Provide staff with tips and guidance on inclusive language use.		
Quick win: Ensure relevant staff are trained in the use of the Relay UK telephone service and are confident to use it.		

You and your team continued

Action	Done	Notes
Quick win: Identify a member of staff to be an Accessibility Champion and encourage others to be ambassadors for accessibility.		
Regularly discuss workplace adjustments with your team.		
Quick win: Ensure disabled staff members have a personal evacuation plan.		
Arrange for people with lived experience of disability to provide awareness sessions with staff. Pay them for their time and expertise.		
Provide an accessible staff room and quiet space for employees.		
Become a Disability Confident Employer.		

Hiring staff

Action	Done	Notes
Write accessible and inclusive job descriptions: Use plain language, focus on life skills rather than academic achievements, provide information about accessibility in the workplace, provide information about job benefits.		
Include a disability inclusion statement in your job descriptions.		
Quick win: Post job adverts on inclusive websites, such as EvenBreak.		
Quick win: Check that your job adverts and job descriptions are accessible and inclusive. For example, compatible with screen readers		
Quick win: Encourage applications from Disabled people.		
Provide job application documents in alternative formats.		
Quick win: Provide several ways in which applicants can contact you.		
Ensure interview venues and/or software is accessible; ask candidates what provisions they require.		

Hiring staff continued

Action	Done	Notes
Ensure roles within your business are accessible to Disabled people; this includes leadership roles.		
For more information on recruitment of Disabled people see module 7 of the toolkit.		

