



Business Support Guides

Action checklist for serviced accommodation

Accessible and Inclusive Tourism Toolkit for Businesses

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Want to make your hotel, B&B or other serviced accommodation business 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.

Whilst every business will have differing priorities and restrictions (such as historic infrastructure), each section of the checklist has some 'quick win' actions which are likely to be achievable in a short period of time at little or no cost. At the end of the document, there is an action planning template. You can complete this digitally by downloading the Microsoft Word version of this checklist. 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.

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.

For actions relating to your breakfast room, bar or restaurant, please see the separate food & beverage checklist.

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 guests with accessibility requirements, 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 time and expertise.		

Pre-visit information and booking

Action	Done	Notes
Quick win: Consider offering a complimentary room for support workers/essential companions, particularly in cases where the accessible bedroom cannot provide a suitable configuration.		
Quick win: Make it part of your booking process to ask customers "do you, or those you are travelling with, have any accessibility requirements?".		
Quick win: Offer your guests a choice of how to contact you (e.g. telephone, email or text) and find out about the Relay UK service used by D/deaf people and people with speech impairments.		
Think about other local businesses that customers may visit and research their accessible facilities. You can also add information on the accessibility of local businesses to your website, with a particular focus on those that have step-free access and an accessible toilet.		
Quick win: Check information about your accessible facilities on third party websites and booking channels.		
Quick win: 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, photos and videos.		
Provide an 'Accessibility' or 'Access for All' section, which is easy to locate in the main menu.		
Quick win: Provide a list of the accessibility equipment available and details of reputable suppliers should guests need to hire specific equipment you do not have (note that the DDA prohibits charging more for this).		
Provide a floorplan of your accessible property/ spaces.		
Enable customers to book accessible properties online.		
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.		

Arrival and reception

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.		
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 and a drop-off point. Provide clear signage to indicate that these spaces are reserved. If you don't have easily accessible parking, locate the nearest locations where someone can use their Blue Badge and share this information with venue users.		
Provide a well-lit and uncluttered area allowing ease of access to reception, with seating for guests.		
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. Consider large print, contrasting, pictorial and tactile signs.		
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: Provide written information in alternative formats, such as digital, large print and easy-read, on request.		
Provide hearing loops at customer service counters/desks, regularly test they are working properly and provide signage where the loop is effective.		
Quick win: Consider the BSL Sign Video , Sign Solutions, Translate Live and ISL IRIS services which provide a live video link to British and Irish Sign Language Interpreters.		
Provide a lowered section to any service counter, and ensure it is kept clutter-free. If you cannot lower the reception desk, offer to check in guests in a lounge or come around the counter to greet guests.		
Quick win: Develop a set of standard Personal Emergency Evacuation Plans (PEEPs) for the safe evacuation of Disabled people.		
Quick win: Offer to provide an orientation tour to Disabled customers and provide help with luggage.		

Arrival and reception continued

Action	Done	Notes
Quick win: Consider the impact of background music and refrain from playing music in areas where staff interact with customers.		
Provide portable payment options, such as a hand-held card machine that can be brought to a customer.		

Bedrooms

Action	Done	Notes
Provide a range of room layouts and flexible furniture, including zip and link beds in accessible rooms.		
Quick win: Provide blocks and adjust bed heights on request to allow for transferring from a wheelchair or the use of a portable hoist.		
Provide access to either a portable hoist or a ceiling tracked hoist, in at least one accessible room.		
Quick win: Facilitate the loan of accessibility equipment from a local provider, if required, and where there is adequate space to allow for this to be used.		
Quick win: Consider fire safety for <u>D/deaf</u> guests who may not hear the smoke alarm. Flashing beacon fire alarms, a vibrating pillow pad and/or a domestic paging system may be appropriate.		
Offer hypo-allergenic bedding, towels and toiletries. Provide waterproof mattress protectors on request.		
Ensure hospitality trays are at a height accessible to all guests. Kettles should be cordless and a variety of drinking cups/mugs and straws either provided or available on request.		
Ensure windows and curtains can be reached by your guests and are easy to open and close. Provide black-out curtains or blinds.		
Provide consistent lighting throughout. Enable lighting levels to be adjusted using a dimmer switch and/or make available additional bedside/writing table lamps. Provide light switches within easy reach from the bed.		
Quick win: Ensure housekeeping staff do not move furniture and personal items in the bathroom or bedroom as in most cases they are placed in positions that are accessible to the guest.		

Bedrooms continued

Action	Done	Notes
Ensure TVs allow guests to activate subtitles when required, and provide simple instructions on how to do this.		
Quick win: Take room service orders via both phone and a text-based service to allow guests to use their preferred method.		
Quick win: Provide meals in rooms (on request) for Disabled guests.		
Avoid dark rugs and mats, as they can be perceived by customers with dementia or low vision as black holes, and avoid shiny or reflective flooring, bold patterns and stripes, as they can cause confusion.		
Avoid deep-pile carpets that may cause trips or make it difficult to manoeuvre for a wheelchair user.		
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.		

Guest en-suites/bathrooms

Action	Done	Notes
Ensure designated accessible bedrooms provide a choice of roll-in wet rooms and baths. If you only have one accessible bedroom, provide a wet room.		
Quick win: Ensure emergency pull-cords hang to the floor and are regularly tested – get a free red cord card from Euan's Guide .		
Quick win: Provide support rails by the shower/bath.		
Ensure any support rails and towels contrast in colour to the wall and the toilet seat contrasts in colour to the toilet and floor to assist guests who are blind or low vision.		
Provide a selection of equipment such as bath seats, toilet seat height raisers and shower chairs (at no cost to the Disabled customer). Should guests need to hire specific accessibility equipment that you do not have, facilitate this by providing the details of reputable suppliers.		

Public areas

Action	Done	Notes
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 consistent lighting throughout, especially at the entrance, in eating areas and toilets.		
Provide clear signage at key decision points to and from facilities, including the main entrance, toilets, lounges and reception desks. Consider large print, contrasting, pictorial and tactile signs.		
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.		
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.		
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.		
Avoid dark rugs and mats, as they can be perceived by customers with dementia or low vision as black holes, and avoid shiny or reflective flooring, bold patterns and stripes, as they can cause confusion.		
Avoid deep-pile carpets that may cause trips or make it difficult to manoeuvre for a wheelchair user.		
Provide a selection of seating at regular intervals internally and externally. 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, recliner.		
Provide quiet spaces close to public areas for children and adults to decompress.		
Quick win: Ensure housekeeping trolleys do not obstruct corridors.		
Ensure lifts provide audible messages and have contrasting raised letters and numbers on the control panel. Ensure the lift is large enough for a wheelchair user and their companion.		
Ensure outdoor areas can be secured for guest safety, where possible.		

Toilets

Action	Done	Notes
Where there are toilets available include a wheelchair accessible toilet.		
Standard accessible toilets do not meet the needs of all people with impairments. Where feasible, provide a Changing Places toilet, which has extra equipment and space. If you don't have a Changing Places facility, find out where your nearest one is and include this information in your Accessibility Guide.		
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 has a flashing beacon and the facilities are never used as a storage space.		
Ensure any grab 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 the technical guidance for the built environment.		
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.		
Ensure accessible toilet doors are easy to lock and can be unlocked from outside for emergencies, paper towels are provided in addition to hand dryers, and a mirror is available for use by both seated and standing users.		
Provide accessible baby changing facilities that are separate from your accessible toilet(s), where feasible. Where this is not possible ensure that the baby changing bench does not impede the useable space and is kept in a closed position.		

Marketing

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

You and your team

Action	Done	Notes
Train all staff in Disability Awareness and Equality 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 BSL/ISL Level 1 training to customer service staff members.		
Quick win: Provide staff with tips and guidance on inclusive language.		
Quick win: Ensure relevant staff are trained in the use of the Relay UK telephone service and are confident to use it.		
Quick win: Identify a member of staff to be an Accessibility Champion and encourage others to be ambassadors for accessibility.		
Quick win: Regularly discuss workplace adjustments with your team.		
Quick win: Ensure Disabled staff members have a personal evacuation plan.		

You and your Team continued

Action	Done	Notes
Arrange for people with lived experience of disability to provide awareness sessions with staff. Pay them for their work..		
Provide an accessible staff room and quiet space for employees.		

Hiring staff

Action	Done	Notes
Quick win: Post job adverts on inclusive websites, such as EvenBreak.		
There are a range of employment support services in NI that can assist both the employer and Disabled employees, these include Disability Action , Downs Syndrome Association NI , the Now Group and Uset .		
Quick win: Check that your job adverts and job descriptions are accessible and inclusive.		
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.		
Ensure roles within your business are accessible to Disabled people; this includes leadership roles.		

