



## Business Support Guides

# Action checklist for visitor attractions

Accessible and Inclusive Tourism Toolkit for Businesses

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# Want to make your visitor attraction 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.**

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.

**For actions relating to a restaurant, bar or café, 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 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
Quick win: Consider providing concessions, e.g. free essential companion entry and a concessionary rate for Disabled customers.		
Quick win: Consider flexible family tickets that allow for different numbers of adults and children, including grandparents.		
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 customers a choice of how to contact you (e.g. telephone, email or text message) and find out about the <a href="#">Relay UK</a> service used by D/deaf people and people with a speech disability.		
Quick win: Where possible, offer free familiarisation visits to Disabled people and/or their essential companions.		
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.		
Quick win: Ensure you inform visitors who have provided you with information about accessibility requirements if any of your accessible facilities and services change or become unavailable e.g. if a lift will be undergoing maintenance.		

## Your website

Action	Done	Notes
Quick win: Provide a detailed and accurate Accessibility Guide, with measurements, photos and videos of the site/venue.		
Provide an 'Accessibility' or 'Access for All' section, which is easy to locate in the main menu.		
Provide a map or floorplan of your site/venue.		
Allow customers to book concession tickets online.		
Ensure your website meets <a href="#">Web Content Accessibility Guidelines (WCAG)</a> 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 <a href="#">BBC Bitesize</a> for examples.		
Consider adding sign language translation e.g. <a href="#">Signly</a> .		
Use clear, plain language and provide a simple and clear menu to ensure a seamless user experience.		

## Arrival

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).		
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 <a href="#">Blue Badge</a> and share this information with attendees.		
Provide a well-lit and uncluttered area allowing ease of access to your entrance area, with different seating options for attendees.		
If access is provided using a portable ramp, provide signage with details of how to request deployment of the ramp e.g. a call bell.		
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: Make adjustments for those unable to stand in a queue for long periods, such as fast-track or remote queuing.		
Quick win: Offer to provide an orientation tour to Disabled customers.		
Quick win: Provide a variety of sensory equipment on arrival, such as activity packs, weighted blankets, ear defenders, earplugs and fidget toys.		
Provide wheelchairs, mobility scooters and Trampers for loan, where appropriate. Link in with the closest <a href="#">Shopmobility</a> service.		
Quick win: Develop a set of General Emergency Evacuation Plans (GEEPs) for the safe evacuation of Disabled people.		
Quick win: Ask all your visitors if they require any assistance with evacuation in an emergency. Discuss your standard options available and agree and record any specific arrangements.		

## Customer service points

Action	Done	Notes
Quick win: Consider the impact of background music or promotional information in areas where staff interact with customers.		
Quick win: Provide a means of written communication at key service points to assist D/deaf attendees, if required. Make sure written communication is available in alternate formats such as large print for blind and low vision attendees.		
Provide hearing loops at customer service counters/desks, regularly test they are working properly and provide signage where the loop is effective.		
Consider a service for D/deaf customers to communicate with remote interpreters such as the BSL <a href="#">Sign Video</a> , Sign Solutions, Translate Live and ISL IRIS services which provide a live video link to British and Irish Sign Language Interpreters. For larger venues consider an app that can link to accessibility software.		
Provide a lowered section to any service counter e.g. shop, reception, café, and ensure it is kept clutter-free.		
Provide portable payment options, such as a hand-held card machine that can be brought to an attendee if required. Make sure these payment devices are accessible, for example large buttons.		
Establish quiet times at information points where distractions and noise are minimised.		
Where possible, provide a digital desk or kiosk where participants can access information independently.		

## Around the attraction

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 levels of lighting throughout, especially at the entrance, in eating areas and toilets.		

## Around the attraction continued

Action	Done	Notes
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.		
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 attendees with dementia or sight loss 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 wheelchair users.		
Provide adequate space to move in between areas and displays.		
Consider braille signage and tactile maps of the venue at key information points so that blind and low-vision people can navigate the site independently.		
Designate key staff around or to move around the site to assist customers if they need essential information and don't have easy access to a key information point.		
Provide information staff with an app or assistive technology that allows them to assist people with speech, sight or hearing disabilities.		
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.		
If picnic benches are provided, ensure some of these are accessible to wheelchair users, as a minimum ensure a firm and level surface.		
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.		
Ensure lifts provide audible messages and have contrasting raised letters and numbers on the control panel, as well as braille. Ensure the lift is large enough for a wheelchair user and companion.		
Provide quiet spaces, situated away from the main bustle of the attraction, and a sensory room. Both should be easily accessible from public areas.		

### Around the attraction continued

Action	Done	Notes
Quick win: If some areas of your attraction have a queue, make adjustments for those unable to stand in a queue for long periods, such as fast-track or remote queuing, and provide seating/ rest points.		
Provide accessible equipment within children's play areas.		

### Toilets

Action	Done	Notes
Provide accessible toilets and ideally a <a href="#">Changing Places</a> facility. If this is not possible find out where the nearest one is and share this information with your attendees. Ensure the alternative changing facilities are step free access and wide enough to welcome wheelchair users.		
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 – <a href="#">get a free red cord card from Euan's Guide</a> .		
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.		
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 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.		
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, paper towels are provided in addition to hand dryers, and a full-length 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.		

## Information and interpretation

Action	Done	Notes
Provide clear signage at key decision points to and from facilities, including main entrances, toilets, key areas of interest and customer service desks. Consider large print, contrasting, pictorial, braille and tactile signs.		
Make sure exhibits and accompanying interpretation can be viewed by all, including children and wheelchair users.		
Quick win: Provide written information and interpretation in alternative formats, such as digital, large print, easy-read and ISL/BSL, on request.		
Provide alternative interpretation for areas that some visitors may be unable to access, such as video/virtual reality tours for areas only accessible by stairs.		
Create maps of your attraction to identify areas of sensory activity, or offer alternative routes – ‘quiet trails’ – through your venue, to make for a smoother and more enjoyable experience for neurodivergent visitors.		
Consider using wayfinding and interpretation apps that support an inclusive experience for all customers.		
Include accessibility information on any general maps e.g. accessible routes, accessible toilets, lifts, accessible drop off and parking.		
Quick win: Offer object handling, allowing blind and partially sighted people to explore historical or replica items.		
Quick win: Ensure TVs playing in public areas have the subtitles turned on and that the volume is at a suitable level.		
Provide audio guides and offer audio description tours.		
Offer BSL and ISL tours.		
Provide a sighted guiding service for people who are Blind or low vision.		
Ensure captions are available on all multimedia with sound. Where these cannot be provided, transcripts should be available.		
Quick win: Offer and promote dedicated sessions with tailored support e.g. ‘quiet sessions’, sessions for children with special educational needs and disabilities (SEND) and dementia-friendly sessions.		

## Theatres

Action	Done	Notes
Install an infrared loop system in event rooms, cinema screens and theatres.		
Provide accessible seating for disabled customers and their companions within auditoriums; ensure good sightlines.		
Provide touch tours for blind and low vision audiences to explore the staging, props, costumes and/or meet the cast.		

## 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 <a href="#">Dementia Friend badge</a> .		
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: Identify a member of staff to be an Accessibility Champion and encourage others to be ambassadors for accessibility.		

**You and your Team** continued

Action	Done	Notes
Quick win: Regularly discuss workplace adjustments with your team.		
Quick win: Ensure disabled staff members have a personal emergency evacuation plan.		
Arrange for people with lived experience of disability to provide awareness sessions with staff. Pay them for their work and expertise.		
Provide an accessible staff room and quiet space for employees.		

**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.		
Ensure roles within your business are accessible to Disabled people; this includes leadership roles.		
For more information on recruitment of Disabled people see <a href="#">module 7</a> of the toolkit.		

