



TOP TIPS

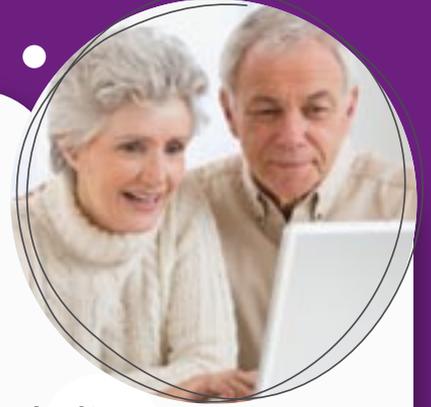
Stimulation, planning and anticipation



- ✓ Review your website and brochure to check information is accessible, available, accurate and appropriate
- ✓ Make easy, low-cost changes such as using larger text and clear typefaces and downloading information onto an audiocassette or MP3 player
- ✓ Use plain English, including short, easy-to-understand sentences
- ✓ Make sure your information is up to date and consistent across websites and brochures
- ✓ Include information must-haves in your website/brochure such as address, fax number, email address, travel details, quality rating and Access Statement
- ✓ For accommodation, consider a National Accessible Scheme rating
- ✓ Encourage visitors to phone if they have any unanswered questions or specific requirements and make sure you are available to take their call
- ✓ Is your website easy for all to read? Make your website accessible. Simple changes include enabling the user to switch to a larger font, good contrast between text and background and information structured in a logical order.
- ✓ Tell people what you offer through an Access Statement
- ✓ Get to know your local area and work with businesses so that you can give visitors accurate information that enhances their perception before they leave home



TOP TIPS



Ease of booking

- ✓ Make pricing clear and easy to find on your website
- ✓ Don't charge for facilities and services that could be considered as discrimination under the DDA and be clear about what the price includes and excludes
- ✓ Review your cancellation policy to see if you can make them flexible for visitors who may need to change arrangements at the last minute because of illness
- ✓ Provide as many different methods of booking as you can manage
- ✓ Build a relationship with visitors at the point of booking and ask about any specific requirements
- ✓ Make sure confirmations include details of any specific requests
- ✓ Send directions, information on any specific facilities/services and local tourist information to build excitement ahead of the visit



TOP TIPS



Travel to the destination

- ✓ Give clear directions and advice on travel options
- ✓ Develop a Travel page on your website and include information such as your full address and postcode, clear instructions for arrival by car, train, bus and taxi, accessible public transport options, convenient refreshment stops, nearest Blue Badge parking
- ✓ Let visitors know what to expect on arrival. Do you have designated, wider parking spaces? Can visitors drop off luggage early? Will there be assistance waiting on arrival?



TOP TIPS

The destination experience

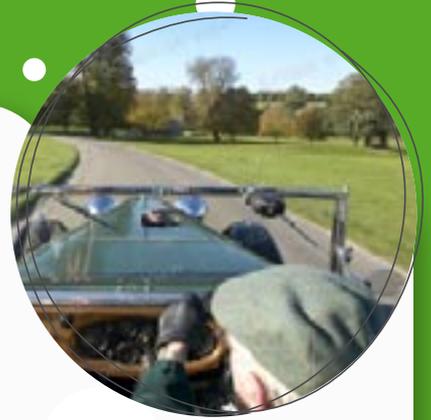


- ✓ Check that your entrance is clearly marked and that main walkways are clear
- ✓ Make sure you or your staff are available to assist visitors on arrival
- ✓ Prominently display your quality rating logos on signage (subject to planning permission) and leaflet displays
- ✓ Make your reception/ticket office accessible. Provide seating, lower counter/table or in-room check in and consider fast-tracking.
- ✓ Make sure staff are easily identifiable and empower staff to respond to visitor requests
- ✓ Undertake disability and inclusion awareness training
- ✓ Review your physical access and make easy improvements immediately such as using pictogram signs, contrasting colours for door frames, edges of steps, ability to turn down/off background music
- ✓ Join together with other local businesses to buy equipment to share, for example an induction loop and vibrating alarm clock
- ✓ For accommodation, make easy changes immediately such as using coloured towels in a white bathrooms, providing phones with large buttons and blocks to raise tables and beds
- ✓ For attractions, make easy changes immediately such as providing interpretation in different formats and ample seating areas
- ✓ Improve access in eating areas with colour-contrasted table settings, well-lit tables and menus downloaded onto an audiocassette or MP3 player



TOP TIPS

Going home

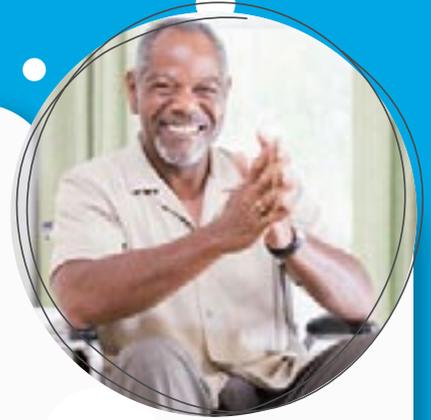


- ✓ Offer flexible arrangements for check out
- ✓ Be ready with travel information and timetables and remember that most public transport needs at least 24 hours' notice to arrange assistance for disabled travellers
- ✓ Secure feedback. Encourage staff to ask customers about their visit.
- ✓ Make a record of any visitor preferences/specific requirements and ask to keep visitor details on your database
- ✓ Make a point of thanking customers for their visit
- ✓ Make visitors aware they can book with you for their next trip and tell them about any incentives and discounts



TOP TIPS

Recollection of the experience



- ✓ Keep in touch with visitors throughout the year
- ✓ Remember to make communications accessible
- ✓ From time to time undertake more in-depth research, including a range of people
- ✓ Regularly test equipment and take time out each day to look at your business as a visitor does
- ✓ Start an action plan of improvements
- ✓ Keep visitors informed about any changes or plans for development
- ✓ Keep your Access Statement and website/brochure up to date