



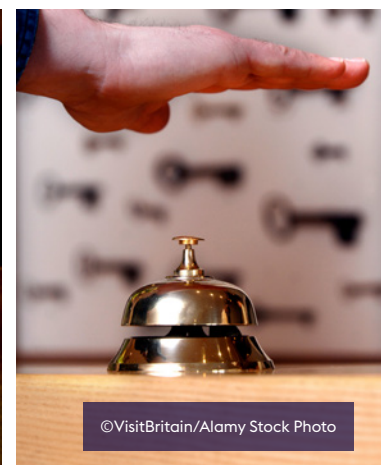
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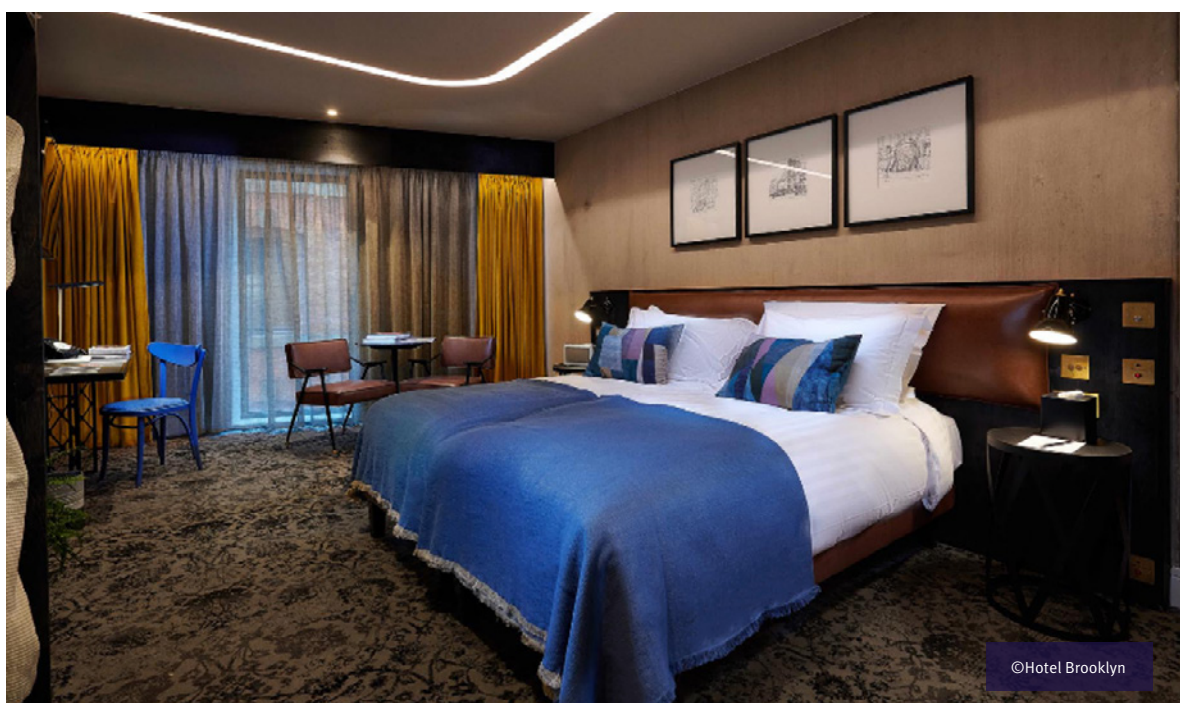
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Business Support Guides

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.






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
 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
 Consider offering a complimentary room for support workers/essential companions, particularly in cases where the accessible bedroom cannot provide a suitable configuration.		
 Make it part of your booking process to ask customers "do you, or those you are travelling with, have any accessibility requirements?"		
 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.		
 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.		

Pre-visit information and booking continued







Your website

Action	Done	Notes
 Provide a detailed and accurate Accessibility Guide, with measurements and photos.		
 Provide a list of accessibility equipment available (note the Equality Act prohibits charging customers) and details of reputable suppliers should guests need to hire specific equipment you do not have.		
Provide an 'Accessibility' or 'Access for All' section, which is easy to locate in the main menu.		
Provide a floorplan of your accessible rooms.		
Enable customers to book accessible rooms 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.		
 Provide Alternative (Alt) Text for all images.		
Provide a sensory story.		





Arrival and reception

Action	Done	Notes
 Welcome customers with trained assistance dogs. This is a legal requirement even if you have a 'no dogs/pets' policy.		
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 guests.		
Provide a well-lit and uncluttered area allowing ease of access to reception, with seating for guests.		


Arrival and reception continued

Action	Done	Notes
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.		
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.		
Provide hearing loops at customer service counters/desks, regularly test they are working properly and provide signage where the loop is effective.		
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 bedroom for those who cannot use higher levels e.g. wheelchair users.		
 Develop a set of standard Personal Emergency Evacuation Plans (PEEPs) for the safe evacuation of disabled people.		
 Ask all your customers if they require any assistance with evacuation in an emergency. Discuss your standard options available and agree and record any specific arrangements.		
 Offer to provide an orientation tour to disabled customers and provide help with luggage.		
 Consider the impact of background music and refrain from playing music in areas where staff interact with customers.		
 Provide a means of written communication at key service points to assist D/deaf customers, if required.		
Provide portable payment options, such as a hand-held card machine that can be brought to a customer.		
 Provide written information in alternative formats, such as digital, large print and easy-read, on request.		
Provide a service for D/deaf guests to communicate with you through a remote BSL interpreter e.g. SignVideo, Sign Solutions, TranslateLive.		



Bedrooms

Action	Done	Notes
Provide a range of room layouts and flexible furniture, including zip and link beds in accessible rooms.		
 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.		
 Consider fire safety for D/deaf guests who may not hear the smoke alarm. Strobe light 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 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.		
 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.		
Ensure TVs allow guests to activate subtitles when required, and provide simple instructions on how to do this.		
 Take room service orders via both phone and a text-based service to allow guests to use their preferred method.		




Bedrooms continued

Action	Done	Notes
 Provide meals in rooms (on request) for disabled guests.		
Avoid dark rugs and mats, as they can be perceived by customers with dementia 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.		
 Ensure emergency pull-cords hang to the floor and are regularly tested – get a free red cord card from Euan's Guide.		
 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 blind or partially sighted guests.		
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
 Ensure water bowls are available to use, should assistance dog owners require them.		
 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.		
 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 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.		

Public areas continued

Action	Done	Notes
Provide quiet spaces close to public areas for children and adults to decompress.		
 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
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 guests.		
 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.		
 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 strobe light 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.		
 Provide support rails at urinals, toilets, washbasins and on the back of toilet doors, in line with the technical guidance for the built environment.		








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.		
Ensure accessible toilet doors are easy to lock, 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.		





Marketing

Action	Done	Notes
 Review your marketing channels to ensure you are reaching people with accessibility requirements.		
 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.		
Consider inviting disabled social media influencers to your business.		
Apply for accessibility awards.		

You and your team

Action	Done	Notes
Train all staff in disability awareness and ensure they are familiar with all accessible facilities, services, equipment and evacuation procedures.		
 Give all staff a copy of your Accessibility Guide so they can see at a glance the facilities and services available.		
 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 Level 1 training to customer service staff members.		
 Provide staff with tips and guidance on inclusive language use.		
 Ensure relevant staff are trained in the use of the Relay UK telephone service and are confident to use it.		
 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.		
 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
 Post job adverts on inclusive websites, such as EvenBreak.		
 Check that your job adverts and job descriptions are accessible and inclusive.		
 Encourage applications from disabled people.		
Provide job application documents in alternative formats.		
 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.		

