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Business Support Guides

Action checklist for food & beverage businesses

Accessible and Inclusive Tourism Toolkit for Businesses

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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.

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.

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 customers 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
 Make it part of your booking process to ask customers "do you, or those you are attending with, have any accessibility requirements?"		
 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 speech impairments.		
 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
 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 floorplan of your venue.		
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.		

Pre-visit information and booking continued



Your website continued

Action	Done	Notes
Ensure all videos are captioned and consider providing audio description.		
 Provide Alternative (Alt) Text for all images.		
Provide a sensory story.		
Consider BSL translation e.g. Signly.		

Arrival and external areas

Action	Done	Notes
 Welcome customers with trained assistance dogs. This is a legal requirement even if you have a 'no dogs/pets' policy.		
 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 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.		
 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.		
 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.		
 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.		
 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 a service for D/deaf customers to communicate with you through a remote BSL interpreter e.g. SignVideo, Sign Solutions, TranslateLive.		
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 eating areas and toilets.		
Provide clear signage to and from facilities, including main entrances, toilets and bars. Consider large print, contrasting, pictorial and tactile 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 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.		
 Provide adequate space to move in between areas and have the flexibility to move tables around.		
 Use table blocks to increase the height of tables to accommodate a wheelchair user.		
 Ensure tables are stable and provide support for people rising from their chairs.		
 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.		
 Provide easy-grip cutlery, beakers and straws on request.		
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.		
 Provide menus and other written information in alternative formats, such as digital, large print and easy-read, on request.		
 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.		

Dining/bar area continued

Action	Done	Notes
Ensure TVs playing in public areas have the subtitles turned on.		
Should you have a lift installed, ensure they 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.		
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.		
 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 customers.		
 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
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.		
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
 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.		



You and your team continued

Action	Done	Notes
 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.		

Hiring staff continued

Action	Done	Notes
 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.		

