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Business Support Guides

Action checklist for business events venues

Accessible and Inclusive Tourism Toolkit for Businesses

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Want to make your business events venue 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 venue 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.

This action checklist is aimed at physical business events venues. If you also organise business events, please also read the business events organisers action checklist.




For actions relating to dedicated catering areas and formal dining, 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 people with accessibility requirements, acting and responding promptly to comments.		
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



Action	Done	Notes
 Offer event organisers and attendees 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.		
 Ensure you inform event organisers/attendees if any of your accessible facilities and services change or become unavailable between registration and their visit e.g. if a lift will be undergoing maintenance.		

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 information on accessible transport options to your/the event venue, including licensed taxis who are reliably known to accommodate wheelchair users and people with assistance dogs and links to local airport accessibility information.		

Pre-visit information and booking continued


Your website continued

Action	Done	Notes
 Include hotels that have accessible bedrooms in your accommodation directory. If you direct attendees to destination websites for this information, ensure information on accessible accommodation is available.		
Think about other local businesses that attendees may wish to visit and research their accessible facilities. You can also add information on the accessibility of local businesses to your website, or link to this information on local destination websites, with a particular focus on those that have step-free access and an accessible toilet.		
Provide a high-level floorplan of the venue.		
Ensure your website meets Web Content Accessibility Guidelines (WCAG) to enable all users to navigate easily.		
Provide a video showcasing the accessibility facilities and services of the venue.		
Ensure all videos are captioned and consider providing audio description.		
 Provide Alternative (Alt) Text for all images.		
Consider BSL translation e.g. Signly.		



Arrival

Action	Done	Notes
 Welcome attendees 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 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 attendees.		
Provide a well-lit and uncluttered area allowing ease of access to your entrance area, with seating for attendees.		



Arrival continued

Action	Done	Notes
Ensure clear signage is provided at all key points, including to an accessible entrance if the main one does not provide step-free access.		
 Provide a variety of sensory equipment on arrival, such as weighted blankets, ear defenders and fidget spinners.		
Provide wheelchairs, mobility scooters and Trampers for loan, where appropriate.		



Customer service points

Action	Done	Notes
 Consider the impact of background music and refrain from playing music in areas where staff interact with attendees.		
 Provide a means of written communication at key service points to assist D/deaf attendees, if required.		
Provide hearing loops at registration and help desks, test they are working properly and provide signage where the loop is effective.		
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.		

Physical environment

Action	Done	Notes
Ensure evacuation routes are available for attendees with accessibility requirements and that these are clearly signed.		
 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.		



Physical environment continued

Action	Done	Notes
Provide consistent levels of lighting throughout, especially at the entrance, in eating areas and toilets.		
 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.		
 Provide adequate space to move in between areas. Ensure wheelchair users are able to easily move between tables and displays.		
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.		
Provide ramp access to stages and speaker platforms.		
Avoid dark rugs and mats, as they can be perceived by attendees 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.		
Provide networking/drinks tables at different heights during breaks, so they can be used by those of shorter stature, standing and seated attendees. Remember to leave space for wheelchair users to access tables.		
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.		
Provide accessible seating for disabled customers and their companions within auditoriums; ensure good sightlines.		

Physical environment continued

Action	Done	Notes
If your venue has allocated seating, allow attendees to select their preferred location when booking.		
Install an infrared loop system in event rooms, cinema screens and theatres.		
Provide designated quiet spaces, situated away from the main bustle of the event, and possibly a sensory room. Both should be easily accessible from public areas.		
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 companion.		
Provide designated charging areas for electric wheelchairs and mobility scooters.		





Audio-visual

Action	Done	Notes
 Inform attendees pre-event of any special effects such as flashing lights or photography, strobe lighting or sound effects, as they may affect people with epilepsy and tinnitus.		
Ensure that any audio is at a suitable sound level, with little echo.		
Ensure that microphones and lecterns are height-adjustable for those of shorter stature, seated and standing speakers.		
 Provide a roving microphone for questions. If this is not possible, ensure that presenters are briefed to repeat questions before answering.		

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 attendees.		

Toilets continued

Action	Done	Notes
 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.		
 Provide support rails at urinals, toilets, washbasins and on the back of toilet doors, in line with built environment technical guidance.		
 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 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 on site




Action	Done	Notes
Provide clear signage at key decision points to and from facilities, including main entrances, toilets and customer service points. Consider large print, contrasting, pictorial and tactile signs.		

Information on site continued


Action	Done	Notes
Consider using wayfinding and interpretation apps that support an inclusive experience for all attendees.		
Include accessibility information on any general maps e.g. accessible routes, accessible toilets, lifts, accessible drop off and parking.		

Food & beverage


The following actions are specific to informal business event catering. For information on actions related to dedicated catering spaces or formal dining, such as gala dinners, see the separate Food & beverage business action checklist.

Action	Done	Notes
Provide for more common dietary requirements as standard e.g. gluten-free or lactose-free. Request dietary information on registration to provide for other requirements. Clearly label ingredients and state whether there is a risk of cross-contamination.		
 Ensure waiting staff are briefed on the food being served and can accurately describe them to attendees.		
 Offer table service and/or assistance with reading dietary information, where required.		
Ensure all food and beverage options, including drink stations, can be accessed by wheelchair users and those of shorter stature. If this is not possible, ensure staff are able to assist at all times.		
Ensure crockery contrasts with the table linen or surface e.g. avoid using white crockery, white linen and clear glasses all together.		
 Provide easy-grip cutlery, beakers and straws on request.		




Marketing

Action	Done	Notes
 Review your marketing channels to ensure you are reaching people with accessibility requirements.		

Marketing continued

Action	Done	Notes
 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.		

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 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.		

