

How can Businesses, Organisations & Venues become accessible?

Three tips on the action to take when considering inclusive travel.



The pressure is on...

Businesses, organisations and venues are all fully aware of the pressure to become accessible for disabled guests, but what they are often not told is how best to do this. Here are three tips on the action to take when considering inclusive travel.

Signposting

Venues need to Signpost their accessible facilities proudly but with integrity. Too often, there are incredibly inclusive organisations who are just not shouting loudly enough about how well they can provide for disabled customers and this needs to change with the support and encouragement of disabled people. This also goes the other way, however: venues can also feel a pressure to be accessible which then leads to a dishonesty about their facilities - one of the most frustrating things about going anywhere is your accommodation or tour operator making a promise that they cannot keep! So, we need to encourage the loud and proud celebration and promotion of inclusive travel, whilst also appreciating those businesses who are working hard to make changes whilst still keeping their integrity in admitting that they're not quite there yet!



Staff Training

Secondly, venues need to train their staff well in terms of disability awareness. Ramps, vibrating alarm clocks and colour contrasting visual aids are all well and good, but a disabled person will still feel out of place in even the most accessible venue if the staff working there don't feel comfortable when communicating with them. There's often a huge worry that surrounds disabled travel, and we need to do all we can to change that worry into a welcome and remove the fear factor surrounding disability so that everyone feels confident enough to get out there and see the world.

Money Making

And finally, we all need to become a little bit more financially aware when it comes to inclusive travel. Too often, businesses think that adapting their venue for disabled customers or clients will cost the earth. This simply isn't true; there are many small, cheap adaptations that can be made that will make a huge and lasting impact for all. Think water bowls for guide dogs, vibrating alarm clocks for hard of hearing customers (around £30 on Amazon!) and easy access web booking systems, as not everyone can use a telephone. Similarly, we also must understand that, believe it or not, inclusive travel is a huge and booming business, and disabled travellers have money that they are actively looking to spend. Making somewhere accessible isn't just the kind and ethical thing to do, it's also a seriously profitable business model that should be invested in!

The opportunity to travel is an opportunity that should be extended to all, so that more people can realise their capabilities and leave their limitations behind.

