

TOP TIPS

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# How to Create an Accessible Bed & Breakfast/Hotel

HOTEL



enhance the uk  
changing society's views on disability

**Did you know that nearly 1 in 5 of your customers are disabled? Furthermore, that groups which include a disabled person spend over £14 billion every year on tourism and travel in the UK?**

Add these statistics to the fact that disabled people tend to stay longer and spend more and it isn't difficult to see why it makes good business sense to make your venue accessible. But where do you start? Here are a few tips to help you on your way.

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## **GET AN ACCESSIBILITY AUDIT**

- An accessibility audit of your premises is often a good place to start. This will highlight what is accessible and areas that need some adjustments. They don't need to be expensive and are an invaluable tool. There are many organisations who will conduct an audit including Enhance the UK.

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## **CONSIDER SENSORY IMPAIRMENTS**

- Less than 8% of disabled people are wheelchair users and it's important that you include sensory impairments when considering accessibility. For example, your customers that are Deaf or visually-impaired will appreciate a remote control for their television to allow access to audio descriptions and subtitles.

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## MAKE & MAINTAIN MODIFICATIONS

- Look at what modifications need to be made and create a plan. Some modifications can be really simple and cost almost nothing. Examples include: written resources such as menus available in large print; or ensuring that you have a spare lamp or two in case a room is too dark. We call these 'quick wins' at Enhance the UK.



- Make sure that any modifications or additions you provide for accessibility remain in good working order. Simple to use bedside fire-alarm monitors for Deaf and hearing impaired people do not need any specialist installation, however the batteries will need to be kept charged.
- Keep accessibility at the forefront of your mind when conducting routine maintenance. If you need to replace some taps, then purchasing longer-levered taps won't be much more expensive than ordinary ones. You could also invest in sensor taps that will save you money in the long run.

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## **HONESTY IS THE BEST POLICY**

- Be honest about your accessibility and give as much information as possible. There is nothing worse than turning up to a hotel and realising that the room that you were told was accessible isn't. You will lose disabled customers and it could damage your reputation.

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## **PERFECTLY PLANNED PROTOCOL**

- Ensure that you have a plan for disabled guests in the event of a fire as part of your fire strategy. This is known as a Personal Emergency Evacuation Plan (PEEP). Additionally, make sure that all staff are trained so they know what to do when disabled guests check in and in the event of a fire. Useful guidance can be found [here](#).

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## **ATTITUDE & KNOWLEDGE**

- Accessibility isn't just about physical access; in our opinion attitude and staff knowledge is just as important. Make sure staff are fully-trained and are confident with communicating with disabled customers about their needs. Enhance the UK can help you with this.

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## IS YOUR WEBSITE ACCESSIBLE?

- Consider whether your website and booking service is accessible. If it isn't then you have fallen at the first hurdle. More information about accessible websites can be found on our free guide, [How To Check If your Website is Accessible.](#)



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## LOUD & CLEAR

- Remember you can have the most accessible venue but if disabled people don't know about it then you won't have them as clientele. Advertise the fact that you are disabled, there are lots of websites and organisations you can register with. A quick google search will highlight these.

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## GOVERNMENT SUPPORT

- There is lots of support available from both the government and organisations such as Tourism for All. Make use of this.

## There's More!

We've got more great resources on our website, [www.enhancetheuk.org](http://www.enhancetheuk.org) and lots of other helpful hints and tips on our social media channels.

Find us [@EnhancetheUK](https://twitter.com/EnhancetheUK)

