

# Top Tips for Businesses

**Making your business more accessible  
for disabled people**



**Selby District Disability Forum**  
Promoting Equal Access

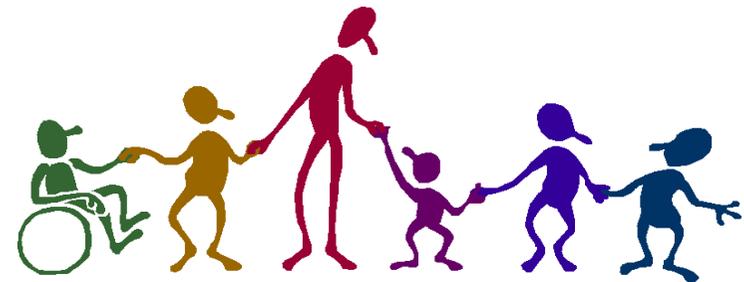
Community House, Portholme Road, Selby. YO8 4QQ  
Phone: 07555598752  
email: [sddf.uk@gmail.com](mailto:sddf.uk@gmail.com)

## 1. Staff attitude, awareness and training

This is the top priority for many disabled people. You might think that disability access is all about expensive changes to buildings - however, a positive and helpful attitude from staff, and some basic understanding about how to make your service more accessible for disabled people, will make a huge difference to your customers.



- Be approachable, smile and greet customers
- Speak clearly and use terms customers will understand
- Have the knowledge to help with access to your business
- Ask how you can help, never assume
- Aim to resolve challenges or barriers as they arise
- Put yourself into the shoes of your customer



SDDF can provide informative disability awareness training for you and your staff - contact us for a no obligation quote.  
[Disabilityawareness18@hotmail.com](mailto:Disabilityawareness18@hotmail.com)



## 4. Information, information, information!

Tell people about your business and any accessibility adjustments that you've made, for example does it have flat access, ramps or steps? Is there blue badge parking available, are there any accessible toilets and so on.

It's really important for disabled people to know whether or not they will be able to access your service or business. This information can make the difference between a disabled person using your business or deciding to go to a competitor. You could put this information on your website.

Make sure that access at your premises is clearly signed, for example to show where an alternative flat entrance is, or a bell to ask for assistance at the door, or where the toilet is.

Don't put signs too high up or people won't be able to see them or reach them if they are tactile signs for visually impaired people.



SDDF gives local shops and businesses, who provide a thoughtful and positive shopping experience for disabled people, with a window sticker to advertise this to all.

## 5. Make good use of your space

Think about how your customers, including disabled customers, will get around your premises.



- Keep doorways and pathways around the premises clear from obstructions.
- Is there flat access inside, or do you need to think about how people get from one level to another?
- Think about overhead obstructions for people with a visual impairment.
- Are any steps clearly marked with a contrasting edging?
- If you have an accessible toilet, don't use it as a storage area as this could stop a disabled person from being able to use it.
- Make sure that the lighting is consistent, and signs are clear and high-contrasting.

## 6. The Purple Pound

The potential spending power of disabled people is referred to as the purple pound. There are 13.9 million disabled people in the UK, which all adds up to an awful lot of spending power. This is considered to be the largest untapped consumer market



Making your business accessible can be of huge financial benefit to you. This potential is estimated to be worth £212 billion in the UK alone.

So - get accessible and gain that all-important extra customer base and your share of this generally untapped customer spending power.

Information taken from the UK Business Disability Forum  
<https://businessdisabilityforum.org.uk/plain/recognising-the-power-of-the-purple-pound/>

More tips and checklists to help you make your service accessible:

- <http://smallbusiness.co.uk/adapting-for-disabled-customers-24595/>
- <https://www.euansguide.com/news/top-10-ways-to-make-your-venue-more-accessible/>
- <http://www.goaccess.co.uk/disabled-access-tips-business-disability-friendly/>

## Top Tips for Businesses

Nearly 1 in 5 people in the UK is a disabled person. That's more than likely a large percentage of your target market, so ensuring that you provide suitable facilities and services for disabled people is something that won't just benefit them, but your business too.

Contrary to popular belief, it doesn't have to cost the world to provide a welcoming and accessible environment for everyone.

There are some easy and cheap things that you can do to provide a welcoming environment for all your customers.

This booklet sets out some simple top tips to help you to make your business accessible and generally a better environment for all.

**Good luck and thank you for taking the time to enhance your business for the benefit of all your customers**

