

Websites and branding

Inclusive marketing considers diversity in all its forms and ensures all customers – regardless of any access requirements or specific characteristics – feel welcomed to a particular business.

By ensuring your venue business is marketed inclusively, you will automatically reach a much broader and more diverse audience, including those with health conditions and impairments.

Ensure you include an “Access all” section on your website

Accessibility information needs to be easy for people to find. Clearly signpost to this section from the homepage. Remember not everyone with accessibility requirements identifies with the term ‘disabled’ so use terminology rooted in accessibility and inclusion and avoid disability-focused language e.g. use the term ‘accessibility/customers with accessibility requirements’ rather than ‘disabled/disability/special needs’.

Ensure a link to your Accessibility Guide is prominent

Publish communications with visitors and organisers in accessible formats All should be able to use your and follow Web Content Accessibility Guidelines (WCAG). Offer written communication in alternative formats, such as large print (at least 16 point font, ideally 18), audio or ‘easy read’.

Provision of written information in alternative formats

Ensure videos and audio guides have subtitles and British Sign Language (BSL) interpretation available. Consider providing a separate BSL guide for Deaf visitors, along with D/deaf awareness and BSL training for staff. For blind and partially sighted visitors, provide audio described information and possibly braille.

Inclusion of inclusive images in venue marketing

Ensure your photography represents the diversity of your customers. This will inspire and raise confidence to visit and can also help illustrate your facilities in use. You could approach a local disability group or a specialist modelling agency and undertake a photoshoot. Always use people with accessibility requirements, not actors, and pay them for their time.

Appoint an Accessibility champion and encourage ambassadors

Name a champion to lead on developing access for all throughout your business. This may be part of one person's role or split between two or more people – for example, a senior manager or director might be responsible for strategic planning and oversight of day-to-day tasks might fall to another member of staff/volunteer. Incorporate the key areas of focus from the Accessibility Champion Brief into the champion's job description. Then engage accessibility ambassadors across your business to help embed inclusive practices.