



# Accessibility Quick Wins Checklist

This checklist helps your business take simple, low-cost actions to create a more accessible, inclusive and welcoming experience for all visitors.

## 1. Share Clear Accessibility Information Online

Provide an up-to-date accessibility page on your website

Include photos, measurements, step-free access, toilets, parking, lighting, etc.

List available equipment, features and facilities (e.g. hearing loops, ramps)

Date completed:

### Next steps:

Undertake an external audit to develop a comprehensive Accessibility Guide

## 2. Use feedback to inform improvements

Regularly collect feedback from visitors with accessibility requirements

Include accessibility questions in your existing feedback systems

Use surveys, comment cards or online reviews

Respond promptly and positively

Date completed:

### Next steps:

Invite people with lived experience and accessibility experts to review your venue

Compensate them for their time

Use feedback to create an improvement plan

## 3. Support Your Staff

Equip staff with the knowledge to deliver accessible and inclusive services

Share simple guidance on inclusive language and behaviour

Ensure teams know your accessible features and facilities

Date completed:



**Next steps:**

- Book onto formal disability awareness training
- Include training at induction
- Plan regular refresher and update sessions

**4. Ask About Access Needs in Advance**

- Include an accessibility question in booking systems
  - “Do you or anyone in your group have accessibility requirements?”
- Prepare in advance wherever possible
- Be honest if you can't fully meet a request

Date completed:

**Next steps:**

- Review common requests
- Invest in improvements to meet a wider range of needs

**5. Promote Your Accessibility**

- Tell people what you offer
- Highlight accessibility on your website, social channels and booking platforms
- Share facilities, services and inclusive experiences

Date completed:

**Next steps:**

- Use inclusive imagery and clear language
- Work with disabled influencers or advocates
- Ensure marketing content is accessible (e.g. captions, readable formats)

**6. Appoint an Accessibility Champion**

- Nominate someone to lead accessibility in your business
- Keep accessibility visible and on the agenda
- Encourage all staff to support inclusive practices

Date completed:

**Next steps:**

- Formalise the role with responsibilities and targets
- Embed accessibility into job descriptions



## 7. Stay Informed and Keep Improving

Use available guidance and tools

Access the LCR Accessibility Toolkit for tips and case studies

Learn from other local businesses

Date completed:

### Next steps:

Read the VisitEngland Accessible and Inclusive Toolkit for Businesses

Build partnerships with Disabled People's Organisations (DPOs)

Seek expert advice where needed

## Why it matters

Improving accessibility isn't just the right thing to do, it helps Liverpool City Region become a more welcoming destination for everyone, growing your audience and enhancing visitor experience.

## Accessibility Commitment

We have reviewed our business today using the Accessibility Quick Wins checklist.

Date of review:

What we're already doing well:

Key actions we will implement next:

We commit to completing these actions by:

We are committed to improving accessibility and creating a more inclusive experience for all visitors.

Signed:

Role / Organisation:

**Small actions make a big difference,  
start today.**

