Strategies for promoting inclusivity and accessibility

Providing accessible physical spaces: This can include providing step-free access, using suitable portable ramps, installing lifts and handrails, and ensuring doorways and toilets have enough space for wheelchair and mobility-aid users.

Making technology accessible: This can include ensuring websites and digital services are accessible and work with screen readers, and providing hearing loops or accessible card payment terminals where possible.

Providing accessible content: This includes offering information in different formats (e.g. audio, large-print, and Word documents), using clear language, providing captions or transcripts for videos, and using alt text for images.

Making reasonable adjustments: This can include offering assistance with shopping, allowing extra time, adapting queuing arrangements or providing quieter shopping times.

Communicating with disabled people: This includes speaking directly to customers rather than their companions, using inclusive language, avoiding assumptions and adapting communication to individual needs.

Providing disability awareness training: This can help disabled people feel welcome and included, while reducing unconscious bias, negative attitudes and stigma.