



## So you want your business to have the widest appeal?

Inclusive Design seems a pretty good idea – making sure that no customer or user has to be lost because of their inability to use the service or products offered. But what does this mean for the business? How can it practically be more inclusive? Below are some questions which may help to assess just how inclusive a business really is and perhaps stimulate some changes. There is no correct number of ticks but the more there are the more the business is **designed for all**.

Products	✓
Could a child (if appropriate) or weaker adult easily hold, handle and use the products we sell?	
Could a child (if appropriate) or weaker adult easily remove the products we sell from their packaging?	
Are all of the products we sell clearly marked with price, instructions and advice relevant to children, seniors or disabled people?	
Are products displayed in such a way as to be accessible to all customers?	
Can a customer buy only the quantity of each product they need, can store or afford (rather than multipacks)?	
Would a customer with an impairment be easily able to set up, use, and clean this product at home?	
In designing, have we considered every user of our product throughout its production, distribution and use?	

Service and Services	✓
Are customer-facing staff aware and alert respecting customers' disabilities which may require sensitivity?	
Are our staff trained in responding to the individual needs of diverse customers?	
Are our staff encouraged to accept that appearances may be deceptive in respect of customers' needs and ability to afford purchases?	
Are our staff aware of the needs of some consumers for social interaction to build confidence?	
Are our staff clearly identifiable with badges and/or uniform?	
When designing our service, have we considered every user of that service from start to finish?	

Premises	✓
Are our premises clearly marked to identify both the name of the business and what its service comprises, so that customers know before entering?	
Is all signage wording both outside and inside the building in size, style and positioning* such that it is likely to be legible to those with impaired vision or in a wheelchair? [*e.g. 1.2m from floor]	
Is the access to our premises and all of its customer areas obvious and convenient for those with mobility or sight issues, or just juggling kids, including use of assistive equipment (wheelchair, frame, buggy etc)?	
What do our toilets say about our respect for our customers? How wheelchair/child friendly are they? Child-changing area for mums AND dads?	
Are door-handles, coin- or card-operated machines positioned such that people of any height or strength may be able to use them?	
Are hearing assistive technologies installed, turned on, and staff trained in their operation?	
Is any music played at a level which readily allows conversation?	
Is lighting sufficient to enable all customers who want to read in your premises to do so easily?	
Do lifts have Braille or speech controls and audible floor announcements to assist those with sight issues?	
If people are unable to access our premises or we do not have premises, what alternative method of access do we offer to our service?	

Above All	✓
Have you experienced your own product/service as a customer would?	
Do you regularly ask your customers or users for feedback?	
Have you asked consumers of all ages and abilities what they think of your business?	
Have you asked people who are not yet customers what they need from a product like yours?	

If you like the idea of your business being designed for all and would like some help to evolve in this way, Eastbourne Designed for All will be happy to help you develop a plan of action. Just contact [info@eastbournedesignedforall.co.uk](mailto:info@eastbournedesignedforall.co.uk) and ask us to get in touch.