



promoting accessible services

The impact of Covid-19 on disabled customers - some recommendations for the retail sector

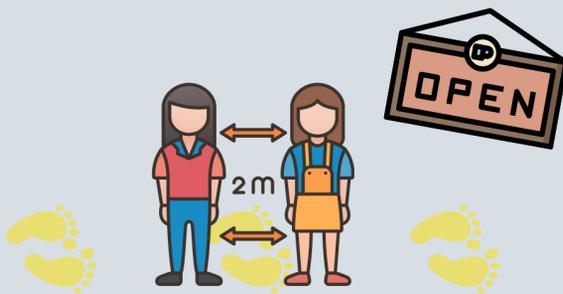
Accessible Website

- Clear and accessible layout.
- Compatible text to speech converters.
- Follow W3C <http://www.w3.org/WAI/>



Signage

- Should be visible and easy to read.
- Include text and symbols.



Screens

Ensure perspex screens are edged with tape to offer a contrast to make them more identifiable to people with visual impairments.



Masks

- If supplying staff with masks, offer clear masks to help customers who have hearing difficulty be able to lip read and see facial expressions.
- Alternatively, ensure signage advises of alternative arrangements e.g. writing a note.



Staff Training & Assistance

- Ensure that staff involved in queue management receive disability awareness training.
- Ensure all other staff are made aware of the need for reasonable adjustments for disabled customers.
- Ensure that staff are available to help with lifting, reaching high shelves, carrying shopping for those with mobility issues.
- Staff should be patient and courteous and ready to repeat or clarify information. Customers may present their JAM card - <https://jamcard.org>



Pre-visit Information

- Make it easy for customers to plan their trip by providing information on your website about:
 - opening hours
 - nearby transport links
 - accessible facilities e.g. hearing loops
 - large print resources
 - wheelchairs for loan
 - use social media to share updates on facilities



- Provide name, telephone number of staff member to contact for specific queries. Consider using photos of trained staff, who are disability aware.

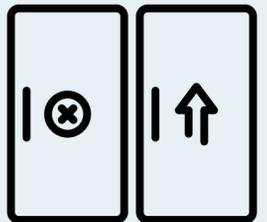


- Give information about extra services / arrangements currently in place e.g. additional cleaning measures, hand sanitisers, social distancing measures.



Entrance and Exit

- Clearly mark, particularly one-way system.
- Ensure staff on hand to help.
- Give sufficient space to gain entry and clear product obstructions.



Priority Access

Offer priority access for disabled and elderly people who may find it difficult to wait in a queue. This could mean allowing some customers to go to the top of the queue or wait in their vehicle until they can go in.



Attitudes

Ensure that all customers, including disabled customers are treated with dignity and respect e.g. some disabled and elderly customers may need more time at the checkout.



Payment

If encouraging payment by card instead of cash, ensure all portable terminals are easily located for use by all customers e.g. those who may find it difficult to reach up from a wheelchair.

