

Inclusive front of house: Making every visit welcoming



We are committed to ensuring that our customers feel empowered to provide accessible and inclusive retail and dining experiences for disabled people. This guide can help you improve your customers' experience.

What do we mean by disability?

Vision, hearing, mobility, cognitive or neurodivergent conditions all affect experiences differently. Not all disabilities are visible.

Why is this important?

Creating inclusive spaces isn't just the right thing to do – it makes business sense.

1 in 4

people in the UK have a disability

£446bn

is the annual spending power of disabled people and their families*

Reduce risk

of breaching the Equality Act 2010, which requires 'reasonable adjustments' for disabled people

Benefits everyone

from parents with prams to older shoppers or those with temporary injuries

*Purple Tuesday

In-person support



Build staff awareness

You can help build your staff awareness and confidence. Talk your staff through the following:

Offering meaningful support to customers

Ask if assistance would be appreciated, don't assume this is the case. Offer options and respect the customer's choice.

Here are some ways you can provide an inclusive experience:

- **Vision impairment:** Clearly describe spaces, offer guiding assistance if accepted.
- **Hearing impairment:** Face customers when speaking to them as some may rely on lip reading.
- **Mobility impairment:** Keep aisles clear, offer seating.
- **Neurodivergent customers:** Reduce sensory overload, offer quieter spaces.

Support customers with hearing impairments

Provide a portable hearing loop at till points to improve the experience of customers using hearing aids.

Provide a tablet with a remote interpreting app (e.g. Convo – convo.io/uk/home) installed to allow a deaf customer to communicate with you.

Create signage that works for everyone

Accessible signage helps all customers navigate your space more easily.

Do this more:

- ✓ Use plain, clear language (e.g. 'Toilets' not 'Restroom facilities').
- ✓ Choose large, easy-to-read fonts (e.g. Arial, Helvetica).
- ✓ Ensure strong colour contrast (check with this [Contrast Checker](#)).
- ✓ Add Braille or accessible QR codes (e.g. [NaviLens](#)).
- ✓ Add symbols or pictures to explain the words.

Do this less:

- ✗ Write in curly or all-caps fonts.
- ✗ Have shiny or busy backgrounds.
- ✗ Use hard-to-see small text or thin letters.
- ✗ Place signs too high, too low, in unlit areas or behind obstacles.
- ✗ Use inconsistent styles.



Best practice



Avoid this

Online support



Provide pre-arrival information

Provide up-to-date, pre-arrival information so your customers can visit your space confidently. Over 50% of our major retail and F&B streets are mapped with free-to-use app, [Sociability](#).

Not sure if your space is mapped? For support, email people.positive@grosvenor.com.



Digital inclusion

Your online presence is part of your customer journey.

- Ensure websites and menus are screen-reader friendly and keyboard navigable.
- Add alt text to all images on your website and social media channel. [Quick guide here](#).
- For a full website audit, contact [Accessibility Made Easy](#).



Support

If you have any questions, please email: people.positive@grosvenor.com



This leaflet was made in partnership with [Crystaleyes](#).

