

## Welcome All

The Welcome All training programme provides practical advice and guidance on providing a service to customers with specific needs. It covers a range of sensory, mobility and learning disabilities, and concentrates on an individual's responsibility for effective communication, enhancing accessibility and delivering a high quality service to customers with specific needs.

### The benefits to your organisation

Welcome All can help your organisation to:

- identify your responsibilities as a service provider under the Disability Discrimination Act
- provide a warm welcome to disabled customers
- improve the accessibility of your organisation to customers with sensory, mobility and learning disabilities
- offer a first class service to customers with specific needs
- boost sales and the reputation of your organisation.



### The benefits to participants

The Welcome All training programme is designed to assist employees and volunteers in any sector of the tourism industry. It aims to help participants to provide excellent service to all their customers.

After successfully completing the programme, participants will be able to:

- recognise the benefits of providing excellent service to disabled customers
- identify their responsibilities under the Disability Discrimination Act
- adopt a positive approach to meeting these needs and expectations
- welcome customers with specific needs and communicate effectively with them
- identify ways of improving accessibility
- offer an improved standard of service to customers with specific needs.

### High quality skill development

Open and in-house training programmes are delivered by experienced trainers using high-quality participant and trainer support materials. The programme includes a variety of training activities to ensure an interesting and enjoyable day – trainer, PowerPoint and video presentations, practical activities, case studies, discussion sessions, group exercises and an assessment activity.

Successful participants each receive a Welcome All certificate and badge.

## Welcome All training programme



### Welcoming customers with disabilities

- Introduction
- Why are we here?

### The benefits of an accessible service

- Accessibility – why bother?
- Meeting legal requirements
- Access means business
- National Accessible Schemes
- Delivering first class service to all our customers

### Adopting a positive approach

- Everyone is an individual
- Visible and invisible disabilities
- Removing barriers – improving accessibility

### Communicating effectively

- Communication matters
- Choosing your words
- Communicating with deaf and hearing impaired customers
- Meeting the needs of customers with learning disabilities
- Communicating with customers with a speech impairment
- Communicating with customers with a visual impairment
- Communicating in writing
- Obtaining and using customer feedback

### Improving accessibility

- Ensuring a warm welcome
- Helping customers to move around
- Service dogs
- Providing food and drink
- Providing accessible accommodation
- Creating an accessible attraction
- Providing accessible transport services

### Making a difference

- Actions you can take to improve accessibility

