

## Staff can help:

If you face customers when you speak, and don't cover your mouth or turn away, you will help deaf and hard of hearing people to understand what you are saying.

Have pen and paper available to help if customer has difficulty understanding speech.

If communication breaks down don't give up – think of saying things in a different way

Speaking plainly in a normal voice makes you easier to understand, and be prepared to repeat what you are saying if customers are having difficulty understanding.

If space in the customer area is limited, offer to bring products to people who find it difficult getting around.

Offer to provide shopping assistance/Ask people if they require help

Offer assistance if the till is too high

Don't stare at disabled people

For companies with greater numbers of staff – disability awareness training might be useful – check the contacts page for details.

Make sure your staff know how to assist disabled people in an emergency – such as a customer having an epileptic fit or diabetic hypo

If help desks or checkouts have a loop system, ensure that there are signs to let people know, and make sure staff know how it works.

Well trained staff make a difference – many disabled people have told us that they and their families return to a shop that may not have ideal access, if staff at that shop are always willing to help.



## Making your shop *disability friendly*



There are over 50,000 disabled people in Wolverhampton with an estimated annual spending power of over £320,000,000 – it makes good business sense to ensure that yours is the shop or service they come to because it is disability friendly and easy for them to use.

Friends and family of disabled people say they are also likely to use a more disability friendly company where 2 offer the same product or service.

Read on for information on how to make your shop or service more

**For more information and advice contact us:**

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