

access training

for the hospitality industry



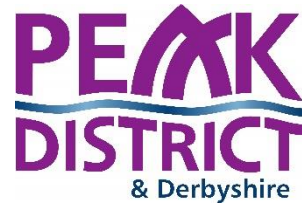
ACCESS SOLUTIONS

Enabling excellence in accessibility for people with hearing loss

www.accesssolutions.info

access training

our training recipients 2015



Introduction

Access Solutions specialises in accessibility training for the hospitality industry. Our focus is to support you to confidently deliver excellence in accessibility and customer service for people with hearing loss.

Our credentials

We are award-winning deafened entrepreneurs with backgrounds in training, hospitality, travel, tourism, marketing, and event management. In 2015, as part of a consortium called, Access Unlimited, we co-developed and co-delivered Visit England's 'Access for All' training. We are proud to have achieved the inclusion of the access needs of people with hearing loss as a major component of the training – and to have received very positive feedback.

Hearing loss a big issue

According to Action on Hearing loss, there are approximately 10 million people in the UK with hearing loss, which is 1 in 6 of the population and, the expectation is that the number will rise to 14.5 million by 2031. Hearing loss is a big issue if you run a UK business as there are several laws relating to meeting the access needs of people with hearing loss which demand your attention.

For an individual and their family, hearing loss can be a major issue because it impacts on one's ability to communicate and this can be a barrier to conversation and to accessing services. The impact can include loss in confidence and feelings of isolation or dependency. A few simple measures by service providers can remove barriers to access and make all the difference to the customer experience. Read on and we will show you how.

conference centre
hotel *cathedral* b&b
spa wedding venue
visitor attraction
guest house *aquarium*
gallery museum

Did you know?
Less than 8% of disabled people use wheelchairs but 10 million people in the UK have hearing loss



Sometimes, it only takes
one small thing
to make a world of
difference – like a
working hearing loop or
a friendly smile

Why choose us?

As trainers go, we're unique. We're the only UK company owned by deafened people which specialises in training for the hospitality industry with regard to meeting the access needs of people with hearing loss: all ten million of them.

Our sessions are not traditional deaf awareness training courses: our programmes are specifically tailored to the hospitality sector and focus on communicating with people with hearing loss who use hearing devices and lipreading (as opposed to BSL) to communicate.

Sessions focus on:

- communication
- safety
- customer service
- information
- facilities
- legislation
- equipment
- environmental factors
- policies and procedures
- marketing

In the sessions, we share communication tips and strategies, whilst offering an insight into the impact of hearing loss on the individual. All our Trainers have personal experience of hearing loss.

By incorporating, into our training, examples of the barriers to access we have personally encountered and, by sharing with you, tips, techniques and information about specialist equipment which will help overcome those barriers, you and your team will be better able to meet the access needs of people with hearing loss. Sometimes, it only takes one small thing to make a world of difference.

Via our training courses, event speaking, blogs and social media, we raise awareness of the access issues, safety needs and legal responsibilities of the hospitality industry with regard to people with hearing loss. **When it comes to hearing loss, you can ask us anything.**

What people say about our training

"It was honestly one of the best courses I've done – thank you to you and your colleagues for sharing your personal experiences and knowledge." Suzanne Mantell, Visitor Services Manager, VisitBrighton

"This is excellent feedback guys! It also reflects how I found the session. Thank you for all your hard work." Ross Calladine, Visit England

*Feedback from the Access for All training we developed and delivered with Visits Unlimited and The Accessible Training Company, as part of Access Unlimited.



Photo © Angie Aspinall

visitBrighton

www.visitbrighton.com



VisitEngland®



The business case

With approximately 10 million people in the UK with hearing loss and the expectation that the number will rise to 14.5 million by 2031, it makes good business sense to understand how you can positively take action to attract more customers with hearing loss - a valuable and rapidly expanding target market for the hospitality industry.

It is important to be accessible to people with hearing loss because:

- Over £2 billion is spent in England by disabled visitors and their companions each year
- 1 in 6 of your visitors is likely to have hearing loss (and this proportion rises with age)
- Disabled people tend to take longer holidays than average and spend more money per trip
- 42% of people over 50 have some degree of hearing loss
- By 2025, more than a third of the UK's population will be over 55
- Over 1 in 3 domestic overnight trips are made by over 55's and this is increasing
- The overseas market is huge, in America alone, 36 million adults report some degree of hearing loss

Sources Visit England, Action on Hearing Loss and NIDCD

*Access Solutions -
helping the
hospitality industry
to reach 10 million
UK customers*



Charter Mark

Boosting business

Our training packages help the hospitality industry to meet the needs of guests with hearing loss. Combining our training with an access audit and attainment of our Sounds Good Charter Mark, you will be able to:

- Boost visitor numbers
- Increase revenue
- Increase guest satisfaction
- Improve loyalty and retention

Our Sounds Good charter mark is the 'kite mark' for accessibility for people with hearing loss.

Legislation

All service providers in the UK must comply with the Equality Act 2010 and should familiarise themselves with their duties under the Act regarding meeting the needs of guests with hearing loss.

Our training courses 'Doing the right thing: legislation, policies and procedures' highlights the relevant aspects of the Equality Act and looks at how you can take steps to address any areas where there is a need for improvement at your establishment. The course also explores UK Fire Safety legislation and the 'Gas Safety (Installation and Use) Regulations 1998 (GS (IU) R 98) and Carbon Monoxide Alarms'.



Photo © Angie Aspinall

Training packages

Our training packages are designed by experienced trainers all of whom have personal experience of hearing loss. Sessions are tailored to the needs of each client. Our prices are based on delivery at your venue but we can source accessible venues on request.

Elements of our training can be incorporated into a consultancy meeting and delivered on a one-to-one basis, in person or via Skype. Please contact us to discuss your requirements.

Excellence in customer care for people with hearing loss

Duration: 2 ½ hours

Suitable for: Frontline staff and managers

Cost: £500 (+ VAT) for a maximum of 12 participant

Course content

Achieving customer satisfaction and expectations is the 'bottom line' of your business and in this session, we will take you through scenarios featuring a visitor with hearing loss from their initial online search, through making an enquiry/booking, to arrival and using the facilities.

We will demonstrate both poor and excellent customer care at each of these points during a visit.

Learning outcomes

By the end of the session, delegates will have gained an insight into the access issues faced by people with hearing loss who might access their establishment. They will have heard personal stories from the trainer, giving real life examples of access issues. Delegates will develop skills to enable them to overcome communication difficulties, and learn strategies for removing the barriers to communication faced by people with hearing loss.

Prices are exclusive of room hire, refreshments, equipment hire and travel expenses.

Please email us to discuss your training requirements:
info@accesssolutions.info

Doing the right thing – Legislation, policies and procedures

Duration: 2 ½ hours

Suitable for: Managers/owners of hotels, B&B's guest houses and self-catering accommodation

Cost: £500 (+ VAT) for a maximum of 12 delegates

Course content

Accessible customer service involves understanding that people with disabilities, including those with hearing loss, have different access needs. The course covers the Equality Act 2010, UK Fire Safety legislation and the 'Gas Safety (Installation and Use) Regulations 1998 (GS (IU) R 98) and Carbon Monoxide Alarms' and your duties regarding meeting the needs of visitors with hearing loss. We will explore policies and procedures and share models of good practice. An additional action-planning session is available. (1 hour, £50 + VAT) Course can be extended to cover all disabilities for an additional fee.

Learning outcomes

By the end of the session, participants will have gained an insight into the access issues faced by people with hearing loss. Participants will develop an understanding of relevant legislation and what it means for them and their establishment.

Having the right thing – Equipment for people with hearing loss

Duration: 1 ½ hours

Suitable for: Accommodation providers

Cost: £300 (+ VAT) for a maximum of 12 delegates

Course content

Finding ways around barriers faced by your customers with hearing loss will help you deliver accessible customer service. Participants will hear real life stories about the benefits of assistive technology and alerting devices. The course includes videos, real life demonstrations and group discussions.

Learning outcomes

By the end of the session, participants will have a greater understanding of the need to have appropriate assistive technology in place for guests with hearing loss.



Saying the right thing - Putting spa guests at ease

Duration: 1 ½ hours

Suitable for: Spa frontline staff and managers

Cost: £300 (+ VAT) for a maximum of 12 delegates

Course content

Radically improving the customer experience for people with hearing loss will help you gain repeat business. This session focuses on communication tips/techniques for clients visiting the spa and on building your understanding and confidence in discussing hearing loss and communication needs with clients. We also examine emergency evacuation procedures.

Learning outcomes

By the end of the session, participants will have gained an insight into the access issues faced by people with hearing loss. They will be aware of safety issues and will have developed skills and confidence in discussing the access needs of clients with hearing loss.

Hearing loops and you

Duration: 1 ½ hours

Suitable for: Conference facility/event management staff and wedding planners

Cost: £300 (+ VAT) for a maximum of 12 delegates

Course content

We will demonstrate how a hearing loop works and explain why this is important to your business. Modern hearing aids are great for face-to-face communication but the further away someone is, the more difficult it is for the microphone to pick up what is said. Most hearing devices have a 'Telecoil' which works with a hearing loop. A loop is equipment provided by a venue, which overcomes the barrier of 'distance', by transmitting the voice of the person speaking into a microphone, directly into the hearing aid.

Learning outcomes

By the end of the session, delegates will have an understanding of the function of a hearing loop and understand the differences between different types of loops (fixed, temporary, room loops and counter top loops). They will have heard personal stories from the trainer, giving real life examples of access issues and difficulties arising from a lack of access to a working loop. Delegates will understand their legal duties towards guests with hearing loss and have an awareness of the specialist equipment available.



About us

Angie Aspinall is an accessibility consultant, event speaker and qualified trainer with seven years' experience as a learning and development officer in her local council, where she won several awards, before suffering sudden sensorineural deafness in 2011. Thanks to discovering Phonak CROS, the technology which enables her to hear via the remaining hearing in one ear, and her ability to lipread, Angie has gone on to establish two businesses: Access Solutions (in partnership with Julie Leggett) and Aspinall Ink (in partnership with her husband). She is a travel writer, journalist and blogger. Angie is the Hearing Ambassador for Accessible Derbyshire and a volunteer speaker for Hearing Dogs for Deaf People. Follow Angie on Twitter: [@_AccessSolution](#) and [@Hearinglosshour](#).

Julie Leggett Julie Leggett is an accessibility consultant, event speaker and trainer with many years' experience in the travel, tourism and hospitality sector. She is the founder of an award-winning event management business, Events Matter., Julie was appointed as an event consultant to deliver the 3rd International Hearing Loop Conference (staged for the first time ever in the UK in 2013), and the Travel, Leisure and Accessible Tourism Conference held in Eastbourne in 2013. She has also delivered numerous regional events for people with hearing loss. Julie has bi-lateral hearing loss caused by Menière's disease, she lipreads and uses hearing aids. Follow Julie on Twitter [@JulesLeggett1](#)

Our associates

We have a range of associates who deliver training for Access Solutions, all of whom have personal experience of hearing loss.



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for the hospitality industry

contact

Email: info@accesssolutions.info

Julie Leggett (South of England & Wales) t: 01702 477894

Angie Aspinall (North of England & Scotland) t: 01484 538599

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