

# A.I.M

## Access Inclusion Model



# A.I.M for Better Business

- **FREE Digital Resource Pack**
  - **FREE Training Opportunities**
- for businesses & cultural organisations

Ensure your premises are accessible to all:  
[www.derrystrabane.com/AIM](http://www.derrystrabane.com/AIM)



Derry City & Strabane  
District Council  
Cónaile  
Chathair Dhúirí &  
Cheantar an tStrátha Bál  
Derry Citty & Strabane  
District Council



Developing  
Healthy  
Communities



Public Health  
Agency

# A.I.M



## Access Inclusion Model

### ➤ Digital Resource Pack

Derry City and Strabane District's Council's (DCSDC) Access and Inclusion Project, supported by Public Health Agency (PHA) are working in partnership with Developing Healthy Communities (DHC) to promote, adapt and endorse an initiative to enhance service provisions and understanding of people with disabilities through the development and production of a digital resource pack that will serve as a toolkit of provisions for DCSDC businesses and Cultural Organizations.

A.I.M Resource pack is an Access Inclusion Model of practice developed and designed through working partnerships and learning that has occurred in the lifetime of DCSDC's Access and Inclusion Project. This will be strengthened by working collaboratively with Developing Healthy Communities who manage initiatives that further serve to enhance the roll out of the A.I.M digital Resource Pack throughout DCSDC.



# A.I.M for Better Business

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“A.I.M is an Access Inclusion Model of excellent practice, specifically designed as a go to guide and toolkit supporting businesses and cultural organizations to enhance their service delivery for our pan disability community that creates opportunity and a solution focussed approach to reduce barriers to participation, economic activity, health and social wellbeing for people with disabilities.”



**The digital resources pack will bring together a range of information and awareness to build a shared understanding and awareness of our pan disability population in which they live, the wider local context affecting health and social wellbeing and specific aspects related to the delivery of services and businesses to support people with disabilities whilst promoting engagement and economic activity post pandemic and generally.**

**Derry City and Strabane District Council, Public Health Agency and Developing Healthy Communities are working collaboratively to ensure that the following objectives are underpinned in this co-designed and co-produced approach.**

- Create a product to support DCSDC businesses and cultural organizations to become Accessible and Inclusive to people with disabilities to:

Elevate economic activity from people with disabilities  
Change perception of disability  
Help to Improve Health and Wellbeing in the workplace  
Improve customer service for people with disabilities  
Learn what is legally required from your business

- Support World Health Organization objective for a Healthy City by:

Creating and improving those physical and social environments and expanding community resources which enable people to mutually support each other in performing all the functions of life and developing to their maximum potential

- Support Businesses in Our Community to maximize their business value and reduce “walk away pound”





# Forewords



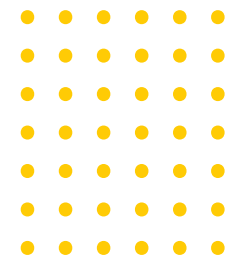
## Stephen Gillespie

**Director Business and Culture,  
Derry City and Strabane District Council**

Getting a job or education, travelling between home and work, going for a meal or to the cinema with friends are activities most of us take for granted. But for too many disabled people these ordinary aspects of life remain difficult to achieve. That is why the Access and

Inclusion project is an integral core project in DCSDC as it continuously affords us to look at what more we can do to improve disabled people's opportunities, to improve their quality of life and strengthen our society as a whole and increase health and wellbeing. Despite considerable progress in the Access and Inclusion Project, disabled people are still experiencing disadvantage. Barriers – in attitudes, the design of buildings and policies, for example – still have to be overcome by disabled people, reducing their opportunities and preventing them fulfilling their potential. The A.I.M resource pack is a sound example of collaborative working that will support businesses to create a standard to suit the needs of disabled people. 25% of our residents in DCSDC have a disability and/or long term health issue and often find

themselves cut off from the opportunities others enjoy. And our economy and society, too, lose out if we don't use their talents to the full and create accessibility for all. DCSDC is committed to improving the life chances of disabled people through co-designed and co-produced approaches that this digital resource pack aims to address – Access Inclusion Model is Everyone's Business.



# Forewords



## Erin McFeely

### Chief Executive, Developing Healthy Communities

I'm going to start off by stating the obvious. At least it should be obvious. Making the spaces you manage accessible to all, and inclusive of everyone, is not a chore – it's a pleasure. It's the joy of knowing that you've made your business, or venue, or community

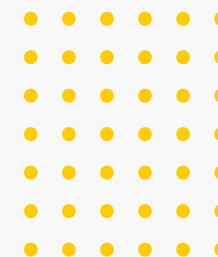
space available to anyone who might want to enjoy it. That for all the smiling faces you see inside the place, you haven't left anyone shut out. That there's no-one out there telling their family, or mates, or online communities: "Yeah, it looked like a great place, but..."

And guess what, when you think about it in those terms it actually makes pretty good business sense too.

All of that said though, it does take concerted focus and effort. That's no comment on the will of business owners and managers to make their services accessible, it's just complicated sometimes. Different needs require different adaptations. Some are simple fixes with low capital requirements while others involve creative thinking or investment.

And it's not one size fits all: at Developing Healthy Communities we know from

our Health@WorkNI project that every business will have its own challenges. But we also know that there's no limit to the energy that employers in Derry City & Strabane have when it comes to building healthy, inclusive environments for their staff and customers. Now, with this resource pack, there is one central document to support and clarify the process as you work to make your spaces more accessible, inclusive, successful and pleasurable for everyone.



# A.I.M for Better Business



## Fiona Teague

### Head of Health Improvement Western Area, Public Health Agency

The Access Inclusion Model (A.I.M) for Business and Cultural Organisations is a welcome resource that has been a direct result of the partnership working through Public Health Agency (PHA) funded initiatives in the local area including the Access Inclusion Project within Derry

City and Strabane District Council, Foyle Health at Work and WHO Healthy Cities Project within Developing Healthy Communities. These programmes of work have joined forces to create a digital resource which specifically looks at promoting inclusive practice within workplaces, businesses and cultural venues.

Tackling the social determinants of health has to be a priority for all organisations who work within local communities. The A.I.M for business and cultural venues is a clear example of how we can all work together to promote a more accessible, inclusive and healthier society which removes barriers for people with disabilities to enjoy everyday life. The A.I.M resource offers clear, supported steps which can aid these organisations to reach out to customers with specific health needs

and disabilities

PHA have commissioned over £1 million into the Access Inclusion Programme in Derry City and Strabane District Council since 2013. This work has improved inclusive practice across the area and is widely recognised as a model of excellent practice across Northern Ireland.

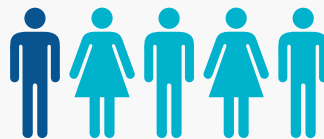
PHA supports and encourages business and cultural organisations in the DCSDC area to avail of this resource to raise awareness and knowledge of how to make our society more inclusive and healthier.

# Useful facts for businesses and venues:

## A.I.M



With one in five customers estimated to have a **disability or long-term condition**, the A.I.M Digital Resource guide is a solution focussed approach giving businesses the confidence to help meet the needs of disabled shoppers, without the fear of getting it wrong.



### Spending power

**£249 billion**

a year is spent by disabled customers in the UK (2017)

**23%** of the population of Northern Ireland have a disability (Dept for Communities Family Resources Survey 2018/19)

This includes people with hearing, visual and cognitive impairments as well as people with physical disabilities



### Become a household name

**40%** of all households in Northern Ireland include a disabled resident. Disabled customers are more likely to be loyal customers, who may also bring their friends and family, meaning repeat business for you

'Accessible restaurants and pubs which provide excellent customer service will attract disabled people, their friends and families. 18% of disabled customers visit restaurants at least once a week and 22% visit at least two or three times a month' Pizza Express





### Open to everyone

There are **400,000** disabled people in Northern Ireland who are your potential customers

Providing better access means that your business is more welcoming to everyone.

Enabling customers of all ages and abilities to access your services will widen your customer base



### Growing, loyal market

Accessible business often creates loyal, lifelong customers. People stick with businesses that they trust and know will work for them every time.

This is particularly true for disabled customers. We're all getting older and so the market and need for accessible services and products will only grow in the future.



### Legal duty

Every organisation has duties under the Disability Discrimination Act (DDA) to make reasonable adjustments and remove barriers, as a service provider and employer, in three areas:

- **Any provision, criterion or practice (policy)**
- **Physical features of premises (building)**
- **Provision of auxiliary aids (access supports)**

The aim is to provide equality in service provision and employment for everyone, with the same level of access,



# Did You Know?



## Access works

Accessible workplaces can increase the efficiency and loyalty of your staff. You'll attract skilled staff including disabled people, making your business stand out as a community leader. A disability confident and well-trained staff team will provide better customer service and boost your sales. Nominating an Access Champion within your business could work wonders; they can help improve access to your services so you can reach more customers.



## Small investment, big profit

**Making reasonable adjustments** means that the actions you take to make your business more accessible should be relative to the size of your organisation. Many small changes to the way you work, how you present information and your premises, can have a big impact on the number of your customers. Making sure that your staff can provide great customer service to disabled people can often make the biggest difference of all.



## See the potential

- Understand the needs and expectations of a diverse customer base, employee pool and the community you operate within; become disability smart.
- Develop the confidence and knowledge to engage with disabled customers and employees
- Identify and remove barriers to people accessing your goods and services
- Watch your business grow, as you improve access to your services, build a positive employer reputation, strengthen your

# Every Customer Counts

## Are you open for business ... for everyone?

An accessible business is one that is equally open to all potential customers, including the approximately 400,000 people in Northern Ireland who have a disability.

Every business has a legal duty to take reasonable steps to ensure that disabled people can access their services but there are many other reasons why you should stop and consider how accessible your business currently is.

These include:

- Enabling customers of all ages and abilities to access your services could widen your customer base.
- A disabled customer can often quickly become a loyal customer who may also bring their friends and family, meaning repeat business for you.
- We're all getting older, the market and need for accessible services and products will continue to grow in the future.



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The Equality Commission has developed the “Every Customer Counts” initiative to support Northern Ireland traders seeking to promote accessible services. Our goal is to encourage businesses to take a moment to use our free self –assessment tool and consider how open their services currently are to disabled people.

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# Every Customer Counts

## Three Steps To Success:



1. Policy

2. Audit

3. Action

Equality Commission Northern Ireland are committed to providing additional support to anyone seeking to make adjustments to their current arrangements. Read our good practice guides for ideas and handy tips on how to improve your service (pdfs):



# A.I.M for Better Business

## Action plan template

Use our [action plan template](#) (editable pdf) to prioritise, implement and evaluate any changes you decide to make

## Auxiliary aids

See our [list of auxiliary aids](#) and services (pdf) which you may find useful

## Additional information

Imagine you are a customer – take a typical journey through your own service by following these tips:

- Check your [website: pre-visit information](#)
- Getting to your premises – [making it easy](#)
- [Entrances and exits](#)
- Inside your premises: [access all areas](#)
- [Getting customer service right](#)
- [Toilets and changing areas](#)
- [Consultation and feedback](#)

## Equality NI Resources for Businesses

All resources can be downloaded and printed at the website

- [derrystrabane.com/AIM](http://derrystrabane.com/AIM)

Read our online guide to making adjustments to your premises

## Videos

Watch our [good practice videos](#) and [disability etiquette videos](#)

## Further information

You can find further information and contact us directly to discuss your plans and for additional support and guidance

[www.equalityni.org](http://www.equalityni.org)





# Would your business benefit from a **FREE** Health & Wellbeing Support Service?

Due to a fantastic, funded initiative (supported by the Public Health Agency) your business may be able to avail of free Workplace Health & Wellbeing support.

The aim of the initiative is to mentor and support businesses through a structured four stage process to improve the health, safety and well-being of their employees within the workplace setting.

This is currently year 5 and the programme has been a resounding success with over 950 business in Northern Ireland having availed with huge benefits to employee health being realised. Businesses range from large multinationals to small micro businesses.

**Registration is now open**  
for new workplaces to sign up.

➤ **Go to**  
[www.derrystrabane.com/AIM](http://www.derrystrabane.com/AIM)



Public Health  
Agency

# An overview of what is provided:

- An opportunity to complete an evidence-based and employee wide health & wellbeing survey to identify areas of priority;
- A comprehensive and informative report outlining the health of employees;
- Health Champions online training
- FREE Mental Health First Aid Training
- Networking Opportunities

It is really easy to register your business for Work Well, Live Well at:

[www.dhcni.com/work-well-live-well](http://www.dhcni.com/work-well-live-well)



# FREE JAM Card Training will help you build your business back better!



Just a minute



JAM Card provides organisations with training to enable them to offer excellent customer service. DSCDC is offering businesses **FREE** access to JAM Card training to help you build your business back better.

The Just A Minute (JAM) card was developed by NOW Group participants in 2012. The JAM Card allows people to ask for a minute of patience in any situation they need it including in shops, restaurants, public transport and accessing public services. It is also available as an app for smartphones that allows users to select what their screen says from options including 'I have autism', 'I have a condition' and 'I have a brain injury'. Those with a communication barrier are often reluctant or unable to tell others about

their condition. JAM Card allows this to happen in a simple, effective non-verbal manner.

With over 80,000 JAM Card users, the NOW Group offers a training package to businesses, which equips their staff with customer service skills in order to provide an excellent service to JAM Card holders. This training ensures staff can communicate with JAM Card users in an empathetic and appropriate manner. JAM Card E-learning Awareness Training only takes fifteen minutes to complete



# A.I.M for Better Business

and you will then be able to proudly display you are a JAM Card Friendly business.

Derry City and Strabane District Council are offering **FREE** training places for businesses and staff to become JAM card friendly.

Once training is complete in your business you will also receive **FREE** marketing material from DCSDC's Access and Inclusion project.

**By signing up to become JAM Card Friendly you will be supporting Derry City and Strabane District Council in becoming the FIRST council and borough area in the United Kingdom and Ireland to take such a collective approach to enhance customer service for people experiencing communication barriers and joining the over 2,000 businesses already within the JAM Card Family; including Lidl; AIB; NIE Networks; The Equality Commission; Northern Ireland Housing Executive and Translink.**

**To access the JAM Card E-learning awareness training, please contact:**  
**[Inclusion.culture@derrystrabane.com](mailto:Inclusion.culture@derrystrabane.com)**  
**for further information**



**“Derry City & Strabane District Council businesses will be the first in UK and Ireland to work collectively together to become JAM Card Friendly”**



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Cheantar an tSratha Báin  
Derry Citty & Strabane  
Districk Council

# A.I.M for Better Business

This information is available upon request in a number of formats including large print, Braille, PDF, audio formats and minority languages.

**For further information please contact**

**Email: [Inclusion.culture@derrystrabane.com](mailto:Inclusion.culture@derrystrabane.com)**

**Telephone: 02871 253 253**

