



# The Inclusive Places Charter Mark

# 1 About the Charter

The Inclusive Places Charter Mark is an award distributed by Liverpool City Council to organisations across the city's hospitality and visitor economy sector.

The scheme shows the individual features of visitor attractions, hotels, and hospitality. Each version breaks down into three core groups, communication, physical and sensory access.

Objectives of the Inclusive Places Charter Mark:

1. Improve access to hospitality venues for all Liverpool citizens and visitors
2. Raise awareness of disabling barriers
3. Highlight and encourage disabling barriers training within visitor attractions and hospitality venues
4. Ensure new buildings and planned refurbishments have good access

The charter helps businesses across the hospitality and visitor economy sector to understand the requirements of deaf, disabled and neurodivergent individuals by building equality into all elements of guest experience.

## 2 What are the benefits to you?

By committing to the Charter, your organisation will create and implement a plan to achieve best practice accessibility in the most appropriate way to suit your business activity

- Support your business or service to meet the requirements of the Equality Act
- Accessible spaces enable bigger customer bases, which is good for business, economic development, and tourism
- Accessible designs are future-proof and make good economic sense for public buildings and spaces
- Implementing best practice accessible features will boost your organisations reputation as a leader
- Improved customer loyalty and positive feedback

Our city will become a model of best-practice accessibility through our community and business leaders advocating for places and spaces that are accessible for all.

## 3 What does it involve?

By signing up to the charter, organisations agree to operate by the below principles.

### 3.1 Inclusive Places Quality Mark Charter

- We welcome people regardless of their differences in age, agility, mobility, senses or perception.
- We welcome people with children in buggies, prams, and pushchairs.
- Mums are welcome to breastfeed.
- We recognise that people with certain conditions, disabilities or impairments are excluded by poor design of places and systems, this creates social disabling barriers.
- We commit to equality awareness staff training.

- All our staff members understand that some visitors require extra time to take part.
- All our staff understand the need to offer service without fuss, including no queuing for customers who cannot wait for queues
- We welcome assistance dogs and provide a bowl of water.
- All our staff will be informed about the need to avoid disabling barriers and to be flexible in customer service without any fuss.
- We will display the Inclusive Places Mayoral Quality Mark to the public and staff on our premises, websites, and other media.
- We will promote Inclusive Places Mayoral Quality Mark to other businesses.
- We will be committed to offering our help in helping Liverpool be the most accessible city in the country.
- We will make every effort to remove disabling barriers.

## 4 Awarding process and next steps

1. Please download the relevant submission pack for your business (visitor attraction, hotel or hospitality) and complete the checklist with as much up-to-date information as possible.
2. Please submit completed forms and any questions to [inclusiveplaces@liverpool.gov.uk](mailto:inclusiveplaces@liverpool.gov.uk)
3. Your submission will be reviewed and if successful, you will be awarded with an official certificate and window display sticker indicating your commitment to the charter to the public, as well as a business page and digital award on the VisitLiverpool website.
4. Annual follow-ups will be carried out for all awarded businesses.