

Eight easy steps to inclusive marketing

1 Promote your services

- Always highlight in your marketing what you are doing to make services accessible

2 Advertise formats

- Always advertise the availability of alternative formats on all materials

3 Accessible design

- Always follow accessible design guidelines for written information*

4 Use positive images

- Always include positive images of disabled people and older people using services in documents and broadcasts

5 Inclusive websites

- Always ensure your website (re) design meets accessible guidelines*

6 Inclusive broadcasts

- Always include audio description, subtitles and a sign-language insert on any broadcast

7 Advertise contacts

- Always promote the full range of ways people can contact you and include a textphone, typetalk and/or an sms contact

8 Encourage feedback

- Always be proactive in seeking the views of people about your services and marketing both at the design stage and after publication

*For more information visit <https://www.imtac.org.uk/publications/making-your-information-accessible-guidelines-transport-providers>