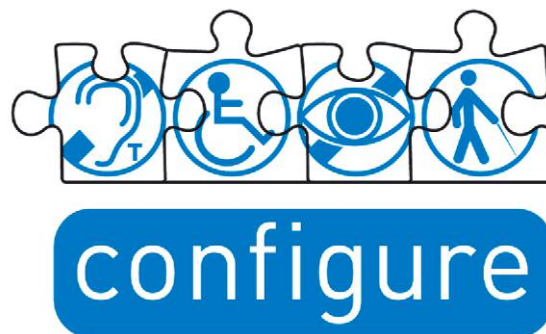




## Creating Inclusive Access For Disabled Customers

How To Ensure Your Business  
Can Benefit Financially, Morally and Legally

A Workshop Presented By



In Association With



## The Invitation

Since 1<sup>st</sup> October 2004 Service Providers have been **obliged** to make 'Reasonable Adjustments' to any physical features of their premises that present a barrier to access for disabled people. **You** and/or your colleagues are invited to attend a FREE Seminar/Workshop that will provide an invaluable guide to the requirements of the Disability Discrimination Act and describe exactly what **your** business needs to do to conform with this legislation. The emphasis of this Cornish presentation will be on the specific needs, and fears, of small and medium sized businesses. It will be presented in plain English and staff from Configure, that will run the Seminar/Workshop, will be present to answer questions and offer advice after the seminar.

Configure is the leading commercial disability access consultancy in the UK and Ireland and, while it works with national and multinational organisations, private and public sector, it can also offer help, advice and peace of mind to small, local businesses and do so in a manner that is right for existing and potential disabled customers. Configure emphasises that making the reasonable adjustments required by the Disability Discrimination Act can be **financially rewarding**. It should be emphasised that the term disability covers **all** types of disability including physical disabilities but also other forms of disability such as impaired sight or hearing.

On **Wednesday the 6th of July** Configure, working with Joseph Swain Media, will organise a totally free seminar for small and medium sized Cornish businesses which will help demystify the Disability Discrimination Act, suggest simple and commonsense ways in which local businesses can respond to the legislation **and** attract and retain new and existing disabled customers. Nationally, Configure works with organisations such as Premier League Football Clubs, major national retailers such as Matalan and Homebase, travel organisations such as BAA and several regional airports, hotel chains such as Travelodge, fast food outlets such as Pizza Hut and McDonalds, trade associations such as the British Shops and Stores Association and the Federation of Ophthalmic Dispensing Opticians and a large number of public sector organisations including hospitals, local authorities and the Northern Ireland Fire Service.

The event will take place at Truro College on the 6<sup>th</sup> July between 5.30pm and 7.30pm and while attendance is FREE, you need to register by e-mailing [mike.elms@configure.co.uk](mailto:mike.elms@configure.co.uk) **as soon as possible** to confirm that you wish to attend. You will then be sent confirmation (numbers are limited to 50/60 people).

## The Running Order

5.00pm – 5.30pm  
Check in/Registration

5.30pm – 5.35pm

Welcoming Remarks - Joseph Swain of Joseph Swain Media

5.35am – 6.25pm  
Introduction to the Legal Framework of the Disability Discrimination Act 1995 (DDA) and Disability Rights "Talk Video".

- Background to the DDA and understanding the basics
- Pictorial access Audit – Problem Areas and Good Practice
- Effecting simple "Reasonable Adjustments"
- Auxiliary Aids

6.25pm – 6.45pm Comfort Break/Networking

6.45pm – 7.35pm Staff Training and delivering Inclusive Access

- Identifying the barriers that make impairments disabling
- Assumptions and misperceptions about disability
- Changing working practices
- Language

7.35pm – 7.37pm – Closing Remarks Joseph Swain