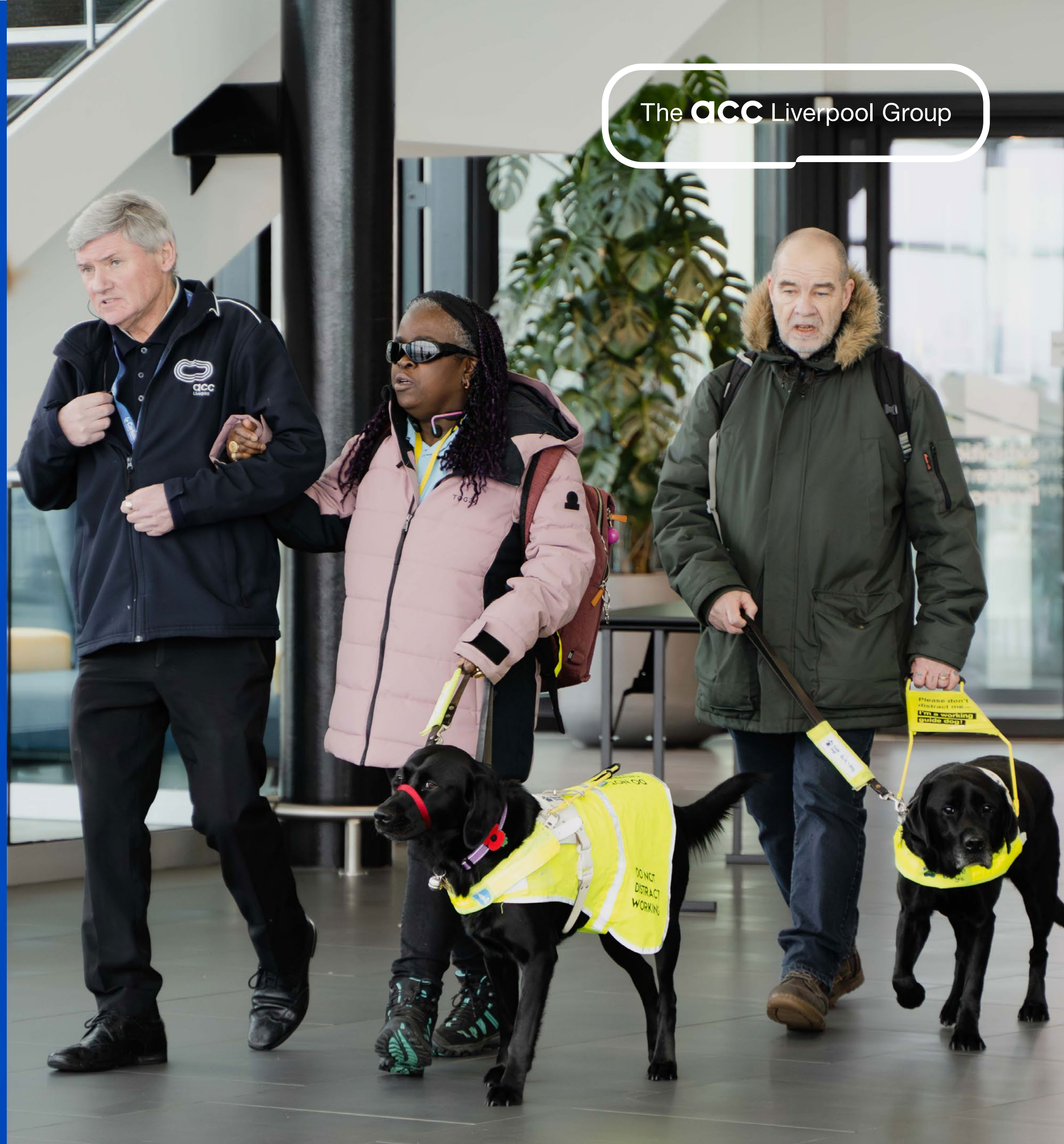


The ACC Liverpool Group

Accessibility Strategy

The ACC Liverpool Group



Introduction

As an organisation we are committed to providing experiences that are accessible to everyone. We continually work behind the scenes to increase the accessibility and usability of our venues, ensuring that every visit to our campus is an enjoyable one.

We aim to create and maintain a workplace that is accessible to all and free from any barriers or restrictions that will impede fair and equal development and growth.

Accessibility is about more than just physical facilities, it's our culture and attitude that sets us apart.

Our Accessibility Strategy forms part of our Social Value Impact Plan and is an integral part of our community pillar and runs over 5 years.

“Our Hometown means the world to us and our reason for being is to positively impact the lives of our local community. We want that impact to be more than economic, we also want to deliver positive impact through education, wellbeing and inclusion.”

For more information about our ongoing Social Value journey please **click here**.



LIVERPOOL CITY REGION FOR ALL FORUM AT EXHIBITION CENTRE LIVERPOOL
PHOTOGRAPHER: CAITLIN SULLIVAN

Our commitment

The ACC Liverpool Group prioritises and promotes an inclusive organisation that supports the Liverpool City Region's aim to have 'accessibility at the heart of all that we provide', a place where diversity is celebrated.

We aim to remove barriers to participation and make it our commitment to provide a safe and enjoyable experience for all visitors attending any event across our venues.

We are committed to learning and evolving towards a more inclusive and accessible world. We aim to keep improving by listening to and engaging with the voices of our communities, and delivering on our promise to embed an inclusive and accessible culture in all that we do.

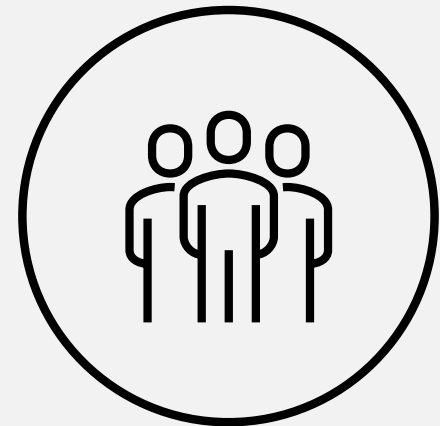


One of your brilliant staff took the time and effort to greet us when we arrived, made us feel like no trouble and escorted us all the way to our seats.

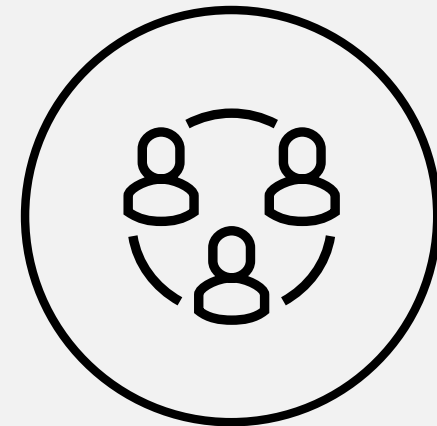


THE LABOUR PARTY CONFERENCE
PHOTOGRAPHER: JONO SYMONDS

Our aims



Make our customer and visitor experience inclusive for everyone



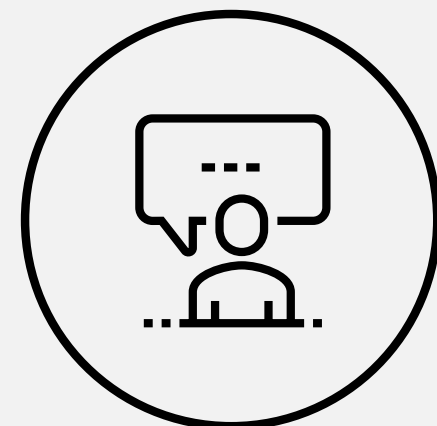
Promote equality and fairness. Going beyond the campus to contribute to an accessible city



Understand and remove barriers to digital participation and services



Always look to learn and collaborate with accessibility experts



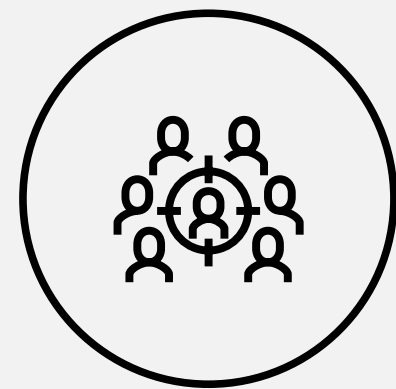
Value all feedback and use it to continually improve our customer experience



Be open and honest in what we can and can't do and explain why

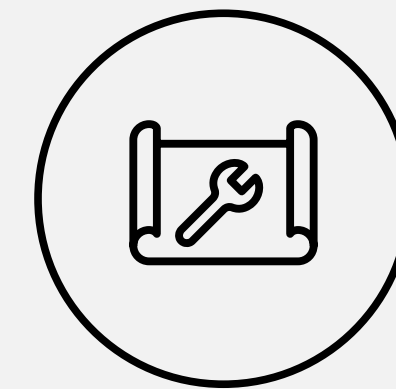
Key deliverables

We know that it will take time to embed new practices, and not all aims can be addressed at once. These are the priorities we have identified as part of our five year plan:



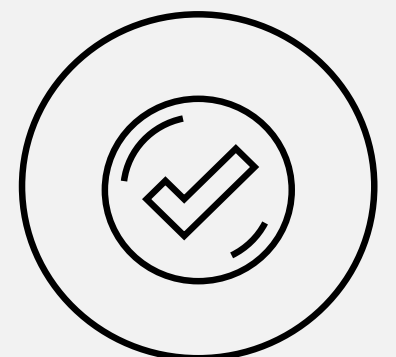
Engage with visitors to shape inclusive experiences

This year we will add a dedicated accessibility section to our post-event consumer surveys, and by 2030 we aim to track a 10% increase in positive accessibility feedback.



Embed Accessibility into new developments

From this year, 100% of new development projects taking place on our site will include accessibility reviews at the concept stage.



Support a culture of inclusion and respect

We will continue to deliver accessible customer service training to all staff and ensure 100% fulfilment rates. We will also continue to launch awareness schemes across the business to ensure that our audience needs are anticipated and addressed.



The staff were friendly and efficient and could not have been more helpful. They made a huge difference to our enjoyment of the evening.

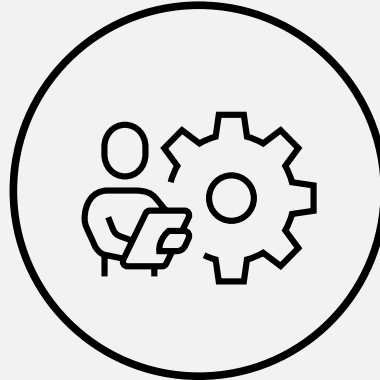


Key deliverables



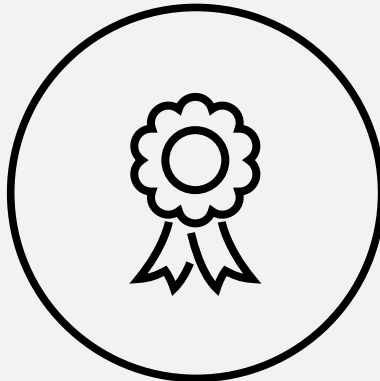
Invest in technology that removes barriers

By 2030 we will implement three new inclusive digital tools or technologies that enhance navigation, communication, or booking for customers.



Be transparent and honest about accessibility

Our accessibility guides and information will be reviewed and updated annually to reflect accurate, practical guidance for visitors. We will report on our progress against targets in our annual Social Value Report.



Champion inclusion across Liverpool and beyond

We will continue to play an active role in the Liverpool City Region Access For All Forum and co-host an annual public event to promote inclusive practices across the visitor economy.



Amazing care and information for disabled attendees - very refreshing to see.

