

Get your message across

**Siobonne Brewster - Snr Business Development Manager
RNIB Innovation & Disability Access Services**



Helping you live with sight loss

Registered charity number 226227

Brief overview of RNIB

RNIB is the UK's leading charity offering information, support and advice to over two million people with sight problems.

We provide information, support and advice, products, new innovations, business services and campaigning activities.



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Agenda

- What important information are you trying to convey?
- How is this message delivered?
- How can it be delivered to Blind and partially sighted individuals?
How can these individual communicate back?
- Why do all of this?

What important information are you trying to convey?

- Bills
- Non payment
- Disruption to service
- Change in terms
- Marketing Material



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How is this message delivered?

- 10 point print
- smaller terms and conditions
- Glossy promotional material
- Call centre - need customer reference number
- Web Site
- Home Visits



How can it be delivered to Blind and partially sighted people?

- Accessible Information
- Disability awareness Training - Call Centre
- Disability awareness Training - Home Visit
- importance of building actions in to policy and best practice

Access to Information

Why?

- DDA s.21 (since 1999)
- Ensure that people are able to access the information you provide
- Information is often the first barrier that customers will come across

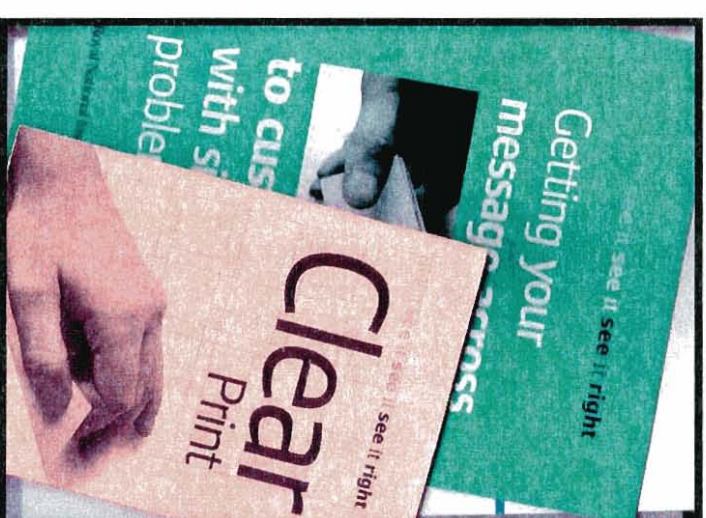


Accessible Information

- Clear Print and Large Print
- Braille
- Audio Tape and CD-Rom
- Signs
- E Text and Websites
- Video



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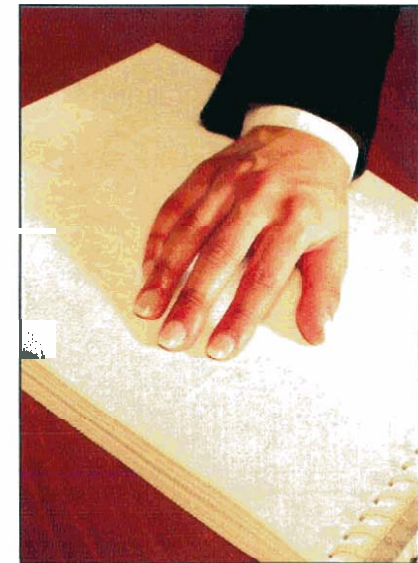


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Access to Information

What should you produce?

- Letters, Bills and Statements, Wage Slips
Contracts
Information / Marketing Details
- ID Cards
- Website - Intranet and Internet



Access to Information

Barrier: Information in poor print

Many people from ethnic minorities with severe sight loss do not seek help or use services available to them. RNIB's outreach work over 10 years has identified a number of barriers to service provision.



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Access to Information

Try Clear Print and offer alternatives

Many people from ethnic minorities with severe sight loss do not seek help or use services available to them. RNIB's outreach work over 10 years has identified a number of barriers to service provision.



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Things to consider as well as type size

- Typeface
- Serif and sans serif fonts
- Type weight
- Type style
- Wrap around text
- Alignment
- Leading
- Line length
- Numbers
- Colour and tonal contrast



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Kidderminster Library

Opening Hours

Monday	9.30 - 5.30
Tuesday	9.30 - 7.00
Wednesday	Closed
Thursday	9.30 - 7.00
Friday	9.30 - 5.30
Saturday	9.30 - 1.00



Kiddo Library

Opening Hours

Monday	9.30 - 5.30
Tuesday	9.30 - 5.30
Wednesday	9.30 - 5.30
Thursday	9.30 - 5.30
Friday	9.30 - 5.30
Saturday	9.30 - 1.00

Sunday 9.30 - 5.30
Monday 9.30 - 7.00
Tuesday Closed
Wednesday 9.30 - 7.00
Thursday 9.30 - 5.30
Friday 9.30 - 1.00

Kidderminster Library

Opening Hours

Monday 10.00 - 1.00
Tuesday 10.00 - 1.00
Wednesday 10.00 - 1.00
Thursday 9.30 - 1.00
Friday 9.30 - 1.00
Saturday 9.30 - 1.00

Chairman of the
County Council

Cadeirydd y Cyngor
Sir

f the County Coun

Review of Braille

- A braille cell consists of six dots

There is a set specification

- Grade 1 Braille - letter for letter
- Grade 2 Braille - shorthand
- Number of users



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Don't forget

- Audio
- Accessible Web site
- Trained staff
- Large Print badge/password entry



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How can these individuals communicate back?

- Accessible Information
- Disability awareness Training - Call Centre
- Disability awareness Training - Home Visit
- Again - importance of building actions in to policy and best practice



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Why do this?

- Customer Base
- Ageing Population
- Corporate Social Responsibility
- Disability Discrimination Act

DDA and Customer Service

Since 1996, it has been unlawful for a service provider to:

- refuse to provide any goods facility or service
- provide a service of a lower standard or in a worse manner
- provide a service on worse terms

DDA and Customer Service

Since October 1999, service providers have a duty to make **reasonable adjustments**:

- auxiliary aid or service
- change policy, procedure or practice
- alternative provision



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Customer Care

Excellent customer care can result in:

- Positive word of mouth / referrals
- Improved retention of employees
- Happy customers - fewer complaints
- Sales...

Feedback and Questions



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Contact Details

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