

Stop designing services around organisations
and start designing them around people's journeys.



THE 9 PRINCIPLES OF AN INCLUSIVE JOURNEY

1 FIND ME



- How easy can your service be found?
- Is your website easy to navigate?
- Is information easy to read and in different formats?
- Do people know about you and how to get to you?
- Is there multiple contact methods to access it?

2 CONTACT ME



- Have you recorded communication needs?
- Preferred time of call?
- Preferred contact method?
- Primary language?
- Start the journey here.

3 HELP ME GET THERE



- Consider access via public transport, community transport, home visit, digital/virtual visit.
- Step-free access and clear directions.
- Access to support teams and advocacy to accompany people.
- Child-care and carer considerations.

4 WELCOME ME



- Clear signage and easy navigation.
- Someone to support navigation.
- Hearing loop and quiet waiting areas.
- Sensory support aids.
- Accessible toilets.
- Wheelchair/mobility aid friendly access.
- Family and carers welcome.
- Deafblind awareness.
- Dementia friendly setting.

5 UNDERSTAND ME



- Look beyond the disability to what really matters to the person.
- Ask how they wish to be referred to (pronoun, preferred name).
- Respect gender identity and sexual orientation – do not presume.
- Include support network as per their wishes (carer, family, friend or advocate).
- Respect culture, beliefs and personal preferences.

6 COMMUNICATE WITH ME




- Use all effective communication methods and preferences.
- Face to face, telephone, email, video call, communication app/device.
- Use interpreters if needed.
- Provide information in a variety of formats: Easy Read, audio, large print, BSL, Deafblind interpretation, braille, email/text.
- Get additional support in good time.

7 SUPPORT ME



- Ensure support is tailored to the person and their needs.
- Accessibility support.
- Sensory support.
- Adjustments to appointments.
- Check regularly that needs are still being met.

8 FOLLOW UP WITH ME



- Check if they are happy with outcomes and what happens next.
- Is there an action plan?
- Has information been provided that is understood?
- Do they know who to contact?

9 LEARN FROM ME



- Ensure you have a feedback system.
- Learn from complaints.
- Share your improvements.
- Ask if there is anything you can do better to improve your service.



Using this toolkit will help us hold ourselves accountable to an inclusive journey, improve user experience, engagement and reduce complaints.

