

TO: BRACKNELL FOREST ACCESS GROUP  
7 MAY 2014

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**BRACKNELL FOREST ACCESS GROUP RETAILERS' GUIDE**  
**Director of Corporate Services**

**1 PURPOSE OF REPORT**

- 1.1 To update the Bracknell Forest Access Group on the progress of the Retailer's Guide and share a copy of the final designed version of the Retailer's Guide.

**2 RECOMMENDATIONS**

- 2.1 That the Bracknell Forest Access Group reviews the Retailer's Guide and approve the guide for publishing.**

**3. SUPPORTING INFORMATION**

- 3.1. Production of the retailers guide was agreed at the Disability Conference in July 2013 following a presentation from the former Chairman of the Wokingham Area Access Group who has already produced a similar guide for the Wokingham area. The purpose of the guide is to help retailers and their staff to provide excellent customer service to people with disabilities and their carers in the borough.
- 3.2. The production of the guide was broadly supported by retailers at the November 2013 Bracknell Regeneration Partnership's Retailer's Annual Awards dinner where a survey was conducted of retailers and ideas for the guide suggested. Ideas from both the Disability Conference and the Retailers Annual Award dinner have been broadly included in the draft guide along with utilising ideas from both the Wokingham guide and the Office for Disability Initiative.
- 3.3. A working group was set up to support the production of the guide including retailers, the Bracknell Regeneration Partnership, Bracknell Forest Councillors, individuals with a disabilities and members of disability groups in the borough. The original draft was circulated at the working group that was set up following the Access Group meeting of 2<sup>nd</sup> October 2013.
- 3.4. The working group have commented on numerous drafts of the guide and a final draft was brought to the Access Group for comment in January 2014. The feedback from that meeting was used to finalise the guide and also to produce a poster to be used alongside the guide to summarise some of the key messages from it. The poster can be used by retailers to post on staff notice boards.
- 3.5. The version of the guide attached at Annex A is the designed draft which has now and is presented to the group for any final changes and approval for publication. **It should be noted that the logo on the front of the guide should be that of the Bracknell Regeneration Partnership not the Bracknell Forest Partnership and this will be corrected before publication. The contents page numbering also needs to be corrected.** The Regeneration Partnership has been very active in supporting the production of the guide and contributing to the costs of its publication and launch.

- 3.6. The guide will be launched at an event for retailers organised in partnership with the Regeneration Partnership this summer. The guide will be distributed at any disability awareness retailer training that takes place in the future as well as it being sent to retailers, service providers and voluntary and community groups across the borough by email and hard copy as appropriate. Any suggestions for distribution are welcome.

#### Annex A

Draft Retailer's guide and poster

#### Contact for further information

Abby Thomas

Head of Community Engagement and Equalities

01344 353307

[Abby.thomas@bracknell-forest.gov.uk](mailto:Abby.thomas@bracknell-forest.gov.uk)