

The logo for Excel London is centered on a dark teal background with light blue geometric lines. The word "excel" is in a white, lowercase, sans-serif font, with a small pink parallelogram above the 'x'. Below it, the word "LONDON" is in a pink, uppercase, sans-serif font.

excel
LONDON

ACCESSIBILITY & INCLUSION: A QUICK GUIDE FOR EVENT ORGANISERS

OUR COMMITMENT

Excel is committed to inclusivity and embraces the diversity of anyone visiting or working at the venue.

Everyone is different so providing an inclusive and accessible environment is critical to the success of every event that is hosted at our venue. This guide is designed to inspire, inform, and support event organisers to be part of that commitment.

[See our accessibility strategy for more details.](#)



KEY PRINCIPLES

Disability is not just about impairment – it's about the barriers that stop people from participating fully, equally and independently. This strategy focuses on reducing those barriers to create a welcoming and accessible environment for everyone.

- **Think inclusion first:** plan for diverse needs from the start
- **Ask, don't assume:** provide easy ways for guests to share access requirements
- **Be proactive:** communicate facilities and support clearly in advance
- **Be respectful:** treat all guests with dignity and respect

ESSENTIAL LEGAL POINTS (EQUALITY ACT 2010)

Making reasonable adjustments is a legal requirement. This is so guests with accessible needs are not disadvantaged. Here are some examples:

- Provide step-free access and alternatives to queuing
- Assistance dogs should be given access without question
- Offer accessible ticketing options and include companion tickets.
- Ensure the event team are aware of their responsibility to treat everyone fairly



EXCEL LONDON VENUE ACCESSIBILITY HIGHLIGHTS

- /// Step-free entrances and lifts throughout
- /// 40+ accessible toilets and 2 Changing Places facilities
- /// Step-free stations at Custom House and Prince Regent
- /// Wheelchairs and mobility scooters can be pre-booked on-line free of charge
- /// Blue Badge bays in the car park
- /// Clear signage
- /// Tactile flooring
- /// Multi-faith and family rooms
- /// For more information visit [Venue Accessibility | Excel London](#)

DIGITAL ACCESSIBILITY (ONLINE MATERIALS AND COMMUNICATION)

Online communication and functionality are a key part of planning to attend an event.
For inclusivity:

- Use straightforward language, short sentences, clear headings
- Ensure good colour contrast and readable fonts
- Add alt text for all images
- Avoid too much use of flashing visuals and autoplay media
- Test websites and emails with accessibility tools such as WAVE and Axe

YOUR EVENT CHECKLIST

Here are some tips for you and your team to focus on to create an inclusive event. The check list provided as part of the pack is a more comprehensive tool that will help you plan and monitor your progress. [Go to my checklist](#)

Before the event:

- Share access information on your website and link to [Excel's accessibility page](#)
- Offer a simple way for guests to request adjustments when they register or book to attend
- Provide PA or companion tickets in a clear and simple way

On the day:

- Train staff on disability awareness and the reasonable adjustments you have made
- Provide clear wayfinding and signage
- Offer priority queuing or quieter entry routes if needed
- Ensure contact staff for access queries are visible and available

MAKING YOUR EVENT ACCESSIBLE

Creating an inclusive event experience starts with thoughtful planning. Accessibility isn't just a compliance requirement – it's about ensuring every visitor, exhibitor and delegate can participate fully and comfortably.

By considering a wide range of access needs – from physical and sensory to communication and digital – you can help ensure your event is welcoming to everyone.

We've developed a comprehensive [Accessibility Checklist](#) to guide you through the key areas to consider when planning and delivering your event. The checklist covers:

- /// Policies & culture
- /// Website & digital
- /// Booking, ticketing & registration
- /// Event layout
- /// Conference & seminar rooms
- /// Signage & wayfinding
- /// Printing information
- /// Customer service

EXTRA SUPPORT



Attitude is Everything –
event access consultancy



Nimbus Disability –
Access Card & guest
access management



RNIB – training and advice
on visual impairment



RNID – BSL interpreting
and deaf awareness



The Brain Charity –
neurodiversity training



Remember: accessibility isn't
just a legal requirement – it
ensures a more welcoming,
enjoyable, and successful
event