IAMPOSSIBLE®

A FREE GUIDE FOR VENUES, EVENTS AND WORKPLACES

10 quick wins

For a visit that works for everyone. Practical changes you can make this month, most at little or no cost.

Because everyone belongs.



START HERE

How to use this guide

IAMPOSSIBLE is the visitor experience partner for venues, events and workplaces. We help you make every visitor feel welcome, whatever their needs and at every stage of life.

These 10 quick wins follow your visitor, from before they arrive through to the moment they leave. Each one has a reason it matters and one thing to try this week. Use the notes column to agree who does what, then tick it off.

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02 Real photos of entrances, routes and toilets
03 A named contact
04 A monthly route walk with a pushchair
05 Clear signs

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09 One question: "How can I help?"
10 An evacuation plan that works for everyone

Bonus: the words that welcome

Life changes, and so do your visitors.

1 in 4 people in the UK are disabled, rising to almost half of people over State Pension age.

Source: Family Resources Survey, 2024 to 2025

01
Put visitor info one click from your homepage

WHY IT MATTERS?
Most people check before they travel. If access, parking and facilities are hard to find, many choose somewhere else, and you never know they looked.

TRY THIS WEEK
Add a 'Plan your visit' link to your homepage menu, with access, parking, toilets and quiet times on one page.

☐ Done

Who:

By when:

Notes:

02
Show real photos of entrances, routes and toilets

WHY IT MATTERS?
Photos answer questions that words can't. Visitors see the step, the door and the space before they arrive, so the day holds fewer surprises.

TRY THIS WEEK
Walk from your car park to the main entrance with a phone. Take ten photos and add them to your visit page.

☐ Done

Who:

By when:

Notes:

03
Name a contact, with a phone number and email

WHY IT MATTERS?
A named person turns a question into a conversation. It tells visitors someone is expecting them.

TRY THIS WEEK
Choose one contact per shift. Add their role, phone number and email to your visit page and booking confirmations.

☐ Done

Who:

By when:

Notes:

04
Walk your route monthly with a pushchair

WHY IT MATTERS?
Routes change: a new display, a lift out of action, a delivery left in a corridor. A pushchair finds similar barriers a wheelchair or walking frame would.

TRY THIS WEEK
Put a monthly route walk in the diary. Note anything that blocks the way, and who will fix it.

☐ Done

Who:

By when:

Notes:

05
Check signs: eye height, contrast, plain words

WHY IT MATTERS?
Clear signs help everyone, from first time visitors to people living with dementia or sight loss. Unclear signs slow everyone down.

TRY THIS WEEK
Stand at each main sign. Is it at eye height, dark on light, in plain words? Fix the three worst this month.

☐ Done

Who:

By when:

Notes:

06
Add places to rest along long routes and in queues

WHY IT MATTERS?
Long walks and long queues are where many visits end early. A seat every so often keeps people with you for longer.

TRY THIS WEEK
Walk your longest route and your busiest queue. Mark where a seat or perch would help, and add one this month.

☐ Done

Who:

By when:

Notes:

07
Offer a quieter space or a quieter hour, and say where and when

WHY IT MATTERS?
Noise, crowds and bright lights can make a visit impossible for some people. Knowing there is a calmer option helps them plan to come.

TRY THIS WEEK
Pick a space or a regular hour with less noise and softer lighting. Put it on your visit page and tell your team.

☐ Done

Who:

By when:

Notes:

08
Keep accessible toilets clear, with the alarm cord hanging to the floor

WHY IT MATTERS?
Accessible toilets often become storage. An alarm cord tied up out of reach can't be used by someone who has fallen.

TRY THIS WEEK
Add accessible toilets to your daily checks: nothing stored inside, and the cord hanging free to the floor.

☐ Done

Who:

By when:

Notes:

09
Teach your team one question: "How can I help?"

WHY IT MATTERS?
Most awkward moments come from guessing. One open question puts the visitor in charge and gives your team confidence. Ask, never assume.

TRY THIS WEEK
Share the question at your next team briefing. Ask everyone to use it this week, then talk about what happened.

☐ Done

Who:

By when:

Notes:

10
Check your evacuation plan works without stairs or a sound alarm

WHY IT MATTERS?
Many plans assume everyone can use stairs and hear an alarm. Some of your visitors can't, and the plan needs to work for them too.

TRY THIS WEEK
Read your plan with one question: how would a wheelchair user on an upper floor, or a Deaf visitor, get out? Share the gaps with your safety lead.

☐ Done

Who:

By when:

Notes:

BONUS

The words that welcome

The words we use carry history and meaning. Language keeps changing, so stay open, listen, and use the words each person chooses for themselves.

AVOID	USE INSTEAD
✗ Differently abled, handicapped	✓ Disabled
✗ Any synonym for disabled	✓ Disabled people, disabled person
✗ Wheelchair-bound	✓ Wheelchair user
✗ Suffers from dementia	✓ Lives with dementia

It's normal to worry about getting it wrong. But silence isn't the answer.

If you're unsure which words to use, ask with openness and respect. A short, thoughtful conversation about someone's preferences builds trust and avoids assumptions.

"The importance of asking the person how they would like to be referred to, and it's ok to acknowledge and use the word disabled."

Customer engagement team, Wembley Stadium



YOUR CHECKLIST

Ten wins, one page

Pin this up in your staff room. Tick each win off as you go.

- ☐ 01 Visitor info one click from your homepage
- ☐ 02 Real photos of entrances, routes and toilets
- ☐ 03 A named contact, with phone and email
- ☐ 04 A monthly route walk with a pushchair
- ☐ 05 Signs at eye height, in contrast, in plain words
- ☐ 06 Places to rest on long routes and in queues
- ☐ 07 A quieter space or hour, on your visit page
- ☐ 08 Accessible toilets clear, cord to the floor
- ☐ 09 Every team member asks "How can I help?"
- ☐ 10 An evacuation plan without stairs or sound

NOTES

FROM OUR FOUNDER

Hello from Nicole

"I started IAMPOSSIBLE because I didn't see people like me (limb different, disabled, a mum, an entrepreneur) reflected in the decisions being made. We're here to change that.

We help venues, events and workplaces co-create spaces where everyone belongs, not as an afterthought, but as a foundation."

Nicole Brennan
Founder & CEO, IAMPOSSIBLE



NEXT STEP

Ready for the bigger wins?

These quick wins are a start. When you want the full picture, we walk your site with people who live it, train your team from their first week, and stay with you all year.

Book a 30 minute call
iampossibleconsultancy.com