

MP – COMMUNICATIONS PACK: EVERYONE WELCOME

This communication pack contains guidance and communications asset to share with local shops in your constituency over the summer of 2025.

This pack is designed to help MPs support local shops in creating safe, inclusive, and responsible retail environments for every customer.

We have included:

- Template social media
- Sample text for your newsletter
- A link to a poster tool where retailers can generate a poster showcasing the support features they offer in their shop.

For more information or help sharing the materials please contact Edward.woodall@acs.org.uk

Creating inclusive and welcoming shops

Local shops serve millions of customers every day and are at the heart of their communities.

We want to help retailers make their stores as inclusive and accessible as possible for all customers, including those with disabilities, hidden conditions and additional needs.

ACS provide comprehensive guidance to help retailers understand how small changes can make a big difference in creating welcoming environments for everyone.

By sharing these resources with businesses in your constituency, you can support local shops in becoming more inclusive and ensure every customer feels valued.



Everyone Welcome Assets



Our Everyone Welcome Poster helps demonstrate a store's commitment to being inclusive and welcoming to everyone in the community.

Retailers can use our poster generator to create a customised poster that highlights the accessibility features and support they offer to customers with different needs. You can generate a poster [here](#).



The Everyone Welcome guide provides practical advice to help retailers make their stores more accessible and inclusive for customers with disabilities, hidden conditions, and additional needs.





The guidance is available [here](#).

Template Social Media Post

X

- Everyone deserves to feel welcome when they shop. @ACS_LocalShops' #EveryoneWelcome guide can help retailers make small changes that make a big difference for disabled and vulnerable customers. 
<https://www.acs.org.uk/advice/everyone-welcome>
- From better signage to tailored customer service, there's lots retailers can do to be more inclusive. I'm encouraging local shops to use @ACS_LocalShops' #EveryoneWelcome guide and poster generator to show their support.
 <https://www.acs.org.uk/advice/everyone-welcome>

Facebook

-  Everyday activities like shopping can be challenging for some customers – but small changes can make a big difference.
-  The Association of Convenience Stores have created a practical guide to help local shops become more inclusive and welcoming for disabled and vulnerable customers.
-  Retailers can even generate a personalised poster to showcase the support they offer.
-  Check out the #EveryoneWelcome guide here: <https://www.acs.org.uk/advice/everyone-welcome>

Retailers in [Insert Constituency] can access free resources to help make their stores more inclusive and accessible for all customers, including those with disabilities or additional needs. The Everyone Welcome guide includes practical tips for improving customer service and store layout, along with a customisable poster to showcase the support available in-store. The full set of tools is available here: <https://www.acs.org.uk/advice/everyone-welcome>

More information

- [Generate the poster](#)

Tips to support customers with:

- [Disfigurement](#)
- [Sticks or walking frames](#)
- [Wheelchairs or scooters](#)
- [Learning disabilities](#)
- [Hearing loss](#)
- [Sight loss](#)
- [Dementia](#)

Other:

- [Additional help for customers](#)
- [The Hidden Disabilities Sunflower](#)
- [Advice on how to communicate with customers in an inclusive way](#)



Social Media Images



Hello/Bye



Thank you

General Principles

- Treat all customers in the same manner and with the same **respect** and **courtesy** you would anyone else.
- Providing **good customer service** to customers will sometimes mean taking a different approach.
- Try to think **flexibly** and **creatively** about the way you serve customers in order to meet their needs.
- Remember that not all disabilities are visible. Do not make assumptions about what a customer can or cannot manage.
- A customer may not introduce a personal assistant or an interpreter. Take your lead from the person using the services.
- Some customers may be accompanied by a guide or assistance dog. These dogs are working dogs and should not be treated as pets.
- Don't worry if you ever feel embarrassed because you aren't sure what to do. We can all feel anxious about doing the wrong thing on occasions but most customers will understand you are trying to help.
- Be **confident**; **relax** and **ask** your customer how you can help.
- Some people need a little more time for everyday tasks such as finding items or paying. **Always be patient** and give extra help if it's needed.