

# Inclusive symbols pack

Swim England has created a suite of symbols to promote inclusivity and accessibility at swimming facilities nationwide.

Working together with a number of national disability sport organisations, including the Activity Alliance, we aim to encourage national industry-wide adoption of the symbols to standardise and improve the customer journey and swimming experience for all.

## How to use the pack

There are two sections:

1. a guidance document
2. a suite of symbols.

### The guidance document

This editable word document includes an image of each symbol, description of what the symbol means and includes copy in the text box area next to it, which you can tailor to your site.

- Firstly remove any points or whole symbols that are not relevant to your facility
- Add site specific information in the text box space next to the symbol, replacing the 'x' with numbers or information relevant to your site.
- Use for staff training / awareness.
- Use online or in print to help customers understand more about the inclusive areas of your facility.

### The symbols

The symbols are provided in 3 formats to suit low or high resolution needs: jpeg, PNG and eps.

You can download and use in a range of marketing materials, from signage and window stickers, to print and online.

## Any questions?

For further information about inclusivity and accessibility symbols

Contact: [equality@swimming.org](mailto:equality@swimming.org)

You'll find further advice on how to improve accessibility on the following link:

[Inclusive marketing and communications](#)

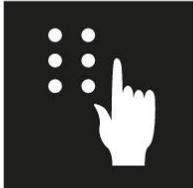
CENTRE ACCESS		<i>Accessible Parking</i>	<ul style="list-style-type: none"> <li>• The venue has its own car park for use by customers with X number of spaces</li> <li>• The venue has its own car park for use by customers with X number of Blue Badge accessible spaces X meters from the main entrance</li> <li>• The venue can provide parking if reserved in advance to Blue Badge holders</li> <li>• Blue Badge on street parking available nearby</li> <li>• Public Car Park (<i>name/address</i>) available X far from the venue</li> <li>• All local parking restrictions should be checked before visiting the venue</li> </ul>
		<i>Level access and automatic doors</i>	<p>The centre is accessible with level access and automatic doors. This means that centre has:</p> <ul style="list-style-type: none"> <li>• Level access leading to the entrance door</li> <li>• Level access inside</li> <li>• Sensor/push pad operated automatic doors or no doors at the main entrance</li> </ul>
		<i>Access by ramps, slopes and/or manual doors</i>	<p>The centre is accessible by ramps, slopes and/or manual doors. This means that centre has:</p> <ul style="list-style-type: none"> <li>• An easy or moderate ramp or slope at the entrance and manual or automatic doors OR</li> <li>• Level access into the venue and manual doors AND</li> <li>• Level access, easy or moderate ramps or slopes or lifts (platform or standard) to get around the venue</li> </ul>

		<p><i>Space for relevant centre descriptions:</i>  <i>i.e. slope down from carpark / bus stop to main entrance etc/alternative entrances?</i></p>
	<p><i>Accessible reception desk</i></p>	<ul style="list-style-type: none"> <li>• The centre has a low level/split level reception desk</li> <li>• The low level/split level desk will be clear at all times</li> </ul>
	<p><i>Accessible turnstiles</i></p>	<p>The centre has accessible turnstiles. This means that:</p> <ul style="list-style-type: none"> <li>• They have wide access, suitable for wheelchairs and pushchairs</li> <li>• Users are able to enter independently via accessible gate using a card reader <i>i.e. without requiring assistance from reception staff</i></li> </ul>

	<p><i>Assistance animals welcome</i></p>	<ul style="list-style-type: none"> <li>• The centre welcomes assistance animals on site</li> <li>• There is a designated spending area for assistance animals on site</li> <li>• There is a designated and supervised area to assistance animals to rest whilst their owner is exercising</li> <li>• Guided tours are available on request to help the owner and their assistance dog learn the building lay out</li> </ul>
	<p><i>Lift available</i></p>	<p>The centre has a lift available between floors that has:</p> <ul style="list-style-type: none"> <li>• Tactile buttons</li> <li>• Floor directory</li> <li>• Audio announcements</li> </ul> <p>And has capacity for:</p> <ul style="list-style-type: none"> <li>• X wheelchairs</li> <li>• X sports wheelchairs</li> <li>• X people</li> </ul>
	<p><i>Seating available</i></p>	<p>There is seating available on the premises for customers in the following locations:</p> <ul style="list-style-type: none"> <li>• Reception area</li> <li>• Top of stairs</li> <li>• Pool-side seating</li> </ul> <p>That includes:</p> <ul style="list-style-type: none"> <li>• High back seating</li> <li>• Arm rests</li> <li>• Low sofas</li> <li>•</li> </ul> <p>If not readily available it can be requested.</p>

		<p><i>Accessible café</i></p>	<p>The centre has an accessible café. This means that it has:</p> <ul style="list-style-type: none"> <li>• Wide access, suitable for wheelchairs and pushchairs</li> <li>• Movable/free-standing seating</li> <li>• Table assistance</li> <li>• Menus available in large print and alternative formats <i>i.e. different language</i></li> <li>• Quiet area available</li> </ul> <p>The café is located on the <b>X</b> floor.</p> <p>Access can be gained to the café by <b>X</b>.</p>
		<p><i>Accessible spectator area</i></p>	<p>The centre has an accessible spectator area. This means that:</p> <ul style="list-style-type: none"> <li>• Wide access, suitable for wheelchairs and pushchairs</li> </ul> <p>The spectator seating is located on the <b>X</b> floor.</p> <p>Access can be gained to the spectator area by <b>X</b>.</p>
<p><b>PRICING</b></p>		<p><i>Concessions available</i></p>	<p>The centre has concessionary prices available, including:</p> <ul style="list-style-type: none"> <li>• Students</li> <li>• Older adults</li> <li>• Careers/supporters/personal assistants go free</li> <li>• Reduced costs for disabled users</li> </ul>

COMMUNICATION		<p>Contacting the venue</p>	<p>The centre is contactable by one or more of:</p> <ul style="list-style-type: none"> <li>• Phone – <i>insert details</i></li> <li>• Email – <i>insert details</i></li> <li>• Website – <i>insert details</i> (including online bookings)</li> <li>• Social media – <i>insert details</i></li> <li>• Text Messaging Service (SMS) – <i>insert details</i></li> <li>• Textphone – <i>insert details</i></li> </ul>
		<p>Sign language</p>	<p>The centre has a member of staff trained in British Sign Language (BSL) generally on duty.</p> <p>It is advisable to contact the centre to assess whether the sign language interpreter is available on request and what level of sign language they are trained to.</p> <p><i>Space for relevant descriptions: i.e. dial-in video link based interpreting service / links with local interpreter and/or hearing impairment charity</i></p>
		<p>Hearing induction loop</p>	<p>A hearing induction loop is available in the following locations:</p> <ul style="list-style-type: none"> <li>• Reception</li> <li>• Café</li> <li>• Gym</li> <li>• Sports Hall</li> <li>• Dance studio</li> <li>• Spectator areas</li> </ul> <p>The centre also has a portable hearing loop available upon request <i>i.e. for one to one sessions</i></p>

	<p><i>Deaf Aware Trained</i></p>	<p>Staff members have been trained in deaf awareness</p>
	<p><i>Large print</i></p>	<p>Large print information is immediately available upon request.</p> <p>OR</p> <p>Large print information is available upon request with prior notice <i>i.e. one-two weeks.</i></p>
	<p><i>Braille</i></p>	<p>Braille information is immediately available upon request.</p> <p>OR</p> <p>Braille information is available upon request with prior notice <i>i.e. one-two weeks.</i></p>

TOILETS		<i>Easy read available</i>	<p>Easy read information is immediately available upon request.</p> <p>OR</p> <p>Easy read information is available upon request with prior notice <i>i.e. one-two weeks.</i></p>
		<i>Disability awareness training</i>	<p>The staff at the centre have been provided with Disability Awareness / Equality training, including:</p> <ul style="list-style-type: none"> <li>• Reception staff</li> <li>• Instructors</li> <li>• Teachers / coaches</li> <li>• Lifeguards</li> <li>• Management</li> </ul>
		<i>Toilets</i>	<p>The centre has <b>X</b> number of male/female/unisex toilets on site.</p> <p>The centre has <b>X</b> number of ambulant disabled male/female/unisex toilets on site.</p> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Changing rooms</li> <li>• Each floor</li> <li>• Poolside</li> <li>• Café</li> </ul>

		<p><i>Accessible toilets</i></p>	<p>The centre has <b>X</b> number of ambulant disabled male/female/unisex toilets on site.</p> <p>The centre has <b>X</b> number of male/female/unisex accessible toilets on site.</p> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Changing rooms</li> <li>• Each floor</li> <li>• Poolside</li> <li>• Café</li> </ul>
<p>CHANGING</p>		<p><i>Accessible baby change facilities</i></p>	<p>The centre has <b>X</b> accessible baby change facilities on site. This means that they have:</p> <ul style="list-style-type: none"> <li>• Low level baby change facilities</li> </ul>
		<p><i>Changing places facilities</i></p>	<p>The centre has <b>X</b> Changing Places facilities on site.</p> <p>Further information can be found on the Changing Places website.</p>

	<p><i>Accessible changing rooms</i></p>	<p>The centre has <b>X</b> number of male/female/unisex accessible changing rooms on site. This means that they have:</p> <ul style="list-style-type: none"> <li>• Grab rails</li> <li>• Low-level bench</li> <li>• Clothing hooks</li> <li>• Hoist available</li> </ul> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Dry side</li> <li>• Wet side</li> </ul>
	<p><i>Accessible vanity area</i></p>	<p>The centre has a low level/split level vanity area which enables the use of mirrors/hairdryers/plug sockets.</p> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Dry side</li> <li>• Wet side</li> </ul>

SHOWER STORAGE		<i>Accessible showers</i>	<p>The centre has <b>X</b> number of male/female/unisex accessible showers on site. This means that they have:</p> <ul style="list-style-type: none"> <li>• Grab rails</li> <li>• Drop-down shower seat</li> <li>• Free standing shower seat</li> <li>• Shelf for toiletries</li> <li>• Adjustable height shower head</li> </ul> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Dry side</li> <li>• Wet side</li> </ul>
		<i>Large lockers available</i>	<p>The centre has <b>X</b> number of double width and <b>X</b> number of double height lockers available on site.</p> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Dry side</li> <li>• Wet side</li> </ul>
		<i>Disability priority lockers</i>	<p>The centre has <b>X</b> disability priority lockers that are distinguishable with this symbol on them.</p> <p>That are available in the following locations:</p> <ul style="list-style-type: none"> <li>• Dry side</li> <li>• Wet side</li> </ul>

		<p><i>Poolside storage available</i></p>	<p>The centre has poolside storage available for:</p> <ul style="list-style-type: none"> <li>• Towels/robes</li> <li>• Walking aids</li> <li>• Shoes/flip flops</li> <li>• Bags</li> <li>• Wheelchairs</li> </ul>
<p><b>POOL ENTRY</b></p>		<p><i>Pool entry available via platform</i></p>	<p>Pool entry available via platform for:</p> <ul style="list-style-type: none"> <li>• Competition pool</li> <li>• Training pool</li> <li>• Teaching pool</li> <li>• Diving pit</li> </ul>
		<p><i>Pool entry available via slope</i></p>	<p>Pool entry available via graduated slope with handrails, for:</p> <ul style="list-style-type: none"> <li>• Competition pool</li> <li>• Training pool</li> <li>• Teaching pool</li> <li>• Diving pit</li> </ul> <p>Pool entry available via beach style slope, for:</p> <ul style="list-style-type: none"> <li>• Competition pool</li> <li>• Training pool</li> <li>• Teaching pool</li> <li>• Diving pit</li> </ul>

	<p><i>Pool entry available via graduated steps</i></p>	<p>Pool entry available via graduated steps, for:</p> <ul style="list-style-type: none"> <li>• Competition pool</li> <li>• Training pool</li> <li>• Teaching pool</li> <li>• Diving pit</li> </ul>
	<p><i>Pool entry available via ladder</i></p>	<p>Pool entry available via ladder, for:</p> <ul style="list-style-type: none"> <li>• Competition pool</li> <li>• Training pool</li> <li>• Teaching pool</li> <li>• Diving pit</li> </ul>
	<p><i>Pool entry available via hoist</i></p>	<p>Pool entry available via hoist, for:</p> <ul style="list-style-type: none"> <li>• Competition pool</li> <li>• Training pool</li> <li>• Teaching pool</li> <li>• Diving pit</li> </ul>

POOL EQUIPMENT



*Floatation  
devices  
available*

The centre has the following floatation devices available for use on by the public on poolside/on request:

- Pull buoy
- Floats
- Noodles