

The Beauty of Diversity

With upwards of 16 million Brits living with disabilities, it's imperative that your services and facilities are accessible to everyone. Seema Flower, founder and managing director of Blind Ambition, shares her top five tips for an inclusive salon environment.

Ensure Your Services Are Accessible to All Members of Society

It's a legal requirement under the Equality Act 2010 to make services accessible to all members of society with reasonable adjustments. Ensure the entire customer experience is inclusive, from booking appointments to providing services, selling products, accepting payments and gathering feedback. Staff should receive training to accommodate customers with additional needs. Often, simple changes can make a massive difference.

Premises Should Be Accessible for All

Consider physical accessibility: plan wheelchair access and access to disabled toilets; perhaps quiet rooms or quieter times of day for those with autism; and private spaces for religious needs. Pay attention to the salon environment, including acoustics, lighting, and décor, to enhance the comfort of all customers.



Staff Training

Comprehensive training on disability awareness, unconscious bias and reasonable adjustments will help your teams better understand disabled customers and appreciate the challenges they have overcome simply to attend a hair appointment. As a disabled-led organisation, Blind Ambition are committed to giving business and organisations the insight, knowledge and confidence to better serve disabled people as customers, employees and service users.

Think Outside the Box

Engage with customers to understand their additional requirements, such as needing assistance from the bus stop, preferring quieter times, or desiring a relaxed atmosphere with lower lighting and reduced music volume. Adapt services to cater to sensory or processing conditions to enhance the salon experience for these clients.

Make Time

Consider hosting open evenings for product testing and home care for disabled customers. Allowing customers to smell, touch and feel products helps them make informed choices, especially important for those with visual impairments or other sensory needs.

As the founder and managing director of Blind Ambition, Seema has dedicated over 30 years to advancing diversity and inclusion across various sectors. Seema's journey began with her ColorNation chain of salons, where she gained deep insights into the salon industry, managing and growing the business for 13 years. This experience has given Seema a unique perspective on the operational and customer service challenges and opportunities within the beauty sector.

For salons looking for a more detailed free disability and inclusion guide, please visit blindambition.co.uk/salonmagazine/ alternatively to find our more please call 0203 886 2020 or head online to www.blindambition.co.uk. @blindambitionuk

