

The National Autistic Society's
Neuroinclusive
Access Award

Leading the way in accessible,
neuroinclusive visitor experiences.



**Information
pack**

Why does being neuroinclusive matter?

- 15-20% of the population is neurodivergent.
- People with disabilities contribute £14.6 billion to UK tourism annually.
- Neurodivergent visitors are loyal customers - accessible venues become their go-to destinations.
- Clear, detailed information benefits all customers, improving efficiency and satisfaction.
- By meeting our standards and achieving our Neuroinclusive Access Award, you will demonstrate to your customers that your organisation offers an industry-approved neuroinclusive environment.



Employees understand how to effectively communicate with neurodivergent people.



Making spaces more accessible and less overwhelming for neurodivergent people.



Providing information about your venue to help neurodivergent people plan their visit.



Ensuring local communities are more inclusive.

"One of the key benefits of receiving the award is the increased visibility it brings to our efforts in supporting autistic visitors."

Eureka

Why apply for the Award?

Our Neuroinclusive Access Award can be adopted by many customer-facing organisation. There are many benefits to achieving the award.

Community and social impact

- Contribute to creating a more welcoming and supportive community
- Encourage neurodivergent individuals to engage with your services confidently and comfortably.
- Strengthen your organisation's role in promoting inclusion and diversity
- Play an active part in creating a society that works for neurodivergent people.



Brand and reputation advantages

- Enhance brand visibility
- Showcase your commitment to inclusive and accessible business
- Raise your profile through association with the National Autistic Society



Customer and market growth

- Compete effectively with larger businesses
- Increase customer satisfaction
- Reach an underserved and often overlooked customer base
- Differentiate your organisation in a crowded marketplace



Operational and workforce benefits

- Demonstrate quality assurance across your organisation
- Equip your staff with the skills and confidence to better support neurodivergent people
- Boost employee morale by reinforcing a positive, inclusive workforce culture



Reach and engagement

National Autistic Society will provide:

- The relevant materials, including a workbook for organisations to achieve the Neuroinclusive Access Award.

Successful applicants will receive:

- a certificate of achievement
- the National Autistic Society's Neuroinclusive Access Award logo and badge to use on your website and physical space to show you are neuroinclusive
- a listing on the National Autistic Society website
- an award toolkit including a communications pack and PR template on how to get the best out of the award.

We will look to promote organisations across the National Autistic Society's community and extensive channels, including:

- Over **500,000** unique web visitors each month
- **433,771** Facebook followers
- **133,000** Instagram followers
- **12,257** LinkedIn followers
- **106,000** supporters via e-newsletter
- **65,000** readers of *Your Autism* magazine
- **116** volunteer-run branches across the country.



"By working through the framework, we identified key areas for small yet impactful changes, ensuring a more inclusive experience for all."

Ice Cream Farm

How we can work with you

Transform your customer experience and demonstrate that you are an ethical and inclusive business.

The following Neuroinclusive Access Award packages are available for you to purchase online, depending on the number of employees within your organisation.



Micro business

2-10 employees



Medium business

51-250 employees



Small business

11-50 employees



Large business

250+ employees

This award is for businesses such as:

Sport and leisure

Working with sporting venues, clubs and leisure centres.



Art and culture

Working with arts and entertainment venues such as museums and galleries.



Retail

Working with retail venues including shops, restaurants and cafés.



Transport

Working with transport providers to ensure their services are neuroinclusive.



Chains and multi-sites

For organisations with more than one site, we can create a bespoke package that fits your requirements.

Our standard package includes:

access to the Neuroinclusive Access Award workbook, with practical tasks to support reflection for you and your staff
digital support throughout the process
a review of your application by a neurodivergent assessor.

Additional elements (depending on organisation size)

Depending on the size and nature of your organisation, your package may also include Secret shopper visit(s).

Optional enhancements

If required, you can add additional elements to your package, including:

- training (either onsite or in-person)
- developmental visit(s) from a National Autistic Society Consultant.

Pricing

Neuroinclusive Access Award starts from **£595+VAT**

*Pricing based on the size of your organisation.

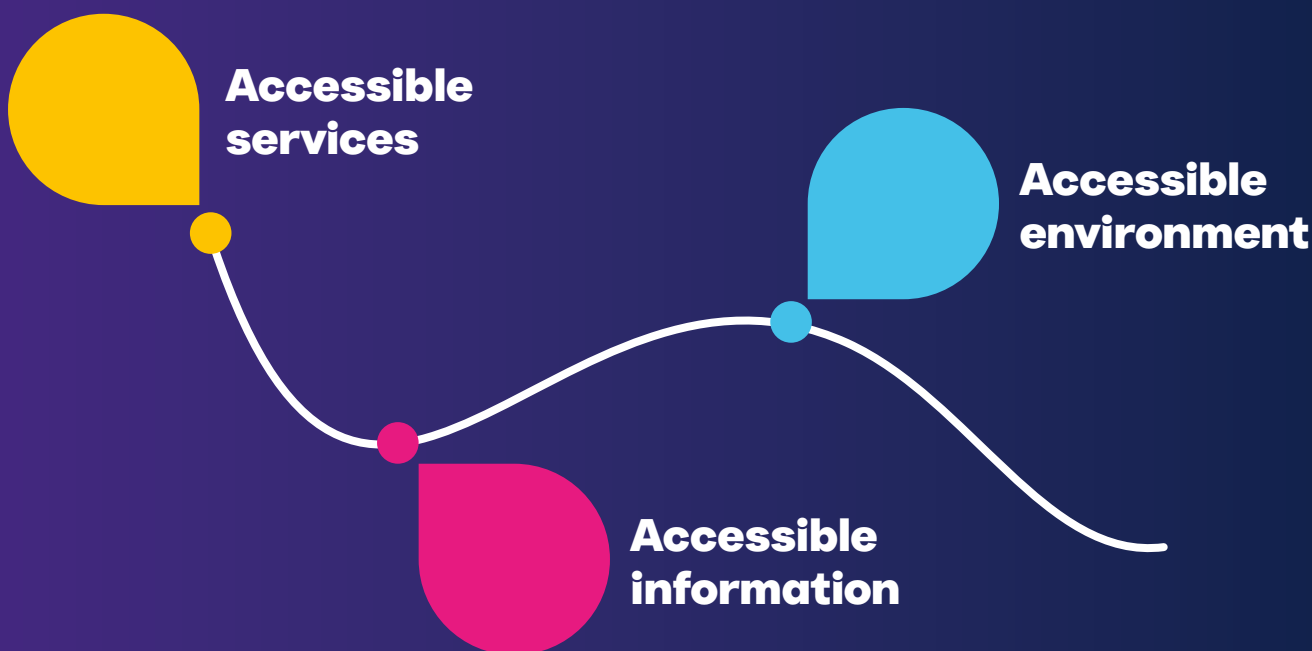
Large, chains and multi-sites:

If you are a large, chain or multi-site organisation, and want to find out how we can help you to create a bespoke package that fits your requirements please contact customerrelationsenquiries@nas.org.uk



How it works

To obtain the award, the National Autistic Society will take your organisation through a series of steps, covering key areas including:



Each section is broken down into overall goals to achieve and a series of tasks for you to complete. These will help you identify actions you are already taking or could take to make your business or service more neuroinclusive.

You are not expected to do everything and not everything will be relevant for your organisation. However, our award framework will help you analyse what may be missing and what improvements are needed to make your business more neuroinclusive.

Once you can provide evidence that you have met the criteria in these areas, your organisation will be issued with a certificate of accreditation, specifying the award tier achieved: Bronze, Silver or Gold

Step 1

Sign-up

Step 2

Complete the workbook

Step 3

Complete training

Step 4

Application and evidence submitted for review

Step 5

Application approved

Step 6

Certificate issued

Who we are

The National Autistic Society is the UK's leading charity for autistic people. We are here to transform lives, change attitudes and create a society that works for autistic and neurodivergent people.

Since 1962, we have been providing support, guidance and advice as well as campaigning for improved rights, services and opportunities for autistic people.

Solutions for organisations

The National Autistic Society has transformed the lives of autistic people across the UK and helped 34,000 organisations by providing information and practical, real-world guidance to support autistic people.

We have developed a range of expert solutions to help your organisation develop your knowledge and skills to become neuroinclusive.

- We are here for over **700,000** autistic people and for their three million family members and their carers
- We have over **20,000** members
- In the last 30 years, we've accredited over **300** organisations.



Neurodivergence means having a 'neurocognitive' experience (to do with how information is processed by the brain) that 'diverges' from (is different to) what is considered typical. Neurodivergent people experience and react to the world differently to 'neurotypical' people.

[Find out more](#)

Contact

For further information, visit our website
or contact our Customer Relations team.



www.autism.org.uk



customerrelationsenquiries@nas.org.uk