

Autism Friendly Award evidence guidance

The Autism Friendly Award is aimed at businesses and their customer-facing support to autistic people. Its focus is around:

- accessible services
- accessible Environments
- accessible Information.

Below is a list of items we would expect to see in place and accessible to autistic people for every site. Samples of these should be provided within your Autism Friendly Award.

Topic one: Accessible services		
Criteria	Essential	Desirable
Our staff understand the key difficulties that autistic people may experience when they use our service.	In the evidence, it is stated that at least 60% of customer-facing staff have accessed training/activities to help them understand the key difficulties that autistic people may experience.	You describe how an ongoing training programme is in place, for example embedded into the induction programme for new staff; regularly revisited etc.
	An overview of topics covered in training/activities is provided in the evidence.	Examples of autism awareness training materials are included in the evidence.
	In the evidence, you say who provided the resources or training eg The National Autistic Society; a local autism organisation; online training etc.	
Examples of outcomes from training are evidenced eg evaluation feedback from staff; before and after staff knowledge audit.		
		Examples are provided of how the personal experiences of autistic people are reflected in autism awareness training.
Our staff are aware of reasonable adjustments and how they can support autistic customers.	In the evidence, you list some reasonable adjustments that you can provide for autistic people.	You provide details of some of the reasonable adjustments you provide.
Our staff know simple approaches to reduce anxiety and better communicate with autistic customers.	In the evidence, you list what specific training/activities address this topic.	You provide examples of autism awareness training materials related to reducing anxiety and communicating with autistic customers in the evidence.

<p>We actively seek and use feedback from autistic people to make our services as accessible as possible.</p>	<p>In the evidence, you describe how you obtain customer feedback from autistic people/families of autistic people.</p>	<p>You provide data on feedback from autistic people/families of autistic people and evidence showing how feedback from autistic customers has impacted on customer service.</p> <p>You provide examples of different autistic groups, schools and services you have worked alongside.</p>
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Topic two: Accessible environment		
Criteria	Essential	Desirable
<p>We provide clear signs and visual supports to help customers find their way around.</p>	<p>In the evidence you include photographs or descriptions of signs and other visual information (notices; floor plans; floor trails etc) which help autistic visitors find their way around.</p>	<p>You provide a description of how customers can identify help points and staff who are available to help them.</p>
<p>We have taken reasonable steps to make our environment accessible by reducing sensory overload and offering quiet spaces, sensory rooms, alternative routes or arrangements.</p>	<p>You list reasonable adjustments to support autistic visitors who may experience sensory overload, for example, quiet areas; alternative routes; alternative queuing systems; quiet times signposted; re-entry policy etc.</p>	<p>You show the results of an environmental audit showing challenges that autistic customers might experience in visiting the venue and how they can be addressed.</p> <p>Feedback from autistic customers on their experience of visiting the venue/service is included in your evidence.</p>
<p>We offer alternatives for autistic customers to help them feel welcome and able to use our facilities, eg quiet times, opportunities to visit event and activities</p>		<p>Events or activities designed for autistic customers are described.</p> <p>Feedback from autistic people about these events is included.</p>

Topic three: Accessible information		
Criteria	Essential	Desirable
We provide clear information to help autistic people prepare for a visit. This might be in a range of different formats such as accessibility guides, visual guides, virtual tours or sensory maps.	You include in your evidence at least one example of pre-visit information that autistic visitors can view ahead of a visit. In a small service, this may be a copy of a printed handout, In larger services, it should be material that can be downloaded from your website. The information should be written in plain English or easy read with photographs.	You provide examples of a range of resources that autistic people can access ahead of a visit, in a variety of formats showing an awareness that autism is a spectrum condition e.g., accessibility guides, visual guides, virtual tours or sensory maps.
We make sure our website or other media platforms are accessible and contain accessibility information for autistic people, which is structured, clear and easy to find.	This criterion is not essential for a small service that does not have its own website. For services that have their own website, you should provide a link or screenshots to show what information for autistic people is on the website providing basic accessibility information.	You have a webpage for autistic visitors which provides useful accessibility information and advice.