

30 September 2004

DDA Part III - British Retail Consortium statement

If you are writing on Part III of the Disability Discrimination Act, coming into force on 1st October 2004, please consider the following comments from the British Retail Consortium (BRC):

Kevin Hawkins, BRC Director General, said:

"Every retailer's aim is to provide first-rate service and a welcoming environment for all their customers.

"The retail sector has made huge efforts throughout the years to improve access for disabled customers and whilst the majority of retailers already meet the requirements set out in Part III of the DDA, we are not claiming to be perfect. However these new legal duties present an opportunity and challenge for retailers to really open up services to those 10 million adults in the UK with a disability and their friends and families.

"The BRC and the Disability Rights Commission (DRC) have developed a practical guide for retailers to explain the new legal duties, help retailers define what is seen as 'reasonable' for their particular retail environment and give practical suggestions for improving the shopping experience for disabled customers."

Click here for Q&A briefing http://www.brc.org.uk/pz_dda95p304.asp