



Autism Friendly Award

Make your business autism-friendly

Information pack



What does being autism-friendly mean?

Every autistic person deserves to feel comfortable in their local community, particularly in retail and public spaces where they can often feel overwhelmed.

By providing an autism-friendly service, your organisation will play its part to create a more welcoming environment and make a difference to the lives of autistic people.

Delivered by the National Autistic Society, the Award is founded upon the years of working with autistic people, their families and the communities that serve them.

By meeting our standards and achieving our Autism Friendly Award, you will demonstrate to your customers that your organisation offers an industry approved autism-friendly environment.



Employees understand how to effectively communicate with autistic people.



Making spaces more accessible and less overwhelming for autistic people.



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



Ensuring local communities are more inclusive.

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 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 successfully 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 autism-friendly.

- **5.5 million** people visited our website in 2021/22
- 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.

Autism is a lifelong developmental disability which affects how people communicate and interact with the world.



Why apply for the Autism Friendly Award?

Our Autism Friendly Award can be adopted by any customer facing organisation. There are many benefits to achieving the Award.

Ensure best practice

- Quality assurance for your business
- Ensure your staff are skilled and more confident around autistic people
- Improve employee morale by demonstrating that you have a positive company ethos.

Raise your profile

- Create brand awareness
- Promote your commitment to inclusive business and increase your reputation within the community
- Raise your profile by being associated with the National Autistic Society.

Increase your competitive edge

- Compete with larger businesses by providing quality services
- Help improve customer satisfaction
- Access an untapped pool of customers
- Differentiate your organisation from the rest of the market.

Play your part in the community

- Play your part in creating a more welcoming community
- Encourage autistic people to use your services
- Continue to support inclusion and diversity
- Contribute to increasing equity and social mobility.



Reach and engagement

National Autistic Society will provide:

- The relevant materials including a workbook for organisations to achieve the Autism Friendly Award.

Successful applicants will receive:

- A Certificate of Achievement
- The National Autistic Society autism-friendly logo and badge to use on your website and physical space to show you are autism-friendly
- 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
- 145,000 Twitter 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



How we can work with you

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

The following Autism Friendly Award packages are available for you to purchase online, depending on the size of your organisation.



Micro business

2-10 employees



Small business

11-50 employees



Medium business

51-250 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 retail services are autism-friendly.



Chains and multi-sites

For organisations with more than one site.

In addition to our standard package, multi-sites will also receive:

- A digital launch session
- Training modules (with the potential to host on your own LMS system or train the trainer)
- Accompanying resources for the staff room/intranet
- New employee joiner pack
- Secret shopper visit(s)
- Developmental visit(s) from the National Autistic Society per identified store
- Annual review by a member of the National Autistic Society's team.



Pricing

Autism Friendly Award costs:

Size	Micro	Small	Medium
Fee	£295	£595	£795

*Pricing based size of organisation. Prices are exclusive of VAT.

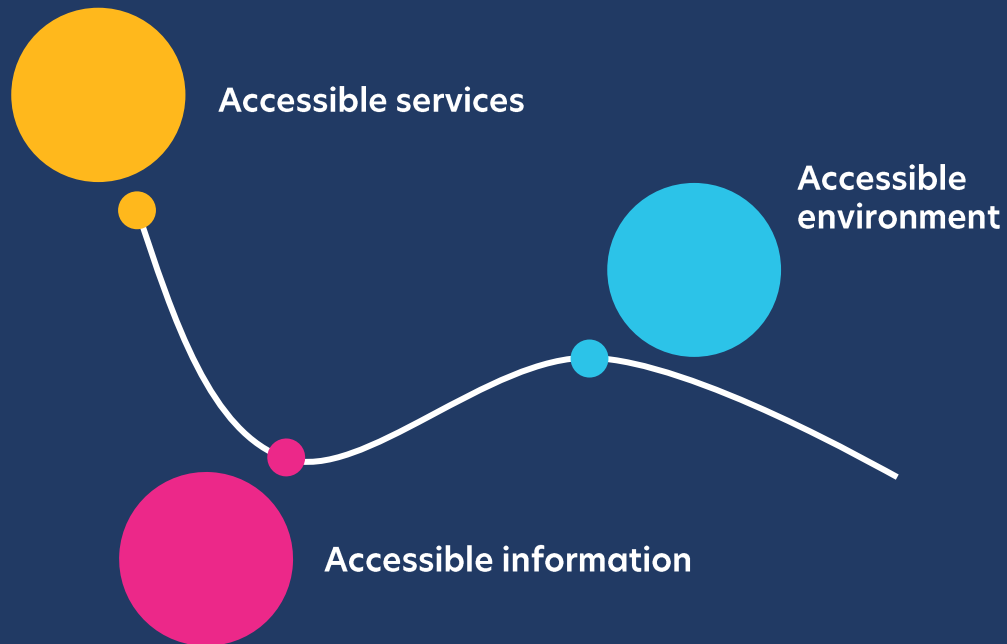
Large, chains and multi-sites:

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 autism-friendly.

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 autism-friendly.

Once you can provide evidence that you have met the criteria in these areas, your organisation will be issued with a certificate of accreditation.

Step 1.
Sign-up online

Step 2.
Complete workbook

Step 3.
Complete training (if required)

Step 4.
Application submitted for review

Step 5.
Application approved

Step 6.
Certificate issued

Training options


When completing the Award, you may find that there are particular areas that your organisation may need training and development on. The National Autistic Society's training can help you upskill your organisation through our Understanding autism training module.

Our online training modules are based on over 50 years of collaboratively supporting organisations to develop their autism practice.

For organisations with their own online learning platform, the National Autistic Society provides licences to host on your learning system for unlimited access for your staff. These licences are usually valid for 12 or 24 months.

To learn more about our online training modules, please click [here](#) or contact customerrelationsenquiries@nas.org.uk.

For more information on events and conferences, please contact Conference.andEvents@nas.org.uk.

A woman with long brown hair, wearing a yellow beanie and glasses, is smiling while working behind a coffee counter. She is holding a glass and a metal pitcher. In the background, there are shelves with white cups and a chalkboard menu.

For further help and support, we provide a consultancy service to help you on an individual basis. To find out more please contact customerrelationsenquiries@nas.org.uk.



Contact:

For further information visit our website or contact our Customer Services team.

Email:

Customerrelationsenquiries@nas.org.uk



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