

Training and Consultancy at Leonard Cheshire

At Leonard Cheshire, we equip organisations to remove barriers for disabled people in workplaces, services, and events. We work closely with each client to provide bespoke solutions that lead to meaningful and lasting change.

The client – WWF Scotland

WWF Scotland is part of the global WWF network, one of the world's largest and most respected independent conservation organisations. Globally, WWF works to protect nature, tackle climate change and help people and wildlife thrive together.

WWF Scotland focuses on protecting Scotland's natural environment, addressing the climate and nature emergencies, and promoting sustainable practices. Through advocacy and collaboration with communities, policymakers and environmental organisations, WWF Scotland works to secure a healthy, thriving future for Scotland's people, wildlife, and ecosystems.

The brief

WWF Scotland wanted to increase employees' knowledge and confidence to create accessible and inclusive events, communications, and workplaces. WWF Scotland were committed to ensuring that everyone, including disabled people, could participate fully in their activities and access information on an equal basis.

WWF Scotland delivers a wide range of events, including virtual workshops, in-person conferences and outdoor activities. These include nature restoration projects, community action days and tidal planting, where volunteers help restore coastal habitats such as saltmarshes and seagrass meadows that support biodiversity and address climate change.

WWF Scotland also runs fringe events as part of larger festivals and campaigns. WWF Scotland wanted to apply consistent accessibility practices across all these formats. WWF Scotland also aimed to ensure their communications—including reports, social media and promotional materials—were accessible and inclusive. As a Disability Confident EMPLOYER, WWF Scotland also wanted to ensure managers had the knowledge to recognise when a disabled colleague may be facing a barrier, to have conversations about barriers, and to make adjustments that remove them. WWF Scotland approached Leonard Cheshire to provide interactive and practical training, tailored to these needs.

The solution

Leonard Cheshire partnered with WWF Scotland to deliver three virtual training sessions: Accessible and Inclusive Events, Accessible and Inclusive Communications, and Disability Confident Managers.





The Accessible and Inclusive Events session explored how to plan events that are accessible and welcoming to everyone. Participants examined different event formats, including online meetings and outdoor activities, and took part in barrier analysis activities. They discussed examples such as event locations without step-free access, the absence of microphones, and how to plan accessibility for varying weather conditions. Accessibility checklists were introduced as a useful tool to embed good practice in event planning.

The Accessible and Inclusive Communications session focused on practical approaches to making information accessible. Participants explored how to write alternative text (Alt Text), choose inclusive imagery, ensure good colour contrast, and produce Easy Read and alternative formats. They can apply these principles to their own work to ensure their communications reach a wider audience and are accessible.

The Disability Confident Managers session helped managers recognise when a disabled colleague may be facing a barrier. It explored how to have constructive conversations about barriers and make adjustments that remove them, creating a more inclusive working environment. Each session was interactive, combining group discussions, barrier analysis activities and real-life examples to bring learning to life.

The outcome

Employees gained practical tools and increased confidence to embed accessibility across events, communications, and workplace practices. The training helped them develop a clearer understanding of how to identify and remove barriers, ensuring greater inclusion in their activities and communications.

Feedback was overwhelmingly positive, with employees describing the sessions as engaging, informative and highly relevant to their work. WWF Scotland continues to build on the insights gained from the training, applying what they have learned to their events, communications, and workplace practices.

“As part of our DEI strategy we approached Leonard Cheshire regarding disability training for people managers and the rest of our WWF Scotland team. We did a total of three sessions, including a bespoke one on accessible events. The team found the sessions informative and all indicated they feel more confident as people managers, event organisers, and in our internal and external communications. Our trainer was Kirsteen Allison and we really enjoyed her training style, knowledge and enthusiasm.”

To find out more:

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