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A presentation to



Website Accessibility



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We are recognised as the most experienced website providers to the local council sector



Website Accessibility



New regulations

Came into force for public sector bodies on 23 September 2018.

You must:

- [Publish an Accessibility Statement](#)
- this must include details of content that doesn't meet accessibility standards
- If someone requests it, **provide an accessible alternative** within a reasonable time for content that doesn't meet the standards

Accessibility Statement:

- **23 September 2019** for new websites created from 23 September 2018
- **23 September 2020** for existing websites
- **23 June 2021** for mobile apps

The accessibility statement must say

- Which parts of your service **do not meet** accessibility standards and why
- How people with access needs can **get alternatives** to content that's not accessible
- How to **contact you to report accessibility problems** - and a link *(to be confirmed)* to the government website that they can use if they're not happy with your response

A reason for not doing it

DISPROPORTIONATE BURDEN

- The **benefits to users with disabilities** of meeting the standards
- The **cost of meeting the standards**
- How it's **used by disabled people** - how often and for how long
- Your organisation's **size and resources**

You can't take into account irrelevant things like lack of time or knowledge, or because you haven't given it priority.

Understanding accessibility

Making a **website or mobile app accessible** means making sure it can be used by as many people as possible.

This includes those with:

- Impaired vision
- Motor difficulties
- Cognitive impairments or learning difficulties
- Deafness or impaired hearing

For example: someone with impaired vision might use a screen reader (*software that lets a user navigate a website and 'read out' the content*), braille display or screen magnifier. Or someone with motor difficulties might use a special mouse, speech recognition software or on-screen keyboard emulator.

Why it is important

- 1 in 5 people have a disability
- Accessible websites are better for everyone. For example, they are faster and easier to use, and appear higher in search engines
- 4 in 10 local councils' homepages failed basic tests for accessibility

Common accessibility problems

Include websites that:

- Can't be navigated using a keyboard
- Inaccessible PDF documents that can't be read out on screen readers
- Poor colour contrast that makes text difficult to read, especially for visually impaired people

Accessibility standards

Your website or app will meet the **new public sector requirement** to be more accessible if it complies with the **international WCAG 2.1 AA accessibility standard**.

The [Web Content Accessibility Guidelines](#) (WCAG) 2.1 explain how to make websites accessible for disabled and older people. The guidelines are written by accessibility specialists, volunteers and disabled people at the World Wide Web Consortium [W3C](#).

Twelve guidelines

WCAG 2.1 has twelve guidelines, grouped into four principles.

The principles are that content must be:

Perceivable

Operable

Understandable

Robust

Principle 1

PERCEIVABLE

Your service **must present information in ways people can recognise and use**, no matter how they consume content (*by touch, sound or sight for example*).

Guideline 1.1: Provide text alternatives

Guideline 1.2: Provide alternatives for time-based media

Guideline 1.3: Create content that can be presented in different ways

Guideline 1.4: Make content easy for people to see and hear

Principle 2

OPERABLE

Your service **must be navigable and usable** no matter how someone uses it (*without a mouse, with voice commands, or with a screen magnifier for example*).

Guideline 2.1: Make functionality work with a keyboard

Guideline 2.2: Give people enough time to read and use content

Guideline 2.3: Do not cause seizures

Guideline 2.4: Provide ways to help people navigate and find content

Principle 3

Your service **must make information understandable**, and make it easy for people to understand how to complete tasks.

Guideline 3.1: Make text readable and understandable

Guideline 3.2: Make things appear and behave in consistent ways

Guideline 3.3: Help people avoid and correct mistakes

Principle 4

ROBUST

Your service **must work with different browsers and assistive technologies** in use now, and use technologies in ways that will make your service usable with the browsers and assistive technologies of the future.

Guideline 4.1: Make content compatible with different browsers and assistive technologies

In summary

Don't panic but website accessibility is quite complex.

Talk to your current website provider earlier rather later.

Check that your website is responsive.



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