

Accessible to everyone – permanent vs situational limits e.g. deaf vs background noise

Equality act 2010

Legal obligation to provide equal

Public Sector Equality Duty

Duty to be proactive in making things accessible – for all protected characteristics

Public Sector Bodies Accessibility Regulations 2018

Public sector organisations have a legal obligation to make websites and mobile apps accessible

Obligated to meet the latest version of the web content accessibility guidelines

WCAG 2.1 to level AA

Websites that tackle the most common barriers for disabled users

Level AAA for sites with the highest and most complex level of accessibility

Mobile apps compliant by 23 June 2021

Accessibility statement

Publish an accessibility statement – sample statement on gov.uk

Level of compliance, detail on known issues, alternatives for documents, feedback mechanism for complaints or suggestions

[Accessibility.campaign.gov.uk](https://accessibility.campaign.gov.uk)

Making digital communications accessible

Language and structure:

Use short sentences and paragraphs average reading age of the uk is nine years old up to 25 words for each sentence

Use headings and subheadings

Each doc or page should have one main heading (H1)

Subheadings provide you with a structure

Use a sensible font size

Link text:

Meaningful – avoid “click here” or “read more” - tells users where theyre going and why

Format with underline and colour

3:1 colour contrast ratio

Choosing the right document format:

Publish web pages and documents in html by default

Save docs in an open document format

Pdf should be used for printed docs only

Pdfs: not responsive, not designed to be read on screens as theyre unstructured, difficult to navigate

Checking colour contrast

<https://contrast-checker>

Alt text

Keep alt text simple

Avoid using “picture of” or “image of”

Only include need to know information

Remember to add alt text to buttons

Subtitles and Captions:

Include subtitles or closed captions

Use sensible font

Ensure appropriate colour contrast between the text and caption background

Closed captions – for people who cannot hear the content and can be turned on or off

Accessible font e.g. arial

Subtitles – 1/3 colour padding above below and at sides of subtitle

Video, animation and gifs

Use video descriptions if there's no audio

Videos with text should have a voiceover

Set a 20 decibel difference between backing tracks and voice overs/interviews

Use sensible transition speeds - as a guide, 200-250wpm average reading speed and avoid flashing images

Podcasts

Publish transcripts for podcasts –in html or embedded within a webpage – no pdf

Social media posts

Limit hashtags

Capitalise individual words within hashtags

Include one call to action per post

Add alt text

Include key guidance messages in post copy

Avoid quote pics or pdf uploads

Switch on accessibility features

Are your surveys accessible?