



Where to Start with Digital Accessibility ?

What is website accessibility?

Website Accessibility is the **practice of making websites accessible to people with disabilities or impairments.**





Who needs support online?

Estimated

1.3 Billion

people live with some form of disability

Estimated

1 in 10

people have dyslexia

Over

2.2 Billion

people have a visual impairment

Estimated

18%

of the UK & US population don't speak English as a first language

Estimated

1 in 5

people worldwide are neurodivergent

Approximately

18,000

British and Irish Sign Language users live in Northern Ireland, 7,500 of whom are deaf

Who here uses one of these?



The impact of website accessibility

me



69%

of disabled people leave a website with barriers

(*Click-Away Pound)



78%

of disabled people say that having access to digital technologies is helpful or very helpful

(*Scope's Big Hack program)



50%

disabled people are over 50% more likely to face barriers online than non-disabled people

(*Scope)



49%

of disabled people feel excluded from society because of their condition or impairment

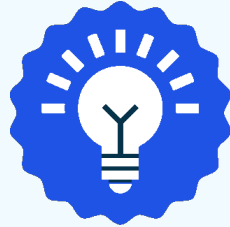
(*Scope)

So why should we be accessible?



The RIGHT Thing to do

Everyone should have the opportunity to be able to access online content. Make your website inclusive to all by supporting people who are neurodiverse, visually impaired, speak English as a second language or of old age.



The SMART Thing to do

Make your business available to a wider audience and enhance the user experience journey on your website. Providing accessibility technology increases web traffic, engagement and can lead to more donations and sponsors.



The Thing I MUST do

There are several international and regional laws, plus many local regulations that stipulate how a website should be designed and built. Avoid negative customer sentiment and possible lawsuits by providing an inclusive experience online.



The importance for charities



44%

of the U.K. public donate to charity using online giving despite a fall in overall donations

(*Donor Pulse Report)



73%

of charities report that street donations are declining because people are less likely to carry cash

(*Barclay's: The future of giving)



49%

of charities said they are "poor" at digital fundraising

(*2022 Charity Digital Skills Report)



90%

of the charities that have invested in new fundraising methods have noted payback

(*Barclay's: The future of giving)

Laws and Regulations





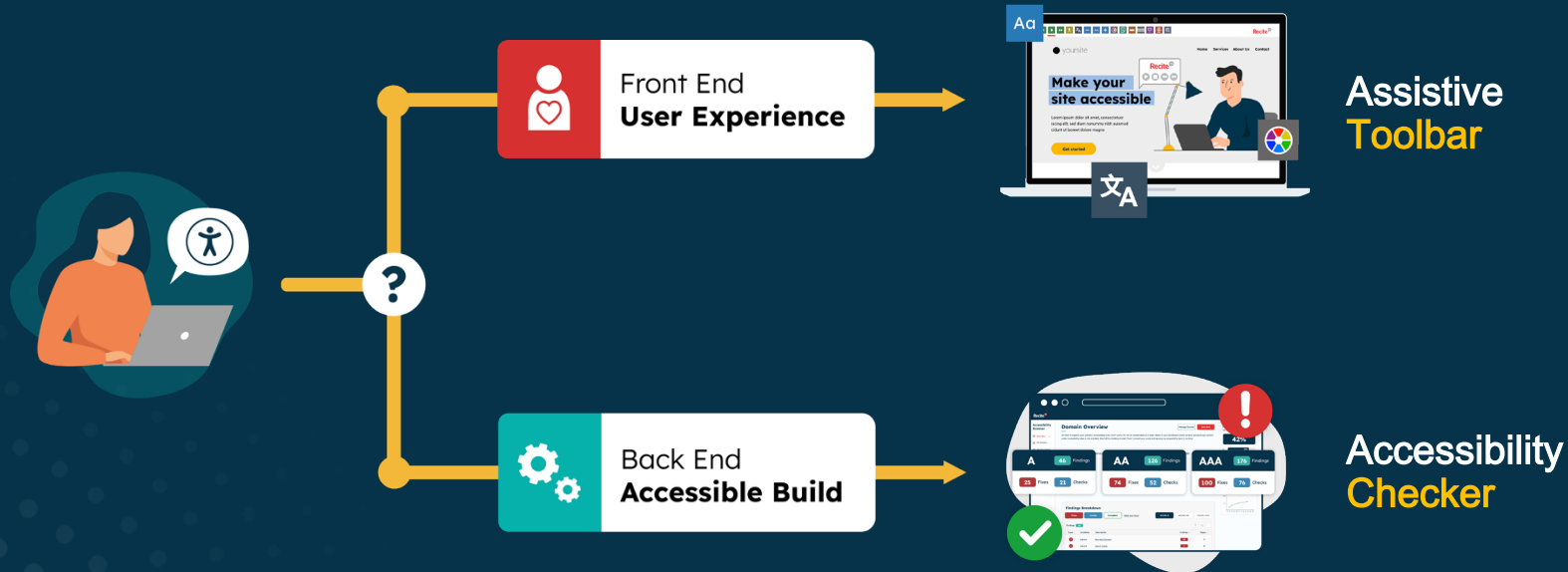
The Equality Act

The equality act stops any discrimination based on disability.

Companies must make reasonable adjustments to make their online platforms inclusive to staff, customers and stakeholders. This includes:

- Websites
- Email clients
- Virtual learning environments
- SaaS (Software as a Service)
- RIA (Rich Internet Applications)

Usability + Accessibility = Inclusion



WCAG

- Short for Web Content Accessibility Guidelines
- WCAG standards and updates are published by the Worldwide Web Consortium (W3C)
- The purpose of WCAG is to make websites, apps, PDFs, videos, audio recordings, EPUB, and other emerging technologies more accessible for people with disabilities.
- WCAG is considered the global gold standard for web accessibility



The principles of WCAG

WCAG 2.2 is based on four design principles:

1. Perceivable: users can recognise and use services with senses available to them.

2. Operable: users can find and use content, i.e. with keyboard

3. Understandable: users can understand the service, i.e. simple language.

4. Robust: assistive technology can access the service

By focusing on principles, not technology, they emphasise the need to think about the different ways that people interact with content.

WCAG compliance levels

The key foundation of all laws is WCAG, which is the web content accessibility guidelines. WCAG is the international provided standard for accessibility.

Web Content Accessibility Guidelines (WCAG) 2.2 explains how we need to make our services accessible to users with disabilities. The various disabilities are visual, auditory, neurological. These guidelines help deliver services that create a hassle-free journey for end users.

WCAG has three levels

A

Is the basic level and has **32** success criteria

AA

Second level of conformance has **24** criteria

AAA

Is the third level and has **31** success criteria.



What does WCAG cover?

To summarise, WCAG 2.2 Level AA compliance covers:

4	78	508	1000+
WCAG principles	success criteria with 3 levels of compliance	testing techniques	technical tests

Common WCAG fails - Low contrast

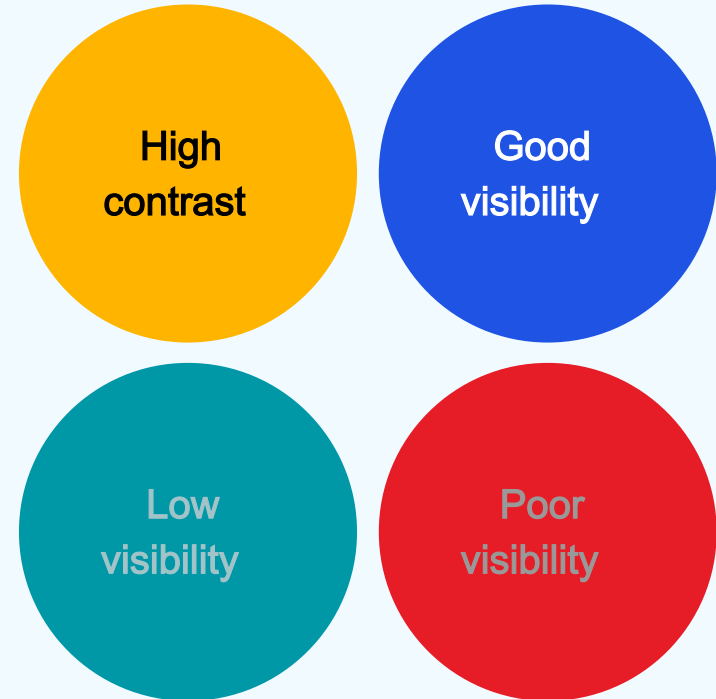
Non -text contrast

The key things to check against are as follows:

- Icons, links buttons, toggle button and checkbox all fall under the category of the graphical objects.
- Check contrast against the background colour.
- Check each icon to make sure all pass.

Text contrast

The minimum contrast should be of 4:5:1



Common WCAG fails - ALT text

- Images need to have Alt text for easy of understanding for screen readers.

```
 == $0
```



Empty links

All links should have an accessible name, as this enables screen reader users to have a better experience.

Having an empty link fails the link purpose WCAG criteria.

```
<a href="https://website.com">this is the link anchor</a>
```

Recite Me Toolbar



Providing everyone to ability customise their online experience to suit their individual needs.



Over 6.2 Million
Toolbar launches



Over 43 Million
Web pages made inclusive



5,000+
Inclusive websites



Over 17 Million
Styling changes

* 2023 data

NSPCC



**British Heart
Foundation**



Save the Children



Anxiety UK



Charity Toolbar Data

Between 2022 and 2023 the number of charity web pages made inclusive by the Recite Me Assistive Toolbar increased by over 200%.



Over 560,000

Toolbar launches



Over 3 Million

Web pages made inclusive



5.34 Pages

Viewed per session



Over 1 Million

Styling changes

* 2023 data

Recruitment Toolbar Data



A good user experience is key for people when searching for a new career online.



Over 700,000
Toolbar launches



Over 5.3 Million
Web pages made inclusive



7.68 Pages
Viewed per session



Over 2 Million
Styling changes

* 2023 data

Case Study: Young Scot



Inclusion is at the core of Young Scot's work as they deliver information to a wide range of young people. Young Scot has introduced young people to the award-winning Recite Me toolbar to support 11 to 26-year-olds in accessing their digital platform.

“

The Recite Me tool allows website visitors to access the Young Scot website in a way that suits them. We must normalise accessibility aids because they are exactly that, normal!

As someone who uses a screen reader to access websites while living with cognitive and neurological issues, I was delighted to see the Recite Me tool.”

Teagan, Volunteer, Young Scot



Over 31,000
Inclusive Pages Viewed



Over 10,000
Toolbar Launches



Accessible Communications

How to create accessible communications



Headings



Language



Colour



Images



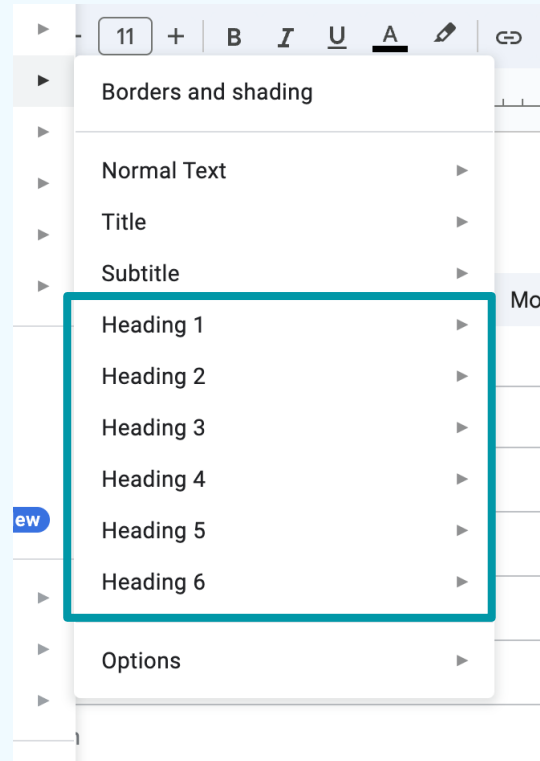
Link text



Provide guidelines

Headings

- Provide correct headings structure.
- Use H1 to H6
- Use one H1 level within document.



Language

- Make sure you set simple, clear English.
- The information should be easy to read and understand.



```
<!DOCTYPE html>
1 <html lang="en-US">
2   <head>
3     <meta charset="UTF-8">
4     <meta name="viewport" content="width=device-width, initial-scale=1">
5     <link rel="profile" href="http://gmpg.org/xfn/11">
6     <link rel="pingback" href="http://localhost:8888/death/xmlrpc.php">
7   </head>
8   <h1>This is home Page!</h1>
9
```

Colour contrast

- Make sure that the contrast for text and non text is correctly set.
- We can provide guidance on this.





Images

- Images need to have Alt text for easy of understanding for screen readers.

```
 == $0
```

Link text

- Link text should be of descriptive nature only.



Guidelines



- Guidelines should be provided for users on how to use the document being provided.



Key Takeaways

- An accessible website helps you reach more people including: donors, beneficiaries and candidates.
- WCAG is considered the global gold standard for web accessibility, you should work towards AA standard.
- There are plenty of small changes you can get started with right away such as using descriptive links and including ALT text for images.

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Thank You!
