

Digital accessibility



Cabinet Office

Richard Morton

Head of Accessibility

Government Digital Service

@AccessibleWeb

Digital accessibility

Today's session

1. Introduction to digital accessibility
2. Understanding the digital accessibility regulations
3. How to make digital communication accessible

Accessibility means ensuring your services and content can be used and understood by the widest possible audience

VISION



HEARING



SPEECH



MOTOR



COGNITIVE





Deaf

Permanent



**Injury
or infection**



**Background
noise**

Situational



Accessibility and the law

Equality Act 2010

We have a legal obligation to provide equal access to people with disabilities

Disability Discrimination Act 1995

The same for Northern Ireland

Public Sector Equality Duty

We have a duty to be proactive in making things accessible

**There are new(ish)
accessibility
regulations**

The Public Sector Bodies Accessibility Regulations 2018

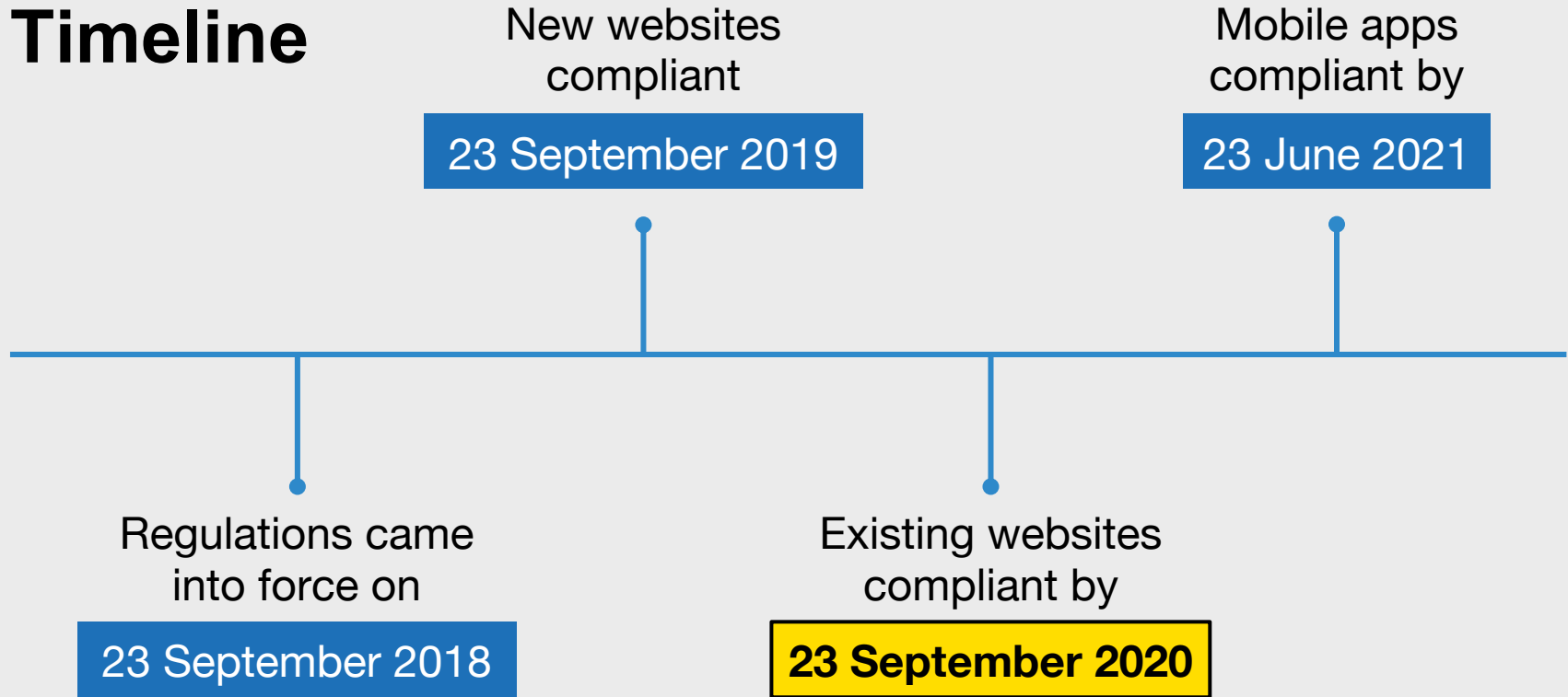
Understanding WCAG

Level A: websites with the most basic web accessibility features

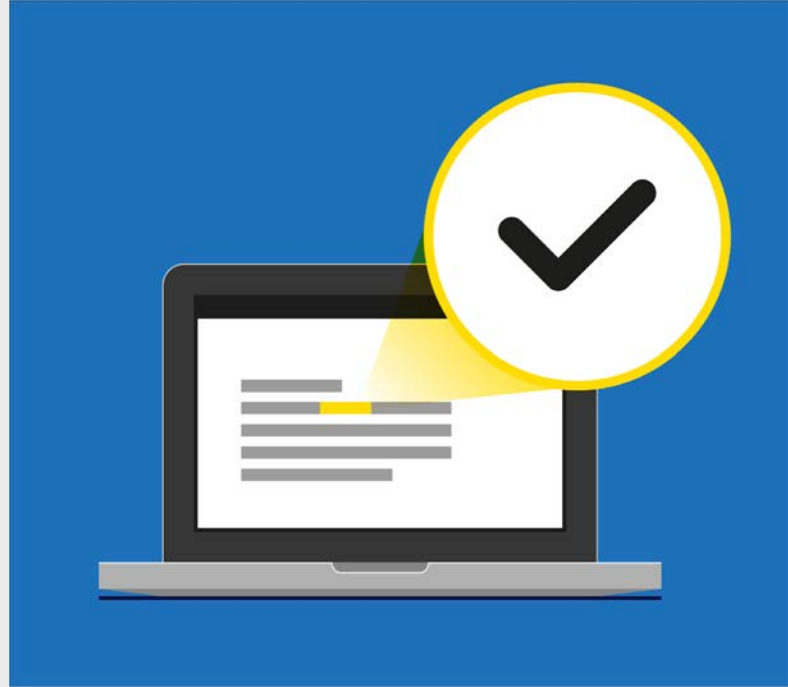
Level AA: websites that tackle the most common barriers for disabled users

Level AAA: for sites with the highest (and most complex) level of web accessibility

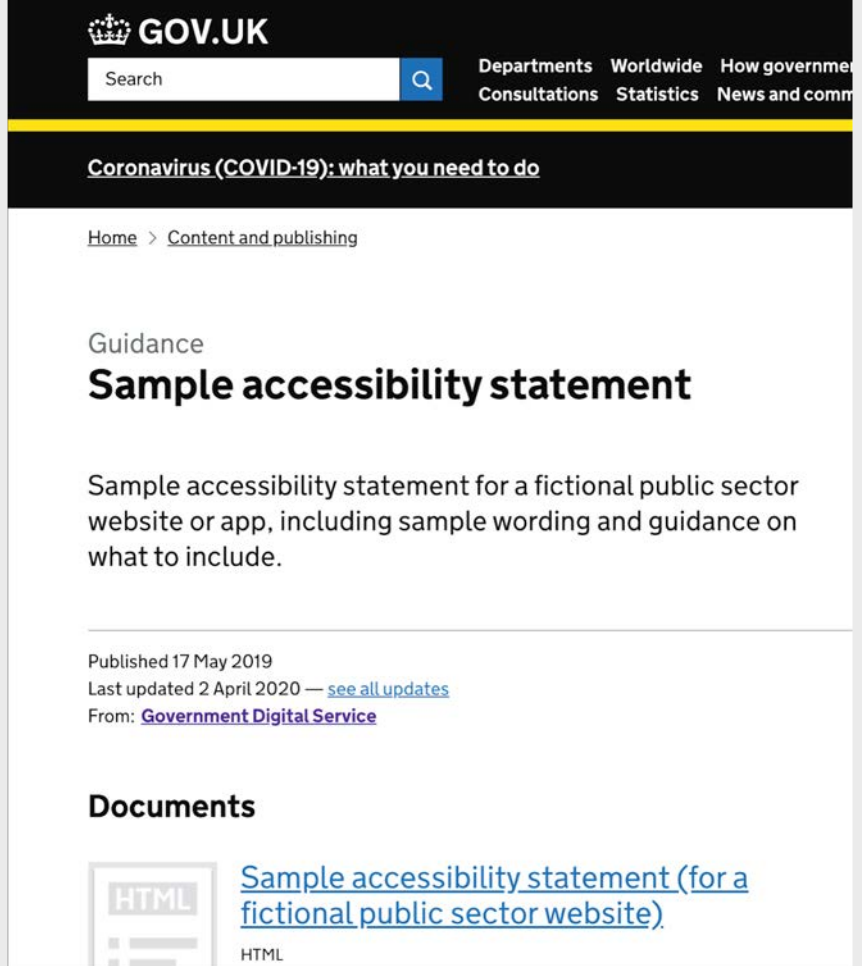
Timeline



What you need
to do



Publish accessibility statements



The screenshot shows the GOV.UK website header with the logo, a search bar, and navigation links for Departments, Worldwide, How government works, Consultations, Statistics, and News and communications. Below the header is a dark blue banner with the text 'Coronavirus (COVID-19): what you need to do'. The main content area has a breadcrumb trail 'Home > Content and publishing'. The section is titled 'Guidance' and 'Sample accessibility statement'. The text describes a sample accessibility statement for a fictional public sector website or app, including sample wording and guidance on what to include. It is published on 17 May 2019 and last updated on 2 April 2020, with a link to 'see all updates'. The source is listed as 'Government Digital Service'. Under the 'Documents' section, there is a link to 'Sample accessibility statement (for a fictional public sector website)' accompanied by a document icon labeled 'HTML'.

GOV.UK

Search

Departments Worldwide How government works
Consultations Statistics News and communications

Coronavirus (COVID-19): what you need to do

[Home](#) > [Content and publishing](#)


Guidance

Sample accessibility statement

Sample accessibility statement for a fictional public sector website or app, including sample wording and guidance on what to include.

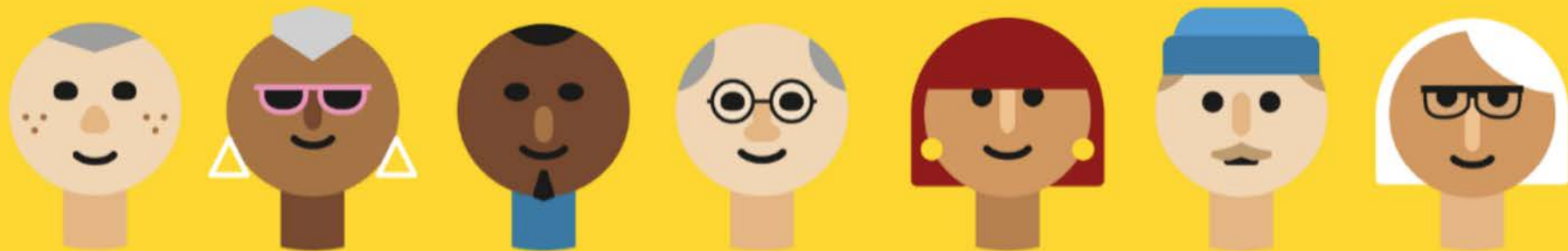
Published 17 May 2019
Last updated 2 April 2020 — [see all updates](#)
From: [Government Digital Service](#)

Documents

 [Sample accessibility statement \(for a fictional public sector website\)](#)

HTML

**How GDS can
help you be
compliant**



Making online public
services accessible

Monitoring the regulations

What this means

Testing a sample of public sector websites
for compliance annually

Enforcing accessibility statements

Report our findings

Enforcement

The Equality and Human Rights Commission will be the **enforcement body in Great Britain**

The Equality Commission will be the **enforcement body in Northern Ireland**

What happens if you do not comply?

The regulations are covered by existing powers of the Equality Act 2010 and Disability Discrimination Act

... so if you do not meet the regulations, you may be in breach of these acts



**This is for
everyone**

Find out more

- #Accessibility on ukgovernmentdigital.slack.com
- [GOV.UK/service-manual/communities/accessibility-community](https://gov.uk/service-manual/communities/accessibility-community)
- accessibility.blog.gov.uk
- [GOV.UK/accessibility-regulations](https://gov.uk/accessibility-regulations)

A photograph of a diverse group of people in an audience, seen from behind, with several individuals raising their hands. In the background, a vertical banner with colorful horizontal stripes contains the text 'Make things open, it makes things'.

Questions?



Cabinet Office

Charlotte Downs

Graphic Designer

Creative & Digital Engagement

@CharlotteLDowns

**Making digital
communications
accessible**

Language and structure

Use short sentences and paragraphs

Up to 25 words for each sentence

Maximum 5 lines per paragraph

Example

It is a simple fact that constantly observing cold water rising in temperature until it arrives at the boiling point of 100 degrees, will not, in fact, make it come to that temperature any faster than say, staring at the nearest wallpaper.

Simplified

Water does not boil faster if you watch it heat up.

Use headings and subheadings

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

Subheads provide you with a structure (H2 and H3)

Use a sensible font size

Good: You can see me

Bad: You cannot see me

on a slide:
60pt

Font size: 12pt

Twitter post size
1080 x 600px
Font size 60pt

Font size 12pt

Facebook post size
1080 x 1080 px
Font size 60pt

Font size 12pt

**Instagram /Facebook
story size**
1080 x 1920 px
Font size 60pt

Font size 12pt

Link text

Write helpful link text

Make sure link text tells users where they're going and why

Avoid 'click here' or 'read more'

Format with underline and colour

3:1 colour contrast ratio

If you're telling people to do something,
start with a verb:

[apply for a passport](#)

If you're linking to information, link directly
over the text:

find out about [types of election](#)

Good: [read guidance on applying for a driving licence](#)

Bad: [read more](#)

Ugly: [click](#)

Document formats

Choosing the right document format

Publish web pages and documents in HTML by default

Save docs in an Open Document Format (ODT)

PDFs should be used for printed docs only

What's so bad about PDFs?

They aren't responsive

They are not designed to be read on screens

They are difficult to navigate

Colour

Don't use colour to convey meaning

Relying on colour to convey a message makes the content inaccessible to colour blind people

Exercise

A red rectangular button with rounded corners and a thin black border. The word "Stop" is written in the center in a bold, black, sans-serif font.

Stop

A green rectangular button with rounded corners and a thin black border. The word "Start" is written in the center in a bold, black, sans-serif font.

Start

Exercise

Stop

Start

Exercise



Checking colour contrast

Use a colour contrast tool to achieve an AA or AAA colour rating: <https://contrast-checker.glitch.me/>

The minimum ratio is 4.5:1

Contrast checker

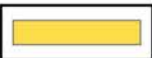
Text colour

#000000



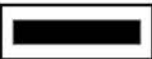
Object background

#ffdd00

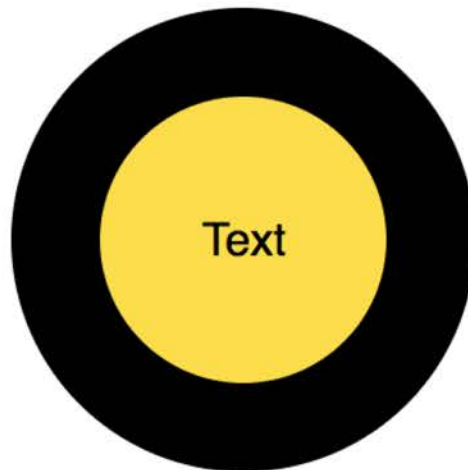


Page background

#000000



Reset



Text contrast with object background

AAA

15.59:1

[Understanding Success Criterion 1.4.3: Contrast \(Minimum\)](#)

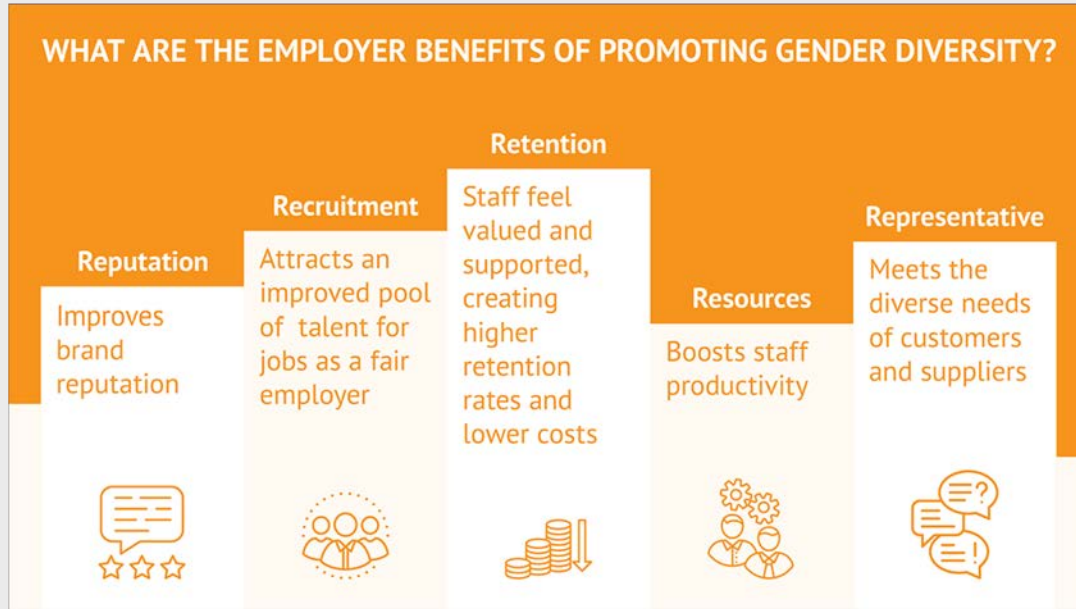
Object contrast with page background

AA

15.59:1

[Understanding Success Criterion 1.4.11: Non-text Contrast](#)

Bad



Good

**Unfair terms are
not legally binding**



**Images, video and
podcasts**

Alt text

What would be an example of good alt text for this image?



Alt = 'pancakes'

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

Subtitles

Aim for at least $\frac{1}{3}$ colour padding above, below and at the sides of your subtitle





click click click click click click click click click click click click click click click



Our Organisation

What are we saying here?

click

click

click

click

click

click

click

This is a whole heap of information you with probably never read because the font size is too small, just so, so small. This is a whole heap of information, you with probably never read because the font size is too small, just so, so small. This is a whole heap of information, you with probably never read because the font size is too small, just so, so small. This is a whole heap of information, you with probably never read because the font size is too small, just so, so small.

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This is a very long description of a picture for no obvious reason

Websites and apps should be accessible.



0:06 / 0:58

Scroll for details



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 and avoid
flashing images

Podcasts

Publish transcripts for podcasts

Social media posts

Social media quick tips

Limit hashtags

Capitalise individual words within hashtags,
for example #StayHomeSaveLives

Include one call to action per post

Continued

Use alt text

Include key guidance messages in post copy

Avoid quote pics or PDF uploads if you can

Switch on accessibility features

Exercise

How would you ensure this is communicated accessibly?



10 DOWNING STREET
LONDON SW1A 2AA

THE PRIME MINISTER

19 October 2019

Dear Donald

It was good to see you again at the European Council this week where we agreed the historic new deal to permit the orderly withdrawal of the United Kingdom from the European Union on 31 October. I am deeply grateful to you, President Juncker and to all my fellow European leaders for the statesmanship and statecraft which enabled us to achieve this historic milestone. I should also register my appreciation for Michel Barnier and his team for their imagination and diplomacy as we concluded the negotiations.

When I spoke in Parliament this morning, I noted the corrosive impact of the long delay in delivering the mandate of the British people from the 2016 referendum. I made clear that, while I believe passionately that both the UK and the EU will benefit from our decision to withdraw and develop a new relationship, that relationship will be founded on our deep respect and affection for our shared culture, civilisation, values and interests. We will remain the EU's closest partner and friend. The deal we approved at last week's European Council is a good deal for the whole of the UK and the whole of the EU.

Regrettably, Parliament missed the opportunity to inject momentum into the ratification process for the new Withdrawal Agreement. The UK Permanent Representative will therefore submit the request mandated by the EU (Withdrawal) (No.2) Act 2019 later today. It is, of course, for the European Council to decide when to consider this request and whether to grant it. In view of the unique circumstances, while I regret causing my fellow leaders to devote more of their time and energy to a question I had hoped we had resolved last week, I recognise that you may need to convene a European Council. If it would be helpful to you, I would of course be happy to attend the start of any A50 Council so that I could answer properly any question on the position of HM Government and progress in the ratification process at that time.

Meanwhile, although I would have preferred a different result today, the Government will press ahead with ratification and introduce the necessary legislation early next week. I remain confident that we will complete that process by 31 October. Indeed, many of those who voted against the Government today have indicated their support for the new deal and for ratifying it without delay. I know that I can count on your support and that of our fellow leaders to move the deal forward, and I very much hope therefore that on the EU side also, the process can be completed to allow the agreement to enter into force, as the European Council Conclusions mandated.

While it is open to the European Council to accede to the request mandated by Parliament or to offer an alternative extension period, I have made clear since becoming Prime Minister, and made clear to Parliament again today, my view, and the Government's position, that a further extension would damage the interests of the UK and our EU partners, and the relationship between us. We must bring this process to a conclusion so that we can move to the next phase and build our new relationship on the foundations of our long history as neighbours and friends in this continent our people's share. I am passionately committed to that endeavour.

I am copying this letter to Presidents Juncker and Sassoli, and to members of the European Council.

Yours sincerely

His Excellency Mr Donald Tusk

Final takeaways

It's not just social media and web content

Are your surveys accessible?

Are your email templates accessible?

Are your job adverts accessible?

Helpful resources

- [GOV.UK/accessibility-regulations](https://gov.uk/accessibility-regulations)
- accessibility.blog.gov.uk
- [GOV.UK/service-manual/communities/
Accessibility-community](https://gov.uk/service-manual/communities/Accessibility-community)
- [GOV.UK/guidance/style-guide](https://gov.uk/guidance/style-guide)



Questions?



Cabinet Office

Thanks

Charlotte and Richard