

Welcome: Before we get started

Today's webinar is scheduled to last 30 minutes including some time for Q&A

Closed Captions are available on the desktop and mobile Zoom app (click the CC button)

This webinar is being recorded and will be available on the website alongside additional resources within 7 days

Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤖 🐝 😊

What is Digital Accessibility and why is it so important?

Roberta Beattie, 23rd of November 2023



**Digital Culture
Network**



- What is digital accessibility?
- What are accessibility audits?
- What is an accessibility statement?
- Q&A
- Next steps

What is digital accessibility?

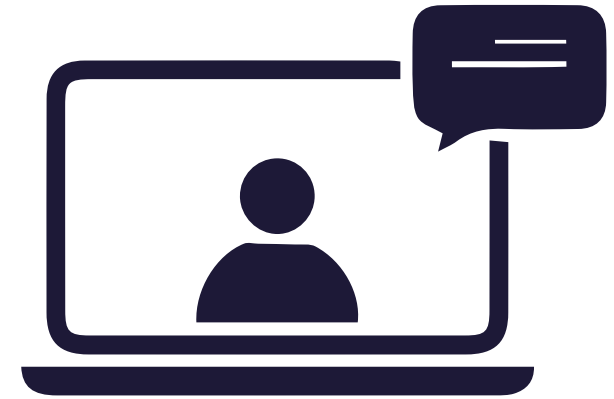
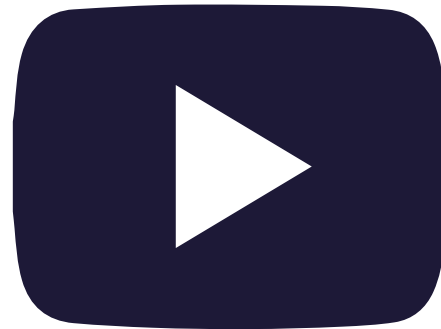
The **goal** of digital accessibility is to remove barriers that prevent **anybody** from being able to **understand** or **interact** with your digital content



16,000,000

Source: Department of
Work and Pensions
2021/22

Examples of digital content:



Accessibility modes:

Permanent

Temporary

Situational

Accessibility barriers:



Accessibility standards

W3C – World Wide Web Consortium

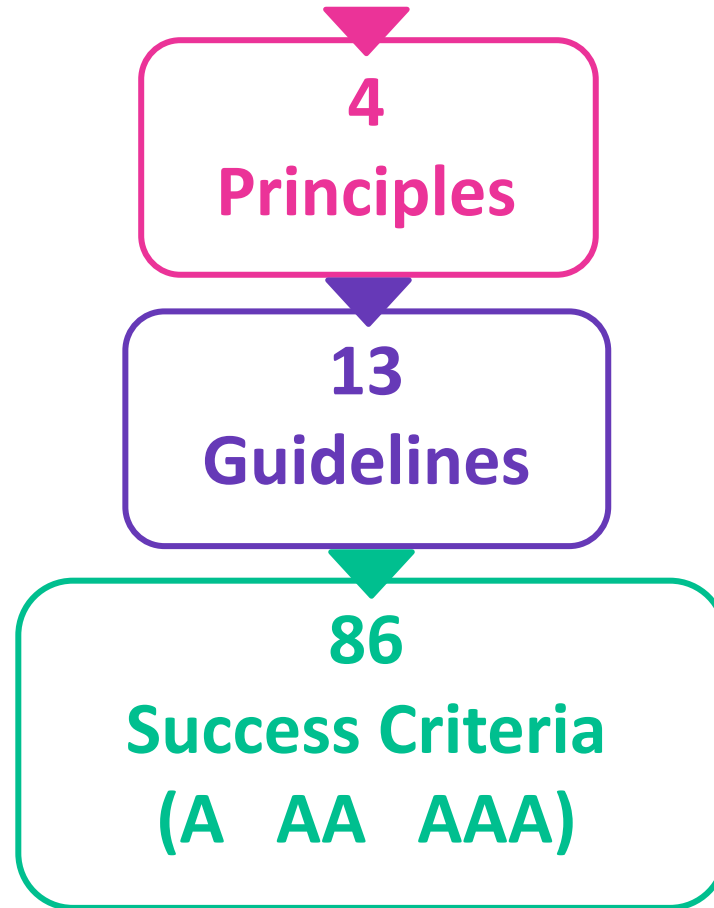
WAI – Web Accessibility Initiative

WCAG – Web Content Accessibility Guidelines

WCAG latest revision

2.2

W3C > WAI > WCAG 2.2



WCAG POUR principles



Perceivable



Operable



Understandable



Robust

WCAG 2.2 guidelines

13 Guidelines

WCAG Perceivable



- 1.1 Text alternatives**
- 1.2 Time-based media**
- 1.3 Adaptable**
- 1.4 Distinguishable**

WCAG 86 success criteria

A

AA

AAA

WCAG 1.3 Adaptable

A

1.3.1 Info and relationships

1.3.2 Meaningful sequence

1.3.3 Sensory characteristics

AA

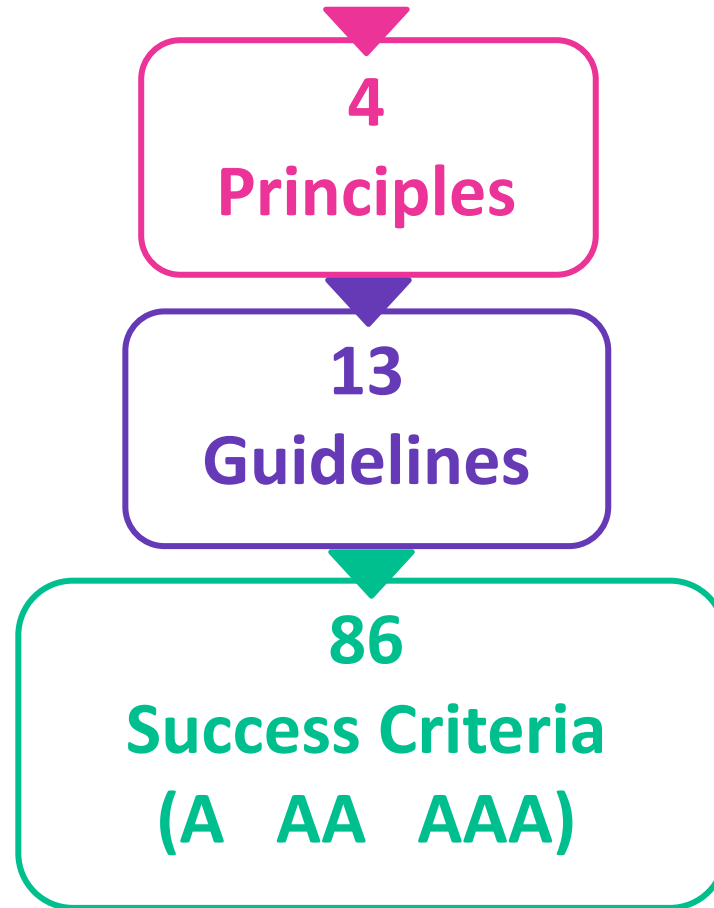
1.3.4 Orientation

1.3.5 Identify input purpose

AAA

1.3.6 Identify purpose

W3C > WAI > WCAG 2.2



**Progress
over perfection**

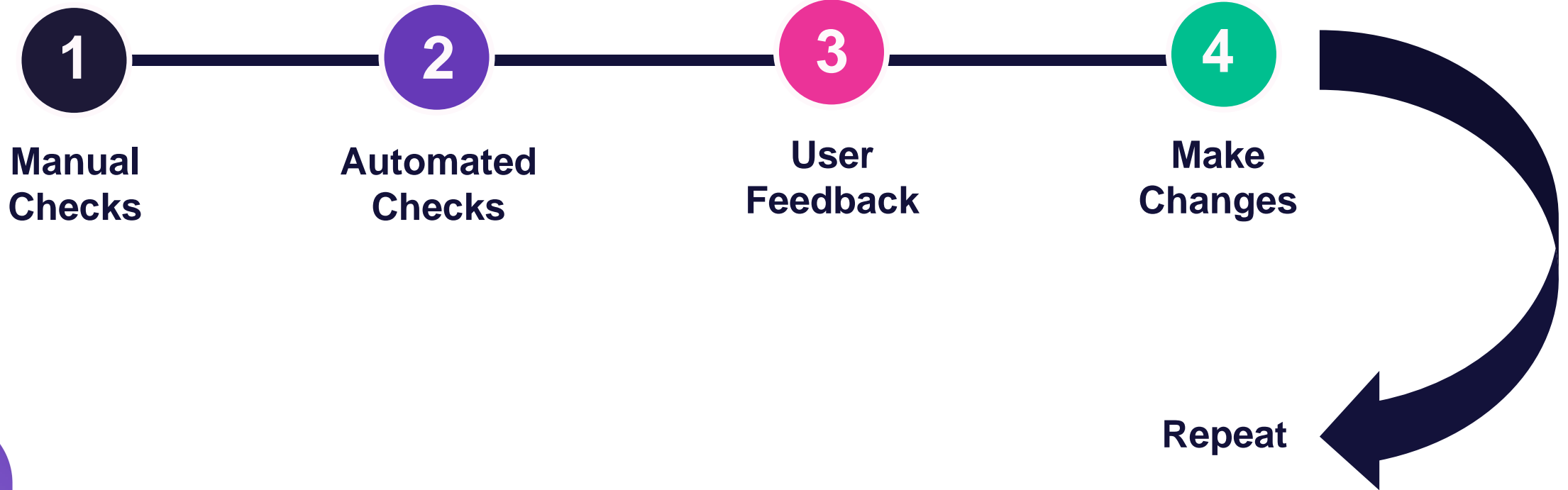
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What are accessibility audits?



Accessibility audits help you find opportunities

Accessibility audit process

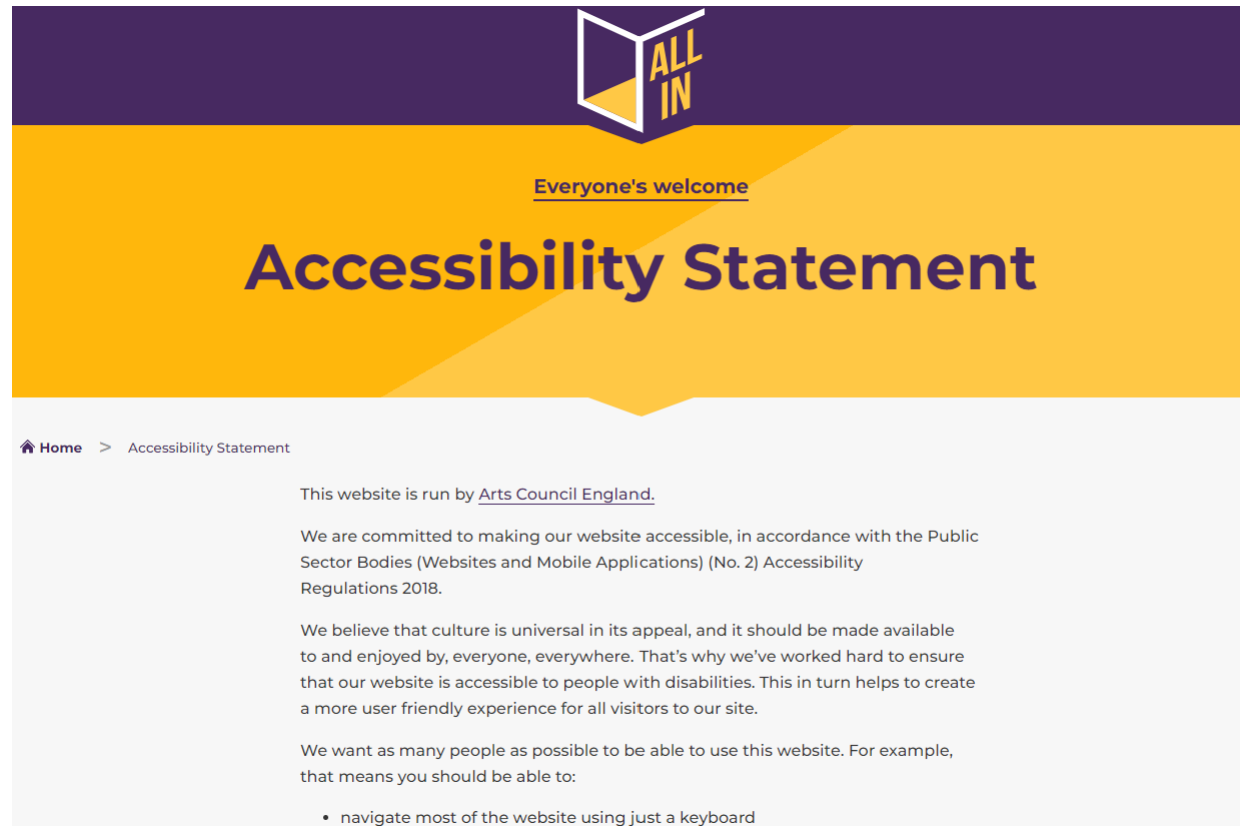



Want a free audit?

Book a 1-2-1 with me!

- What is digital accessibility?
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What is an accessibility statement?





Everyone's welcome

Accessibility Statement

[Home](#) > Accessibility Statement

This website is run by [Arts Council England](#).

We are committed to making our website accessible, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

We believe that culture is universal in its appeal, and it should be made available to and enjoyed by, everyone, everywhere. That's why we've worked hard to ensure that our website is accessible to people with disabilities. This in turn helps to create a more user friendly experience for all visitors to our site.

We want as many people as possible to be able to use this website. For example, that means you should be able to:

- navigate most of the website using just a keyboard

Information to include:



Overview

WCAG 2.2

Standard



Contact

Need help with your accessibility statement?

Book a 1-2-1 with me!

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Q&A

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Get in Touch



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[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



Digital Culture Network