

# WHAT IS WEBSITE ACCESSIBILITY?

ACCESSIBILITY |  
WCAG 2.1 (AA) |

**Accessibility is a legal requirement for all public and some private sector companies to audit their websites for disabled usability by September 2020.**

Website accessibility is outlined in the 'Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018' as a measure of how easily people with varying levels of disabilities can access digital content.

One-fifth of UK residents have registered disabilities, so regulations require the owners of websites to responsibly meet the needs of those individuals who may require specific services or support to access digital and web content.

Compliance requires the full WCAG 2.1 (AA) audit of any human facing websites and the publication of an accessibility statement that outlines the findings (and follows a legally binding template).

## WHO IS INVOLVED?

- Government Digital Service (GDS): drafted legislation by federal mandate
- Web Content Accessibility Guidelines (WCAG) 2.1: a set of guidelines for setting an industry standard
- Equality & Human Rights Commission (Great Britain) and Northern Ireland: the legislative enforcement bureau

### **Audit deadlines (based on site age)**

**Pre-legislation sites: 23 Sept 2020**

**Post-legislation sites: 23 Sept 2019**

## ACCESS SERVICES

In the 2019-2020 fiscal year, Dalton delivered accessibility audits and statements for twenty-eight websites that range across twenty-thousand webpages. **Services:**

- complete website audits and staff training to future-proof compliance.
- coordination of in-house and user testing programmes (depending on available resources).
- legally compliant accessibility Statements written for web.
- brand-adherent corporate plans for future compliance accreditation.
- recommendations for a full suite of the best tools, technologies and services on the market.
- access consultations on additional web or product designs.

**Customised at clients' convenience.**

## WHAT IS GAINED?

Becoming compliant is an essential business decision for two reasons.

1) Clients avoid potential private and federal discrimination lawsuits that can result in poor publicity, fines and even website deletion.

2) Clients attract new customers and revenue while building brand trust.