eAccessibility Forum & Action Plan
October 2011
Progress Report

Ed Vaizey, Minister for Culture, Communications and Creative Industries

Dear Forum Colleague,

Maria Miller and I launched the Government's e-Accessibility Plan on 12th October 2010 with a view to coordinating and advancing work in relation to accessibility, inclusive design and the digital economy; Tackling these issues contribute to the Government's strategic objective of ensuring the UK is one of the most competitive, highly skilled and technologically advanced economies in the world. I said at the time that too many people were excluded from participating fully in the digital economy - and in so many circumstances this inability to participate fully was due to a combination of barriers, with accessibility and usability at their core.

In launching the e-Accessibility Action Plan - with a view to bringing together Government, business, the third sector and particularly representatives from those excluded communities - we set some challenging targets. We can be proud of what we have achieved in this first year of the Plan. Report attempts to evaluate our success against those targets, but also sets out the course for the e-Accessibility Forum for the year to come.

When we launched the plan last year I committed to the Government playing its part in advancing this agenda, legislating, if necessary, where appropriate. Over the course of this first year we have clarified and strengthened the legislative framework in relation to e-Accessibility with the opportunities presented to us by the necessary revisions to the EU Electronic Communications Framework.

I would like to thank, specifically, industry colleagues who have devoted time and resource to advancing the E-Accessibility Action Plan. In some instances this has included progressing specific actions from the plan (e.g. Microsoft have made advances with their Kinect Game system which could have future advances in the home,
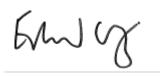
Apple held accessible design events to find future application developers, ib4 launched a low cost PC as part of the UK digital champions Race Online 2012 campaign, publishers together with the RNIB are now working with platform providers to make eBooks more accessible, and we are now working more closely with the international training organisation OWEA part of World Wide Web consortium (W3C) regarding how we improve the training provision for web developers).

May I also thank the volunteer and third sector organisations for the continued energy and commitment they have shown to delivering on the plans activities? This has included the One Voice Coalition, The Employers Forum for Disability Issues (EFD) and the various representative groups such as the RNIB, RNID, TAG, UKCO, Dyslexia Association and the Digital Accessibility Centre).

Indeed, I would like to thank you all for your continued commitment to the E-Accessibility Forum and to the Action Plan. I am convinced this work contributes to reducing the exclusion suffered by a range of different constituents within the digital society. In doing, so you contribute to the social and economic advancement of the UK as a whole.

It has been pleasing to learn recently that some events at the Paralympic Games have sold out for the first time in history. Let us let our ambitions for e-Accessibility equally high, and let those Games act as a motivation to us.

There is much to be done, but I think we can also be very proud of the first year's progress we have made.

The EAccessibility Forum ….

One of the Government's main objectives in establishing the eAccessibility Forum in July 2010 - involving, as it does, the Government, business, the third sector and, perhaps most importantly, representatives from those excluded communities, including representatives from disabled communities - was to provide some momentum for a real step-change in accessibility by the time of the Olympics and Paralympics in 2012.

The eAccessibility Forum has met 5 times since its launch last April 2010. The Forum has over 120 experts from Industry, representative associations, 3rd sector organisations and Government. Forum Members have been involved in a number of key developments within the plan and have made progress in areas of equivalence for telecoms services and products through our implementation of the frame work review and the recommendations made.

EAccessibility Action Plan – The first year….

As well as providing a regular forum for review of achievements against the eAccessibility Action Plan the Forum has also provided the vehicle for exploring the necessary revisions to the EU Electronic Communications Framework through facilitated discussions hosted at Ofcom.

Ofcom, the independent regulator, has also used the Forum as an expert and objective sounding board for the contributions it has fed into BEREC's (the Body of European Regulators on Electronic Communications) research and review work, not least on proportionality and defining equivalence.

An action from the Consumer Expert Group was for accessibility to be built into the procurement process. As part of Cabinet Office Efficiency and Performance Review of procurement policy, accessibility has been included as part of the procurement process when tendering for government IT services and products. Now everyone making public procurement decisions has to know that accessibility is a requirement.

We have seen innovations in the development of text to speech software for wide range of electronic devices. The Prime Minister opened the new games room facility at Special Effect's HQ in his constituency in Oxfordshire. We are working with Martha and her Race Online 2012 team as well.

The next pages sets out our original work streams in summary, followed by a more in-depth, analysis of our progress against those work streams and specific successes

EAccessibility Action Plan Update October 2011 - Work streams

1. Regulatory Work Stream

Principally set by Government, this work stream sets out clearly how Government, business, consumers and the voluntary sector work together to develop and implement a clear regulatory framework to support eAccessibility.

2. Accessible Consumer Technology and Digital Equipment Work Stream

This work stream focuses on hardware and software for accessing web based services and wider use of computers. It looks at current solutions, such as screen readers and Braille keyboards and considers how they can be made more affordable. It looks to build inclusive design into new products and services where appropriate as well as how to make required specialist solutions affordable and easy to access.

3. Websites Services Work Stream

This work stream will explore the reasons for why internationally recognised standards and guidelines of website accessibility poorly adhered to by the public sector or by the private sector and assist both government and private sector to develop websites and online services that conform appropriately to web standards, guidelines and best practices. It will also take forward plans for a One Stop Shop for information on eAccessibility, and look at how the website designers of tomorrow can be trained to design accessibility into their products and services.

4. Accessible Content Work Stream

This work stream will continue to promote the usability and accessibility of digital content across non-web based media. The eAccessibility Action Plan will refer to these activities as a reminder to learn and apply lessons from the TV sector to other digital technologies, particularly as convergence and integration advances. Last year we pointed to a recognition that there are particular issues with eAccessibility in the publishing sector.

5. Awareness and promotion Work Stream

The eAccessibility Forum offers real potential to promote greater awareness and understanding of the benefits to business of embedding eAccessibility. This work stream will develop key messages for use by business and the voluntary sector in improving eAccessibility. It will complement the work of RaceOnline 2012 in encouraging as many people as possible to go online, and support wider work to improve the delivery of public services.

eAccessibility Action Plan: Progress report – October 2011

1, REGULATORY WORK STREAM
The work stream will help delivery of a clear regulatory framework for businesses and the voluntary sector to operate in.

1.1– UK Government to implement revised EU Electronic Communications Framework

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
1.1.1	**Public Consultation**	Completed - Dec 2010	As a direct result of implementation of revisions to the EU Electronic Communications Framework, specifically new Articles 23a & and the Universal Services Directive, (which require Member States to enable the regulator, where appropriate, to specify requirements on networks and service providers in relation to access and choice for disabled end-users of Telecommunications) Ofcom is able to deliver a range of improvements for disabled end users of electronic communications. They are currently consulting on amendments to General Condition 15, which will deliver benefits including;	
1.1.2	**Publication of equivalence proposals**	Statutory response published - Apr 2011		
1.1.3	**Successful implementation through secondary legislation**	Completed - May 2011	• Clarifying entitlement to third party bill management (voice); • Mandating third party bill management for broadband; • Clarifying entitlement to priority fault repair (voice);	

			- Mandating priority fault repair for broadband; - Clarifying entitlement to bills and contracts in accessible formats and amending the definition of accessible formats so that the list is not exhaustive; - Mandating bills in accessible formats for broadband; - Ensuring that through-connection is offered at no extra charge when disabled customers use free directory enquiries; - Expanding the duty on communications providers to publicise products and services suitable for disabled people, in line with Article 21.3.f of the revised Universal Service Directive; - Enabling third party fault notification to enable providers of community alarm and Telecare systems to report faults on their customers' lines, with the customers' prior consent.	
1.1.4	**Improved relay services, including video relay services**	On-going	Domestic implementation of those new Articles, plus revisions to Article 7 of the Universal Services Directive (USD) have provide Ofcom with the power and the mandate to consult on relay service provision, outside of the context of the Universal Service Order , for the first time. Ofcom are currently consulting; - Proposals for Next Generation Text Relay (NGTR); - Proposals to mandate video relay (VR).	
1.1.5	**Improve**	Recommendations	Work stream created to look at present text relay service	The Work stream plans to

| | **business use of present text relay service.** | for better Industry participation due Spring 2012 | in the UK and how businesses can play a more active role for disabled end users. Members include: BT, Lloyds Banking Group (to target financial services), the Employers Forum for Disability Issues (EFD), the Post Office (Benefits, Claims and Advice), the Motability Contact Centre (the largest in the UK) and Call Centre Focus (leading call centre industry magazine).

• To maximise the positive experience that end-users have when contacting businesses and organisations through text relay or other alternative technologies.
• To encourage the adoption of a multiple contact strategy allowing end-users to get in touch with them via SMS, Live Chat, and email and direct telephone services terminating on text-phones or compatible software etc..
• To look at potential quick win changes business and other organisations can make to improve their interactions with text relay users.
• To Improve engagement with business and other organisations to develop and disseminate best practice | look at the following issues.

-Encourage use of other technologies to enable deaf and hard of hearing users to access goods and services more effectively

-Lack of engagement from businesses and other organisations

-Prevent deaf/hard of hearing users being un-necessarily disconnected by the call centre agent who doesn't understand, or is unwilling to receive, a text relay call

-Being advised that the call is confidential and cannot take place with a 3rd party (the relay agent) present

-Users not being provided with a direct number that by-passes Interactive Voice Response (IVR) |
| **New work Stream:** | **Forum to take forward Roundtable** | | - **Government will take forward round table discussions on Video Relay Services under the guidance of the eAccessibility Forum.** | - **Government fully supports Ofcom's current Review of Relay** |

1.1.6	VRS discussions in context of Ofcom's Review of Relay Services.		- **Businesses need to start thinking about how they interact with their blind customers as part of the relay services agenda.**	**Services in the UK and is committed to finding a solution that compliments Ofcom's review.**
New work Stream: 1.1.7	**Forum to investigate accessibility requirements delivered through Digital Agenda for Europe**		**Using the expertise of Forum members make sure members are informed of developments within the Digital Agenda in Europe so the UK remains at the forefront of innovation and issues on convergence within the eAccessibility/Inclusive Design.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

1.2 EU Standards				
	Actions/Tasks	**Status**	**Outcomes and potential benefits**	**The year ahead**
1.2.1	**Government to consider standards in achieving beneficial eAccessibility outcomes in the marketplace**	BSI UK ICT procurement standard, including eAccessibility published – Q4, 2010	BSI launched their standard in December 2010, BS8788 along with updated guidance from COI TG102 "Delivering Inclusive Websites: Guidance number: TG102". The standard looks at web accessibility and procurement. The new code of practice provides a detailed guide on how to make websites more accessible, but crucially also includes guidance on creating the policies and procedures organisations need to eliminate the barriers faced by disabled people.	The standard is now being used by Government departments and Industry and we are now seeing signs that the standard is being used by organisations in the public domain. "Inclusive Digital Services" is a key component of the

				European Union's Digital Agenda for Europe with several key actions associated with it. The UK will be working towards these key actions with members from the eAF.
New Work Stream 1.2.2			**Professionalising the Industry so we have a worldwide recognised standard for people working in the field of Accessibility and Inclusive design.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

1.3 Accessibility in Public Procurement				
	Actions/Tasks	**Status**	**Outcomes and potential benefits**	**The year ahead**
1.3.1	**OGC to review Government's ICT procurement processes in line with eAccessibility principles**	OGC now part of Cabinet Offices Digital Strategy Team. They have agreed to widen their remit to include accessibility as part of the Government's	eAccessibility criteria has been included into the Governments procurement process.	Now everyone making public procurement decisions has to know that accessibility is a requirement; • It needs to be easy enough for people making procurement decisions to know for themselves and to specify to suppliers what

		procurement processes. Completed January 2011.		accessibility means in the context of any particular procurement decision; • There need to be accessible products services and facilities actually available to be procured; • And it needs to be easy enough for people making procurement decisions to find products and services and check their accessibility features.
1.3.2	**Business Taskforce for Accessible Technology to produce the BTAT Accessible ICT Procurement Specification**	Microsoft and BTAT ran Accessibility events – March 2011	EFD and Microsoft held a very successful BTAT meeting attended by over 200 people. Rob Sullivan Hd of Accessibility was the key speaker. Microsoft, SAP, Oracle and Logica have all shown their commitment to the business case for accessible IT by joining Cisco Systems, BT and Accenture in Employers' Forum on Disability's (EFD) Business Taskforce on Accessible Technology (BTAT). Employers' Forum on Disability (EFD) has launched the new Disability Standard. The Disability Standard is an online management tool and benchmark which enables business to measure and improve on performance for disabled customers, clients or service users, employees and stakeholders. The new Disability Standard has been	The evaluation process will run until June 2012, with the Disability Standard Awards taking place in late 2012

			successfully piloted by 19 organisations from across the private and public sector.	
New Work Stream 1.3.3	**Accessibility of audio visual services online.**	N/A	**In context of the European Commission's green paper on AV online.** **Government consultations Ref: Disability Strategy and any other relevant consultations that are going on that have an e-accessibility strand to them.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

2. Accessible Consumer Technology and Digital Equipment Work Stream

The work stream will look at what consumer technology and digital equipment is on the market and how issues surrounding affordability and availability of assistive technologies can be overcome.

2.1 Inclusive Design in Technology Products

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
2.1.1	**Encourage Inclusive Design principles in hardware and software and highlight how this will benefit the wider marketplace**	Completed October 2011	Building on lessons learned from the 2010 One Voice for All IT Coalition's publication "Accessible Information and Communication Technologies Benefits to Business and Society" Executives from some of the UK's principal employers, procurers and producers of ICT products & services present their business rationale for investment in accessible ICTs, supported by case studies that highlight pragmatic, replicable actions undertaken.	We believe this closes this action with practical toolkits and advice rather than a report. However we also understand that "Inclusive Digital Services" is a key component of the European Union's Digital Agenda for Europe with several key actions associated with it.

			The Inclusive Design Toolkit (www.inclusivedesigntoolkit.com) was promoted at the eAccess 11 conference and where One Voice for All coalition also launched the Step Programme for Web Accessibility at the same event. This programme brings together existing information within the market to enable organisations to start their journey, what they should do and provides them with links to useful and available information.	
2,1.2	**Identify the statistical and cost indices of implementing Inclusive Design across Government, Business and the Voluntary Sector.**	Report published June 2011	The Business Case for accessibility produced by the One Voice for All Coalition -information on the benefits of accessible and inclusive design (http://www.onevoiceict.org/sites/default/files/Accessible)	One Voice for All had hoped to commission more research into the financial benefits but have not been able to secure the funding to complete this work. eAF members to work with One Voice Coalition towards eAccess 12 Conference.
2.1.3	**Work with the AT and Accessibility communities to determine how better to meet the needs of disabled users**	Workshops and training delivered July 2011	COI held a workshop where they Invited innovative AT Developers currently using Open Standards to present best practices and discuss how they got their products to market and continue to innovate.	DCMS, Cabinet Office's, Digital Strategy Team and ODI working together to deliver Linked to Action 3.1.3. Nomensa and RNIB developed and ran two training courses for the blind, blind/deaf and visual impairments. Work with 3rd Sector organisations to establish gaps

				in the plan and where Government and Industry can help.
2.1.4	**Encourage developer days with Martha Lane Fox's Race Online campaign which will focus on creating new software and applications.**	Completed 30 May 2011	Google's Zeitgeist event was held on 30 May 2011 was an exceptional opportunity for future web developers to showcase their work to the biggest names and companies in the online and technology world. Google Zeitgeist is one of the most high-powered gatherings of business leaders, thinkers and those that are considered to generally shape the global future. Attendees this year included Angela Ahrendts chief executive of Burberry, Maurice Levy chief executive and chairman of Publicis, Claudio Corbetta Managing Director of Dada.pro, the Chancellor George Osborne, Yuri Milner the founder Facebook investor DST, and Professor Stephen Hawking the director of research at the Centre of Theoretical Cosmology at Cambridge. Joseph Stiglitz the American economist and Simon Wolfson the chief executive of Next,	Read out of event here http://futurevoices.wordpress.com/2011/05/30/future-voices-international-at-google-zeitgeist-2011/
2.1.5	**Create an open platform on which other companies can develop and create a partner ecosystem**	Ongoing	Microsoft to continue to work with UK SMEs who develop specialist accessibility products and services.	This is a continual process and hence it will be on-going.

	which will develop a wide range of different solutions which will ensure choice, a competitive environment and produce a range of solutions for citizens with different needs			
New Work Stream 2.1.6	Forum to recognise the different levels of access faced by people	N/A	Dyslexia, motor neuron diseases, colour blindness and those with learning difficulties.	Forum needs members to volunteer to lead or participate in taking this work forward.

2.2 Reducing Cost Barriers to Assistive Technology				
	ACTIONS/TASKS	*STATUS*	*OUTCOMES AND POTENTIAL BENEFITS*	*THE YEAR AHEAD*
2.2.1	**Consider alternative funding models to**	Was due for Q3, 2011. Delayed to cover changes to the	Government now investigating how we lower the cost of AT equipment on the Access to Work scheme and discussions are on track. Ministers have met to discuss new developments to DWP's	Look at Capital Top up with Charitable organisations such as the RNIB and RNID and Industry partners.

	encourage innovation in the manufacture and distribution of products and services that meet eAccessibility criteria, but are currently not available in the marketplace	disability benefit system being developed by DWP.	benefit system and the effects it will have on the Access to Work Scheme.	The Access to Work Scheme will soon include Inclusively designed products on its list of equipment acceptable under the scheme.
2.2.2	**Spread awareness of current research into assistive technology into the marketplace.**	Initial discussions took place Q2, 2011 now On Going	The Forum met and engaged with the EPSRC on how its assistive technology programme can fit with the overall government eAccessibility agenda.	Initial conversations have taken place and we (DCMS) are in discussions with EPSRC to promote research already done and discuss further opportunities for research. EPSRC will present to forum members in early 2012
2.2.3	**Develop low cost computer equipment with built in accessibility and also accessible peripherals as**	Q1 2011 B1 Connect pilot low cost net box.	IB4's took forward an idea originally proposed by Comet and launched their Net TV box in October. They are now working with Social Housing associations to see if they can provide broadband on a Pay as you go model. The Net box has accessible features but they are now looking at how they bring down the cost of AT equipment to be included under the scheme.	IB4 will update members on progress Progress report to eAF members Q2, 2012

	standard for purchase in retail outlets.	Q3, 2011 Race Online/Remploy launch low cost computer.	Martha Lane Fox's Race Online 2012 campaign has been working with UK Online centres to bridge the digital divide and hopes this can be achieved by offering a computing package, complete with telephone, for less than £100. The scheme, which was launched recently, is only at the pilot stage but Ms Lane Fox hopes it can be extended across the country. The £98 package will be sold through 60 UK online centres and Remploy and hope to shift more than 8,000 this year.	
2.2.4	**Disabled Students Allowance: work with suppliers and stakeholders to ensure that Disabled students are not at a disadvantage when entering university.**	Completed Q4, 2011	This action has now been successfully completed. Microsoft worked with the NUS and 21 approved suppliers to make sure that student's where accessed and provided with a specially prepared PC's with assistive software.	An example is Barry Bennett - http://www.barrybennett.co.uk/disabled-student-allowance.html.
New work Stream: 2.2.5	**ICT products, whether computers or mobile devices will incorporate**	**N/A**	**Information and advice on specialist assistive technologies will be easy to find and tailored to the needs of individuals**	**Proposal from RNIB - Forum needs members to volunteer to lead or participate in taking this work forward.**

	out of the box accessibility features, enabling access to the widest range of users.			
New work Stream: 2.2.6	**Investigate the barriers to reducing the cost of AT equipment**	**N/A**	**Forum members to talk to British Assistive Technology (AT) Association to see how we can reduce the cost to their members** **Forum to bring together mainstream suppliers with equipment users and suppliers to discuss how we mainstream AT equipment and reduce the cost.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

	2.3 Improving Training in Assistive Technologies			
	Actions/Tasks	*Status*	*Outcomes and potential benefits*	*The way ahead*
2.3.1	**Investigate how training in AT use can be improved, whilst still ensuring the reduction/removal of barriers to AT training are**	Was due Q1, 2011 but now On-Going as Discussions are now taking place with DWP ODI.	Recommendations for changes to how consumers can make the most of assistive technology. Government DCMS/ODI/BIS/DFE are now investigating how the new benefit changes affect training for employees through the	Work with 3rd Sector eAF training providers to improve AT training and remove barriers or obstacles in their way. Discussions with DWP ODI are on-going. This is linked to the development of DWP's new IT benefit system.

	removed.		Access to Work scheme**.**	
2.3.2	**Manufacturers of Web Authoring Software, Content Management Systems, ecommerce Software and any pre-configured tools used to create websites encouraged to build in accessibility features**	Completed Q1, 2011.	Government will influence this debate through the procurement process so in future Manufactures and web authors tendering for new government contracts think about accessibility as part of the procurement process and government will only buy equipment and services that conform to accessibility standards. Sandi Wassmer produced her 10 Principles of Inclusive design. http://www.culture.gov.uk/what_we_do/telecommunications_and_online/8161.aspx	We would like to see more organisations working with the Employers Forum for Disability Issues (EFD). Organisations that are accessible to disabled staff and customers will be more accessible to everyone. We are looking to build on the 10Prinicpals of Inclusive design and work more closely with the Helen Hamlyn centre of Design.
2.3.3	**Pilot workshops for visually impaired people to get training in the wide mix of free and lower cost AT products in the marketplace, where such training is currently unavailable.**	Completed June 11,	Several successful workshops have been run by Action for Blind People and RNIB to assist partially blind people.	**Could eAF members let us know of any future training opportunities that can be included in the action plan Forum needs members to volunteer to lead or participate in taking this work forward.**

2.3.4	**Action for Blind People working with both hardware and software vendors to create workshops that provide visually impaired people with high quality training, affordability and choice.**	Now Ongoing.	Nomensa and RNIB are now working together towards their workshop in Birmingham on 25 October 2011. Nomensa and Action for Blind People have held workshops for disabled customers and this is now an on-going activity.	**eAF Members will be working with UK Digital Champion and are Race Online 2012 partners to access other opportunities**
2.3.5	**Assistive Technology phase of Home Access Programme Work with designated division of Home Access programme to make sure all Home Access PCs are equipped with basic accessibility software.**	Completed Spring 2011	12,500 students where successfully accessed and provided with a free PC/Software/tech support and broadband as part of the Governments Schools Home Access Scheme.	DfE confirmed their programme closed in Spring 2011, It provided grants to over 250,000 families with 8,000 children with profound disabilities and special needs accessing the internet.

3. Websites Services Work Stream

The work stream will work to make websites in the public and private sector more accessible, and help guide people to websites that are well-designed for their needs.

3.1 – Develop and Maintain eAccessibility in Online Services

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
3.1.1	**Improve accessibility of public websites**	Report published Nov 10	Cabinet Office to set out proposals in response to Manifesto for a Networked Nation.	Cabinet Office launched project AlphaGov on 9th May, to provide single portal for Government websites which will have accessibility built in from the outset
		AlphaGov launched 9th May 2011	Martha Lane Fox published her Manifesto for a Networked Nation in July 2010, which set out recommendations to government, industry and the charitable sector on how to get the remaining 10 million people online. AlphaGov grew from Martha review of DirectGov last autumn and its recommendation for revolution not evolution. A key recommendation was for an unequivocal desire for there to be a shared common, high-quality user experience that can be adopted across all central government websites, so people would only need to learn how it worked once and understand the type of service they needed.	Now working on their beta site (Beta.gov) with Leonie Watson to make sure it is accessible and Sandi Wassmer for an inclusive design approach.

3.1.2	**Update the current guidance "Delivering Inclusive Websites: Guidance number: TG102" to reflect the Key Elements of eAccessibility and to conform to the latest Web Content Accessibility Guidelines (WCAG) as set out by the W3C and BS 8788, setting timetables for conformance as well as the broader scope for adherence to Inclusive Design principles and best practices.**	Completed Q4, 2010	COI have revised their guidance on TG102 Delivering inclusive websites ,with advice and feedback from the Accessibility and Web Standards community as well as the wide Usability and UX communities	
3.1.3	**Produce guidelines for designers of**	Delayed due to reorganisation of CoI and	COI was brought under Cabinet Office, and are now working with Forum Members Leonie Watson and Sandi	Training will follow the development of BetaGov.

| | **Public Sector websites to ensure that internal teams responsible for the creation, on-going development and maintenance of online services have the knowledge and skills necessary to carry the eAccessibility work through and to share knowledge interdepartment ally.** | Cabinet Office. | Wassmer to make sure that the new single government portal is built with Inclusive Design Principals and built to WCAG 2.0 Standards. The new Cabinet Office Digital Strategy team will be arranging workshops and seminars for Public sector website developers in the new year. | |

3.2 Information about Access to Online Services for Disabled People				
	Actions/Tasks	**Status**	**Outcomes and potential benefits**	**The way ahead**
3.2.1	**Develop a One Stop Shop for information on**	Launch expected March 2012.	Members agreed at the January 2011 meeting that, there was a need for a One Stop Shop and that the site should have	We are now working with the Disability Living Foundation (DLF), who have created innovative online solutions that enable informed decisions

	access to web-based services for disabled people		the following criteria: • must be accessible to everyone • capable of linking up with Government services • Bring together information from various disability organisations and businesses to provide an A to Z of accessible national and local resources. • Link together freely available information, downloadable resources, toolkits, monitoring tools • Allow individuals and organisations to exchange best practice and learning. • Enable local events and social networks engaging disabled and older groups to be advertised.	and choice for disabled and older people. DLF has partnered government agencies on several projects, over many years, and delivered practical outcomes for users of health and social services. Site to be launched March 2012.

3.3	Include Accessibility As A Core Principle In Web-Related Education Courses			
	Actions/Tasks	**Status**	**Outcomes and potential benefits**	**The year ahead**
3.3.1	Encourage educators at all levels, including	Completed October	BIS has developed and published guidance for HEI's (08/10/10). Now promoting new guidance to teachers and higher education establishments.	

	schools, colleges and higher education institutions (HEIs) to have Inclusive Design, Open Standards, Accessibility and associated best practices as the fundamental underlying principles in their web-related qualifications and to utilise Open Web Education Curriculum throughout.	2010		
New Work Stream 3.3.2	**Encourage and increase awareness of educators at Primary School level about benefits of AT technology in the class room**		**Forum members to work with Local Authorities and DfE to improve awareness of the benefits of AT equipment and software in the class room to help disabled children attend mainstream education.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**
New Work Stream	**Forum members to make sure that eAccessibility**		**We have been discussing with Cabinet Office, DWP ODI and CLG how government reflects the wider public services agenda such local council websites and NHS**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

3.3.3	**innovations and BP is reflected in the wider public services agenda.**		**health in the plan.** **The plan now has an action to look at the accessibility of educational websites in schools and colleges.**	
New Work Stream 3.3.4	**Investigate the accreditation or Kite Mark for Website accessibility**		• **accreditation for people who create websites,** • **accreditation of websites and** • **Accreditation of the tools available in the market place.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

4. Accessible Content Work Stream

The work stream will continue to look at issues relating to for television subtitles, audio-description and other accessibility features; and how a wider selection of publishing material (such as e-books) can be made accessible to the visually impaired.

4.1 – Accessibility of Audio Visual Content in non-Web based Media

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
4.1	The tasks for digital television are taken forward through the Usability Action Plan, and similar arrangements are being considered for digital radio. Headlines are			

	summarised here, to encourage cross-learning for eAccessibility to other fields.			
4.1.1	**_Television_** Receiver recommendations for accessibility to subtitles, audio description and text to speech, already defined for standard definition and High Definition digital television, to be developed for connected TV.	Usability Action Plan Completed Oct 2011	Digital Television Group to define requirements for connected TV. Usability Action Plan for Digital TV receivers for Switchover completed. Further work on Usability and accessibility of TV to be developed including for connected TV.	Stakeholder group under sponsorship of ( ) to take forward. We are now looking to celebrate the success the UK has made towards making DTV accessible through speech to text, BSL teletext,
4.1.2	**_Radio_** Address accessibility issues raised in Consumer Expert Group report "Digital radio switchover: what's in it for consumers?"	Government response published Q4, 2010	Accessibility uses for Digital Radio incorporated in the Digital Radio Action plan	

4.2 Creation of Accessible Publishing Material

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
4.2.1	Review the current hardware and software available in the marketplace for Publishing Material to achieve the aims of eAccessibility. Particular attention will be paid to the needs of those with Visual and Cognitive Impairments.	Q2, 2011 this action is now On going and will be taken forward by the Publishing work stream.	A road map was published by the Publishers and presented to forum members in January 2011, which lays out the work they plan do over the next four years. The road map concentrates on achievable goals, not aspirations. The focus is on how best to ensure that existing projects and developments are aligned and moving together rather than depending on entirely new initiatives (while not ruling those out) The group are now in the process of developing best practice guidelines for publishers to follow in their production processes and where appropriate to integrate existing standards into mainstream publishing in ways that enhance these best practices.	Consider aspects of implementation of the EU framework review and how we make directories more accessible to disabled people.
4.2.2	Investigate and address issues relating to the availability of accessible content for all forms of publishing and markets.	Enabling Technologies Discussion Forum Q4, 2010,	The group met for the first time in November 2010 where they agreed Terms of reference and a roadmap for future work. They presented their initial scoping exercise to members in January 2010. Since then members have been working together with publishers and platform providers to improve access to content through a range of mediums for disabled and older people.	Members are now working on the roadmap and have identified eBooks as an essential medium which needs further investigation with Platform providers such as Sony, Amazon, Apple, Google, Adobe and Overdrive.
4.2.3	Support the Enabling Technologies	On Going	The forum continues to support the enabling technologies framework project and will be building activities into the plan	

	Framework project. Three year international project endorsed by WIPO and being jointly run by EDItEUR and the DAISY Consortium		to advice members of forthcoming opportunities to help.	
4.2.4	Build on the work to date in both the consumer book pilot (focus) and text book pilot project.	Delayed now to be delivered in Q1, 2012.	Report on accessible content in relation to cognitive decline	
New Work Stream 4.2.5	**Accessibility in the publications world in the context of looking at what is in the digital agenda for Europe.**		**There is a need for exemptions in dealing with translation of subtitles and translation of text, not only for people who are blind and partially sighted but for those with other print disabilities, and also people with physical disabilities. E.g. turning a page of an e-book.**	**Forum needs members to volunteer to lead or participate in taking this work forward.**
New Work Stream 4.2.6	**Accessibility of eBooks in the market place.**		**Work with the Publishers Association to make sure the industry understands the accessibility needs of disabled people using e-Books**	**Forum needs members to volunteer to lead or participate in taking this work forward.**
New Work Stream 4.2.7	**Increase awareness of existing eAccessibility tools**		**An action is now in the plan for members to spread awareness of existing eAccessibility tools so content providers and people wanting to produce their own content understand what they have to do to make it**	**Forum needs members to volunteer to lead or participate in taking this work forward.**

			accessible.	

	4.3 – Gaming Technology to meet Educational Needs			
	Actions/Tasks	**Status**	**Outcomes and potential benefits**	**The year ahead**
4.3.1	Investigate how innovations in the Games industry could be used to help disabled and older people take part in education and generally in other walks of life.	First phase completed Q2 2011. Now On Going	SpecialEffect is taking forward its Stargaze pilot project which offers gaze-controlled technology enabling people who have suffered paralysis to operate a computer for communication, independence, work and leisure. First phase completed, Now exploring opportunities with Forum members.	The importance of applying games technology, e.g. Special Effect, to learning, particularly in schools. Now exploring opportunities with forum members and industry for collaborative projects.
4.3.2	Take opportunities to promote accessibility through videogames	Completed now On Going	UKIE is exploring ways in which it can work with SpecialEffect to raise its profile and reach. SpecialEffect promoted, as part of the UKIE backed London Games Festival that runs from 30 October to the 4 November 2010.	
4.3.3	Promote use of videogames with former service personnel	Initial discussions in June 2011	UKIE is exploring ways in which SpecialEffect can work with the Royal British Legion (or other associated charities) to facilitate gaming for ex-servicemen and women.	

		Taster sessions planned for Q4 2011	Initial discussions have taken place. UKIE are now working with the RBL to provide taster sessions for ex-servicemen and women Q4, 2011	
4.3.4	Develop use of videogames technology for people with severe physical disabilities	Q2, 2011 Completed now on-going	Microsoft is investigating how their new "Kinect" device for Xbox 360 which incorporates face, body and voice recognition can help disabled and older people.

Microsoft released their Kinect software to developers to see how it could be used to help disabled people. Progress report on developments to forum On track   (as developments happen members will be informed) | |

5. Awareness and Promotion Work Stream
The work stream will promote and raise awareness of eAccessibility principles and how it can achieve an inclusive society.

5.1 – Inclusive and Accessible Products and Services

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
5.1.1	Government, Business and the Voluntary Sector to work together to raise awareness of and promote the benefits of products and services already achieving eAccessibility.	On Going	• Core messages developed for use with One Voice for All accessible IT. • 7 steps core messages fact sheet was produced by One Voice for All website and action plan. http://www.onevoiceict.org/news/onevoice-first-seven-steps-accessible-websites-announced-and-available.	
5.1.2	Engage with Business and Voluntary Sectors to create targeted core messaging to articulate the benefits of eAccessibility in the Big Society.	On Going	(a) Business to promote the benefits of the eAccessibility of these products and services into the mainstream as well as for disabled and older users with specific needs. Forum is now working with members to promote messages. Now on-going (b) Martha Lane Fox to promote the benefits of eAccessibility to business (c) Government where relevant to promote the benefits of incorporating eAccessibility features into products and	

			services. eAccessibility messages included in Ministerial speeches. Now on-going	

5.2– Benefits of Inclusivity and Open Standards

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
5.2.1	Promote the benefits of Inclusive Design and Open Standards for all technology platforms, particularly amongst senior non-technical stakeholders and the users of the services.	On Going	create on-going complimentary and cohesive messaging Now working to join up the eAccessibility Action plan with One Voice for All Coalitions work programme. One Voice coalition have identified three specific themes to collaborate and work on: 1. Promotion - This theme will look to the benefits to the economy and society of provisioning accessible and usable information and communication technologies and update the rationale and business case to underpin this. 2. Campaigns - Campaigns will increase the awareness of ICT accessibility across all sectors. In addition to awareness this theme also focuses on influencing and working with the ICT industry to make their ICT products and services accessible and usable. 3. Professionalism - Professionalisation focuses on establishing a suite of academic and vocational courses in ICT accessibility for ICT and health professionals. These courses will provide a range of qualifications to a recognised standard for ICT accessibility.	

| 5.2.2 | Promoting COI Guidelines and other relevant best practices more widely throughout Government departments | | Government (COI) raised awareness of BSI standard BS8788 and where due to present to the forum the new guidance and relevant best practice that should be used. This action now fits with Cabinet Office and is near completion.

Sandi Wassmer's 10 Principles of Inclusive design | |

5.3– Online Safety and Security

	Actions/Tasks	Status	Outcomes and potential benefits	The year ahead
5.3.1	Promote the "Get Safe Online" message about online scams. Ensure the campaign has strategies built in to communicate effectively with disabled people and older people	Q4, 2010 Completed – now on-going Published July	(a) Martha Lane Fox to promote within the RaceOnline 2012 campaign agenda (b) Response to report on internet use for older people commissioned by MLF to include messages on safety Q4, 2010,	

The next pages set out key elements of eAccessibility, and give an overview principals product & service designers and web developers, marketing managers and our progress against those work streams and specific successes

Key Elements of eAccessibility

Inclusive Design:

The British Standards Institute defines inclusive design as:

"The design of mainstream products and/or services that is accessible to, and usable by, as many people as reasonably possible ... without the need for special adaptation or specialised design."

Inclusive Design is well established within Architecture and the Built Environment and both RIBA and CABE work to a set of Inclusive Design Principles, Guidelines and Best Practices. In turn, Inclusive Design is based on the basic principles of good design, which are inherently inclusive, as the key principle of good design is to design with purpose and that means considering the purpose of the product or service and how a diverse range of people will use it.

At present, most mainstream products and services do not consider the needs of the widest range of users; Additional technologies must be "bolted-on" in order for specific user groups to access and use them. This has created significant barriers that limit or prohibit everyone from participating in society and Government is committed to breaking down these barriers.

It is essential that mainstream products and services adopt the Principles of Inclusive Design, particularly within the technology sector as its implementation will facilitate the social inclusion and mobility that will lead to the Big Society.

The Principles of Inclusive Design and the Principles of Good Design are included as Appendices.

Assistive Technology (AT):

Assistive Technology (AT) is a generic term used for a wide range of software and hardware designed for disabled people to help them carry out everyday tasks in both work and home life.

Historically, assistive technologies have been standalone products that "bolt on" to mainstream products to provide access and ease of use for specific user groups. With the developments in technology, and particularly web-based technologies over the past ten years, the capability to include much of the key features that AT provides in mainstream products is now a reality.

In order to ensure that eAccessibility is sustainable, a new way of thinking about how products and services are delivered across all aspects of daily life in the UK is essential and can only be possible by true collaboration across Government.

Interoperability:

Interoperability, within the context of eAccessibility, is the ability of disparate and diverse technologies, whether these be hardware, software or web based, to easily share data and interact with each other harmoniously in order to provide access and ease of use to the widest range of users possible.

In order for interoperability to be achieved, there must be agreed common goals, shared values and the spirit of community amongst all stakeholders – Government, Business and the Voluntary Sector - that are mutually beneficial, involving the open sharing of information and knowledge. Increased interoperability will prevent lock-in to a particular solution whilst enabling greater choice, competition and affordability.

Open Standards:

The concept of Open Standards is where people work together openly to collaboratively develop solutions for

addressing common requirements and goals and are generally governed by committees within non-profit organisations, such as the World Wide Web Consortium (W3C). Open Standards are essential for achieving the interoperability, cost savings and cohesiveness that will underpin the sustainability of eAccessibility in the long term.

With respect to eAccessibility, Open Standards are understood to mean technology specifications that:

- are developed collaboratively by people from different organisations;
- are subject to full public assessment and scrutiny;
- are free to use, without legal or other restrictions, to develop open source and proprietary products;
- are accessible and interoperable across different platforms; and
- have no dependencies on formats or protocols that are not Open Standards.

Open Standards go hand in hand with the Web Content Accessibility Guidelines (WCAG), which are mandated under the COI Guidelines that sit alongside the Disability Equality Duty (DED), their adoption is central to the success of eAccessibility. As is the nature of technology, there are no absolutes. Although the wider technology sector is moving towards Open Standards, there may be instances where they do not apply. If an appropriate Open Standard is available, it should be utilised.

Beyond Conformance: Web Accessibility and Usability

Web Accessibility and Usability are the two key elements of Inclusive Web Design: Although they are viewed as two distinct practices, they invariably overlap. The aim of both practices is to be inclusive, allowing website owners to reach and maintain the widest possible audiences. Adhering to Web Accessibility and Usability guidelines and best practices in unison throughout a website's planning, design and development processes, as well as its on-going

management provides the best foundation for creating and maintaining fully inclusive websites.

Web Accessibility:

Web Accessibility is the creation of websites that anyone and everyone can access, irrespective of ability, language, ethnicity, cultural background, socio-economic status, age or anything else that may restrict their freedom to have access. This includes the people who use the Internet and the devices they use to connect to it, such as the various different browsers, mobile phones and assistive technologies. The current Guidelines produced by the W3C, WCAG 2.0, were released in December 2008. Currently, the DED requires conformance to the WCAG 1.0, which was published in 1999.
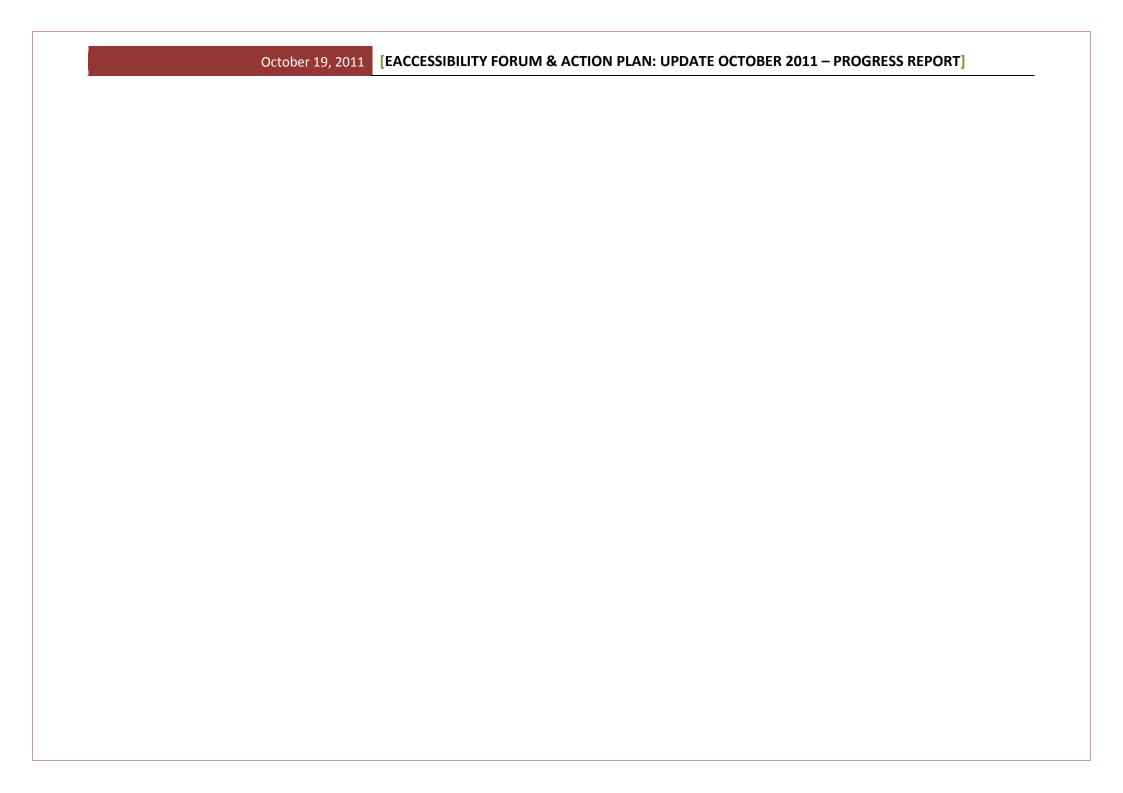
Usability:

Usability focuses on how intuitive and easy a website is for all people to use. There is no legislation regarding Usability in the UK – it is governed by common sense. Usability best practices ensure that the website's design is user-centric and will provide the optimum end user experiences

Equivalence of Services and Products:

Equivalence of Service is the relative value that the user derives through the provision and use of the service, based on achieving specific outcomes in the pursuit of participation and inclusion in society in both work and home life.

The concept of Equivalence of Service as a relative value supports an acceptable level of tolerance for limitations. As the aims of eAccessibility and the Big Society are to be as inclusive as possible, there will always be certain people who are unable to participate in certain aspects of everyday life due to reasons that fall outside if the auspices of eAccessibility.

eACCESSIBILITY IS AT THE CORE OF THE INCLUSIVE DESIGN PRINCIPLES THAT PROVIDE GUIDANCE TO HELP WEB DESIGNERS, DEVELOPERS AND MARKETERS CREATE BEAUTIFUL, USABLE AND ACCESSIBLE WEBSITES.

Ten Principles of Inclusive Web Design, created by eAccessibility Forum member Sandi Wassmer, update the design principles contained in the Government's eAccessibility Action Plan. Guidance includes the importance of providing choice for a diverse range of potential site visitors, not placing demands or restrictions on them and giving straightforward instructions to help minimise user error.

eAccessibility is not just about enabling disabled people to access the internet and the principles provide the framework to build great internet experiences for all**.**

Communications Minister Ed Vaizey said: "Inclusive web design enables the creation of beautiful, intuitive and accessible websites for all: broadband is only a part of the vision of an open and inclusive Internet".

"Ensuring the UK web industry has the knowledge and skills to deliver inclusive websites are just as important."

The Ten Principles of Inclusive Web Design

Subject: Inclusive Web Design, eAccessibility, Web Accessibility, Accessibility, Inclusive Design

Inclusive Design is where innovation and imagination flourish. Meeting the needs of the widest variety of people does not inhibit creativity. It opens our minds and inspires excellence.

1. Equitable: Be welcoming, don't discriminate and engage with people. Create different user experiences and make certain they have equally valuable outcomes. Aesthetics matter.

2. Flexible: Provide options. Think who, how, why, what, where & when people will be using your website. Make sure there is choice for diverse users and maintain device independence.

3. Straightforward: Be obvious and not ambiguous. Make sure your website's features add value, not complexity. Remember, good design is as little design as possible.

4, Perceptible: Don't assume anything. Make sure your website's purpose is clear, its content, structure and sequence are meaningful and convey information to all of the senses.

5. Informative: Make sure people know where they are on your website and provide different ways for them to find what they're looking for. Be timely, predictable, uncomplicated and precise.

6. Preventative: Provide easy to follow instructions and gently guide users in interacting with your website. Help them to minimise errors when submitting data, through well considered   form design.

7. Tolerant: Handle errors respectfully and indicate precisely what the error is, where it is and how to fix it. Remember to let people know the outcome.

8. Effortless: Don't make demands or place restrictions on your users. People should not have to work or think hard to find what they want on your website. Ensure it can be used efficiently and effectively.

9. Accommodating: Be approachable, uncluttered and give people room to manoeuvre. Make sure that your website is unobtrusive and can be accessed by different devices of all shapes and sizes.

10. Consistent: Follow standards, guidelines, conventions and best practices. Provide a familiar environment with memorable functionality**.**

(Note The PDF download link should be available on this page, as follows:
For a downloadable PDF version of the principles, please go to the Copious website at: http://www.copious.co.uk/10Principles.php)