



Toolkit to Success

Creating Accessible Websites and Publications



Toolkit to create websites and print publications which are accessible to people with disabilities, minority ethnic and disadvantaged communities wishing to avail of information on outdoor recreation

Introduction

This 'Toolkit to Success' has been compiled by Venture Outdoors - Creating Healthy Communities in conjunction with a range of experts in order to highlight how to create websites and print publications that are accessible to underrepresented communities wishing to avail of information on outdoor recreation.

This toolkit will focus on 3 underrepresented communities; people with disabilities, minority ethnic and disadvantaged communities. The Venture Outdoors - Creating Healthy Communities project has evolved from the 'Barriers to Participation Report' (CAAN, 2008) which identified a lack of information and knowledge of outdoor recreation opportunities as one of the main barriers to participation in outdoor recreation for these communities.

Websites and publications are 2 key tools for communicating such information to these communities but only if designed in the appropriate way. There is a large selection of guidelines in place to advise organisations of the most suitable methods; however, this assortment can often be confusing and off putting to those with limited time and/or budgets. Therefore, this toolkit is designed to highlight the most important points for those promoting outdoor recreation to consider, when designing a website or print publication to ensure they are accessible to underrepresented communities.

Information within this toolkit was collated in partnership with Disability Action, Royal National Institute of Blind People (RNIB) and with reference to The Equality Commission. Please refer to key reference materials section on pg18 for a list of publications used in the production of these guidelines.

Venture Outdoors - Creating Healthy Communities

The Venture Outdoors - Creating Healthy Communities project is a 3 year initiative of the Countryside Access and Activities Network (CAAN) and has been funded by the Big Lottery Fund's Reaching Healthy Communities Programme and Ulster Garden Villages.

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Creating Accessible Print Publications

It is vital that your printed communications reflect the needs of the 3 underrepresented communities. When producing publications, written reports and documents ensure that content is clear, concise and easy to understand. The following areas are the most important to consider when designing accessible print publications.

Font

- Font type should be Arial and at least 14 points in size. (Remember that requests may be made for larger size font).
- Body of text should only be aligned to the left and ensure there is adequate space between columns and text. Do not wrap text around graphics or pictures.
- Try to limit the amount of text highlighted in bold, italic, underlined or capitalised.

Style

- Use bullet points and keep sentences short.
- Use clear and concise headings.
- Do not use abbreviations and/or jargon as this can be confusing.
- Repeat key words so that key messages are highlighted.
- Use 'Plain English' as these publications may be used by people with learning difficulties or members of minority ethnic communities. For more information on 'Plain English' please see pg9.

Contrast

- Contrast between the text and background should be as high as possible e.g. using black text on a light coloured background.

Creating Accessible Print Publications

Images

- Do not place text over images and refrain from using watermarks on pages as this makes it harder to read.
- Ensure that descriptive text is used for images or diagrams.
- When photographs are used on promotional literature positive images of people with disabilities should be featured.

Design and Print Tips

- Publication covers should not be glossy or reflective. An alternative would be a matt finish when printing.
- Paper should be thick enough to ensure that the print does not show through. Minimum paper weight is 150gsm.
- Ensure that you include information on how people can receive publications in other formats, for example, "This document is available in a range of formats; please contact us with your requirements."
- Always provide telephone, fax and textphone numbers for people with speech and/or hearing impairments as well as e-mail and website addresses.



Image courtesy of Disability Sports NI



Creating Accessible Print Publications

Alternative Formats

From time to time a request for alternative formats may be received. A selection of alternative formats are listed below and organisations that can help provide alternative formats can be found on pg14.

- Audio formats - MP3 or CD. Contact RNIB Northern Ireland Transcription Service Department who can advise on appropriate audio formats.
- 'Easy Read' - This format uses pictures and simple language for those who have a learning disability.
- Video - This appeals to people with learning disabilities as it is a visual form of communication. For more information and guidance please contact Mencap.
- There is a range of support channels available to help communication between people who are deaf or hard of hearing and hearing people. For more information please contact RNID.
- Formats may be requested in minority ethnic languages. NICEM or the Multi-Cultural Resource Centre can provide advice on translation services.
- Braille is not widely used but may be requested as an alternative. For more information please contact RNIB Transcription Service.



Creating Accessible PowerPoint Presentations

PowerPoint Presentation Tips

- Always ensure that strong colours are used, such as black text on a light background.
- Do not place text over images and refrain from using watermarks as backgrounds.
- Font size should be 36pt for headings and at least 28pt for text and Arial font. Adequate spacing should be used, with only 5 bullet points to a power point slide.
- Please see below for example of an accessible PowerPoint presentation.

Effective PowerPoint Presentation

- **Always use strong colours such as black on a white background**
- **Refrain from using watermarks as backgrounds**
- **Use Arial font**
- **Font Size - 36pt for headings 28pt for text**
- **5 bullet points to a PowerPoint slide**



Creating Accessible Websites

This section highlights the points to consider when creating accessible websites. There is no single standard for web accessibility but there are guidelines that organisations can follow when developing their website. Information in this section has been sourced from key organisations such as the World Wide Web Consortium (W3C) and the British Standard Institution (BSI). This information has also been collated in partnership with Disability Action, Royal National Institute of Blind People (RNIB) and with reference to The Equality Commission.

Reference materials for making your website accessible for all

Below are key documents which should be referred to when developing websites.

- **PAS78**
This is a document produced by British Standards Institute and the Disability Rights Commission (DRC). It is a guide to commissioning accessible websites. The document can be downloaded from the DRC website www.drc-gb.org.uk
- **W3C Guidelines**
These guidelines are produced by the World Wide Web Consortium and explain how to make your website accessible. There are 3 conformance levels - A, AA or AAA. These levels satisfy all the requirements of a given standard, guideline or specification. To highlight that your website meets one of the levels of conformance you can display the W3C logo. Websites should reach at least AA standards. For more information about the W3C WAI standards please visit www.w3.org
- **Draft BS 8878:2009 Web Accessibility**
Building accessible experiences for disabled people, code of practice document. For more information please refer to BSI shop section on www.bsigroup.com



Design

- Ensure design of website is clear and simple.
- Site should be laid out in a logical order with a 'site map' option.
- Use 'Plain English' and ensure text is not displayed in columns as this can be difficult to read.
- Ensure that no more than 70 characters are used on any one line.
- Avoid underlining and italics as this can be hard to read on screen.
- Font size should be highlighted at top right hand corner of the website. Please see below:

A - normal, A - large font, A - largest font

Experienced web users are aware of how to change the font size through settings, however this function makes it easier for less experienced users to adjust font size.

- Ensure that there is a good contrast between text and background colours on all areas of the website. You may also want to consider including functionality, allowing the user to adjust the contrast.
- Do not use watermarked or patterned backgrounds.
- Ensure search functions are set up in a user-friendly manner.
- Ensure you have a printer friendly option which should also include 'How to Print' instructions.

Creating Accessible Websites

Content

- Your organisation's key message/call to action should be obvious and not be more than 1 or 2 sentences in length.
- Include a feedback section on your website, allowing visitors to make any recommendations which may help to improve the website.
- For more information on appropriate writing styles when designing your website please visit www.plainenglish.co.uk

Images

- Thumbnails save time scrolling through images and allow the web user the option to view a larger version of the image. Ensure that all images have alternative text. Check with your web developer if you are not sure how to complete this task.
- Websites with moving text or flashing images should have 'Until User Agents' put in place. This tool allows site visitors to freeze images. For more information please visit www.w3.org
- When including photographs please ensure positive images of people with disabilities are featured.

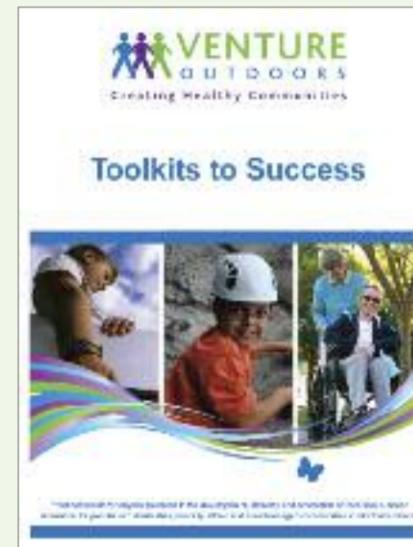
Accessibility

- Work with your web designer to ensure that your content is compatible across all browsers.
- Ensure links are clearly highlighted with an explanation i.e. 'click here to read more on cycling in Co Down'; and not simply, 'click here'.
- Ensure all your pages have a link back to your homepage.
- When considering foreign language options ensure all abbreviations are also visible in full.
- To ensure your website is accessible for all you may consider testing with RNIB and/or people with disabilities.

Publications and Websites: Good Practice Examples

This section highlights a number of best practice examples and adjustments which organisations have made to make their publications and websites more accessible for all.

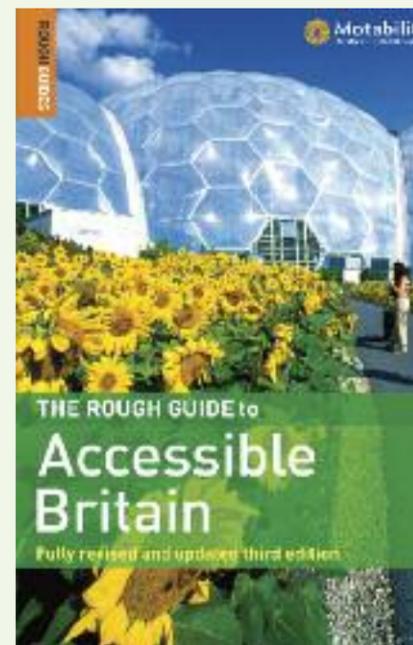
Venture Outdoors Toolkit to Success



These Venture Outdoors 'Toolkit to Success' publications have adhered to all the guidelines outlined in this document.

These documents can be used as a good example of how to make publications accessible for all.

The Rough Guide to Accessible Britain Book



The Rough Guide to Accessible Britain was written by a team of people with disabilities. An audio guide, with a special introduction by Ben Fogle, is also available to download.

This guide can be used as a good example of making a publication accessible for all.

www.accessibleguide.co.uk

Publications and Websites: Good Practice Examples

Disability Action



Disability Action's website displays the conformance level triple-A W3C logo which means their website is more accessible to users with disabilities. For more information on W3C guidelines please see pg 7.

www.disabilityaction.org

Publications and Websites: Good Practice Examples

The Northern Ireland Council for Ethnic Minorities (NICEM)



NICEM's website is a good practice example because it includes a language toolbar including Polish, Lithuanian, Romanian, Mandarin, Arabic, French and Hindi.

NICEM followed the W3C checklist to ensure that all criteria was met to help make the website accessible to a Priority 2 level. For more information on W3C guidelines please see pg 7.

www.nicem.org.uk

Belfast City Council



Belfast City Council's website has gained an Internet Crystal Mark from Plain English Campaign. The Internet Crystal Mark shows that the website is as clear as it can be for its intended audience. Plain English Campaign's website includes information on creating clear websites and publications. For more information, please visit - www.plainenglish.co.uk

www.belfastcity.gov.uk

National Parks - Britain's Breathing Spaces



National Parks Britain's Breathing Spaces website is a good practice example of an accessible website including video, audio guides that can be downloaded in a variety of formats.

www.nationalparks.gov.uk

Publications and Websites: Good Practice Examples

BBC Website - My Way



This is a website created in cooperation with the BBC and it not only displays best practice in website coding and layout etc, but also has content useful for people with disabilities.

www.bbc.co.uk/accessibility



Key Contacts

Disability Action

Organisation supporting people with physical, learning, visual and hearing disabilities

Telephone: 028 9029 7880
Textphone: 028 9029 7882
Fax: 028 9029 7881
Email: marketing@disabilityaction.org
Website: www.disabilityaction.org

Mencap Northern Ireland

The leading UK charity for people with a learning disability and their families

Telephone: 028 9069 1351
Fax: 028 9064 0121
Email: mencapni@mencap.org.uk
Website: www.mencap.org.uk

Mencap London

For publications in Easy Read Format, contact London office

Telephone: 020 7696 5551
Fax: 020 7454 9193
Email: estelle.bloom@mencap.org.uk

Multi-Cultural Resources Centre

A regional organisation working to support Black and Minority Ethnic communities and individuals.

Telephone: 028 9024 4639
Fax: 028 9032 9581
Email: info@mcrc-ni.org
Website: www.mcrc-ni.org

Key Contacts

Northern Ireland Council for Ethnic Minorities (NICEM)

Represents the interests of Black and Minority Ethnic groups in Northern Ireland

Telephone: 028 9023 8645
Fax: 028 9031 9485
Website: www.nicem.org.uk

Queen's Language Centre

Queen's Language Centre is one of the province's leading providers of translation, interpreting and language related services

Telephone: 028 9097 6178
Email: langcent@qub.ac.uk
Website: www.qub.ac.uk/lc

RNID - The charity taking Action on Hearing Loss

RNID is the largest charity in the UK tackling hearing loss and making hearing matter

RNID Communication Services Northern Ireland, Belfast
Telephone: 028 9033 1320
Textphone: 028 9033 1320
Fax: 028 9032 7616
Email: csubelfast@rnid.org.uk

Royal National Institute for Blind People (RNIB)

Charity providing a range of information for blind or partially sighted people

NI Accessible Media, Belfast
Telephone: 028 9050 1888
Fax: 028 9065 0001
Email: accessiblemedianni@rnib.org.uk
Web: www.rnib.org.uk/northernireland

Key Contacts

South Tyrone Empowerment Programme (STEP)

Interpreting / translation services. 250 interpreters available across the region, interpreting service covers 30 languages

Telephone: 028 8775 0211
Fax: 028 8772 9008
Email: info@stepni.org
Website: www.stepni.org

The Equality Commission

Advice, Information and training are available free of charge for all service providers in Northern Ireland

Enquiry line: 028 9089 0890
Text phone: 028 9050 0589
Email: information@equalityni.org
Website: www.equalityni.org

Visual Access NI (Braille, Audio & DAISY)

Work with individuals with sight loss as well as organisations and service providers across many sectors

Telephone: 028 9075 5005
Website: www.visualaccessni.co.uk



Useful References

The information found in this 'Toolkit to Success' has been compiled with reference to the following websites and publications

Websites

- Disability Discrimination Act 1995 (DDA). For more information on this Act please visit www.equalityhumanrights.com
- Office for Disability Issues (ODI) – provides information on inclusive communication - www.odi.gov.uk
- Plain English Campaign website includes information on creating clear websites and publications. For more information please visit - www.plainenglish.co.uk
- RNID, the charity taking Action on Hearing Loss, provides help and guidance to businesses that want to improve their services - www.rnid.org.uk
- Sense for deafblind people - provide expert advice and information as well as specialist services to deafblind people, their families, carers and the professionals who work with them - www.sense.org.uk
- Web Access Centre pages offer information and advice on making your website accessible to everyone. Please refer to web accessibility section on www.rnib.org.uk
- World Wide Web Consortium including W3C guidelines and specifications advice - www.w3.org

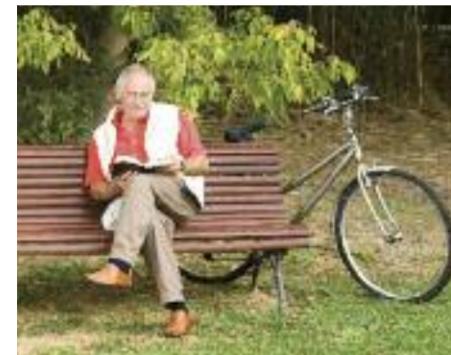


Useful References

The information included in this 'Toolkit to Success' has been compiled with reference to the following websites and publications

Publications

- Disability Discrimination Act - The Disability Rights Commission provides useful guidance on the legal aspects of web accessibility. For more information please visit www.equalityhumanrights.com
- DRD Guidelines to making information accessible, Sept 2008, Department for Regional Development.
- Guide to Making Information Accessible, Department of Culture, Arts & Leisure, February 2009.
- How to write in plain English, Plain English Campaign Guide, September 2009.
- See it Right guidelines, July 2004. This publication has now been superseded by the Surf Right guidelines, August 2010. For a copy of the guidelines please visit the Web Access Centre on www.rnib.org.uk
- Producing better information for disable people, A Toolkit for Local Authorities, Office for Disability Issues HM Government.
- Providing Accessible Information - A Guide prepared by Disability Action, 2008.





For more information contact Venture Outdoors - Creating Healthy Communities team:

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Email: maeve@countrysiderecreation.com

This guide is available on request in alternative formats.

