

Accessibility Services Video Transcript

Considering Accessibility?

If your office, website or intranet is inaccessible, you could be missing an opportunity with a customer or stakeholder.

Being inaccessible means people are excluded from:

- Paying their council tax
- Booking a holiday
- Accessing important information
- Navigating your building
- Buying your products and services

They may also be prevented from

- Completing online forms
- Doing their online banking
- Submitting tax returns
- Ordering their favourite takeaway
- Participating in interactive TV experiences

Under the Equality Act 2010, all organisations must ensure that disabled people can access their goods and services. This means whether in a shop or online, companies must make reasonable adjustments, but it's more than that..... Accessibility benefits so many people:

Those with or without disability

Older people

People with disabilities due to accident or ill health

People who are unable to use a keyboard or mouse

Being Accessible helps everyone

Being accessible makes good business sense

- customers, employees and suppliers can all engage with your organisation thereby increasing your audience, customer base and talent pool
- accessible web design improves search engine optimisation (SEO)
- accessibility also improves user experience

Spending by disabled people (the purple pound) is worth £249 Billion a year to the UK economy, how much is accessibility worth to you?

“Accessibility Services can help make your services accessible to **all** your clients”

Contact us today !