



**Key Statistics**

 **Global figures**

**750** million people have a disability

**25%** global population directly or indirectly affected by disabilities

**75** countries have disability discrimination legislation

 **European region**

**15%** of EU population (80 million) registered disabled

**One in six** have a long term state of disability

**120** million aged people by 2020

**Only 33%** public sector websites are accessible

 **United Kingdom**





**11** million people registered disabled

**One in five** working age, and one in two pensioners





**71%** of the disabled actively use internet

**50%** of the over 65 age range are digitally excluded




**Key Benefits**

-  **Commercial**  
Improved search engine ranking by up to **50%**  
Increased profits, expected ROI ratio of up to **2.4:1**
-  **Logistical**  
Benefits more than **60%** of general users  
Reduced operational costs by average estimated value of **£200,000**
-  **Technical**  
Reduced implementation costs by **66%**  
Page loading time reduced by **75%**
-  **Governance and legislative**  
**EU Directive** for public sector websites  
Meeting the **Equality act 2010**

**Business Triggers**

-  **Constantly evolving technology arena**  
New devices and UI formats
-  **New legislations**  
EU directive  
GDS Standards / UK Digital Inclusion Charter Goals  
Scottish Government Digital Standards
-  **Sales lost due to poor accessibility**  
Increased bounce rate and diminished brand value
-  **Increased focus on operational costs**  
Face-to-face or telephone customer support is expensive to maintain

**IT Triggers**

-  **Cost of implementing changes**  
Exponentially higher in the later phases  
Change management can be challenging, particularly in maintaining accessibility levels
-  **Implementation challenges**  
Choosing the right technologies and components (design phase)  
Potentially have to engage a sub contractor  
User research and user testing needs Subject Matter Expertise and specialist equipment
-  **Future proofing**  
Changing technology requirements and standards  
Enhance existing services to support accessibility

**Delivery Model**

			
<b>Assessing</b>	<b>Design for inclusivity</b>	<b>Delivery</b>	<b>Continued inclusivity</b>
Audit to understand existing issues Get an insight of the development life cycle	Designing to exceed legal standards Designing to globally followed guidelines (WCAG) Designing for device independence	Embed standards, process and end user inputs for improving web development Testing to ensure inclusivity	Effective change management Inclusive approach to content management Training and support
<b>As-is state</b> <b>Inputs to design phase</b>	<b>Confident &amp; inclusive design</b> <b>Blends into project lifecycle</b>	<b>Efficient development cycle</b> <b>Active risk management</b>	<b>Empowered teams</b> <b>Improved website maintenance</b>

**One Stop Shop for Accessibility**

