



CharityWise.
BY FRESH EGG

CharityWise

Getting to grips with accessibility

July 2024

A little about me...

Over 20 years of experience working as a creative across web, apps, animation and television.

Working with the charity and not-for-profit sectors led to my interest in accessibility.



Sarah Simpson

Senior Experience Designer

Today we'll talk about the following topics

What does accessible mean?

Who do you need to be accessible for?

What standards should you be following?

What are your legal obligations as a charity?

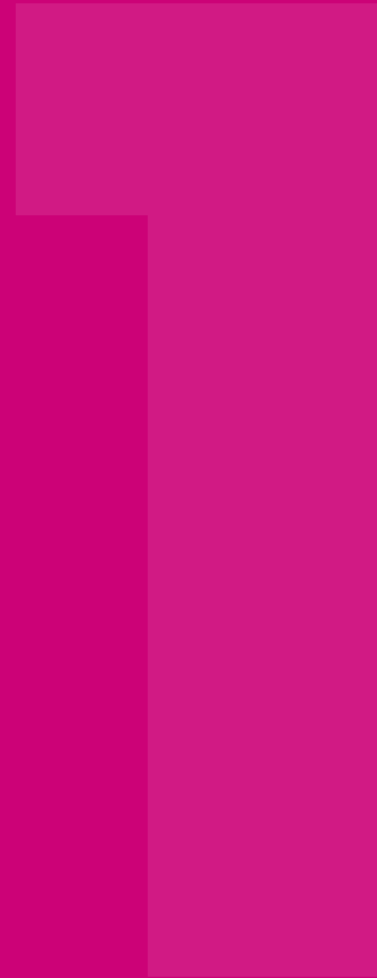
How do you know if you're following accessibility standards?

Top five things to look out for

Takeaways

Resources to help you get started

**What does
accessible mean?**



A website or app has been designed and developed to ensure that all users, including those with disabilities, can:

- ✓ **Access and interact with content and features**
- ✓ **Understand what is on screen**
- ✓ **Navigate through the website or app with ease**

(It sounds simple, doesn't it?) ...



One-third (27%) of disabled users felt that their needs were not being met by the websites they visit

Giant Digital

73% of potentially disabled customers still experience accessibility barriers on more than a quarter of the websites they have visited

Purple Pound

£65million in donations each year could be lost across the charity sector by not making an online donation funnel accessible

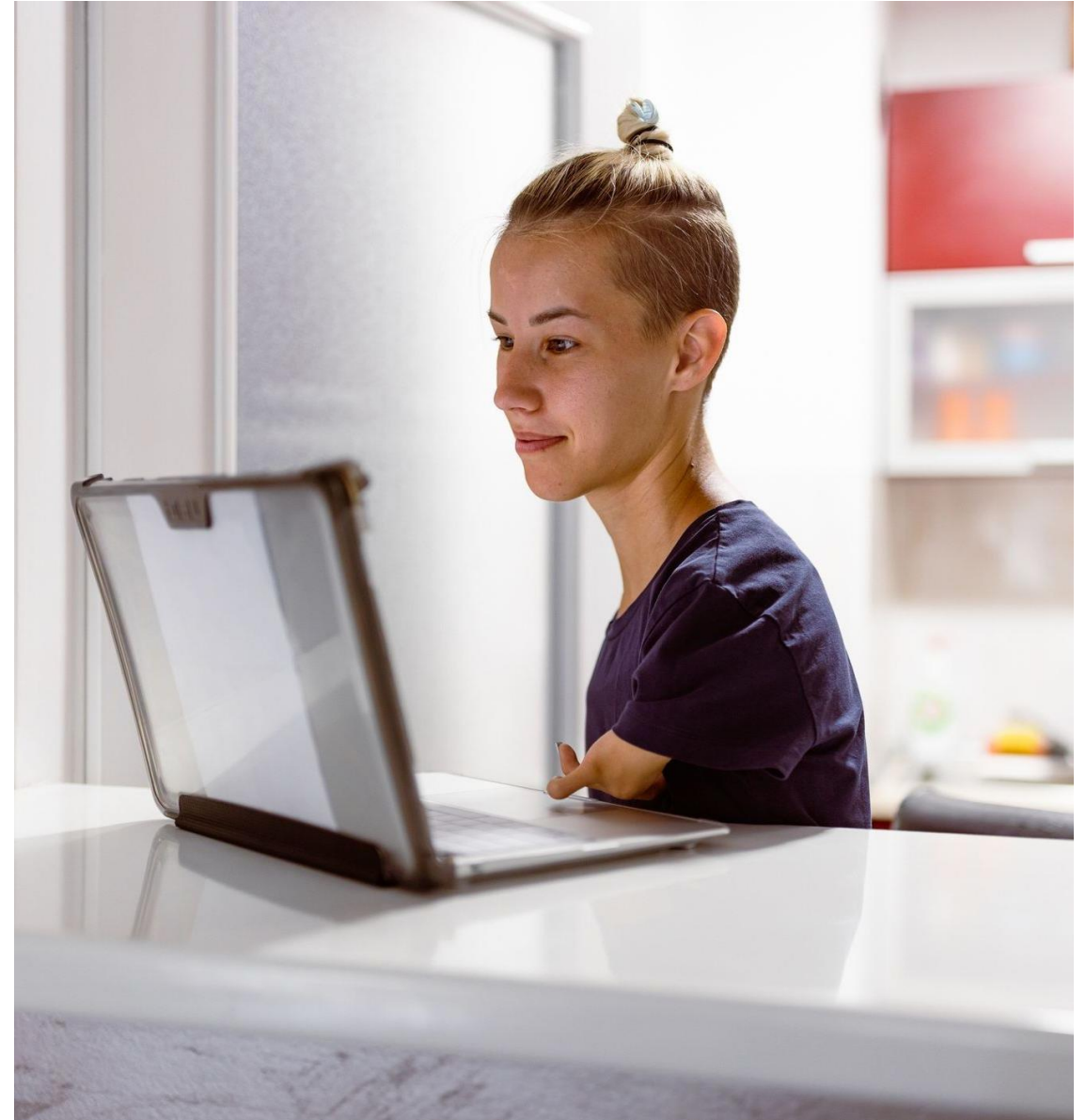
Giant Digital

**Who do you need
to be accessible
for?**



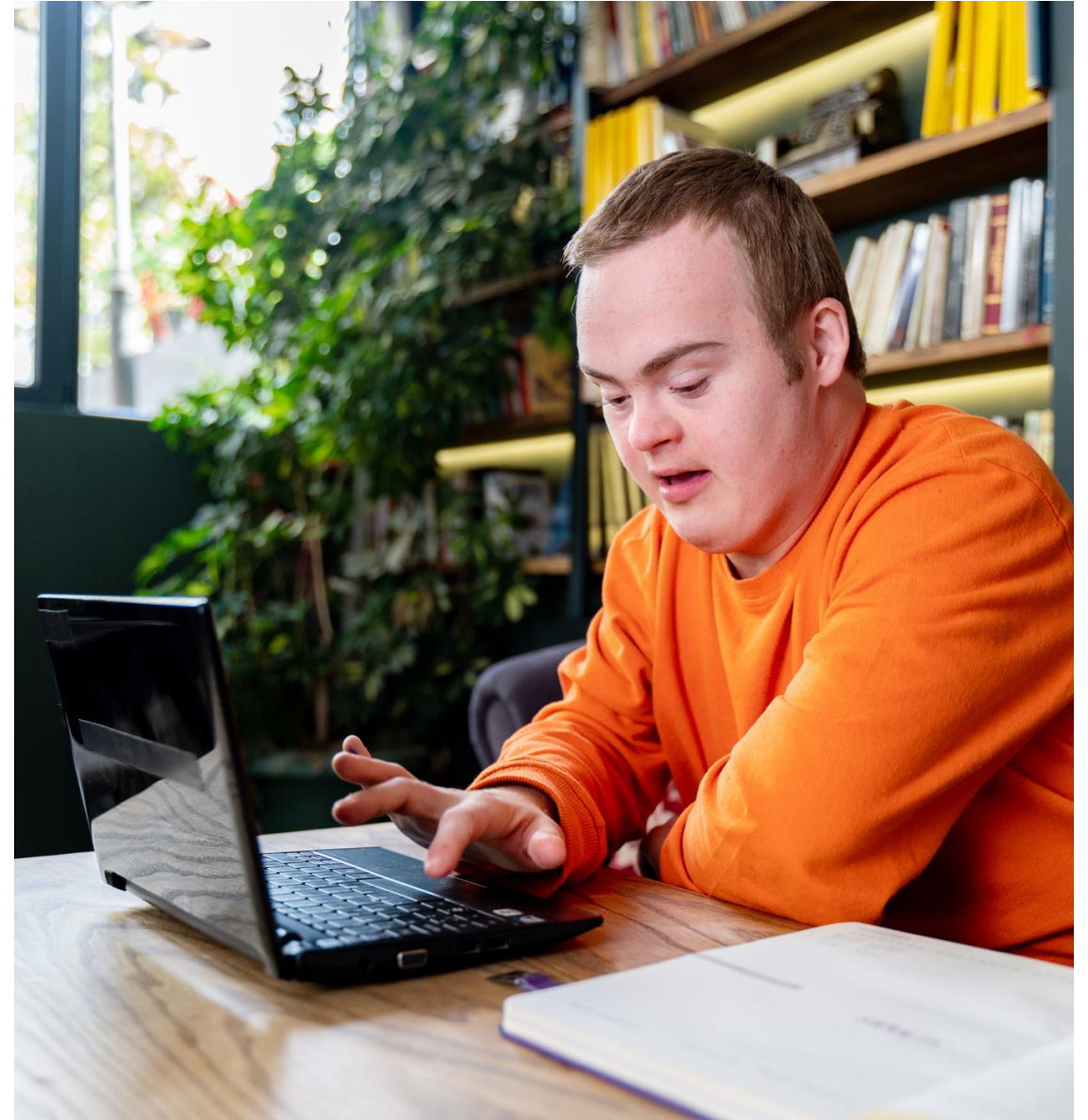
There are around 16 million permanently disabled people in the UK

That's 1 in 5 people who might rely on your charity to consider their access needs.



There are a wide range of disabilities, including:

- Visual
- Auditory
- Physical
- Speech
- Cognitive
- Language
- Learning
- Neurological disabilities



When an accessibility solution is needed

An accessibility need does not always come from a permanent disability.

Permanent disability

- Where a limitation is longer term and immediately obvious.

Invisible disability

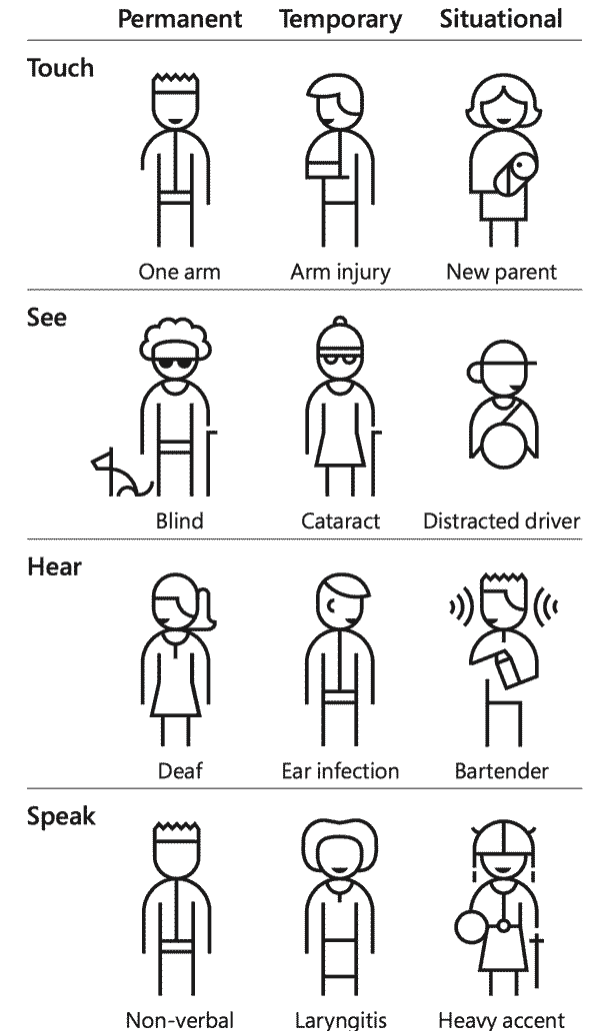
- Where a limitation is longer term and **not** immediately obvious.

Temporary limitations

- A situation that a person will eventually recover from.

Situational limitations

- A situation where a person is momentarily unable to undergo a task or access information as they usually would.



The Persona Spectrum
[Microsoft Inclusive Design](#)

**So, who do you need to be
accessible for? ...**



**What standards
should you be
following?**



WCAG (Web Content Accessibility Guidelines)

What is WCAG 2.2?

- Set of standards for how to make web content accessible to people with disabilities
- WCAG was created by individuals and organisations with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organisations, and governments internationally
- It covers a variety of web content from images, video, audio and text to functionality such as navigation, keyboard, mouse, touch screen and screen reader interactions.

[WCAG 2.2 Information](#)



Guiding principles

Perceivable

Users must be able to understand the information that is being presented to them.

For example: Using alt text to describe an image on your website if they are unable to see it.

Understandable

The information and operation of your website should be understandable.

For example: Components that require user input or interaction should have clear labels and instructions.

Operable

Any functionality on your website can be operated by various input methods other than just a mouse.

For example: navigating using a keyboard, voice commands, or through other assistive devices.

Robust

Your content should be robust enough to reliably work with assistive technologies now and in the future.

These technologies will always be evolving and improving over time – your website should be able to keep up with these advancements too.

Success criteria

WCAG standards are given success criteria to help you determine what you need to do to meet the needs of disabled users.

They are marked with levels:

A accessibility standard

- This is the lowest standard of accessibility

AA accessibility standard *Legally compliant level*

- This is the mid-range standard of accessibility and where you should be aiming as the lowest level of compliance

AAA accessibility standard *Recommended level*

- This is the highest standard of accessibility and where you should be aiming for as much as possible

Understanding [SC 1.4.6](#):

Contrast (Enhanced) (Level AAA)

In Brief

Goal

Text can be seen by people who need strong contrast.

What to do

Strongly contrast text against its background.

Why it's important

Some people cannot read text with minimum contrast.

Success Criterion (SC)

The visual presentation of [text](#) and [images of text](#) has a [contrast ratio](#) of at least 7:1, except for the following:

Large Text

[Large-scale](#) text and images of large-scale text have a contrast ratio of at least 4.5:1;

Incidental

Text or images of text that are part of an inactive [user interface component](#), that are [pure decoration](#), that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.

Logotypes

Text that is part of a logo or brand name has no contrast requirement.

**What are your
legal obligations
as a charity?**



Now for some legal stuff...

Public sector and *some* charity websites and apps now have a legal duty to comply with accessibility standards

You will have to comply with accessibility regulations for your website and apps if your charity is:

- Largely funded by the public
- Provides a service essential to the public
- Aimed at disabled people

“All digital or technology activity must be in full compliance with the Public Sector Bodies Accessibility Regulations 2018 and the Equality Act 2010”

[Gov.uk advice](#)



Accessibility in legislation

Where we are now

What is happening in 2025?

The Equality Act 2010

All UK service providers have a legal obligation to make reasonable adjustments to avoid discriminating against disabled users under the Equality Act 2010 or the Disability Discrimination Act 1995 (in Northern Ireland).

Replaced previous anti-discrimination laws with a single act, making it easier to understand.

2018 Accessibility Regulations

Set up to ensure that all public sector (and some charity) websites and mobile apps meet specific accessibility standards.

You must make your website or mobile app more accessible by making it 'perceivable, operable, understandable and robust' and follow WCAG AA standards.

You need to include and update an accessibility statement on your website.

Updated in 2022 to account for UK's exit from EU.

European Accessibility Act (EEA)

Builds on an existing act from 2019, but comes into force on 28th June 2025

Businesses who operate or sell within EU and all Member States must ensure their digital products and services are following WCAG AA standards.

It covers a wide range of digital content and emphasises the need for accessible online experiences for everyone, including those with disabilities.

Note: Ireland published their regulation in January 2024 and Belgium has only partially transposed the EAA.

Making reasonable adjustments

You can, however, argue that complying with these regulations in the short-term might be a considerable burden for your charity. For example:

- If making accessibility changes could have an exceptional impact on your charity's finances
- If you have a lack of trained staff and resources available to you to make the necessary changes
- If you do not offer services to a large proportion of disabled users
- If accessibility changes would not make a significant improvement for your disabled users



**How do you know
if you're following
accessibility
standards?**



Do an accessibility audit...

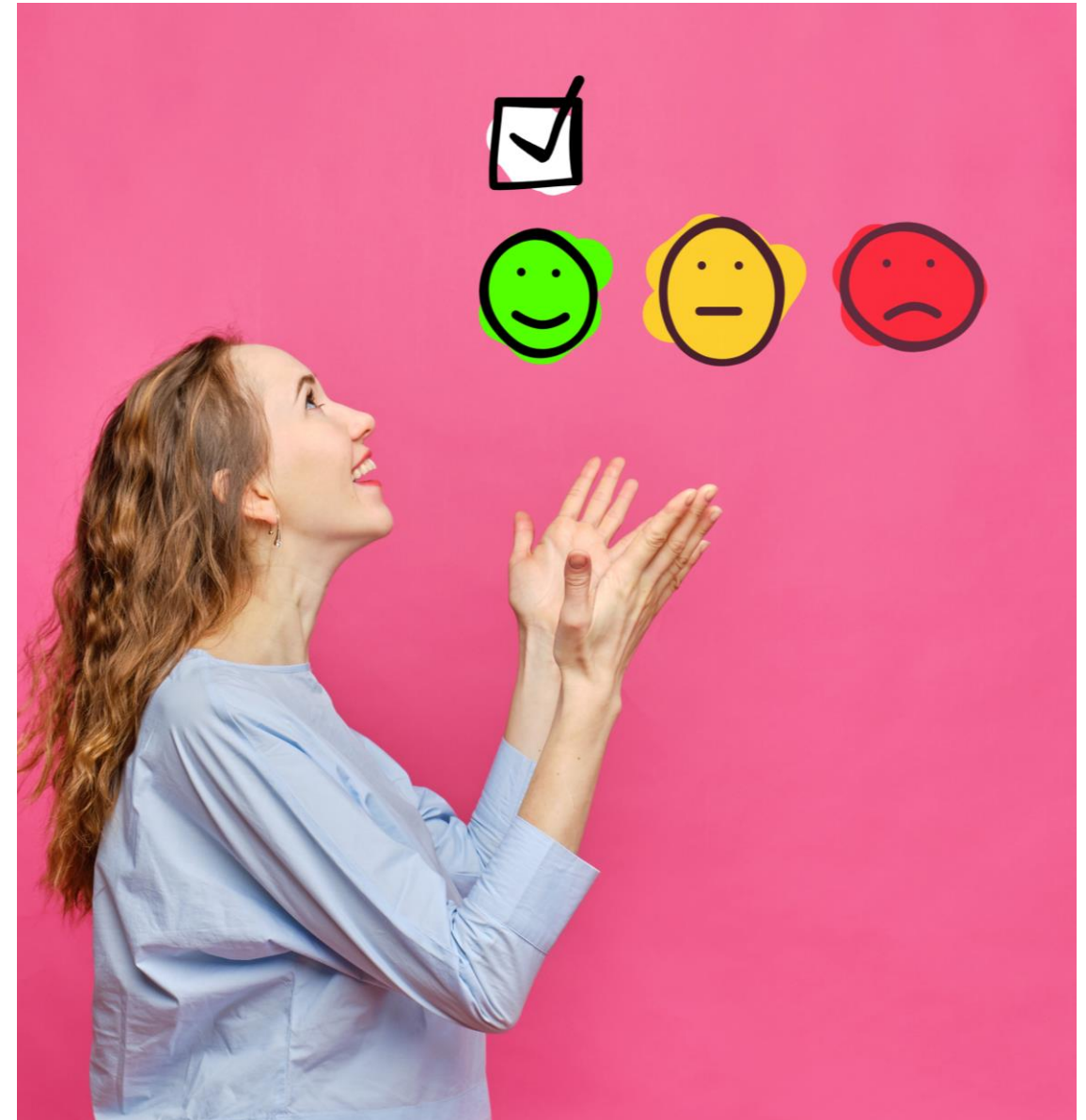
... how do you do an accessibility audit?

✓ Commission an external agency to do a report

- Can be costly
- You'll get a very comprehensive report

✓ Assess your website/app yourself

- As a team, look at your website/app from someone else's perspective – can you see any obvious improvements you could make?
- Make use of the expertise in your design and development team – ask them what they have done to ensure standards are met
- Use some readily available tools to evaluate your website/app – they will create a basic report for you



Then what?



Prioritise your accessibility fixes

- Create a priority list of any issues – which ones, if fixed, would make the biggest impact?
- Identify key issues across the website that are consistent or ones that can be fixed by your immediate team



Create a backlog of accessibility fixes

- Move lower priority fixes to a backlog. You can work on these as and when time/budget allow



Create and update an accessibility statement

- Keep your accessibility statement visible on your website (footer) and updated as you make changes




Not everyone is perfect!

Gov.uk's accessibility statement

[Help](#) [Privacy](#) [Cookies](#) [Accessibility statement](#) [Contact](#) [Terms and conditions](#)
[Rhestr o Wasanaethau Cymraeg](#) [Government Digital Service](#)

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How you should be able to use this website

We want as many people as possible to be able to use this website. You should be able to:

- change colours, contrast levels and fonts using browser or device settings
- zoom in up to 400% without the text spilling off the screen
- navigate most of the website using a keyboard or speech recognition software
- listen to most of the website using a screen reader (including the most recent versions of JAWS, NVDA and VoiceOver)

We also make the website text as simple as possible to understand.

AbilityNet has advice on [making your device easier to use](#) if you have a disability.

How accessible this website is

Parts of this website are not fully accessible. For example:

- some pages and document attachments are not written in plain English
- some tables do not have row or column headers
- some documents have poor colour contrast
- some heading elements are not consistent
- some images do not have image descriptions
- some images used to convey information have poor colour contrast
- some information in tables cannot be reached with a keyboard
- many documents are in PDF format and are not accessible

Test your website/app!

**Top five things to
look out for**



1. Colour contrast

To meet AA standards: the visual presentation of text and images of text has a contrast ratio of at least 4.5:1.



Exceptions are for large text (18pt+ can have a contrast ratio of 3:1), text that is part of a logo or text that is used as pure decoration or for an inactive UI component.

Why is this important?



- Over two million people in the UK are living with sight loss
- 1 in 5 people will live with sight loss in their lifetime
- Three million people in the UK are colour-blind

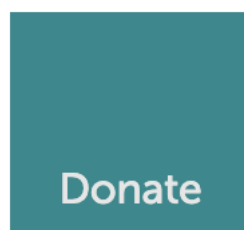
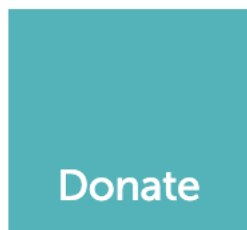
[Colour contrast checker tool](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus mollis, leo at euismod euismod, urna sapien commodo tellus, at imperdiet quam lacus eget velit.

 #000000	#FFFFFF 
Contrast Ratio	21 : 1
Normal Text	AA AAA
Large Text	AA AAA
Graphics	AA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus mollis, leo at euismod euismod, urna sapien commodo tellus, at imperdiet quam lacus eget velit.

 #969696	#FFFFFF 
Contrast Ratio	2.95 : 1
Normal Text	FAIL FAIL
Large Text	FAIL FAIL
Graphics	FAIL



Aa 12.34

Background colour: #ebe94d

Foreground colour: #260071

AA Large: Pass ✓
AAA Large: Pass ✓
AA Normal: Pass ✓
AAA Normal: Pass ✓

Aa 2.51

Background colour: #17b5ba

Foreground colour: #ffffff

AA Large: Fail ✗
AAA Large: Fail ✗
AA Normal: Fail ✗
AAA Normal: Fail ✗

Aa 4.36

Background colour: #eb2427

Foreground colour: #ffffff

AA Large: Pass ✓
AAA Large: Fail ✗
AA Normal: Fail ✗
AAA Normal: Fail ✗

2. Descriptive links

To meet A standards: help users understand the purpose and destination of each link so they can decide whether they want to follow the link.

To meet AAA standards: The purpose of each link can be determined from the link text alone and there are no links with the same text that go to different locations.


Using just [More information](#), [Click here](#) or [Read more](#) when the surrounding text does not give any further explanation probably means your links are not meeting basic requirements.

Why is this important?

- Users can skip over links they might not be interested in – useful for those who are using screen readers and those with motor impairments
- Helps to reduce cognitive load – users will not be disorientated by multiple means to navigate and content they might not be interested in
- Helps people with low vision to be able determine the purpose of the link

Learn about cancer


Find information about getting a diagnosis, what to expect from treatment, and managing practical and financial worries.



Worried about cancer

If you're worried about cancer, we have information about the causes, risk factors, signs and symptoms.


[Read more](#)



Diagnosis

Find out about tests and scans, and read advice to help you understand your diagnosis.


[Read more](#)



Treatment

We have information about the different types of treatments, their side effects, and the options available to you.

[Read more](#)



After treatment

Find out about follow-up care, managing treatment effects, and making healthy lifestyle changes.

[Read more](#)

More Macmillan information and support

- > [Bowel cancer](#)
- > [Prostate cancer](#)
- > [Chat to Macmillan support online](#)
- > [Benefits calculator](#)
- > [Supporting someone with cancer](#)
- > [Breast cancer](#)
- > [Cancer information booklets](#)
- > [Online Community cancer chat forum](#)
- > [Benefits and financial support](#)
- > [Bupa counselling](#)
- > [Lung cancer](#)
- > [Macmillan Support Line](#)
- > [Cancer awareness](#)
- > [Macmillan Grants](#)
- > [Information for healthcare professionals](#)

3. Page layout

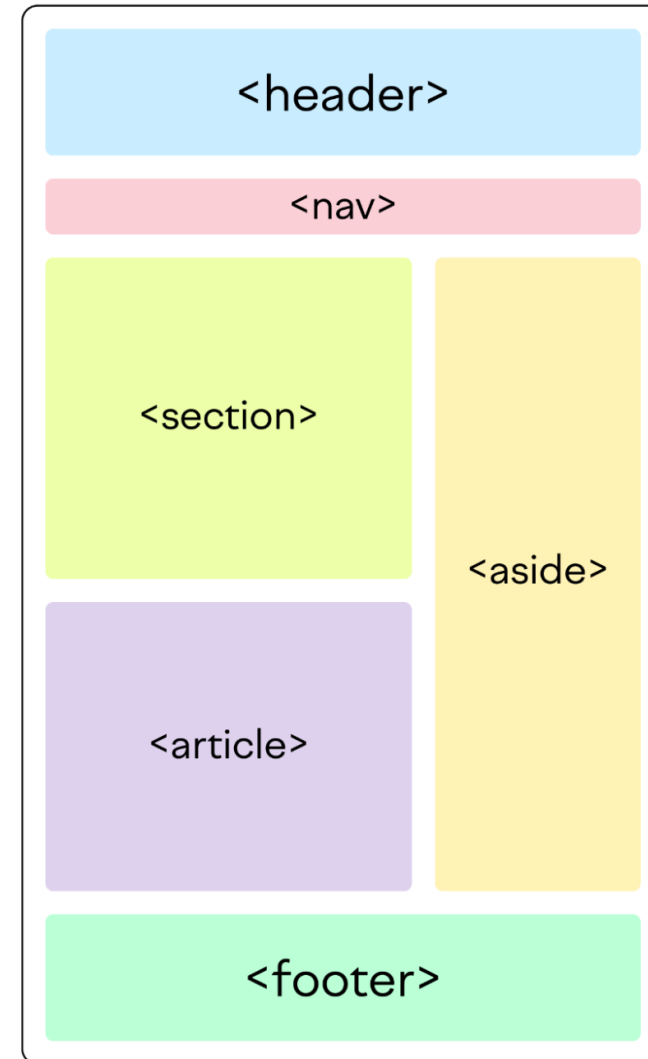
Using semantic HTML helps to define the different sections and layout of your web pages.

Use clear labelling for sections of your web page such as <header>, <footer> & <nav>

Use <h1>, <h2>, <h3> [heading hierarchy](#) organisation and body text structures. This will help general readability and assistive technologies (such a screen readers) to be able to understand the context and content of the web page.

Why is this important?

- Improves readability
- Helps to reduce cognitive load – the page is structured into clearly defined sections
- Help assistive technologies (such a screen readers) to be able to understand the context and content of the web page.



4. Input forms

Forms are a useful way of gathering information from your user and a fundamental part of your donation funnel.

But so many are not following simple accessibility rules:

1. Make sure your forms are navigable by using a keyboard – can your users tab easily from one input to another.
2. Group sets of questions and inputs from a similar category together (e.g. Title, First name, Surname). Smaller sections over a long form will help people with cognitive difficulties.
3. Text inputs or selections should have a field label to clearly outline what information is needed.
4. If further helper text is needed (e.g. date format for a date of birth), do not add this as placeholder inside a text input that will disappear when the user clicks/tabs in that input. Add it beneath the field label.

Required Fields *

Availability Info

Date available to work: *

mm / dd / yyyy 

Contact Info

Name: *

Your Name

Email: *

email@domain.com

State: *

Your State/Province

Zip:

#####

Phone: *

###-###-####

4. Input forms (continued)

5. Allow autofill to help users from inputting basic information into a form.
6. Give your user clear error message if something has gone wrong. Your error messages should be next to or close to the input where the error has occurred, so users know where information has been inputted incorrectly.
7. Clearly mark which fields are mandatory and which are optional.
8. Allow your users to check what they have inputted and be able to edit their answers.

Why is this important?

- Improves user experience – avoids frustration and enables your organisation to get the correct information
- Users using assistive technologies can understand what is needed to be input
- Helper text can assist users with impaired memory
- Allowing autofill assists users who may have cognitive difficulties or motor disabilities.

When was your passport issued?

For example, 27 3 2007

Day	Month	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

When was your passport issued?

For example, 27 3 2007

Day	Month	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

When was your passport issued?

For example, 27 3 2007

The date your passport was issued must be in the past

Day	Month	Year
<input type="text" value="6"/>	<input type="text" value="3"/>	<input type="text" value="2076"/>

GOV.UK Design System

5. Images

Have you considered the experience for users who are unable to see images clearly and rely on assistive technology, such as a screen reader, to understand the content of those images?

You can add alt tags to your images to help describe the contents and functionality of that image. This will be read out by the user's screen reader or be presented to them on screen if they have decided to switch off images through their browser accessibility settings.

Why is this important?


- For users with sight loss, adding alt text (alternative text) to an image can help a screen reader to describe what that image contains.
- For users who have chosen to switch off images, a written description of the missing image will be displayed.

UK's hottest day of the year expected



A woman holds a drink while posing for a photo in front of the London Eye, in London

UK swelters as hottest day of the year confirmed

 A woman holds a drink while posing for a photo in front of the London Eye, in London

When to use alt tags

There are three different types of images on a website:

1. **Active or functional images** – they perform an action or function rather than convey information (e.g. a download icon, logo that links to another web page). These need alt text to describe what will happen when as user clicks on it.
2. **Informative images** – these contain useful information to the user (e.g. a chart or graph, an image with overlaid text, an image that conveys an important message or emotion). Alt text in the form of a short sentence is needed for these to describe the meaning or content being displayed.
3. **Decorative images** – these have little purpose or function and do not contain information useful to the user. They are usually there to make a page more attractive. Null alt text can be used (alt=" ").

[Images from Siteimprove](#)

[Alt text best practices](#)



HTML:

```
<a href="https://www.siteimprove.com/">
  
</a>
```



HTML:

```

```



HTML:

```

```


Takeaways



**Identify if you are a charity who legally needs to be taking accessibility standards into consideration**

- Largely funded by the public
- Provides a service essential to the public
- Aimed at disabled people

**Evaluate your website/app to see if you are accessibility compliant**

- Conduct an accessibility report
- Check your website against accessibility standards with your team
- Prioritise the changes you need to make

**Do you have an up-to-date accessibility statement on your website?**

- If you do not have one yet, [use a guide to help you get started](#)

**Make yourself aware of WCAG 2.2 standards**

- Read up on accessibility guidelines
- Attend more webinars – AbilityNet & Deque axe-con do some great ones!

**Are there any quick wins you could do to make certain areas of your website/app more accessible?**

- Could you alter some of the colours on your website
- Could you add in some alt-text for your images
- Could you update link text to make them understandable?

**Resources to help
you get started**



WCAG

- [WCAG checklist \(2.0 to 2.2 – A to AAA\)](#)
- [WCAG 2.2 techniques list](#)

Accessibility audits & useful tools

- [Guide to conducting your own accessibility audit](#)
- [AbilityNet's accessibility audit service](#)
- [Silktide Browser Accessibility Checker \(Chrome\)](#)
- [WAVE \(Web Accessibility Evaluation Tool\) by WebAim](#)

Colour contrast checkers

- [ColourContrast](#)
- [WebAim](#)
- [Siteimprove](#)
- [Colour blindness simulator](#)

Training

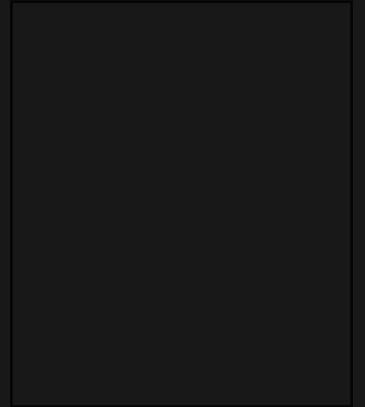
- [AbilityNet](#)
- [Deque Axe-con conference](#)

Screen readers

- [Introduction to screen readers \(AbilityNet\)](#)
- [JAWS \(Paid for & Windows only\)](#)
- [NVDA \(Free & Windows only\)](#)
- [VoiceOver \(Built into MacOS – Press Command-F5\)](#)

Questions...

CharityWise.



If you have any questions, then please speak to Fran Hall

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