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# What is digital accessibility and why is it so important?

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# What is digital accessibility?

Accessibility means more than putting things online. It means making your content and design clear and simple enough so that most people can use it without needing to adapt it, while supporting those who do need to adapt things.

Accessible websites usually work better for everyone. They are often faster and easier to use.

Common problems include:

- websites that are not easy to use on a mobile or cannot be navigated using a keyboard;
- inaccessible PDF forms that cannot be read out on screen readers;
- poor colour contrast that makes text difficult to read - especially for visually impaired people.

# Why is it important?

- Accessibility is a legal, ethical and moral responsibility;
- There are an estimated 16 million disabled people in the UK (SCOPE);
- Digital services and websites need to be easy to use for everyone - it's all about your audience and meeting their needs;
- If your website isn't accessible, you'll lose customers;
- Many of us use accessibility features every day without realising e.g. captions when watching a video or using speech-to-text to compose an email;
- By making your website and digital services accessible, more people in more locations can access and understand them more easily.

# Why is it important?

The University's objectives are to:

- **Make it easier for students to learn:** Ensuring that information and teaching materials are accessible will make life easier for students with disabilities and impairments, improving their experience at the University.
- **Enhance the University's reputation:** Our reputation as an inclusive organisation, with high levels of student satisfaction, can be enhanced by ensuring everyone can use our websites and web-based systems.
- **Increase student recruitment:** Making our websites and web-based systems accessible to all will give students with disabilities and impairments the confidence to choose to study with us.
- **Meet our compliance requirements.**

# Legislation

The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 has 2 main requirements:

- meet accessibility standards - this means making your website 'perceivable, operable, understandable and robust' for all users;
- publish an accessibility statement.

The accessibility regulations build on existing obligations to people who have a disability under the Equality Act 2010.

# What is the University doing?

- Introduction of Digital Accessibility Strategy and Digital Accessibility Policy;
- Requirement for all CMS users to complete digital accessibility training;
- Development of digital accessibility guidance for CMS Users and for Managers;
- Development of guidance on creating accessible learning materials;
- Publication and regular review of Accessibility Statements across the University's websites, learning and teaching areas, web-based systems, mobile applications and third-party systems.
- Introduction of a toolkit for creating an Accessibility Statement.

For further information on the University's approach to digital accessibility, please go to:

<https://www.aber.ac.uk/en/accessibility/>

# Improving Digital Accessibility?

Types of changes that can be made to include digital accessibility can include:

- Being able to navigate sites without the use of a mouse;
- Being able to enlarge text without making pages unreadable;
- Ensuring sufficient colour contrast between text and background colours;
- Provision of alternate text for images and field labels for forms;
- Use of friendly links and simple, easy to understand language;
- Appropriate use of headings and their levels;
- Minimising features such as bold or italic text, which can be difficult to read;
- Use and formatting of tables, including use of table headings;
- Provision of video captions;
- Provision of documents in formats which can be amended by the user e.g. available as both PDF and Word documents.

# Further Information

For further information digital accessibility at Aberystwyth University, please go to:  
<https://www.aber.ac.uk/en/accessibility/>

Contact Information Services:

- Email: [is@aber.ac.uk](mailto:is@aber.ac.uk)
- Phone: 01970 62 (2400)
- <https://www.aber.ac.uk/en/is/help/contactus/>



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# Any Questions?

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