

# RNIB - Supporting Accessibility

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# Our focus

- Stopping people losing their sight unnecessarily
- Supporting people to lead independent lives
- Making society a more inclusive place for blind and partially sighted people

# Our commercial services

- Transcription - accessible formats
- Built environment
- Web access
- Training

# Accessible Formats

## Key benefits

- Inclusive – ensures that people with sight loss can receive the same level of service as sighted customers
- Encourages customer retention and customer growth
- Improves response time from customers with sight loss
- Not just beneficial to blind and partially sighted people – also beneficial for those with cognitive difficulties and the elderly
- Meets the legal requirements outlined in the Equality Act 2010

# Training

## Key benefits

- Increases staff confidence, when dealing directly with disabled customers or issues that relate to disabled customers
- Improves customer satisfaction and potential for increasing your customer base and income streams
- Enables customers to feel more comfortable and at ease in often unfamiliar surroundings

## Key benefits cont..

- Includes bespoke content and action planning giving you the opportunity to implement solutions that will directly benefit your organisation

# Built Environment

## Key benefits

- Improving access to your physical environment makes it easier for older people and children to use, not just disabled people
- Regular consultancy enables you to continually improve access to physical environments and keep up to date with current legislation

# Web Accessibility

## Key benefits

- Up to 1 in 5 online customers may have some level of disability. Makes your organisation more accessible for the 10 million disabled people in the UK
- For many customers, your website is their first point of contact with your organisation. First impressions will be an important factor in customers deciding to use your services.
- An accessible , easy to use website will help customer retention and increase customer loyalty



# Key benefits cont..

- Important for staff as well as customers – make your intranet services equally accessible
- Making your website accessible can also make it faster and easy to use, enhancing the user experience for everyone, not just disabled people
- Case studies show that making websites accessible can significantly increase general customer usage

# Be proactive, not reactive

- Add a statement in clear print on all customer documentation, stating that the information can be made available in accessible formats
- Ensure that all customer facing staff are aware of the support available to B&PS sighted customers and are proactive in identifying customer needs
- On the E&D / accessibility pages of your website, include links or statements summarising the support that is available to disabled customers

Any questions?