

Digital Accessibility Assessment Proposal

Prepared for
on

by Joe Manock, National Account Manager

Accessibility Services



**Shaw Trust
Enterprises** 

Contents

Contents.....	2	Scope and Limitations	11
Proposal Details	3	Assumptions.....	12
Additional Notes	4	Reporting.....	13
Introduction	5	Accreditation Certificates	14
Desktop Assessment Process.....	6	Complementary Services.....	15
Mobile Assessment Process	7	What Our Customers Say.....	16
Our User Testing Team.....	8	Contract Parts.....	17
Process and Costs	9	Promotion and Celebration	19
Timeline.....	10	Confirmations	20



Proposal Details

Customer of

Supplier **The Shaw Trust Limited**
of Third Floor, 10 Victoria Street, Bristol, BS1 6BN,
a company limited by guarantee registered in England under no 1744121 with
registered charity no 287785

Contact Name Joe Manock, National Account Manager

Contact Number 0300 123 7005 or 07581 141324

Contact Email Accessibility-Services@Shaw-Trust.org.uk

Provisional Start Date This is an indicative date which will be confirmed upon receipt of a signed order form.

URL
(where applicable)



Additional Notes

Any additional or special requests can be included here. These may include, but are not limited to description of work, additional URLs, additional services requested or scope of work.



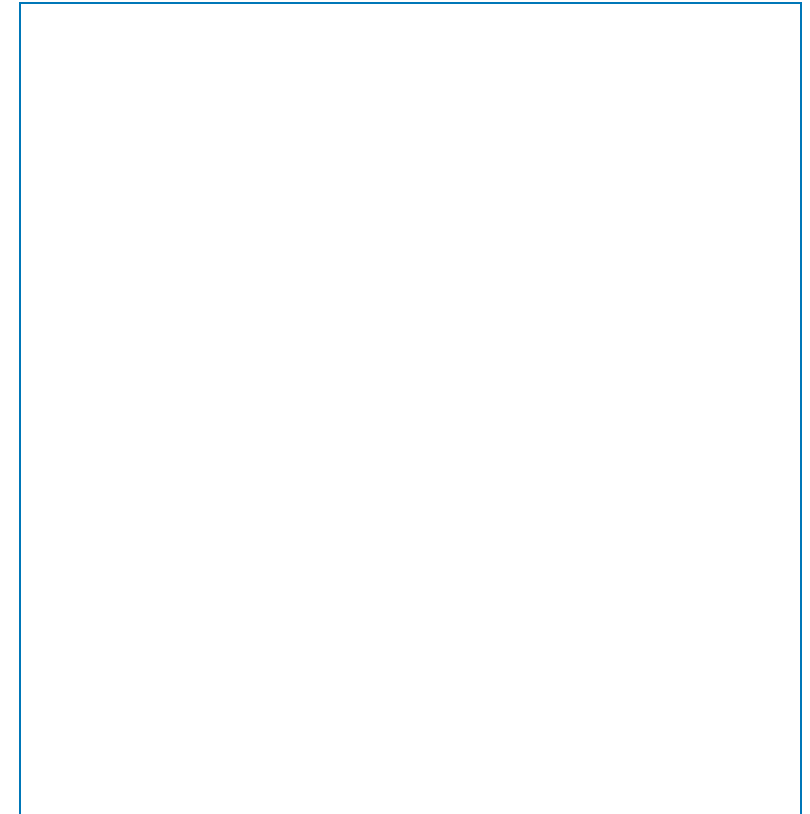
Introduction

Understanding that you have a diverse audience base is the start to recognising your digital services may not be inclusive to all of your prospective clients and users.

Learning how accessible the current website is, with the aim of creating a fully inclusive and accessible experience is critical to ensure your digital services meet level AA of the Web Content Accessibility Guidelines (WCAG 2.1).

In order to achieve this, the website should be tested to gauge the level of accessibility already built in and to highlight any non-compliances that can present issues for users with a disability as well as ensuring maximum usability.

If you have any questions, please contact us as we are here to support you every step of the way.

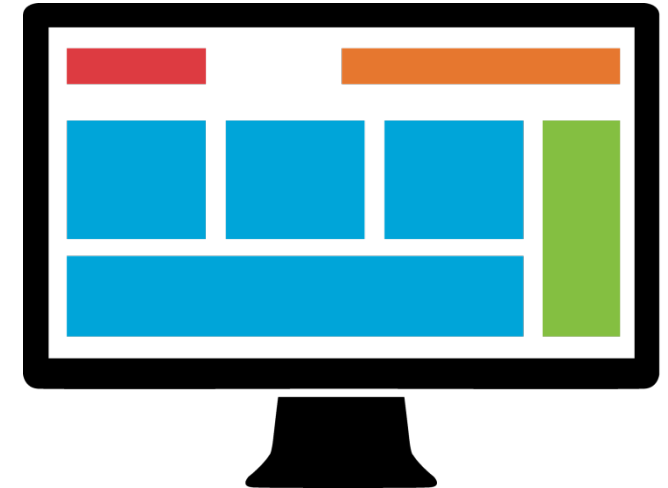


Desktop Assessment Process

The Shaw Trust Accessibility Services assessment process is rigorous and comprises three strands of testing:

1. Automated Testing
2. Technical Manual Review
3. User testing by a minimum of 4 of our in-house assessors, with a range of disabilities, some using assistive technologies such as:
 - a. JAWS screen reader
 - b. NVDA screen reader
 - c. Dragon voice activation software
 - d. ZoomText magnification
 - e. Keyboard only

Plus users from within the team who have other disabilities, but do not require assistive software e.g. those with dyslexia, colour blindness, anxiety/panic disorder.



Mobile Assessment Process

Mobile assessments are carried out on popular market leading devices by a technical accessibility expert and by members of our in-house user testing team.

Most mobile devices have accessibility features built-in enabling users with a disability to use mainstream devices.

These technologies include:

- VoiceOver: a screen reader used by blind people to access iOS devices.
- TalkBack: a screen reader used by blind people to access Android devices
- Mobile Accessibility: A screen reader and magnification application used by those with partial sight to access Android devices



Manual checks carried out to assess the suitability for those:

- With mobility impairments who have difficulty making precise movements required by touch screen devices.
- With colour blindness and dyslexia and learning difficulties.
- With partial sight that require the user to zoom into or resize content.
- Individuals who are deaf or hard of hearing.

****The above is available as an additional service - this proposal is restricted to a Desktop Assessment only**

Our User Testing Team

Our digital testing team have first-hand experience of what works and are pleased to guide organisations by adding their unique perspective.

Automated testing tools are a great way to provide an easy indication of accessibility issues, however, these tools are limited and even a really bad website can pass an automated test.

Our team work together at our office in Neath and represent the following disabilities:

- Blind
- Low vision
- Colour-blind
- Dyslexic
- Learning disabilities
- Mobility impairments
- Deaf
- Asperger's
- Anxiety/Panic Disorder

Clients are actively encouraged to attend any or all user testing.

The user team are supported by an in-house technical team to ensure robust, accurate results that provide you with the information you require.



Process and Costs

If successful, we propose to provide the following service:

1. To undertake a full accessibility assessment of the website provided in the [Proposal Details](#) section.
2. To deliver a comprehensive report, detailing issues and offering solutions.
3. To provide a walk-through of the supplied report by conference call or video conference to help clarify report content.
4. To provide support via email and/or conference call to your team to help make any adjustments necessary to achieve certification.
5. To undertake a re-test to check that any fixes highlighted have been implemented.
6. To provide certification stating compliance with WCAG 2.1 level AA valid for 12 months from the date of award.



Total Cost £

plus VAT

Order Now

Supplementary costs for additional consultancy may apply.

Timeline

On average, we only require two weeks advance notice of testing commencing.

Week 1

- URL confirmed and circulated.
- Commencement of automated testing
- Manual assessment of automated result
- Scripted user testing and open user browsing
- User testers' written feedback including screenshots to technical team

Week 2

- Cross reference manual and automated testing
- Compilation of draft test report
- Cross referencing between automated and user testers' reports

Week 3

- Compilation of final assessment report & proofing
- Final quality check
- Assessment report sent to client



We will deliver the testing results 3 weeks after testing starts.

We would usually expect a re-test of non-compliant areas to take place within 6 months.

Customers who implement the required fixes, and pass a re-assessment before the 6 month deadline may be **eligible for a discount** on our [Maintained Accreditation Service](#). Please contact us for more information.



Scope and Limitations

Scope

If successful, we propose to undertake a full accessibility assessment of the supplied website, which will incorporate technical manual review for technical compliance, user testing by our in-house team of disabled assessors and finally automated testing.

Each member of our testing and technical team will manually visit a **minimum of 25 pages** and will complete tasks similar to a typical visitor of your site. This will include all functionality including forms, multimedia and supplementary content that are a direct and integral part of website provided and that do not take a user to a different website or a sub domain.

The technical team will then use automated software to examine the code of **every public page** and analyse and interpret the results.



Limitations

This Accessibility Assessment is limited to **one domain assessed on a desktop platform**.

Links to other sites will be tested, but the contents of those pages will **not** form part of the assessment.

Whilst Mobile Assessments are available as an additional service, this proposal is restricted to a desktop assessment.

Assumptions

We made the following assumptions, however we can be adaptable in our approach:

Location



Testing will be carried out remotely at the Shaw Trust Accessibility testing lab in Neath, South Wales, which you are welcome to visit.

Reasonable costs for travel and overnight accommodation incurred will be charged separately, where necessary.

Conformance Level



Testing will be carried out to Level AA of the Web Content Accessibility Guidelines 2.1.

Environment



Desktop Accessibility assessments will be carried out using Windows 7 and Internet Explorer 11.

Mobile Accessibility assessments will be carried out using the latest versions of iOS and Android with the native browsers.

Timings



The testing process will take 3 weeks from the start of testing to the delivery of the report.

If you should require an earlier report, please discuss your requirements with our team.

Reporting

Our comprehensive reports aim to guide clients to areas of non-compliance on their website.

The results are split into Level A (high priority) and Level AA (medium priority) issues in line with the Web Content Accessibility Guidelines 2.1. The report will also include advisories that may comprise of Level AAA issues and best practises.

The report includes:

- List of issues identified
- Description of the issue and how users are affected
- Screenshots of the affect area
- Comments from Users (where applicable)
- Several example links
- Link to the relevant WCAG 2.1 level checkpoint
- Recommendations for fixing each issues
- Full list of affected URLs from automated testing



We can provide support with the contents of the report through a post testing de-brief and provide guidance with your team to help them formulate solutions. De-brief sessions can be held on your premises or via WebEx and we would be happy to discuss your preference.



Accreditation Certificates

As soon as your assessment starts, we will issue you with an accessibility badge to proudly display on your website, linking through to a 'In Progress' digital certificate explaining the journey and commitment you are making to accessibility, inclusivity and equality.

Once your content has reached an agreed standard of accessibility, we will convert this certificate into a full certificate of accessibility, highlighting the process that you have been through and that over 60 hours of testing by users with a disability has gone into each and every accreditation.

Maintaining Your Achievement

Websites are subject to constant change. Traditionally our accreditations are valid for 12 months from the date of issue, at which time the content must be tested again to ensure that the exemplar level of accessibility is being maintained.

Alternatively, you can maintain your accreditation by having monthly reviews carried out to ensure that no accessibility issues have arisen. Each month 122 checks will be carried out against 21 Level A accessibility checkpoints plus 14 checks against 7 Level AA checkpoints. This aims to ensure any accessibility issues that have appeared during the previous 30 days are highlighted so they can be fixed quickly, thereby maintaining your accreditation.

Shaw Trust

URL	https://www.shaw-trust.org.uk/
Status	Valid
Category	Accreditation Valid
Valid From	1st January 2018
Valid To	31st December 2018

Let us help you
 Call the Accessibility Team:
0300 123 7005
 Email us:
Accessibility-Services@shaw-trust.org.uk



Shaw Trust Web Accreditation Standard

The above named web site has been awarded the Shaw Trust Accessibility Accreditation. Any web site carrying this mark has been tested by people with a wide range of disabilities and found to be accessible.

The Shaw Trust Digital Assessment and Accreditation process is rigorous. Over 60 hours of testing by users with a disability goes into each and every accreditation. This is in addition to a stringent technical assessment by our digital auditors.

Websites are subject to constant change. This certificate is valid for 12 months from the date of issue, at which time the content must be tested again to ensure that the exemplar level of accessibility that it has achieved is being maintained.

[Report a misuse of this Trustmark](#)

Complementary Services

We offer a range of services that may complement our accessibility assessment.

Mobile Assessments



In late 2016, global mobile and tablet browsing accounting for **51.3% of web browsing**.

Therefore it is vitally important that the accessibility of your mobile web experience matches the accessibility of your desktop web experience.

Maintained Accreditations



Web content is continually changing and a traditional [accreditation](#) could be **out of date as soon as it is issued**.

Our [Maintained Accreditation Service](#) allows for an **open-ended accreditation** ensuring that any future accessibility issues are found as early as possible.

Training



We believe in **transferring our skills to your teams** in order to create a more inclusive society.

Our range of training course including Creating Accessible Content, Disability Awareness and Accessible Document Creation are a few of the courses available.

Consultancy



We aim to help organisations understand accessibility issues and support in all aspects of implementation.

Our vision is to **expand organisational understanding of accessibility** and to provide you with the guidance you need to achieve this.



What Our Customers Say



“Excellent training which brought home the importance of making websites accessibility and some of the tools that we can use.

The trainer was extremely helpful, knowledgeable and flexible to our needs”

“Advice given by the Shaw Trust is always clear and concise. Any recommendation within the report allows a reasonable time-frame for implementation. It’s reassuring that our website has been tested by real people, not just automated software. They have been invaluable in helping us deliver an accessible website to the communities we serve.”



“I just wanted to let you know that the accessibility training we had with Graham last week was excellent, everyone who attended said how useful it was and that they’d learned a lot.”

“We have found the team at Shaw Trust extremely helpful and informative and it was very important to us that our website was tested by people with a range of disabilities and who use different assistive technologies. Visiting the Shaw Trust test centre was a real eye opener and this has helped our web team build a greater understanding of the challenges faced by online users with disabilities.”



Contract Parts

Payment

Payment shall be effected strictly in accordance with the Terms and Conditions of the Contract, as set out in clause 5 'Charges & Payments'. The Customer shall pay the Charges without deduction or set-off within 30 days of receipt of invoice as set out in clause 5.4 of the Conditions. An invoice will be produced within 30 days of a purchase order being received from the customer as set out in clause 5.3 of the Conditions.

All amounts payable under this Agreement are referred to exclusive of VAT.

Performance Dates

As stated in the Terms and Conditions, all Services set out under the [Process and Costs](#) section are to be performed within **one calendar year** of the date of the Contract. An indicative performance date (which will be confirmed upon receipt of a signed order form) has been included in the [Proposal Details](#) section.

If any Services remain unperformed at the end of the calendar year the Customer shall:

- not be entitled to roll-over any Services which have not been used within one calendar year of the date of the contract;
- have lost any entitlement to receive the unperformed Services; and
- not be entitled to any reduction to, or refund of, the Charges.



Terms and Conditions

This proposal should be read in conjunction with:

Shaw Trust Accessibility Services Terms and Conditions version 12.09.18.

Full Terms and Conditions can be found at www.accessibility-services.co.uk/terms/

Password – STAS-a11y



Be Green – Keep it on screen

Shaw Trust is aware of the need to balance economic, social and environmental values as part of its corporate social responsibility. To this end, the Trust recognises and takes responsibility for the environmental impacts of its activities and is committed to minimising any potentially harmful effects on the environment.

This document has been designed to allow the recipient to edit relevant parts and electronically sign the document (using the Adobe Sign feature).

This can then be electronically returned.

Please think before printing this document.



Promotion and Celebration

Our vision is to create a society which is accessible to all by supporting organisations to create an accessible environment. By engaging with us, you are demonstrating a commitment to achieving this vision. We want to advertise, promote and celebrate this using literature, newsletters and social media.

- We would like to use your image and/or testimonial to explain how you are working with us as part of your accessibility and inclusion journey. These may be used in, but not limited to, printed, publications, multimedia presentations, its websites, social media channels or press releases.
- We would like you to authorise us to publish your logo, image, quote and/or testimonial.
- You understand that you will not make any monetary or other claim against us for this.
- You acknowledge that you may revoke this consent by sending a written notice to us and that any testimonial or logo will be removed from all marketing materials as soon as is reasonably possible following the notice. You acknowledge that it may be difficult or impossible to remove it from all sources.
- You agree to hold harmless and release us from all claims, demands and causes of action which you have by reason of this authorisation.



Confirmations

The Customer confirms that a duly authorised representative has read, understood and agrees to be bound by the [Terms and Conditions](#) and the provisions set out in this document.

The Supplier

Company Name The Shaw Trust Limited

VAT Number GB 399017616

Company Reg. 287785

Contact Name Joe Manock, National Account Manager

Contact Number 0300 123 7005 or 07581 141324

Contact Email Accessibility-Services@Shaw-Trust.org.uk

Signature

Date



The Client

Company Name (Legal Name)	<input type="text"/>
Contact Name	<input type="text"/>
Position	<input type="text"/>
Email	<input type="text"/>
Telephone	<input type="text"/>
Responsible Person (if different)	<input type="text"/>
Registered Postal Address	<input type="text"/>
Invoice Postal Address (if different)	<input type="text"/>

Marketing Permission

See [Promotion and Celebration](#) for more information

In Progress Certificate

See [Accreditation Certificates](#) for more information

Signature

Signed by Name

Date

Company Registration No.

VAT No.

Your PO (if required)



This is an editable form and can be amended and digitally signed using the Adobe Sign Feature.

