Accessibility

Accessibility campaign:
Making online public services accessible

New regulations mean that public sector organisations will soon have a legal duty to meet accessibility requirements for websites and mobile apps.

The regulations were announced in September last year and aim to make online public services accessible for everyone. Public sector websites that went live on or after 23 September 2018 **must be compliant** with the regulations by **23 September 2019**. Any websites due to be published after this date must be compliant before going live, or risk breaking the law.

Public sector websites published before 23 September 2018 must be compliant by **23 September 2020**. Apps need to comply with the regulations by **23 June 2021**.

Public sector bodies need to:

1. Understand how the regulations will impact their organisation
2. Check the accessibility of their websites
3. Make a plan to fix any problems they find
4. Publish an accessibility statement

Act now to make sure your networks are prepared

GDS have published guidance to support public sector organisations in meeting their legal obligations. We would appreciate your help in ensuring your audiences are aware of their responsibilities and where they can find guidance, by sharing campaign materials.

Audiences should be signposted to **GOV.UK/accessibility-regulations**.

Use the hashtag **#AccessibilityRegulations** in your social media posts so we can track the reach of messaging. Please find sample posts for social media channels and newsletters overleaf. ●

Accessibility

Resources

There is an explainer video which can be shared via https://www.youtube.com/watch?v=xIqDxeKorB4
Social media cards attached x 3

Sample newsletter item

Act now to make sure your website is compliant with UK law

Last year accessibility regulations were made UK law. This means public sector bodies that published websites on or after 23 September 2018 have until 23 September this year to check the accessibility of the website and publish an up-to-date accessibility statement. Older websites have until 23 September 2020 and apps need to be compliant by 23 June 2021.

Make sure your organisation is prepared; take a look at the information available on GOV.UK. Link to: https://accessibility.campaign.gov.uk/?utm_source=news&utm_medium=Support&utm_campaign=access_regs

Sample tweets

Public sector websites made live on or after 23 September 2018 must comply with #AccessibilityRegulations by 23 September 2019. It's the law. Find out what your organisation needs to do at https://accessibility.campaign.gov.uk/?utm_source=Twitter&utm_medium=Support&utm_campaign=access_regs

Public sector websites published on or after 23 September 2018 must publish an updated #accessibility statement by 23 September 2019. More information at https://accessibility.campaign.gov.uk/?utm_source=Twitter&utm_medium=Support&utm_campaign=access_regs #AccessibilityRegulations

Public sector organisations have a legal duty to make online public services accessible. Make sure you're prepared. Find out how #AccessibilityRegulations will impact your organisation: https://accessibility.campaign.gov.uk/?utm_source=Twitter&utm_medium=Support&utm_campaign=access_regs

Accessibility

Sample LinkedIn posts

Anybody can find it difficult to use an online service. Public sector bodies have a legal obligation to make sure their websites and apps comply with accessibility regulations coming into force on 23 September this year. Make sure your organisation is prepared: https://accessibility.campaign.gov.uk/?utm_source=linkedin&utm_medium=Support&utm_campaign=access_regs

Last year, accessibility regulations were made UK law. This means public sector bodies that published websites on or after 23 September 2018 have until 23 September this year to check the accessibility of the website and publish an up-to-date accessibility statement. Older websites have until 23 September 2020 and apps need to be compliant by 23 June 2021. Visit https://accessibility.campaign.gov.uk/?utm_source=linkedin&utm_medium=Support&utm_campaign=access_regs

Anyone can find it difficult to use an online service. That's why it's important that public sector websites and apps are accessible. Make sure your organisation is prepared to make websites compliant ahead of the first deadline on 23 September 2019: https://accessibility.campaign.gov.uk/?utm_source=linkedin&utm_medium=Support&utm_campaign=access_regs

Sample Facebook posts

Don't be at risk of breaking the law. Public sector websites published on or after 23 September 2018 need to have an up to date accessibility statement and meet accessibility criteria by the 23 September 2019. For more information on how to make sure your organisation is compliant, check out https://accessibility.campaign.gov.uk/?utm_source=facebook&utm_medium=Support&utm_campaign=access_regs

Anyone can find it difficult to use an online service. That's why we're supporting new regulations coming into force on 23 September to make sure public sector websites and apps are accessible. Find out how to make your website compliant at https://accessibility.campaign.gov.uk/?utm_source=facebook&utm_medium=Support&utm_campaign=access_regs

More support

Although GDS will provide guidance for public sector bodies, organisations must interpret the regulations and guidance themselves, seeking legal advice where required. There are also a number of accessibility community groups for knowledge-sharing:

www.gov.uk/service-manual/communities/accessibility-community

GDS will continue to review and update guidance to support public sector bodies. Organisations and individuals interested in taking part in user testing can register their interest by emailing:

accessibility-user-research@digital.cabinet-office.gov.uk ●

For campaign support, contact
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Digital Service