? Hello everyone.

Welcome to today's webinar, it is just

gone 1pm.

I will give you all a chance to join.

Do feel free to drop into the Q&A box

to say "hi" we disabled

the chat feature as we discovered it causes problem

s for some people using screen readers.

I will give you a few more moments

for a few more people to join.

We can see the numbers going up

now ...

OK.

So, hello!

Welcome to the fourth session in our

AbilityNet Accessibility Insights series, where AbilityNet's head of

inclusion, Robin Christopherson, hosts a monthly online

chat with individuals who are each working to

improve digital accessibility and digital collusion

. This month, he is chatting to Bryn Anderson

, the Digital Accessibility Specialist at Sainsbury's.

I'm Annie Mannion, I am the Digital

Communications Manager at AbilityNet, run

ning you through today's session.

to go through a few bits of housekeeping.

We have Live Captions on the webinar,

provided by Heather at MyClearText.

Thank you, Heather.

You can turn them on using the

closed caption option on the control panel.

There are also additional Live Captions

via Stream

Streamtext.

And we have slides available at

Slideshare

. And they are also on the

website,

www.

abilityne

t.

org.

If you have any technical

issues you will receive an email with the

slides in the next few days.

Depending on how you joined the

webinar, there are questions you can ask in the Q&A

area for Bryn and Robin to address, that they will

do after today's session in a follow-up blog on

the website.

Finally, we have a feedback page,

you are directed to at the end that invites you to tell

us about future topics that you would like to cover in

the webinars.

Please do let us know about that.

Now, over to Robin and Bryn.

ROB: Brilliant.

Thank you

, Annie.

Hopefully people can see us on the screen.

I myself am completely blind, so

taking it on faith we are now on the

screen!

Bryn, Bryn, thank you very much for

being subjected to the questions for the next 30 minutes

. BRYN: Yes!

ROB: To introduce Bryn Anderson formerly

of Sight Improve, which is a sophisticate

ed automated accessibility check

in solution, he is now with Sainsbury's.

You are an accessibility specialist at Sainsbury's.

So, first question, then, what

is your beverage of choice to help you get

through the ordeal, I have a cup of tea!

BRYN: The bench is gone.

beverage is already gone.

It was a coffee.

I was in two minds about it,

I'm not, I have not always been a coffee drink

er, so I'm unpredictable with how

I handle the caffeine!

ROB: Oh, dear!

BRYN: It is a weird habit,

I was getting excited about doing this today

, in the excitement I thought I would add fuel to the fire

by having a coffee before.

ROB: This could go either

way!

BRYN: Who know?

Exactly.

So, coffee but it has gone.

ROB: Hopefully you are fortified!

First question, you were at Sight Improve.

That was a relatively small

organisation, completely focused on accessibility,

then you go to this enormous, you

know, a national household

, High Street name, Sainsbury's, so, how different was

that?

Was the business case or the

argument for accessibility already won when

you came or is it anion going thing where there are

competing priorities in such a massive organisation?

BRYN: ...

so, it's ...

yeah, it's an interesting one.

Certainly, it is a huge organisation.

I didn't comprehend the size of it

and of course the pace,

the speed that things move is

also quite different.

Some things move really quick

quickly at Sainsbury's, like we saw with the whole Feed the Nation piece,

it was a real whirlwind

where we were releasing things

quicker than we would normally a

do, just as an example.

But I think there is a lot of stuff that move

moves slowly.

So like change management,

which is often associated with

bringing or introducing an accessibility agenda

to a business.

However, it was definitely already a

big priority before I got there.

We have the

...

so, Sainsbury's, the business, it

also has Argos, Habitat

and Nectar, they have

the slogan it wants to be the most inclusive

retailer where people love to work and to shop.

So that is a top-down ...

there is a sponsor, a director level

sponsor, Tim Fall

owfield who is driving

that initiative in various ways and Sight

Improve, because it sold an accessibility tool

, it had to, obviously, walk the walk.

But Sight Improve, being a smaller business, it

is easier to do that with a single website

that it replicates for its regions around the world

. It is still no fea

t, for sure, there are still issue

but doing it on the scale that is Sainsbury's and all

of the brands, it is a huge, huge challenge,

even with a top-down initiative.

ROB: So they were bought into the

accessibility?

We were fortunate to work with Sainsbury's over the years but it

is on a huge scale?

BRYN: It is.

The size of the department, the collaboration

, who drives what, you

know ...

just understanding how a business like that operates

can really take some time to

really understand who the influences

are, how things work.

So,

I think it is, whereas

Sight Improve, it was like, "We are

going to do it, let's make it happen now

." Sainsbury's is a longer game.

but there are fantastic initiatives at

the business to drive awareness.

You talked about the competing

agenda item, and there are.

There are competing agenda items

for example this Monday we are celebrate

ing Black History Month, Sainsbury's.

We have lots of people coming to talk with

Trevor McDonald, things like that.

So there are loads and loads of

educational opportunities, and accessibility is one of many, you

know.

It is a good and a bad thing, right?

Because we don't want it to be something that you learn about

, it should be built into everything.

We should all just know about it but

unfortunately society is not there yet.

ROB: But it is not at the bottom of diverse

ity?

BRYN: Absolutely not.

No.

I can't think, of all of the

diversity and inclusion kind of

...

I can't think what to call them now, strands

or tracks but disability is one

of those and it is certainly not just a digital

initiative.

It is very much extending to our stores and to

the physical environments, things like that.

ROB: Brilliant.

You mentioned earlier, it is an incluse

incentive place to work and to shop, so that covers the employees

, your customers as well.

Because it is such a massive organisation and there

are so many strands to it, how easy is

it to keep on top of that?

Is Sainsbury's a truly inclusive

place across the customer channels and the internal

applications that the employers have to use and maybe

new applications that have been thrust upon them with

COVID?

Britain Britain yeah, yeah.

I think it would be really

naive -- BRYN: It will be

wrong to suggestion that we are truly

inclusive as a retailer.

But being

incluesive, if inclusion means being 1

00% to everyone at all times, I don't

think that anyone is that.

So but I think

, in terms of both

the colleagues-facing applications and customer-face

ing application, and checkout till,

no, I don't think that everything is inclusive, there

are things that we know about and things that we don't know

about.

I think ...

I don't want to get too existential

and upside

down but thinking about it beforehand, collusion is

inclusion, it is a funny thing

, isn't it?

There are man can contradictions within the idea of inclusion

. In that, in practice, it is specialist knowledge

knowledge.

So it is like ...

in order to be inclusive you must be exclusive

first to understand what it means.

Then, somehow, through some education,

then everyone will all of a sudden get it.

It will be just included in everything that they do.

And it is

not.

if you think about

all of the different departments and team

s within them going out, buying third-party solution

s for things or just

executing on roadmaps, we

don't have, with the 100, 200

different product teams across the business, we don't

have an accessibility specialist embedded in each one

of the team, you know?

I think, I can't or I don't know

of an organisation that would have that approach.

So,

there is willingness, there is a lot of

people who are open to it, they want to learn more

. They come to me for support with things.

On the ground, until it is a mainstream part of

education in general, and it is not a taboo in society

, there will always be a leeky bucket, for

leaky bucket, for sure

. ROB: As systems change,

as circumstances change, as senior management changes, it

is definitely something, it is not a destination you

will ever get to.

But, I mentioned earlier, we have been working

with Sainsbury's.

We know that Sainsbury's have prioritise

ed accessibility or digital inclusion over the years.

So, I am, certainly compare

ed to some other supermarkets, for example,

have you got the impression or have hard

evidence that level of inclusion achieved

pre-COVID, has stood you in good

stead to deliver services?

You know this massive spike in online shopping, et cetera

, to your customers, were you

well-prepared?

BRYN: That is a really big question.

I think, if

we take the business as a whole, we were well-prepared in

that a lot of people understand what inclusion

and accessibility is, our drivers,

pre-COVID, they would make exceptions for people,

help to carry shopping on the delivery front, and

like you mentioned, we have had an

accessibility agenda for some time, so,

I was reporting on statistics

, IOS statistics, in the build

up to COVID about font scaling

, right?

So, what, how many, out

of the session, what is the percentage of sessions completed with

a larger font setting, it was 30

% of the IOS sessions, which is huge, right?

So that knowledge is there.

So we knew that, actually, I

beg your pardon, it was 27, it

went up to 30 from March, April,

May.

Which is also interesting.

but, I think, so there was all of this.

There is knowledge, this is understanding there.

Then my knowledge is different from

the next guy's knowledge and her knowledge and his knowledge.

So, having a concise message, all

agreeing on the language

of accessibility and what we should say, when we should say it,

that was not really there.

That structure, I don't think, it was there.

I think that I am talking about the

nuances within this subject

matter.

I think that a really good example

of that is like disability, what is a

disability?

How do you define disability?

How do you identify people

who identify themselves as having a disability

? And so on.

It is a really fraught area!

ROB: We have always been asked

to put ourselves in buckets.

I am vulnerable, I am ...

BRYN: I am sufficiently disabled and

more people have come forward!

I'm visually impaired, born with albinism

and never, certainly I did not identify as someone

who was disabled, which was a lot down to my

parents.

Despite being treated differently, and so on

by other kids in the schools, the institutions,

blah, blah, blah but I find myself identifying with it

more and more.

It actually, during that,

especially during the pandemic, it really carried

weight.

And the topic,

accessibility, disability, it was really mainstream.

We were having tech huddle

s and digital huddle, of00 people

s

, 600 people on the calls and the accessibility and the

disability is at the top of the agenda.

So incredible in that respect but it does not mean

that people understand it, right?

Do you know what I mean?

Just as it is being talked about it, it does not

mean that everyone understands it.

ROB: It is not a 10

-point checklist?

BRYN: No, it is not

and the models of disability, the medical, the social, how people

talk about it.

It is, I feel there is a debate

. Around every corner, this is a potential

lesson and debate, right?

ROB: It is an ongoing journey.

The

challenge for everyone within organisations for whom

there are accessibility champions or if they are passionate

about it, to maintain that level of prioritisation

. And the resources and COVID definitely

helped the demographic

, as you mentioned it has shifted towards online

. They have, they have less proportionate

ly less digital skills, they need more support

, that sort of thing.

So, what do you see as being a

really good or being the strands of the solution

s going forward to ensure that organisations continue to prioritise

? Is it

giving the law more tooth?

Is it to carry on winning the business case

? Mobile equals extreme computing so

this will help every user.

More AI?

More automated

checking tools?

BRYN: Oh!

A really good one.

I don't know how long we have.

But I will try to sum up.

but, basically,

I think ...

OK, the legal thing, it is hard to say that would

not have an impact on raising aware

ness and people trying to do something about it.

But I'm not sure it encourages the right type

of behaviour.

It is definitely encouraging

a compliance check-box approach.

But definitely I would not cast it aside.

The AI, it is a big question, a

big question mark about that.

Maybe we can come back to that one.

I have thoughts about that.

Ultimately,

you know, we, it

is only as good as the people that programme it,

right?

Or at least my limited understanding of

Machine Learning and AI, ideally

we would not have to worry about people coming into the business

, an engineering role in the future however would be different

, it is not about adding labels to things, I don't

know what it would be testing

or checking, that things are working as

opposed to having all of the specialist

knowledge.

ROB: So checking that the AI is doing its

job?

BRYN: God knows, it is a very future

istic thought there in the controlroom.

But the other piece, the biggest piece and

I think companies like Sainsbury's have a massive opportunity

here, like Microsoft as well, other large corporates,

to really utilise the workforce

to leverage their voice

as people with disabilities.

We know that we have huge amount of our

workforce.

190,000 employees, we know that a lot

of them have impairments.

There is a lot of grass roots stuff.

A lot really happens at that level.

We have a network called the Enable Network.

It is sponsored by Tim Fa

llowfield and Chaired

by a lady called Beth Har

tley, who is deaf, by the way.

That group is really about connecting colleagues across

the business and there are different departments, so we have

people in logistics talking to designers in my team

about colleague applications, it is, that we are

enabling the conversations with people,

which is in turn education, it gives people a voice, it

raises awareness and of course, the most important thing,

which is the education piece.

I think that you can relate to this, you can

talk about theoretically about someone with a cognitive

impairment or dyslexia, whatever but

when someone with dyslexia says I try to

do this on your application, it does not work, that is

where the education happens.

So leveraging, within the big organisation, to

leverage the workforce, the voice of the workforce and

in society to encourage people to come forward to talk

about being disabled and what it means.

ROB:

Absolutely.

Leveraging the diverse workforce to provide

valuable input.

And to formalise that.

To have the focus groups, to have some

employees that are happy to

have test versions sent out to them on a

regular basis, where they have the flexibility to do things

other than the day job.

And to have lived experiences as they call it,

you and I having the disability to make it real

. BRYN: Sorry, Robin but

I think that all ...

I just ...

absolutely!

It is all about that.

But I think that the reason it can exist in a business is

because you have a policy, an

you have the initiative, from the top-down from

the first place.

It is hard to do that guerrilla

-style underground revolution approach.

So everything, every time we have a meeting,

every time we connect to a colleague to a colleague, it is under

the banner of: We want to be

the most inclusive retailer where

people want to work and shop.

So you butter turn up.

Sorry, I better shut up.

ROB: You are absolutely right.

Like the initiative, The

Valuable 500 that Caroline

Casey heads up.

the festival of diversity, that one

that is forgotten about over BAME and

LGBTQI, and all of the different thing but to keep

it on the agenda, to make sure it is on

the agenda of every board meeting, that sort of thing

you don't have the buy in at that level you can't

get the right messaging, the right

sponsoring of everyone.

Of everyone, the network of champions within an organisation

, and ideally of at least

everyone having at least an awareness of the concepts

. So, AI, after you worked for Sight

Improve, there are many other

automated check out tool

, they are a long way from knowing what a piece of

Java script does?

Do you see the replacement of manual audit

ing, that AbilityNet does, by

Smart Automated large-scale checker

s?

BRYN: Ah-ha!

There are a few thing things in terms

of like executing Java script, I don't believe it's

been a problem for a couple of years.

But a testing of a scripted flow for

example, we have done a bit of that use

ing Cyprus

and DQs and A

xcor that I believe that Google

condition light house and Microsoft use.

guying Google Light

house use and Microsoft.

ROB: That is making

the automated testing better?

BRYN: Exactly.

But I will announce a dashboard that we

have built in my team, the Lunar

Guidelines team.

We build and maintain the Sainsbury's design system

which is called Luna.

We built a dashboard that monitors a few pages

of each of our main customer-

facing brands.

Obviously, I will caveat that by saying, you

know, automation is great for doing top

of the funnel stuff but it can't,

or not even, it is not necessarily

top of the funnel, it can't do these types

of things, it can't test if

every task can be completed with a keyboard for example.

So, yes.

I think we are a long way from that.

I think if there are businesses out there that

are claiming, like compliance, like

I have seen some Java script overlay

businesses out there, I don't want to name names but there

are solutions out there, that this sort of

remediation solution where: We will bring you 1

00% compliance, you only

have to pay ¬£1,000 a month, whatever

. Completely limited solutions, this

they are band aid solutions.

There is nothing clever about them.

For that particular version, you release something,

it will break.

So, it is a long way interest that.

ROB: It must come from the content

creators, the developers, rather than retro fitting

, where the onus, the responsibility is moved from the people

that are developing the solutions to those what can scan

it and tweak it and stuff, which, that is

not the ideal scenario?

BRYN: There are too many cooks in the whole process

. That is one of the biggest problems.

Not everyone has the same level of knowledge.

We can't ...

yet, we are all equally responsible.

I was, I'm maybe not making it clear

but talking about the contradictions in the concept

of wanting to be inclusive, it is

a huge challenge and a huge education piece and for all

of the parts of the

system that accessibility touch, so, ironically it is hard to

be inclusive without a specialist at the moment.

You know?

So, yes.

ROB: Until the solutions become really embed

ded in the day job of every individual,

and that can do a bit of

hand-holding, the sent checker in office

is a really good example.

It is a shame it is not

surface by default.

But we will get there with tools and

training and COVID helped to keep the focus in mind and to

make organisations realise that digital must be inclusive

, otherwise there will be problems!

Great.

So we are coming towards the end.

Is there anything else we have not covered?

Before I ask for

a comment about what to pass tonne the next guest

pass on to

the next guest?

BRYN: I would like to give a shout

out to Catherine M

u

nem my predecessor.

ROB: Formerly AbilityNet

! BRYN: Was she?

I think she did say something about the audits,

was it keen to go back to those!

But Catherine has been inspirational to me and helped

me with my introduction to Sainsbury's, part of

an initiative that Sainsbury's ran last year, which

was a tech resize pledge to

ensure that all of our

products, our applications

would scale and work on larger font settings

. So, it is a hugely

challenging thing to achieve in a business

of that size.

I think it is a testament to her

ability to ...

there is a politicking element, right?

ROB: Absolutely, you have to win

the hearts and minds internally.

BRYN: But I want to give her a

shout out.

ROB: She is a star.

Speaking of which, last month

, Paul Smith of Barclays, speaking of

stars.

He had a comment to pass on to say it

is superimportant for people who are passionate about accessibility

, about digital inclusion, and have a level of

knowledge, expertise, to go out there

into the community, to network, to

join the specialist groups that are out there,

I am thinking IAAP for

example, they are locals ones and to share the wealth,

basically, so that it can have a groundswell

of awareness and knowledge in

the area.

So, anything to comment on that, anything

you wish to pass on?

Pass on to the next guest,

who is Chris Patnoe, the Head of

Accessibility at Google!

BRYN: Serious chap.

I have not met him.

I would love to meet him.

Have cool, I will tune in for that.

With regards to Paul, I think, absolutely.

There is

some kind of responsibility and for people with knowledge

to share it, definitely.

I feel that should be a given

. But I think there is also the onus

on people that have disabilities to come forward about them.

I know that is also a bit fraught and

challenging, this is a lot of shame around disability

and so on and people just don't even

know, you know!

We have colleagues talking about getting a diagnosis

in their late 20s, 30s for autism, thing

s like that.

So, I feel that the real,

that is where the magic happens when you

get the masses talking about it.

If we, let's put the 20% to the test

, if it is really 20%, that is

a massive, massive minority of people,

right?

If we are talking about a population

, which a business like Sainsbury's, serves.

ROB: And if you add on top

of that mental health?

BRYN: Yeah.

ROB: And people are more willing

to come forward on that as well.

BRYN: Yes, of course, me and you we should be

talking about it in other context but I really

, if there is some way to encourage people who struggle

to come forward, to say, "Yes, I have this

problem, count me in.

"

Yeah, for your next guest,

I think, everyone,

a lot of people know the term AI

, and definitely, know that Google are doing a lot of

stuff in it but I don't think they really know what

, right?

There is a call

, no, I will not get into that, I was going to talk

about the social dilemma but that is a little harsh to bring

up.

So I will not.

There is a very interesting film if you are curious about

media and tech giants in the future, all of that,

anyway, I think AI, it is often

sold as a silver bullet, that will

solve everything.

It was my hope for it as an accessibility

specialist, engineers would not have to build anymore but

demand an interface it would be served up on a

platter with bells and whistling fully accessible

, I know it is not the case.

I think it would be nice to talk about that.

What are the pitfalls of AI

for accessibility?

What and considering

the pitfalls, what are the benefits and how

do they balance out?

I think that would be nice to hear his thoughts on that.

ROB: What a brilliant question!

That is really good.

Thank you very much.

We are out of time.

I hope that everybody has found this as interesting as I

have.

Thank you so much, Bryn

, really appreciate you coming on.

BRYN: I really enjoyed it.

ROB: The transcript and the recording is

later.

And with a final thanks to Bryn, I will pass

you back to Annie for a bit of housekeeping.

ANNIE: Thank you, so much to Bryn and to rob join.

There are lots

--

thank you so much to Bryn and Robin.

There are lots of questions that we will be

answer.

There is a think that page.

We run online training session

s on digital accessibility.

You can find out more about them at ...

You can use 10% off discount code

that is available to registrants of the

particular webinar today which is 10

10sainsbury's.

You can also, if you can move on to

the next slide, please, Sarah.

You can sign up to the

E news letter for announce

ments:

The next webinar is 20th October, how to

do accessible social media.

Followed by the 10th

of November when we are joined by deliver Pa

tnoe who heads up the

Accessibility team at Google.

Thank you everyone, robin Bryn for join

ing us, we will be in touch soon.