? 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.