DEVELOPING WEBSITES and WEB CONTENT
PARK FOR ALL – ACCESSIBLE CHECKLIST

This is a checklist that organisations and businesses can use to assess and improve their services – in relation to developing websites and web content – so that they are accessible to the full diversity of people. It has been developed from the Cairngorms National Park Authority's equality impact assessments which consider potential impacts on disability, gender, race, age, sexual orientation and religion/faith. It can also be used as a useful checklist for staff when completing Equality Impact Assessments for their own work.

Here are some actions you can take to ensure that your website is accessible and inclusive. **Please note these are intended as a guide only, and may or may not be relevant depending on the nature of your activity**. For more information, please see reference section below.

Disability / Age
- Adhere to the guidelines provided by the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI) – see References below.
- Include information on accessible facilities and provide links to other websites as appropriate.
- Monitor site to ensure photos/images are inclusive and showing an appropriate balanced mix of Park users including people with disabilities.
- Use of Plain English.
- Use formatting tool in MS Word documents to help accessibility for people using interpretive technology.
- Provide some content in Easy Read where appropriate for people with learning disabilities.
- Provide contact number for your organization, so that people can contact you for information in alternative formats, for example print.

Race
- Use Plain English
- Monitor site to ensure photos/images are inclusive and representative of relevant communities using the Park.

Religion
- Ensure language used is not offensive or discriminatory.
- Where relevant, include information on facilities for people from different cultures / faiths, eg places of worship.

General
- Monitor usage of site, for example using Google Analytics, and make changes where necessary.
- Where there is a target audience, ensure content is relevant.
- Provide links to other websites for audience-specific information.

References

World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI)
www.w3.org/WAI/

Producing Publications and Printed materials – Park for All Accessible Checklist