



FOREST PATHWAYS

A Barwood Trust initiative and funded project

Forest Pathways are DAISI's Forest of Dean representative and a Good Things Foundation Member

Executive Summary

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Introduction

The project (Forest Pathways) was funded by The Barnwood Trust as part of the Digital Inclusion Fund and an ongoing development from earlier work that produced the Digital Divides report. The finances for the project were agreed by the partners and managed by Forest Voluntary Action Forum (FVAF).

It was decided to create a partnership so that the partners didn't need to make individual applications thereby avoiding duplication and repetition.

The partners at the onset were:

- Wilde Earth Journeys
- Artspace
- The Shalom Network
- Forest Pulse
- Forest Sensory Services
- Camphill Village Trust
- Simon Price
- Chris Plumber
- Guy Woodland
- Lena Maller

Whilst a number of projects were openly discussed, co production and partnership was limited by virtue of the differences of the individual projects and it seems that what has in fact happened is everyone has gone about their own projects independently. For my part thanks to Alex Digby in facilitating the introduction to Daniel Gale at DAISI and providing sessions with the public using the digi bus and digital hubs. Thanks for the assistance provided by Andrew Embling who has helped with the project throughout.

We worked with DAISI who were a critical partner in the project providing data. By collaborating with DAISI we were able to produce a series of recommendations and resources that helped shape and develop the project.

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This report is a summary. More detailed information can be found in the following documents:

- Outcomes – Guy
- Forest Pathways Final report
- There is an appendix containing additional detail if needed

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Background

The project was funded by The Barwood Trust from the 'Digital Inclusion Fund'. The purpose was to address digital exclusion experienced by disabled people and people with mental health challenges.

Forest Pathways worked with forest related website owners helping them to understand their website from an accessibility perspective and explain how they might be excluding people because of disability.

Through the research phase it became clear that you would need an army and several lifetimes to hand hold individuals through the necessary processes to make their websites accessible.

The initial data sets produced from working with local companies indicated none of the sites were accessible.

It was then decided we needed much more data and evidence to try and work out what the challenges were and why.

So going from the initial 12 websites which were audited we tested over 600 forest of dean website (more about this in the main report) and over 700 Gloucestershire websites. We also tested 20 principal websites and 178 websites associated to FVAF (see appendix). Total number of web pages analysed using automated testing was in excess of 200,000.

The testing phase demonstrated the very poor state of website accessibility in the Forest of Dean.

We used the data to establish common trends of failings to develop the resources and self-help videos so people and organisations can better understand how they could improve their websites accessibility.

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How the project came together

In proposing the project initial conversations were had with the partners with Debbie Gilmore as team leader. This was a very useful phase and we were able to put together a proposal and budget (see appendix).

As the project progressed adjustments were made:

- More budget was made available from the how to videos and resources to be able to increase the manual testing
- Budget was allocated to YouTube training which was used to promote the resources and was share with another partner at Wilde Earth Journeys. We have collaborated and continue to do so developing YouTube strategies.

The project was in two phases, the initial phase of research which informed the main project.

For the main phase of the project, we worked with visually impaired and blind people who because of their disability were able to inform us about website accessibility based on their own lived experiences. These experiences allowed us to produce the resources and refine the testing process.

From the research where we realised that small to medium sized businesses did not understand about accessibility. It became apparent that if individuals could not make website accessible then maybe the people you supplied the platforms and templates might be another way to improve overall accessibility. We also started working with developers who use Foundation 6 which is responsible for millions of websites. Over 6 months were able to clean code.

The take aways is that to radically improve website accessibility we need to work with the developers and if the developers can improve then so will the internet community as a whole become more inclusive and accessible.

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Who we worked with

Forest Pathways collaborated with and took advice from:

- Visually Impaired (VI) community who use JAWS, Supernova, NVDA and Apple accessibility tools
- Advice from Senclude (VI support company run by VI community)
- Advice from Sam (VI) at the Blind life regarding assistive technology
- Worked with Dan (VI) from The Visualise Training Consultancy on education proposals to better inform organisation of legal obligations regarding accessibility
- Worked with a large group in the VI community to design a testing protocol to unify manual auditing
- Advice from Harshadha (blind) a PhD student resulting in a web build to her specification that informed this project
- Advice from Calum (SSI) resulting in a web build to his specification that informed this project

Research data and advice from Daniel Gale and The Digital Accessibility, Inclusion, Support and Innovation Project (DAISI) (see appendix)

Lived Experience

Forest Pathways talked to people about their experiences of the digital world from accessing the web physically, can I get connected to broadband or mobile data and then if I can get connected can I access the services and platforms I need to.

Talked to individuals' about their experiences regarding digital inclusion/exclusion and collating data. (See appendix)

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Website accessibility is generally assumed to be specific to people with visual impairment, but a huge and often not considered group of people are the elderly who can suffer from age-related macular degeneration, glaucoma, cataracts, and diabetic retinopathy. 19% of the UK population is over 65 and this number is growing.

Data Gathering

Data was crucial to the project as it allowed us to realise the enormity of the problem and the data would allow us to build the resources to show the public, businesses and developers how to improve their websites and code.

- DAISI provided data sets on perceived barriers from the business community
- RNIB data - Sight Loss Data Tool
- Barnwood – Digital Divides Gloucestershire

We worked with individuals with varied disabilities but included the following people who use the following assistive technologies and helped create the data pool.

- JAWS
- Supernova
- Electronic magnifier
- NVDA
- Apple IOS accessibility tools
- Elderly citizens

Those people had a range of disabilities such as being blind, severely sight impaired, visual impairment, macular degeneration and cataracts.

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What did we find

Organisations and accessibility testing

Part of the research was to offer to the partners and other organisations in the forest a website audit.

11 organisations took up the offer.

Additional automated testing was conducted as follows:

- Forest of Dean - 500 sites
- Forest of Dean Selected – 20 sites
- FVAF related – 178 sites
- Forest of Dean Schools – 20 sites
- Cheltenham - 500 sites
- Gloucester - 120 sites

In the forest of Dean 500 sites 73 passed a WAVE test but government data would suggest that up to 60% - 70% inaccuracy meaning that quite often automated data could be out by a huge margin.

Manual testing indicated that even when websites had scored with no errors 9 out of 10 websites would not be accessible.

The implication is why do automated testing, better to get a human being to tell you if he or she can access your website.

However automated testing did enable us to study common accessibility failings which we refined to 12 of the most common accessibility failings, which is one of the resources on the forest pathways website.

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What did we learn

The greatest take away from the project is the complete reluctance of organisations to engage with inclusivity and accessibility beyond the usual tick box acknowledgement. The common factors are:

- Lack of skills
- Lack of knowledge
- Company culture issues
- Company does not care
- No support from organisation in terms of time and or resource
- No testing so actually doesn't know the status of their platform
- Don't understand legal obligations
- A commitment to acknowledge challenges and then nothing is done about those challenges.

Forest pathways has produced a resource platform that can be viewed here www.forestpathways.co.uk The website tries to deal with most of these questions and provide answers.

For the project to be effective it needs to reach out. It is hoped that over the proceeding months the project through Barnwood and FVAF would be publicised through existing channels. The project is available through FVAF Forest Compass and the uptake has been non existent which reiterates the earlier point that people really don't care and or don't understand.

Additional work which was funded by Barnwood was the development of Youtube material. Beyond the project we hope to develop the Forest Pathways Youtube channel further. This houses all the videos from the website and all the website testing videos which will be aired at a later date.

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Going forward

It is hoped in the coming months to:

- Whilst the scope of the project is here in the Forest of Dean the scope is the whole of the world wide web. Poor websites are everywhere. We have started a process of reaching out to other organisations.
- We are currently developing a recruitment and training program to employ people from the VI community to be accessibility ambassadors and auditors. This is unfunded at the moment, but we are hopeful for partnerships with various organisations.
- Additionally, we are in discussion to establish a one stop shop in the Forest which would train young adults to be web developers, learn stacks, learn coding, and be introduced to w3. Coding is going to be the future and the young will lead the way. For the wider community we hope it would be a place businesses and organisations could come for advice and help. These two elements, young VI people and web developers working together would be unique.
- There is opportunity to hold an accessibility workshop at the GrowthHub in Mitcheldean.

Spinoffs

- Worked with DAISI on TheGrowthHub's new website providing 16 units of manual testing and 8 units of electronic testing to check how accessible the website is
- Working with DAISI on Gloucester.gov.uk website providing a complete accessibility audit with a remedial audit in 3 months time.

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Resources produced

Written

- 25 Website accessibility
- 66 How to
- 31 News
- 7 About
- 25 About assistive technology
- 25 Testing resources
- 1 Accessibility

Videos

- 34 Our videos
- 1 Testing video
- 3 How to
- 56 Videos we love
- 2 About videos
- 1 Learning video

Actions

- Worked closely with DAISI on how to resources
- Spoke at a conference to 200 online delegates from around the world to discuss website accessibility and the work done here at Forest Pathways
- Audited 10 developers' websites – still on going
- Accessed after conference audience of approximately 2000 developers/website builders – this is still ongoing
- Open conversation with Usablenet and Monsido about enhanced manual testing subject to year core funding

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Short Interviews With Our Testers

[Lucy King – senior manual tester](#)

[George Woodland – Visually impaired testing team leader](#)

[Lewis Smith – Visually impaired manual tester](#)

[Calum Briars – Visually impaired manual tester](#)

[Richard Wheeler – Visually impaired manual tester](#)

[Overview of the growthhub.biz website](#)

About the project videos

[5 mins – what is Forest Pathways](#)

[FodPod podcast](#)

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Appendix

General public questionnaire

We asked the following questions, and the scores are based on averages:

Overall Digital Experience? 90% surprisingly said they were quite content.

How satisfied or dissatisfied are you with your overall digital experience? Again surprisingly 90% said they were quite content.

How would you rate your overall broadband experience? Again surprisingly 70% said they were quite content. Some people expressed concerns over banking and situations where they were handing over financial information

How would you rate your overall mobile experience? 20% said it was ok at home and then varied as you moved around the forest. 80% said it was terrible.

What Devices Do You Use

- PC Computer
- PC Laptop
- Tablet
- Android Phone
- Apple Computer
- MAC Laptop
- iPad
- iPhone

Phones both android and apple (40) were favourite with laptops (30) coming in second place.

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Do you do any of these activities?

- Shopping 10
- Banking 10
- Dr-appointments 2
- Prescription 30
- Hospital Enquiries 0
- Entertainment 10
- Insurance 5
- Travel 10
- Holidays 40
- Social Media 50
- Zoom 25
- Teams 10
- Games 0
- Forums 30
- Self Help, Youtube 20
- TV 10
- Movies 10
- Entertainment 15

How safe do you feel online 10

How affordable is your broadband - none queried that and seemed content,

How affordable is your mobile data – people felt they payed too much, mainly because of poor service and poor connectivity.

I think it is worth noting that in the main the people interviewed were of mature years reflecting a cautious approach to online activities.

A common request was wanting to attend somewhere for learning digital skills.

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The Good Things Foundation

Based on the public feedback we were invited by DAISI to become its representative in the forest which gave us access to learning resources.

Membership to the foundation made sense based on the feedback talking to the public who wanted to learn more.

A Manifesto to Fix The Digital Divide is the foundations moto and it an extension of the work we were doing at the time.

As a member we were given access to the:

- National Device bank providing equipment
- National data bank providing 6 month free sim cards
- Learn my way

The take away from this is inclusion and accessibility is about making things accessible to everyone. There seems little point having accessible websites if you can't get online and similarly what's the point if you can get online but the content and services you want to access are not accessible.

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Testing

The following organisations took up the offer for an electronic audit during the research phase:

- Art space
- CAB
- Dean Heritage Centre
- Forest Sensory Service
- Forest Pulse
- DiverseLeap
- Newent Initiative Trust
- Ross Labels
- Shalom Network
- Forest Pathways
- Ashley's Meadow

Only one organisation undertook any remedial work.

The following 20 organisation were then electronically and manually audited:

1. Sedbury Place
2. Lydney Community Centre
3. Warm and Well
4. Lydcare
5. Honour Thy Women
6. Home Start NWG
7. Go Volunteer Glos
8. Forest Sensory Service
9. Glebe Chapel
10. Forest Talk
11. Forest Read Easy
12. Forest Pulse
13. Inclusion Gloucestershire
14. Crossroads Gloucestershire
15. Forest of Dean Council
16. Gloucestershire Carers Hub
17. Christians Against Poverty

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18. Barnwood
19. Autistic Adult Drop-In
20. ArtLift

An additional 20 schools were audited:

1. Denmark Road High School
2. Holmleigh Park High School
3. Gloucester Academy
4. Five Acres High School
5. Dene Magna School
6. Churchdown School Academy
7. Barnwood Park School
8. Ribston Hall High School
9. Severn Vale School
10. Chosen Hill Secondary
11. Rednock School
12. Farmor's School
13. Wyeden School and Sixt Form Centre
14. St Peter's Catholic High School & Sixth Form
15. The Crypt Grammar School
16. Sir Thomas Rich's School
17. Katharine Lady Berkeley's School
18. SGS Forest High School
19. Newent Community School and Sixth Form Centre
20. The Dean Academy

One school was accessible. 19 failed.

500 forest associated websites

We then tested the following websites using automated testing:

1. <https://www.boots.com/>
2. <http://www.voyagecare.com>
3. <https://www.5acreshighschool.co.uk/>
4. <https://www.denemagna.co.uk/>
5. <https://www.midcounties.coop/>
6. <http://www.vinylrecordsglos.co.uk/>
7. <http://www.english-heritage.org.uk/goodrich>
8. https://www.tripadvisor.co.uk/Attractions-g1144277-Activities-Forest_of_Dean_Gloucestershire_England.html
9. <http://ultimatecleaningsolutions.co.uk/>
10. <http://www.mandarinstone.com/showrooms/bath>
11. <http://www.kwik-fit.com/>
12. <https://www.marksandspencer.com/>
13. <http://www.merlincinemas.co.uk/>
14. <https://smithsofthedean.co.uk/>
15. <https://we-forest-federation.eschools.co.uk/web>
16. <http://www.stbriavelsprimaryschool.co.uk/>
17. <http://www.littledeanjail.com/>
18. <http://www.travisperkins.co.uk/>
19. <http://gavinevansplumbing.co.uk/>
20. <https://www.yorkleyschool.co.uk/>
21. <https://www.berryhillstudio.com/>
22. <http://www.mazes.co.uk/>
23. <https://butterflyzoo.co.uk/>
24. <https://www.omegaresource.co.uk/>
25. <http://www.great-oaks.org.uk/>
26. <https://www.st-whites.gloucs.sch.uk/web/>
27. <http://www.ovenwizards.com/oven-cleaning/West-Gloucestershire->
28. <https://www.smalldogsbite.com/>
29. <http://www.tarmac.com/>
30. <http://theglobealvington.co.uk/>
31. <https://www.parkendprimaryschool.co.uk/>
32. <http://www.baysek.com/>

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33. <https://www.charlottegcatering.com/>
34. <http://www.forestrc.co.uk/>
35. <http://www.severnbanksprimaryschool.co.uk/website>
36. <https://londonbuspromotions.com/>
37. <http://www.steammillsprimary.co.uk/>
38. <http://www.axelengineering.com/>
39. <http://www.berryhill.gloucs.sch.uk/>
40. <https://www.stacks.co.uk/stacks-monmouthshire-south-herefordshire-and-the-forest-of-dean/>
41. <https://valleyoaks-garage.ueniweb.com/>
42. <http://www.stjohns-academy.co.uk/web>
43. <https://www.forestofdeanpc.repair/>
44. <http://www.forestofdeanpc.repair/>
45. <http://www.mitcheldeanearlylearners.co.uk/>
46. <https://grime-to-shine-cleaning-services.ueniweb.com/>
47. <https://tudorfarmhousehotel.co.uk/>
48. <https://www.poundland.co.uk/>
49. <https://www.camphillvillagetrust.org.uk/>
50. <http://www.deanparkcontractors.co.uk/>
51. <http://www.jacklyndawson.co.uk/>
52. <https://www.grcc.org.uk/>
53. <https://www.hopebrook.co.uk/>
54. <http://www.ellwoodschool.co.uk/website>
55. <https://www.womensaid.org.uk/>
56. <https://www.independencetrust.co.uk/>
57. <http://www.gbmotorservices.co.uk/>
58. <http://www.helpingyou.services/>
59. <http://www.rjcontracting.co.uk/>
60. <https://www.neighbourly.com/neighbourlycommunityfund>
61. <https://www.mitcheldeanschool.co.uk/>
62. <http://www.emmas-countrycakes.co.uk/>
63. <http://www.aggregate.com/>
64. <https://www.forestbarnholidays.co.uk/>
65. <https://www.tkmaxx.com/uk/en/>
66. <https://foresttraders.co.uk>
67. <http://www.ovenagents.com/>
68. <http://www.psphealthcare.com/>

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69. <https://www.saracensheadinn.co.uk/>
70. <https://www.conservatives.com/>
71. <https://www.daylewis.co.uk/pharmacy-page/coleford-gloucestershire/>
72. <https://www.lidl.co.uk/>
73. <https://www.facebook.com/topcattutor>
74. <https://www.facebook.com/ForestOfDeanRemovals/>
75. <https://www.facebook.com/people/yugen-works/100093281460997/>
76. <https://www.facebook.com/sjcautosltd>
77. <https://www.facebook.com/forest-of-dean-car-sales-and-repairs-101589381723727>
78. <https://www.robert-price.co.uk/>
79. <https://www.jordans.legal/>
80. <https://www.wyedean.gloucs.sch.uk/> *
81. <http://www.wyedean.gloucs.sch.uk/>
82. <https://www.gloucestershire.gov.uk/>
83. <https://www.facebook.com/people/Ian-Cox-Pest-Solutions/100077160326658/>
84. https://www.facebook.com/nashwindowcleaning/?utm_source=yell&utm_medium=referral&utm_campaign=yell
85. <https://www.facebook.com/rswindscreenrepairs>
86. <https://www.aldi.co.uk/>
87. <https://kiejos.com/>
88. <http://www.etbtyres.co.uk/>
89. <http://www.sparklesandsprinkles.net/>
90. <https://www.choicecaregroup.com/>
91. <https://www.specialoccasionlinen.com/>
92. <http://www.vistacomputerrepair.co.uk/>
93. <http://www.jamesgourmetcoffee.com/>
94. <http://www.morrisandaubrey ltd.co.uk/>
95. <https://www.lydney music.co.uk/>
96. <https://www.facebook.com/profile.php?id=100009307392983>
97. <https://www.setfords.co.uk/locations/gloucestershire/>
98. <https://www.nspcc.org.uk/>
99. <https://www.back2naturechildcare.co.uk/>
100. <https://www.asda.com/>

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101. <https://www.miarosenurseries.co.uk/>
102. <https://gwynjames.co.uk/>
103. <http://scellon.co.uk/>
104. <https://www.forestdogwalking.co.uk/>
105. <http://www.totallivingcare.co.uk/>
106. <https://tudortrust.org.uk/>
107. <http://www.applecountycider.co.uk/>
108. <http://www.theminerssling.co.uk/>
109. <https://www.virtualrunningevents.co.uk/>
110. <http://www.stockremanufacturing.com/>
111. <http://www.blakeneysschool.co.uk/>
112. <http://lydbrookprimaryschool.co.uk/>
113. <https://currentaccountancy.co.uk/>
114. <http://www.forestgatechurch.org/>
115. <https://www.priorygroup.com/>
116. <http://www.nationalcaregroup.com/>
117. <http://www.chosencare.co.uk/>
118. <https://www.facebook.com/people/jl-plumbing-general-maintenance/100090029302203/>
119. <https://www.armstrongvets.com/>
120. <http://www.accountingservicesfod.co.uk/>
121. <https://thirtypercy.org/>
122. <https://www.mencap.org.uk/>
123. <http://www.newenttowncouncil.gov.uk/>
124. <http://www.forest-piano-tuition.co.uk/>
125. <http://www.dropthemopuk.co.uk/>
126. <http://www.farhillflowers.co.uk/>
127. <http://www.innovationcare.com/>
128. <http://www.lrsuntory.com/>
129. <https://passiframe.co.uk/>
130. <https://www.corrmed.com/>
131. <https://winchcombelectrical.com/>
132. <http://www.jemoba.co.uk/>
133. <http://www.water-gate.biz/>
134. <http://www.thebutchersarmsclearwell.co.uk/>
135. <https://goape.co.uk/locations/forest-of-dean-mallards-pike>
136. <https://www.visitdeanwye.co.uk/>

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137. <https://newnhamstpetersschool.org.uk/>
138. <https://forest-of-dean-flooding-solutions.business.site/>
139. <http://www.centralgaragegalashiels.co.uk/>
140. <https://forestviewschool.org.uk/>
141. <http://www.jpheatltd.co.uk/>
142. <http://thedentsbusiness.co.uk/>
143. <https://www.healthwatchgloucestershire.co.uk/>
144. www.arwebsitedesign.co.uk
145. <http://www.whitchurchmotcentre.co.uk/>
146. <http://www.pillowellschool.co.uk/>
147. <https://rmonrem.com/>
148. <http://www.bikerdean.co.uk/>
149. <https://www.glogas.co.uk/>
150. <http://www.williamsbritishhardwoods.co.uk/>
151. <http://www.southwesttailifts.co.uk/>
152. <https://adrian-harding-adh-multi-trades.business.site/>
153. <http://www.ndpelectricalsolutions.co.uk/>
154. <https://www.deliciouslyraw.shop/>
155. <http://www.housingandcare21.co.uk/>
156. <http://www.firstdrainage.co.uk/>
157. <http://www.t2zcareservices.co.uk/>
158. <http://www.mitcheldeancouncil.co.uk/>
159. <http://www.pilamec.co.uk/>
160. <http://www.puzzlewood.net/>
161. <http://www.pipsol.co.uk/>
162. <http://www.coalwayjunior.co.uk/>
163. <https://www.johnlewis.com/>
164. <http://www.rjdrainageservices.co.uk/>
165. <http://www.electricalcontractorgloucestershire.co.uk/>
166. <https://www.bwequinevets.co.uk/60/Breadstone-Equine-Vet-Clinic/>
167. <http://www.cinnamonscoleford.co.uk/>
168. <http://www.thinksmartbox.com/>
169. <https://primrosehillcofeacademy.org.uk/>
170. <https://gloucestershirecf.org.uk/>
171. <http://www.totalmetalproducts.com/>
172. <https://www.vrxperience.uk/>

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173. <http://www.decorworks.co.uk/>
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<https://www.forestcommunityshed.com/>
<https://www.facebook.com/VIPAGlos/>
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<https://www.freedom-leisure.co.uk/>
<https://www.therecyclingshopcic-community.uk/>
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DAISI data and documentation

Perceived barriers in FOD , General Public and Private sector

General public

1. Inaccessible websites: Many businesses' websites may lack proper accessibility features, such as alternative text for images, clear navigation, and compatibility with assistive technologies. This can hinder individuals with disabilities from accessing information or conducting transactions online. 56
2. Lack of captioning and transcripts: Videos or audio content on websites or social media platforms may not have captions or transcripts, making it difficult for individuals with hearing impairments to access the information. 18
3. Inaccessible online forms: Online forms used for various purposes, such as job applications, customer inquiries, or event registrations, may lack proper accessibility features, making it challenging for individuals with disabilities to complete them independently. 32
4. Non-compliant document formats: PDFs and other document formats used for sharing information may not be properly optimized for accessibility. This can create barriers for individuals using screen readers or other assistive technologies. 42
5. Limited consideration of colour contrast: Insufficient colour contrast on websites or digital materials can make it difficult for individuals with visual impairments or colour blindness to read or perceive the content effectively. 19
6. Unresponsive design: Websites or online platforms that are not designed responsively may not adjust appropriately to different screen sizes or devices. This can create difficulties for individuals using mobile devices or assistive technologies. 41
7. Exclusion of assistive technology users: Websites or digital platforms that are not compatible with commonly used assistive technologies, such

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as screen readers or voice command software, exclude individuals who rely on these tools for accessing information online. 25

8. Limited accessibility in digital communications: Email newsletters, social media posts, and other forms of digital communication from businesses may lack accessibility features, such as proper formatting, plain language, or compatibility with screen readers. 47

9. Inaccessible online services: Online services provided by local businesses, such as online ordering or reservations, may not be designed with accessibility in mind, preventing individuals with disabilities from using them effectively. 38

10. Lack of awareness and training: Businesses may have limited awareness of digital accessibility standards and best practices, leading to unintentional barriers. Insufficient training or knowledge among web developers and content creators can contribute to these accessibility gaps. 13

Local business community

1. Limited awareness and understanding: Local businesses may lack awareness of digital accessibility requirements and the impact it has on individuals with disabilities. This can result in unintentional barriers being present in their digital content and platforms. 64

2. Resource constraints: Small businesses often have limited resources to invest in website development, maintenance, and accessibility enhancements. They may prioritize other operational aspects over digital accessibility due to budgetary constraints. 72

3. Lack of technical expertise: Local businesses may not have access to skilled web developers or designers who possess knowledge and expertise in implementing digital accessibility features. This can make it challenging to ensure their online presence is accessible. 59

4. Time constraints: Managing a business and its online presence can be time-consuming. Business owners may struggle to find the time to

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learn about digital accessibility and implement necessary changes while juggling other responsibilities. 81

5. Third-party limitations: Some local businesses rely on third-party vendors or platforms for their websites or digital services. If these third parties do not prioritize digital accessibility, it can limit the business's ability to make their online presence accessible. 85

6. Fear of complexity: Businesses may perceive digital accessibility as complex and overwhelming, leading to a hesitation to address it. They may be unsure of where to start or how to ensure compliance with accessibility standards. 63

7. Lack of incentives: Without clear incentives or regulations promoting digital accessibility, businesses may not see a direct benefit in investing resources and efforts into making their online presence accessible. 37

8. Perceived limited audience: Some businesses may underestimate the number of individuals with disabilities who could be potential customers. This may lead them to overlook the importance of digital accessibility as a means to reach and serve a broader audience. 27

Expression Of Interest/budget



Expression Of Interest (EOI) Research and Project Form V3. August 2023

Below is the initial "what, why, who and how" for the research or pilot projects. It informs the detail for the Collaborative Partner's Consideration.

| | | | |
|-------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Project Name | Website Accessibility – Making the world a better place one website at a time – Resources Combo | Purpose | Demonstrate the state of website accessibility in the Forest of Dean. Provide self-help resources so people can better understand and improve their website accessibility. |
| Funding request amount | £24580 (£2458 10% contingency) Guy based on £27.50/hr, £220/day (8 hours) and out costs at quotable | | |
| Links | 1. | | |
| What is included? | | What is <i>not</i> included? | |
| Everything | | | |
| Assumptions | a) | Managing Risks | Guy Woodland |
| Project Team | Myself, the VI community Oxford, Senclude, George Woodland, Henry Woodland, Dan Branigan, Calum Briars | Our Key Stakeholders | Daisi, FVAF, Senclude, Barnwood |

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| Research/Project Key Actions | | | |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------|-----------|-----------|
| Milestones/Key Actions (NB – items dates and costs are a guide and subject to change as the project gets established) | BY | Est. Date | Est. Cost |
| Automated testing 500 Forest websites @£3/unit (Ref FP001) | Guy | Nov | 1500 |
| Electronic magnifier - Manual VI testing 20 Forest Secondary School Websites @£25/unit (Ref FP002a) | George | Nov | 500 |
| JAWS - Manual VI testing 20 Forest Secondary School Websites @£25/unit (Ref FP002b) | John Paul | Nov | 500 |
| Apples Accessibility Tools - Manual VI testing 20 Forest Secondary School Websites @£25/unit (Ref FP002c) | Calum | Nov | 500 |
| Old Persons - Manual VI testing 20 Forest Secondary School Websites @£25/unit (Ref FP002d) | VI testers - outsourced | Nov | 500 |
| Guy - Manual VI testing 20 Forest Secondary School Websites @£25/unit (Ref FP002e) | Guy | Nov | 250 |
| Henry - Manual VI testing 20 Forest Secondary School Websites @£25/unit (Ref FP002f) | Henry | Nov | 250 |
| WAVE data analysis on 500 + 20 websites (Ref FP003) | Outsourced | Nov | 1500 |
| Legacy – mixed media 50 days (2 days per item) £440 per unit. 25 videos in total (Ref FP009) | Various | Feb | 10020 |

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| | | | |
|------------------------------------------------------------------|----------------------|------------------------------|---------------|
| Legacy – self-help resources 14 days (Ref FP004) | Guy and VI community | Feb | 3080 |
| Legacy platform to deliver resources (Ref FP005) | Guy | Feb | 3500 |
| Kite mark graphic designed by forest designer Yvonne (Ref FP006) | Outsourced | Oct | 500 |
| Marketing 3 days @ £220 (Ref FP007) | Guy | Oct | 660 |
| Admin 6 days @ £220 1 day per month (Ref FP008) | Guy | Oct | 1320 |
| 10% contingency | | | (2458) |
| Estimated cost | | Total Estimated Costs | £24580 |

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