



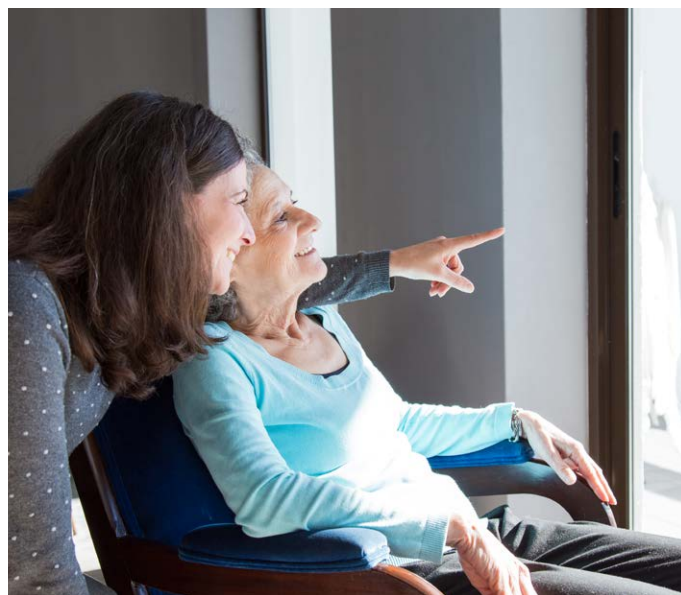
# 2021

## ACCESSIBILITY REPORT

[www.reciteme.com](http://www.reciteme.com)

## Recite Me Accessibility Report

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## ACCESSIBILITY TRENDS IN 2021

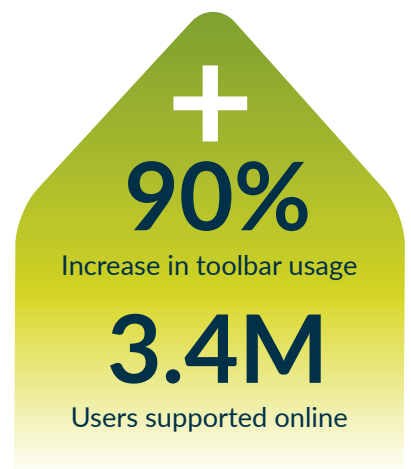
It will come as no surprise that internet use continued to sky rocket throughout 2021.

Due to the COVID-19 pandemic there was a sharp shift towards online commerce and communication.

This has considerably helped to increase the focus on accessibility and inclusion, it has changed from something that should be done, to something that must be done.

In line with the drastic shift towards online living, we noticed a significant increase in the demand for inclusive websites. The use of our assistive toolbar has been growing at a rate of 90% year on year. We have seen **over 380 new clients** join our mission to make the online world a more accessible place. In the process, over 3.4 million people have been supported to make their online journey barrier-free.

This report will examine our data from 2021 and will be broken down by sector to identify trends from the past year.



In 2021 over **3.4 million people** used the Recite Me Toolbar to enhance their online experience.



In the first half of 2021, Recite Me saw toolbar usage climb from 200,000 users per month to 320,000 users.

To bridge the gap between accessibility and inclusion many organisations now offer assistive technology to enable visitors to customise their online experience. In 2021 Recite Me saw toolbar users increase by 90% to over 3.4 million people being supported online.

3.4 million people viewed over 19 million websites in a way that works best for their individual needs. On average people viewed 5.65 web pages during their inclusive journey online. This is nearly double the internet average pages viewed per session of 2.8.

**3,500+**

Websites now using  
Recite Me

## 2021 overview

In line with the drastic shift towards online living, we noticed a significant increase in the demand for inclusive websites.



**3,425,488**

Toolbar  
launches



**19,348,680**

Pages made  
inclusive



**5.65**

Pages viewed  
per session



# SECTOR OVERVIEW

me



## CAREERS & RECRUITMENT

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## CHARITY / NOT FOR PROFIT

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## CONSTRUCTION

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## DIVERSITY & INCLUSION

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## SERVICES

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## SPORT

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## TRANSPORT

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## UTILITIES

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# RECRUITMENT AND CAREERS

Creating inclusive candidate journeys through inclusion.

In 2021 we saw the demand for Recite Me assistive technology to aid people researching and applying for jobs online hold strong throughout the year.

On average each month over **9,000 people** customised their experience online to view over **40,000 web pages** in a way that works best for them. Over the year **108,055 people** used Recite Me to help them find their next career.

Online job searches and recruitment drives have always been popular, and since the COVID-19 pandemic began, they have become the norm. However, many talented candidates cannot access online job listings or navigate application processes because websites are not accessible or inclusive.



## 9,000

People supported each month to view jobs online

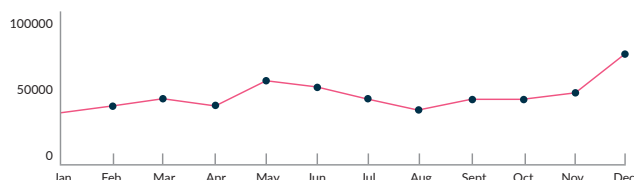
## 2021 Career Statistics



### Pages Viewed

# 488,942

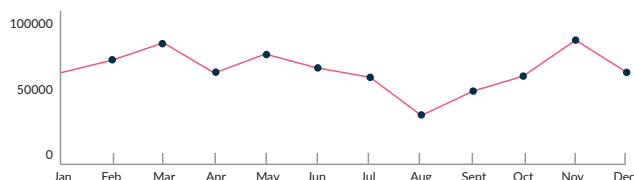
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

# 108,055

This is the total number of users who launched the Recite Me toolbar on recruitment and careers websites.



Recite Me ensures every part of our recruitment process is accessible to everyone, from browsing to making an application. By employing Recite Me, we can ensure that every candidate gets an equal chance at developing their career by being able to access the same opportunities to gain and maintain employment.



Rebekah Lee,  
Head of Marketing, Morson

Since 2020 we have seen a **150% increase** in the number of career web pages being viewed by a diverse audience.





# CHARITY / NOT FOR PROFIT



## 1.3M

Inclusive web pages  
viewed with  
Recite Me

Reach more supporters, ambassadors, and benefactors by making your website accessible. In 2021 we saw an increasing number of charity and non-profit sites investing in Recite Me assistive technology to reach more supporters, subscribers, donors, and benefactors.

On average, each month over 31,000 people customised their experience online to view more than 1.3 million web pages in a way that works best for them. **Over the year, 379,000 people used Recite Me** to help them find information about charities and non-profits.

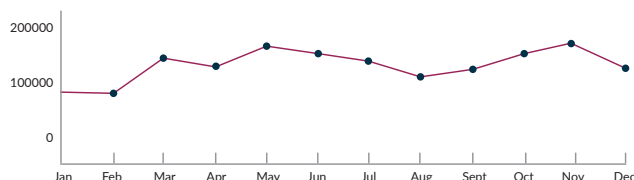
## 2021 Career Statistics



### Pages Viewed

## 1,333,209

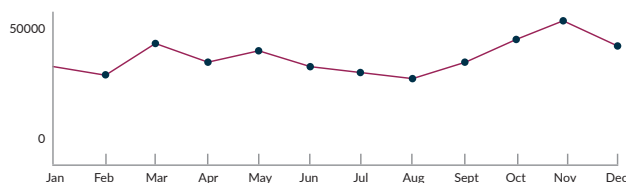
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

## 379,547

This is the total number of users who launched the Recite Me toolbar on charity / not for profit websites.



“

We know that it can take a lot of courage to look for support with your mental health and so it's vital that when people find us, they are able to access our resources and information in a way that best meets their needs. It was quick and easy to add to our websites and the Recite Me team have been great to work with.

”

Wendy Bates, Chief Executive,  
Health in Mind

The charity and non-profit sectors are well known for supporting some of the most vulnerable members of our society. By their very nature, these organisations actively work towards equality and inclusion for all.

Since 2020, the number of charity and non-profit web pages being viewed by a diverse audience has more than quadrupled.

CHANGING  
LIVES



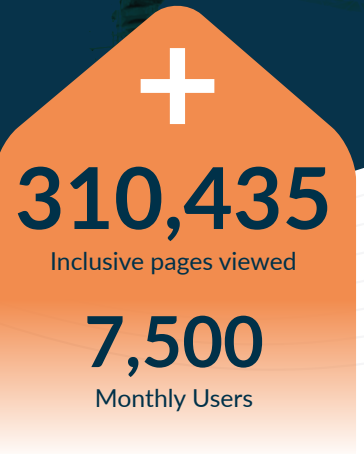
Kidney  
Care uk

Meningitis  
now





# CONSTRUCTION



Tackling online inclusion in the industrial sector. By utilising Recite Me assistive technology, more construction businesses improved operational efficiency in 2021 by developing new business models that tap into the diverse consumer mindset.

On average, each month over 7,500 people customised their experience online to view nearly 26,000 web pages in a way that works best for them. **Over the year, 89,331 people used Recite Me** to help them find information about products, services, and employment opportunities in the construction sector.

In the last decade, the industrial sector has experienced rapid growth and development due to the introduction of new technologies. But great products and services are no longer enough. Consumers expect exceptional customer service and customised solutions throughout their buyer journey.

In 2021 we witnessed a 430% increase in the number of construction web pages being viewed by a diverse audience.



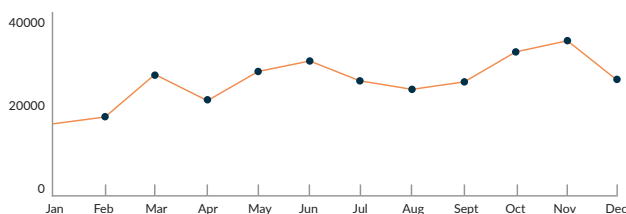
## 2021 Construction Statistics



### Pages Viewed

**310,435**

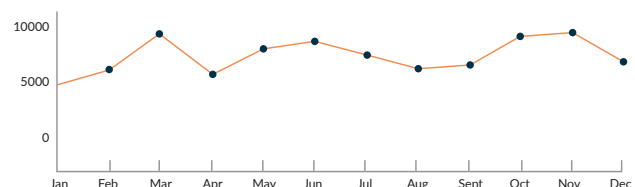
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

**89,331**

This is the total number of users who launched the Recite Me toolbar on construction websites.



“

*Our ambition, as we proudly build Britain's future heritage, is to be the best place to work and the best builder in the UK. That means having a company that represents the people of Britain, without exception. I am proud to deliver this inclusive project as it represents the values of, not only the business but my own dedication to ensuring we hire great talent from diverse backgrounds and abilities.*

”

**Nadeem Mirza, Head of Resourcing & Talent Acquisition, Sir Robert McAlpine**



# DIVERSITY AND INCLUSION

Achieving workplace diversity through online inclusion.

In 2021, diversity and inclusion factors were at the forefront of many business plans. Hundreds of organisations embraced Recite Me assistive technology on their journey to become diversity champions.

On average, each month nearly 2,500 people customised their experience online to view over 7,700 web pages in a way that works best for them. Over the year, more than 90,000 pages were viewed using Recite Me thanks to businesses choosing to optimise their websites for inclusion.

“

*It is our highest priority that our website should provide a barrier-free experience to all users, allowing them to access our content immediately. Recite Me has the added advantage that it can be customised specifically to each user's needs and works across all devices from desktop to mobile, providing an experience unique to each user.*

”

Kate Headley, Director  
The Clear Company



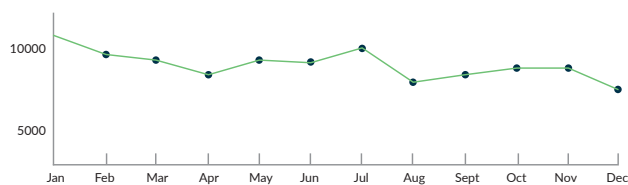
## 2021 D&I Statistics



### Pages Viewed

92,563

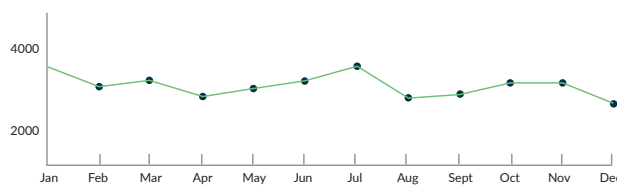
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

30,882

This is the total number of users who launched the Recite Me toolbar on diversity and inclusion websites.



2,500

people use Recite Me on D&I websites each month

Diversity and inclusion factors are vital components of a healthy organisational culture in today's increasingly global workplace. Many industry leaders already see increased diversity as an asset. Plus, it is illegal for employers to discriminate against qualified candidates based on disability.

Diverse businesses using Recite Me technology on their websites **attracted 43% more diverse users in 2021 compared to 2020.**





# DIGITAL AND MEDIA



149,000+

Web pages viewed in 2021 with Recite Me

Google algorithm updates in 2021 included a multitude of accessibility factors, leading to many digital agencies reaching out to get Recite Me assistive technology installed on their websites.

On average, each month over 2,500 people customised their experience online to view nearly 150,000 web pages in a way that works best for them. Over the year, 30,000 people used Recite Me to access digital media.

Recite Me recorded over 350,000 individual feature clicks on digital media client websites in 2021.

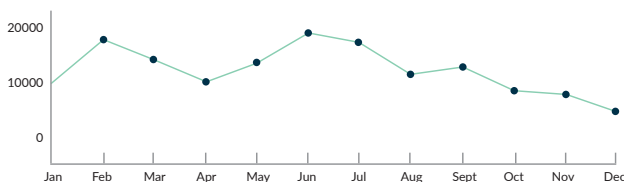
## 2021 Digital and Media Statistics



### Pages Viewed

149,249

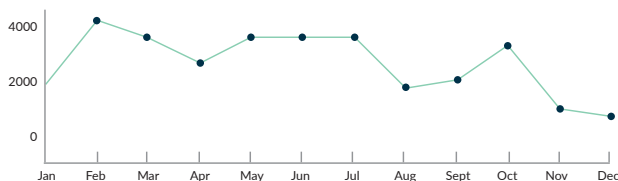
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

30,665

This is the total number of users who launched the Recite Me toolbar on digital and media websites.



“

At Computacenter we endeavour to ensure our people and our customers can access our digital content regardless of any impairment they may have. By providing a tool to enhance accessibility, it is not just the right thing to do, but critical to our success and the well-being of our people and the organisations we work with.

”

Andrew Jack, Workplace  
Strategy Development Director,  
Computacenter

Poorly designed websites make it difficult for people with disabilities to access the information and services they need. It doesn't matter how good a website looks; if it's not accessible, as many as one in every five people will struggle to navigate it and understand the content.





# EDUCATION



Digital accessibility unlocks the skills, training, and knowledge that students need to succeed.

In 2021 many students could only access learning materials and lessons through online platforms, driving a steep increase in the demand for Recite Me assistive technology on education websites.

On average, **each month over 59,000 people** customised their experience online to view more than 4.5 million web pages in a way that works best for them.

Over the year, **710,510 people** used Recite Me to access education websites and training platforms.

“

*Recite Me is an excellent way for us to be able to provide additional online tools and services for those visiting our website and increase the level of accessibility quickly and easily.*

”

**James Moore,**  
Head of Digital,  
University of London



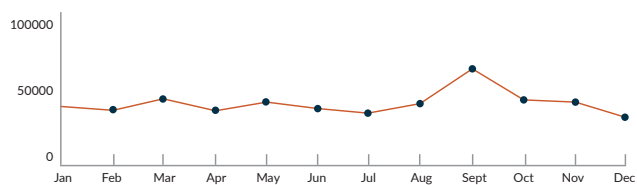
## 2021 Education Statistics



### Pages Viewed

**4,584,043**

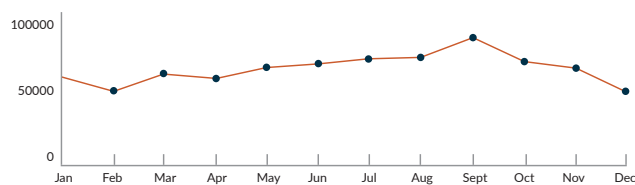
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

**710,510**

This is the total number of users who launched the Recite Me toolbar on education websites.



+

**230%**

Higher than the industry average pages viewed per session

Every stage of education should be inclusive. Today's students are the workforce of tomorrow, but not everyone learns in the same way. Students of all ages need assistive technology to account for varying abilities, learning styles, and online access barriers.

The number of pages viewed using Recite Me technology on education websites in 2021 was over **230% higher than the industry average**.



# EMERGENCY SERVICES

Making emergency lifelines available to everyone, regardless of disability. During the COVID-19 pandemic, it has never been more critical that up-to-date information and access to emergency services are available to everyone.

On average, each month over 8,200 people customised their experience online to view more than 27,000 web pages in a way that works best for them. Over the year, nearly 100,000 people used Recite Me to access information about emergency services.

The Police, Fire Brigade, Ambulance Service, and Search & Rescue are the first port of call in an emergency. Most of us take access to emergency services for granted, but for those who struggle with traditional methods of communication or face online barriers, it's not that simple.

## 2021 Emergency Services Statistics



### Pages Viewed

327,725

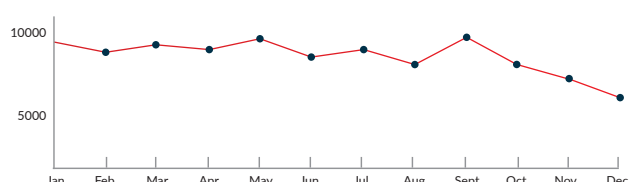
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

99,261

This is the total number of users who launched the Recite Me toolbar on emergency services websites.



“Providing Recite Me across our website, with its assistive toolbar, means not only can we offer language choice in English and Welsh to residents, but we can also support members of the public in any language whilst also being accessible to people with disabilities, learning difficulties and visual impairments.”

Tracey Williams, Corporate Communications Manager, North Wales Fire and Rescue Service

Recite Me recorded over **670,000 individual accessibility feature clicks** on in 2021.

Since 2020, the number of emergency services websites being viewed by a diverse audience has more than doubled.





# FINANCE

Prioritising web accessibility in the finance sector. The demand for Recite Me assistive technology on financial websites boomed in 2021 because everyday tasks like banking, shopping for insurance, and managing pension plans could only be managed online.

On average, each month over 1500 people customised their experience online to view more than 62,000 web pages in a way that works best for them. Over the year, nearly 18,640 people used Recite Me to access information about financial services.

Managing risk is an essential factor for financial firms. So why risk losing business by not providing an accessible website? By excluding vulnerable customers from accessing their information online, firms actively block up to 20% of the population from using their services.

Since 2020 we have seen a 100% increase in the number of finance web pages being viewed by a diverse audience.

**+**  
**18,640**

Finance users

**1,500**

Users every month

**5,200**

Inclusive web pages viewed every month



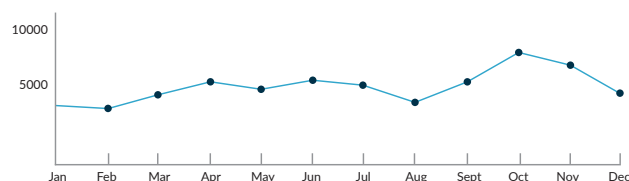
## 2021 Finance Statistics



### Pages Viewed

**62,362**

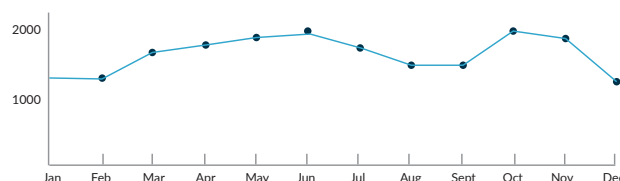
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

**18,640**

This is the total number of users who launched the Recite Me toolbar on finance websites.



“

More than ever, it is vital that everyone can have equality in the workplace and has access to the information they need to make informed career choices and create opportunities for themselves.

It's a customised experience that we hope will increase the diversity of our applicants to enhance our skill sets and open up a wider talent pool that supports our values of equal opportunity in the workplace.

Mike Todd, CEO, Volkswagen Financial Services

”



# GOVERNMENT

Equal online access to government and public sector information is expected by law.

The deadline for compliance with Web Content Accessibility Guidelines on government and public sector websites lead to a significant increase in the demand for Recite Me assistive technology throughout 2021.

On average, each month nearly **23,000 people customised their experience online** to view more than 1.5 million web pages in a way that works best for them. Over the year, 275,692 people used Recite Me to access public services and government information.

“All our residents and visitors need to be included and empowered in our communities and access to information. Recite Me has helped us to meet this vital requirement, offering a range of features supporting a wide range of communication needs. This feature has been crucial during the COVID-19 situation, where clear communication and accessible information has been an important element in stopping the spread of the virus within our communities.”

Sefton Council



Liverpool  
City Council



MANCHESTER  
CITY COUNCIL

Newcastle  
City Council



Preston  
City Council



STOCKPORT  
METROPOLITAN BOROUGH COUNCIL

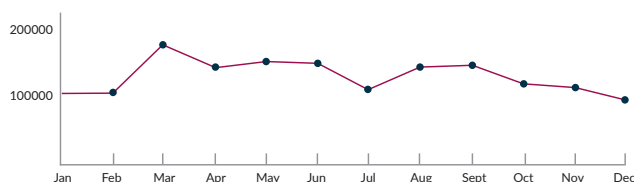
## 2021 Government Statistics



### Pages Viewed

**1,586,928**

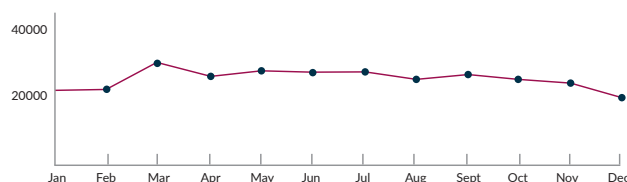
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

**275,692**

This is the total number of users who launched the Recite Me toolbar on government websites.



As web accessibility factors continue to shape the digital landscape, expectations are rising, and members of the public are becoming increasingly aware of their rights. Government bodies are expected to lead by example by ensuring compliance with the most up-to-date recommendations.

Since 2020, we have seen the number of government and public sector pages being viewed by a diverse audience **increase by over 200%.**





# HEALTH



42,000+

Monthly Users

Illness doesn't discriminate. Healthcare companies shouldn't either. In 2021, the demand for Recite Me assistive technology on healthcare sites increased exponentially as the COVID-19 pandemic hit its highest peak.

On average, each month over 42,000 people customised their experience online to view more than 2.6 million web pages in a way that works best for them. Over the year, on average **people view 5.13 website pages per session using Recite Me** technology to access healthcare information.

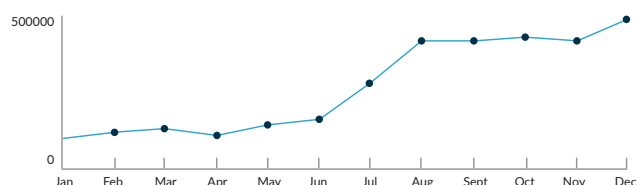
## 2021 Health Statistics



### Pages Viewed

2,632,153

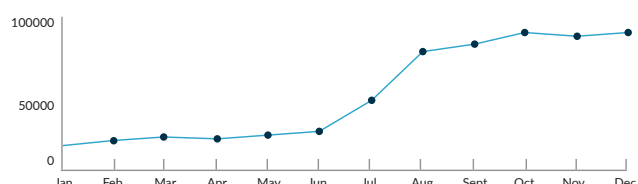
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

513,526

This is the total number of users who launched the Recite Me toolbar on health websites.



“

We know the information available on our website needs to be available in different formats and languages to reach our diverse audiences, so we worked hard to find a solution that will make information we publish online more accessible to those with sight loss, people with some learning difficulties, such as dyslexia, speakers of English as an additional language and people with lower literacy levels.

”

Rebecca Fogarty,  
Engagement and Collaboration Manager,  
NHS Public Health Wales

No one should feel like they are jumping through hoops to access healthcare. Our ageing population and those with disabilities need more regular checkups, treatment, and assistance from health organisations. By choosing not to make websites accessible, healthcare providers create access barriers to people who need help the most.





# HOUSING

+

6,000

users support every month

4.1

pages viewed with Recite Me every user session

Equal access to information on housing websites is imperative. As the financial impacts of the COVID-19 pandemic continued to take their toll throughout 2021, the demand for Recite Me assistive technology on affordable housing websites continued to rise.

On average, each month over 6,000 people customised their experience online to view more than 306,000 web pages in a way that works best for them. Over the year, 73,491 people used Recite Me to access housing information.

Housing websites must be accessible because one in every five people in need of housing information has a disability that makes accessing information online difficult, and because the national tenant base includes millions of potential applicants who speak English as a second language.

Since 2020, we have seen the number of housing sector pages being viewed by a diverse audience increase by 140%.



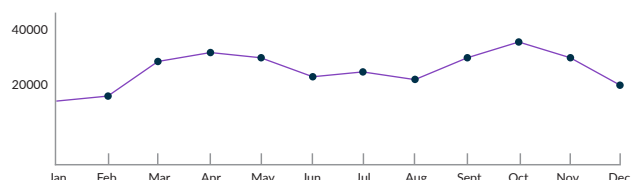
## 2021 Housing Statistics



### Pages Viewed

306,014

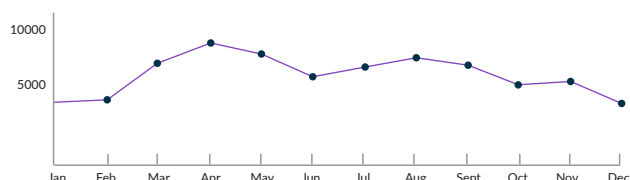
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

73,491

This is the total number of users who launched the Recite Me toolbar on housing websites.



“

The Recite Me toolbar and analytics help us to better understand what people are doing on our website and how they are accessing our services. This insight is a key part in our learning journey and is fundamental in helping us to plan any future development.

DI Keller, Strategic Equality, Diversity and Inclusion Lead, Karbon Homes

”



# LEISURE

As the world began to open back up in 2021 people flocked online to research and book events online.

In the last 12 months, over 160,000 toolbar launches were made, allowing users to view over 670,000 leisure and entertainment web pages barrier-free.

The leisure industry is worth billions of pounds covering everything from food and drink to museums and retail. To be totally inclusive B2C organisations need to be accessible online.

Compared to 2020, we have seen the number of leisure and entertainment pages being viewed by a diverse audience increase by 280%.

“

The assistive toolbar allows everyone to customise the SEC and SSE Hydro websites in a way that works best for them to understand and read website content easily. Recite Me allows us to offer online accessibility tools to our customers to enable an easy online booking experience for those who face online barriers

”

**Ross Dempsey**  
Digital Marketing Manager  
Scottish Event Campus



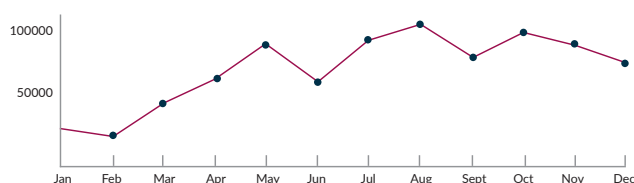
## 2021 Leisure Statistics



### Pages Viewed

677,566

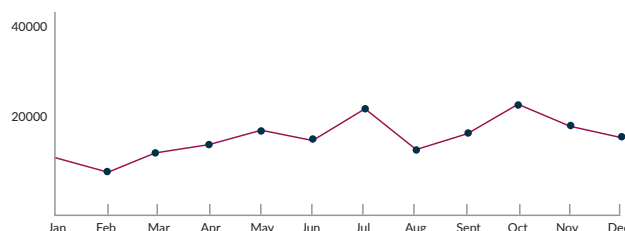
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

160,117

This is the total number of users who launched the Recite Me toolbar on leisure websites.



Less than 10% of businesses have a targeted plan to access this disability market. Making leisure and entertainment websites accessible allows customers to book their visit online and find out information about the venue before visiting.



# RETAIL AND E-COMMERCE



Website accessibility is a must to attract and retain the widest customer base. The demand for Recite Me assistive technology on retail and e-commerce websites grew at an unprecedented rate in 2021 in response to the continued trend towards online shopping.

On average, each month over 2,000 people customised their experience online to view more than 102,000 web pages in a way that works best for them. Over the year, 24,092 people used Recite Me to access retail and e-commerce websites.

E-commerce businesses that don't have accessible websites **exclude 20% of their target market and lose revenue** to their more accessibility-aware competitors. Plus, modern-day shoppers are increasingly conscious in their purchasing habits and will actively avoid companies that don't promote inclusion.



THE  
VERY  
GROUP



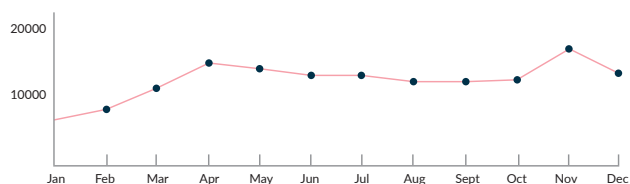
## 2021 Retail & E-Commerce Statistics



### Pages Viewed

102,452

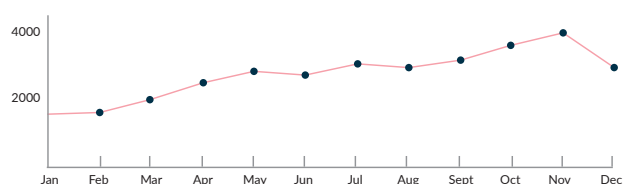
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

24,092

This is the total number of users who launched the Recite Me toolbar on retail and E-Commerce websites.



“

Consideration to an inclusive recruitment process was delivered through removing barriers to ensure opportunities are fully accessible to all. Recite Me was engaged to provide a complete web-accessible site that could be customised for users' needs to engage and interact with the Dunelm brand and for Dunelm to reach a wider audience.

”

Paul Jenkins, Dunelm Careers

The Recite Me on-page translation feature was used 3 x as frequently in 2021 compared to 2020, making 227,000 pieces of content available to shoppers in their native language.



# SERVICES



Inequality in access to information leads to an inequality of access to services.

In 2021, there were several occasions when valuable information about services was only available online, leading to a marked increase in the demand for Recite Me assistive technology.

On average, each month nearly 3,000 people customised their experience online to view more than 300,000 web pages in a way that works best for them. Over the year, 33,289 people used Recite Me to access information about services.



Using website accessibility technology is a proven way to support people with physical or hidden disabilities. The key is to treat each website visitor as an individual by removing additional effort. Assistive technology provides various tools that allow users to create a fully customisable experience.

The number of services web pages being viewed by a diverse audience rose by a staggering 2000% since 2020 .

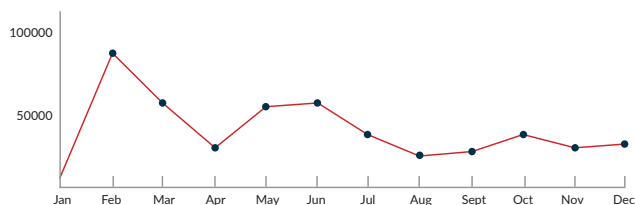
## 2021 Services Statistics



### Pages Viewed

309,211

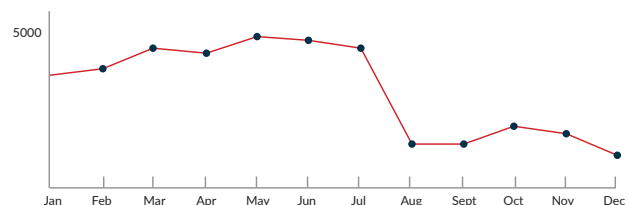
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

33,289

This is the total number of users who launched the Recite Me toolbar on services websites.



“

GMB is committed to making every workplace we organise as accessible and inclusive as possible – having the Recite Me website accessibility toolbar for members to access the information they need has brought us closer to our goal and ensured we are led by best practice.

Nell Andrew, National Equality and Inclusion Officer, GMB Union

”





# SPORT

In 2021, we installed Recite Me assistive technology on numerous websites in the sports sector as organisations adapted to meet the needs of consumers with physical and hidden disabilities.

On average, each month over 45,000 people customised their experience online to view more than 2 million web pages in a way that works best for them. Over the year, 549,424 people used Recite Me to access information about sport.

The sport and fitness sectors are well known for creating strong community vibes and promoting social inclusion.

“

Everyone Active's digital offering is a vital part of what we bring to the table and it's important that everything we do online is as accessible as possible. One of the most important ways in which we do this is implementing the Recite Me toolbar.

”

Erin Flower, Group Marketing Manager, Everyone Active



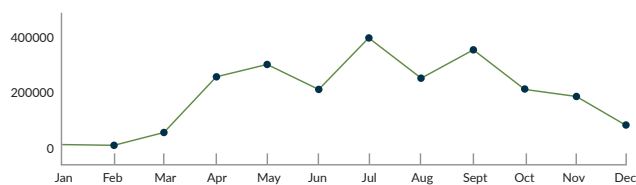
## 2021 Sport Statistics



### Pages Viewed

2,099,424

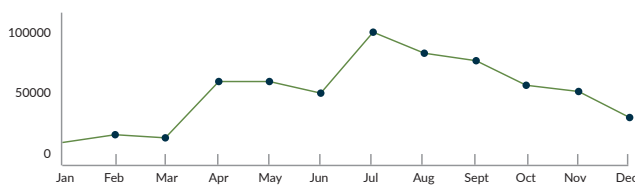
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

549,492

This is the total number of users who launched the Recite Me toolbar on sport websites.



3.82

website pages per session viewed with Recite Me

The majority of fitness centres and sporting venues have already made their premises accessible to those with physical disabilities. But online, there are still many people who face access barriers.

Since 2020, the number of sports web pages being viewed by a diverse audience has doubled.



# TRANSPORT



+

1.5m

increase in pages  
viewed from 2020 to  
2021 using Recite Me  
technology

Transport providers must adapt to meet the needs of passengers with disabilities. The travel and transport sector received a much-needed boost in 2021 as lockdown measures were lifted, leading to increased demand for Recite Me assistive technology on transportation websites.

On average, each month nearly 23,000 people customised their experience online to view almost 2 million web pages in a way that works best for them. Over the year, 275,227 people used Recite Me to access information about services.

Both public and private transportation companies can reap the benefits of being inclusive. Customer service is paramount in the travel and transport sectors. Website accessibility tools demonstrate commitment to exceptional service and boost conversions to sales at every point of the online customer journey. The number of transportation web pages being viewed by a diverse audience **increased by nearly 1.5 million between 2020 and 2021.**



YOUR LONDON AIRPORT  
*Gatwick*

*Go-Ahead*



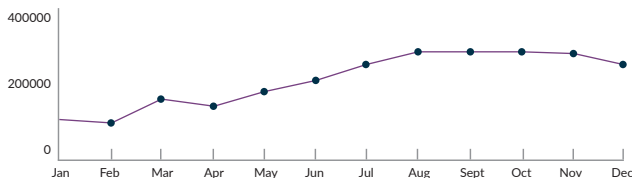
## 2021 Transport Statistics



### Pages Viewed

1,987,134

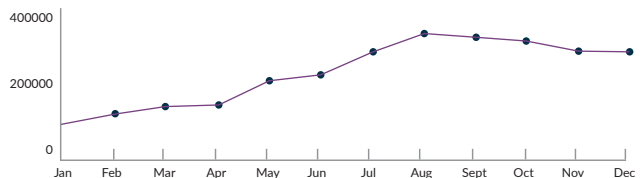
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

275,227

This is the total number of users who launched the Recite Me toolbar on transport websites.



“

Orlando International Airport (MCO) has a long history of innovative solutions to spearhead its focus on customer service and added one more in early 2020 by adding the Recite Me accessibility toolbar to its web site. Recite Me was not only a more cost-effective solution for delivering web content in foreign languages but also added so many more accessibility tools to improve the user experience for visitors to our site.

Jerry Harris, Assistant Director of Marketing & Air Service Development,  
Orlando International Airport

”



# UTILITIES

+

1.2M

Increase in pages viewed  
from 200 to 2021

500,00+

People used the Recite Me  
toolbar on utility websites  
in 2021

Digital accessibility helps customers to achieve an equitable standard of living. The number of utility companies using Recite Me assistive technology to help customers sign up, seek assistance, and manage their accounts grew steadily throughout 2021.

On average, each month over 44,000 people customised their experience online to view over **2 million web pages** in a way that works best for them. Over the year, 529,320 people used Recite Me to access utilities information.

Every home needs access to gas, water and electricity. But when websites are not inclusive, vulnerable citizens cannot manage their accounts or pay their bills online. This leads to stress, anxiety and worries about the continued provision of utilities when customers don't have access to in-person service.

The number of utility web pages being viewed by a diverse audience **increased by over 1.2 million** between 2020 and 2021.



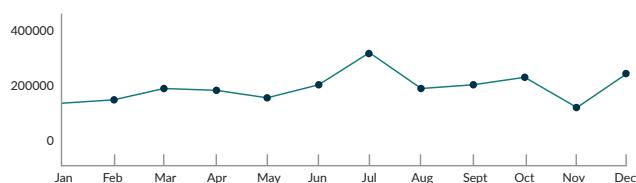
## 2021 Utility Statistics



### Pages Viewed

2,051,540

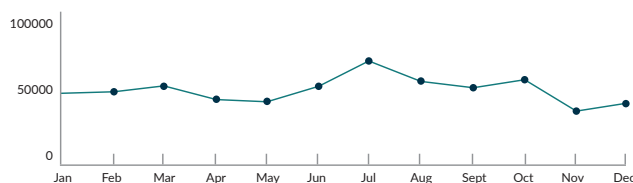
This is the total number of pages viewed using the Recite Me toolbar.



### Unique Users

529,320

This is the total number of users who launched the Recite Me toolbar on utilities websites.



“As the largest energy and services provider in Britain, it's vital that our online customer support is accessible to all the diverse communities we serve around the country, which is why we are proud to launch the “Recite Me” accessibility toolbar on our website.

Cecil Edey, Conduct and Consumer Vulnerability Manager, British Gas

”

# A WORD FROM OUR FOUNDER

me

I want to start off by saying thank you to all of the fantastic brands we work with. It is awesome to see so many organisations taking a proactive approach towards digital inclusion.

With every new client, we inch closer and closer to achieving our accessibility and inclusion goals. We're delighted to provide our assistive toolbar to several big-name brands and industry leaders, including Boots, British Gas, and Volkswagen, as well as an increasing number of education facilities, healthcare providers, charities, nonprofits and public sector organisations.

All of the sectors we serve are doing a fantastic job of supporting disabled website visitors, and I'm incredibly proud of the difference we're able to make together.

“

*All things considered, we're making great progress towards our ultimate goal of achieving accessibility for all. But, what do we want to do this year? The same thing we do every year... Find the right people, and change the world! But in a positive, inclusive, and accessible way that benefits everyone.*

”



This is not a passing fad. Accessibility and inclusion trends aren't going anywhere, and the demand for inclusive websites continues to grow exponentially year on year. So if your organisation isn't already taking steps to make your products and services inclusive, now is the time to start.

A handwritten signature in black ink, which appears to be 'Ross Linnett'.

Ross Linnett  
Recite Me Founder & CEO

Diversity and inclusion a priority for 2022? Check out our next steps...

1

### ***Start the Inclusion Conversation***

Start the conversation internally with the senior management team to address inclusive initiatives to boost organisational moral and audience engagement.

2

### ***Commit to D&I Policies and Initiatives***

Become a Disability Confident Employer. The scheme exists to help employers be more inclusive and explore the benefits of employing disabled people. You should also be proactive in regularly gathering employee feedback and ensure that employees with disabilities have a say in decision-making processes.

3

### ***Ensure your Website Build Follows Best Practice***

There are a range of factors that should be considered when designing a website. This includes using alt text for images, using headings to structure content and giving descriptive names to links.

4

### ***Make Your Website Inclusive***

Providing online information for a diverse range of people doesn't have to be expensive or complicated. The Recite Me accessibility toolbar provides people with tools to customise their experience to suit their individual needs. Support people with disabilities, learning difficulties, and visual impairments, as well those who speak English as a second language.

5

### ***Seek Advice***

Committing to a more inclusive organisation is a significant step forward. Don't panic, though, as some fantastic companies specialise in supporting businesses to develop more inclusive practices within the workplace.





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*Believing in Accessibility for All*