

eAccessibility Action Plan – New Areas

1. Regulatory Issues

- **To understand the accessibility requirements delivered through Digital Agenda for Europe and keep members informed of developments so the UK remains at the forefront of innovation and issues on convergence**
- **To improve the accessibility of audio visual services online**
(In context of the European Commission's green paper on AV online. Government consultations Ref: Disability Strategy and any other relevant consultations that are going on that have an e-accessibility strand to them.)
- **To explore and share information on professionalising the industry by having a worldwide recognised standard for people working in the field of eAccessibility and inclusive design.**

2. Accessible Consumer Technology and Digital Equipment

- **Forum to investigate the different levels of access faced by the most common disabilities. (Possible areas to consider are Dyslexia, motor neuron diseases, colour blindness and those with learning difficulties)**
Have some volunteers – need to agree a lead
- **Reduce the cost of British Assistive Technology (AT) equipment**
Investigate the barriers that exist. Forum members to talk to British Assistive Technology (AT) Association to see how costs can be reduced for their members. Forum to bring together mainstream suppliers with equipment users and suppliers to discuss how we mainstream AT equipment and reduce the cost.

3. Websites Services

- **Encourage and increase awareness of educators at Primary School level about benefits of AT technology in the class room**
(Forum members to work with Local Authorities and DfE to improve awareness of the benefits of AT equipment and software in the class room to help disabled children attend mainstream education)
- **Consider how eAccessibility innovations and best practice can be reflected in the wider public services agenda (eg local council websites and NHS health). DCMS to explore**

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- To explore an accreditation or Kite Mark for Website accessibility

4. Accessible Content

- Increase awareness of existing eAccessibility tools

Forum members to spread awareness of existing eAccessibility tools so content providers and people wanting to produce their own content understand what they have to do to make it accessible.

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