



# THE FIRST BRITISH STANDARD TO ADDRESS THE GROWING CHALLENGE OF DIGITAL INCLUSION - 2010

BS 8878 Web accessibility. Code of Practice is the first British Standard to address the growing challenge of digital inclusion. If you want to ensure any web product you commission or design is accessible for all, then this new standard will help you. BS 8878 is the first British Standard to address the growing challenge of digital inclusion. It applies to all web products, including websites, web-services and web-based workplace applications (e.g. web-based email interface) that are delivered to users via Internet Protocol, through a web browser.

It has been designed to introduce non-technical professionals to improved accessibility, usability and user experience for disabled and older people. It will be especially beneficial to anyone new to this subject as it gives guidance on process, rather than on technical and design issues. BS 8878 is also referenced in the UK government's e-Accessibility Action Plan as the basis of updated advice on developing accessible online services. It includes recommendations for:

- \* Involving disabled people in the development process and using automated tools to assist with accessibility testing
- \* The management of the guidance and process for upholding existing accessibility guidelines and specifications.

The standard's publication is especially timely given that the new Equality Act 2010 places an obligation on information providers to ensure their web products are accessible. BS 8878 provides guidance on how to assess the impact different technologies can have on your customers. It also outlines your legal responsibilities in relation to web accessibility so you can assess what to do to achieve compliance

BS 8878 also contains text that organizations can extract and use in their accessibility or procurement statement.

Ultimately BS 8878 stresses the impact that an organization's choice of technologies can have upon its audience and gives guidance on how to assess this. It also includes guidance for considering the needs of web users according to their specific disability, for example, people with physical impairments or people with learning disabilities. All sectors will benefit from this new standard.



Growing  
Independent  
Organisations



Who is the document intended for? - BS 8878 is intended for anyone responsible for the policies covering web product creation within their organization, and governance against those policies (e.g. Chief Executive Officers, Managing Directors, Headteachers, ICT managers).

There is a special discounted price for UK Charities and is available at the reduced price of £50. To order, contact BSI's Customer Services team on +44 (0)208 996 9001 quoting your registered charity number or order on line by emailing [orders@bsigroup.com](mailto:orders@bsigroup.com).