

**Accessibility consultancy,
accessibility training,
workshops and ongoing
support**

G-Cloud 15

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Accessibility consultancy, accessibility training, workshops and support

Our content and customer experience services reach from behavioural insight and inclusivity strategy, through human-centred service design, to digital experience platform strategy and out into digital, creative, content and UX design and delivery. CDS' comprehensive suite of customer experience services deliver compelling, intuitive and accessible user journeys, improving engagement and supporting the effortless delivery of digital services to our clients' customer bases.

CDS' multidisciplinary agile teams, user research specialists, design studio and accessibility teams provide digital experience platform strategy and implementation, behavioural insight, research and analysis, accessibility and inclusivity strategy definition and implementation, audience engagement/UX services, content strategy and content creation and communications planning and delivery.

We work with trusted open-source and low-code partners to define, architect and build engaging front ends with minimal cost and effortless maintenance, and our content strategists provide clear, concise copy with robust information architectures, keeping our customers' content fresh and accurate.

CDS' content and customer experience services include:

- Accessibility consultancy, training, workshops and support
- Accessibility training: creating PDFs and HTML from source files
- Accessibility training in PDF remediation using Adobe Acrobat
- Accessibility audit and accessibility testing
- Inclusivity consultancy, user testing and research services
- Content strategy, measurement and optimisation services
- Content strategy and design consultancy
- Content design, strategy and editorial services
- Content design for digital channels
- Content production cloud solutions
- Web editing and proofing and content services
- Discovery research and design
- Experience and service optimisation
- Service design and strategy
- User journey mapping and analysis
- Design system and DesignOps
- User experience design consultancy
- Digital experience platform (DXP) design and performance.

Our user-centred approach aligns with the GDS Standard and supports users with a range of digital literacy/skills and accessibility needs.

Case Study

For several years, NIAO produced printed documents for xxx, which were also published as PDFs on their website. NIAO identified that these PDFs did not comply with the UK Public Sector Bodies Accessibility Regulations and engaged CDS to provide costed options for producing accessible, properly tagged PDF versions.

What we did

NIAO asked CDS to explore publishing the reports as HTML pages instead of PDFs, providing a more accessible format for all users alongside clear cost and maintenance benefits for NIAO.

We developed a process to export CMS-ready HTML directly from InDesign print files, enabling large volumes of documents to be converted in a fraction of the time required to produce accessible, tagged PDFs.

During the conversion, we identified recurring content issues. One of our Accessibility Consultants led an on-site workshop in Belfast with NIAO report writers and data visualisers. Following an introduction to digital accessibility, the session reviewed real NIAO documents, highlighting common accessibility and usability issues and how to address them early in the content creation process.

Outcomes

- Minimised regulatory risk by ensuring all content meets accessibility standards, protecting NIAO's reputation and compliance obligations.
- Converted 60+ legacy documents into fully accessible WCAG 2.2 Level AA-compliant HTML, improving usability and inclusive access.
- Streamlined the InDesign-to-HTML workflow, accelerating content delivery and reducing manual effort.
- Built internal accessibility capability within NIAO, embedding compliance and driving continuous improvement.

Service overview

CDS provides bespoke accessibility training based around your specific business needs and designed to facilitate learning and long-term integration of accessibility best practices within your team's workflow.

We can deliver:

- An introduction to digital accessibility.
- Workshop sessions that focus on your current digital content processes and devise methods to deliver tangible improvements to accessibility.

This structured approach will not only raise awareness about the importance of accessibility but also equip your team with the knowledge and tools needed to

improve the accessibility of online documents, aligning with Public Sector Regulations and ethical considerations.

Introduction to digital accessibility

- Understanding accessibility as the inclusive practice of ensuring everyone can interact with websites and apps, including people with disabilities.
- Types of disability, including visual, auditory, physical, speech, cognitive and neurological disabilities.
- Overview of assistive technologies and adaptations, including screen readers, magnification software and speech recognition software.
- How accessibility benefits everyone, not just people with disabilities.
- Introduction to the Web Content Accessibility Guidelines (WCAG).
- Overview of the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 and your responsibilities.
- The importance of incorporating accessibility from the outset of a project.
- Guidelines for creating accessible digital content, including text, images, audio and video.
- How accessibility best practices align with SEO.
- Testing for accessibility, including checklists, using automated tools for preliminary accessibility checks and how to conduct non-expert manual testing.
- Strategies for continually monitoring website accessibility.

Workshop sessions

- Review and document the existing process for creating and publishing online documents.
- Identify barriers to accessibility, bottlenecks and areas for improvement in the current process.
- Potential innovations or technologies to further improve digital accessibility.
- Summarize the workshop's findings in high level reports, including current process analysis, suggested improvements and future development ideas.
- Outline actionable next steps based on the workshop discussions and findings to enhance the accessibility of your digital content.

Features and Benefits

Features

- Introduction to digital accessibility
 - Public Sector Bodies Accessibility Regulations and Web Content Accessibility Guidelines (WCAG)
 - Overview of assistive technologies, adaptations and responsive design
 - Accessible content requirements, best practice and checklists
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- Training for designers, developers, content creators and testers
- Training structured around client-specific software and business needs
- Analysis of current processes, with suggested improvements for accessibility
- Written guidance and checklists
- Monitoring accessibility
- Understanding manual and automated accessibility testing.

Benefits

- Raising awareness of accessibility and WCAG
- Empowering teams to proactively take responsibility for accessibility
- Considering accessibility early in development saves resources fixing issues later
- Collaborative problem solving
- Streamlining the process of making content available digitally
- Improving accessibility of digital content
- Reusable guidance and training materials
- Developing a roadmap for accessibility.

Business continuity and disaster recovery plans

CDS is committed to minimising and managing its exposure to disruption to the business and the services provided to our customers. This encompasses robust systems and processes necessary to maintain continuity of service and operations.

CDS maintains a comprehensive Business Continuity and Disaster Recovery (BCDR) plan, certified to **ISO 23001**, that defines clear roles, responsibilities, processes, and procedures for assessing and responding to disruptions to ensure continuity during disruptions. **Our plan is tested annually with lessons learned incorporated into plan improvements.**

Our Business Continuity Management System (BCMS) is underpinned by regular business impact assessments and threat and risk analyses, and annual tests to ensure all contingencies remain effective, current, and fit for purpose.

Onboarding and offboarding

Onboarding

CDS provides a tailored onboarding pathway, based on clients' individual requirements.

Onboarding is a collaborative process, through which we fully understand our clients' short-, medium- and long-term goals, and plan our service accordingly, to deliver best value and appropriate resourcing, governance, communication and planning.

Our multi-disciplinary agile teams will work with project stakeholders to understand the client and project needs and requirements.

We will define and capture ways of working, including definitions of 'ready' and 'done', and identify acceptance criteria for each sprint, underpinned by modern test practices and OKRs.

Offboarding

Upon starting the engagement, CDS will provide an exit plan for client approval. This will cover matters such as knowledge transfer and documentation, roll-off schedules, data and asset transfer, intellectual property and removal of access / permissions and return of devices / equipment.

Ownership of data contained in any solution belongs to and rests with the client; as the service is decommissioned, raw data will be transferred to the client. CDS is certified to ISO 27001 for data security and will always adhere to these standards – including data removal and destruction.

Ways of working

At CDS we apply agile principles across our projects, primarily using the SCRUM Agile methodology. We operate multi-disciplinary squads that combine domain expertise with technical excellence, delivering value early and iteratively through two-week sprints. Our approach is underpinned by the following core practices:

- **Daily standups:** A team call for 15 minutes each morning to track progress, surface blockers and ensure sprint goals are achieved.
- **Sprint planning:** Held at the start of each sprint to prioritise the work, align on objectives and ensure the team is fully prepared.
- **Sprint review:** At the end of the sprint, the team demonstrate to all stakeholders the deliverables achieved and present the sprint goal for the next sprint.
- **Sprint retrospective:** For each sprint the team will review what went well, identify areas of improvement and embed lessons learned to drive continuous improvement.

Additionally, we have an Agile mindset and culture at CDS, in which we apply:

- **User-centred design and customer-focus:** Through collaboration and partnership working we deliver outcomes that meet user needs.
- **Adaptability and flexibility:** Short feedback loops enable us to respond quickly to change, with teams empowered to pivot as required.
- **Continuous learning:** Retrospectives encourage open, honest feedback to continually improve ways of working and delivery effectiveness.
- **Partnership and teamwork:** We create a one-team culture with our clients and their supplier partners, working collectively towards shared project goals.

Service constraints

Attainable service levels will be dependent upon the service performance of cloud suppliers within the service chain. Maintenance windows may apply, and clients should refer to the SLA for the specific service in use.

Ordering and invoicing

We recommend contacting CDS before placing an order via G Cloud 15, to confirm and agree scope, scale, SLAs, KPIs, outcomes, etc. We will be pleased to support clients to define statements of work that reflect their requirements.

Invoices are issued monthly in arrears, with payment terms of 30 days.

Pricing

Timescales and costs vary, depending on several factors; we recommend a preliminary review to provide a firm cost.

Please refer to our pricing document and rate card.

Industry standards

CDS delivers all its services to internationally recognised standards. CDS is accredited to the following standards:

- ISO 9001 Quality Management System.
- ISO 27001 Information Security Management.
- ISO 20000 IT Service Management and IASME certified.
- ISO 14001 Environmental Management.
- BSI 1008 Electronic Information.
- ISO 22301 Security and Resilience (Business Continuity).
- ISO 45001 Health and Safety Management.
- ISO 10008 Evidential Weight and Legal Admissibility of Electronic Information.
- ISO 50001 Energy Management Standard.
- Cyber Essentials Plus.
- IASME certified.
- ITIL compliant service desk.
- PlanetMark Sustainability.

We comply with the Data Protection Act 2018 and UK GDPR regulations.

Contact details

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