BARCLAYS

Accessibility guide for Suppliers

May 2020

Digital Accessibility

Executive summary

- At Barclays, we've made a commitment to become the most accessible and inclusive FTSE 100 company. We all have a part to play in contributing towards this ambition and we can't do it alone.
- Accessibility and inclusive design ensures we can provide a great experience to a greater number of people, including customers and colleagues with disabilities.
- We do this because there's a legal requirement, commercial opportunity and moral imperative – ensuring disabled people aren't left out or left behind from using our digital services.
- Done well, accessibility strengthens reputation, mitigates risk, improves customer experience and colleague productivity. Whilst we've made huge progress across Barclays we need to better embed accessibility and inclusive design into everything we change, build or buy. We will do this by partnering with suppliers – educating, supporting, requiring and recognising greater accessibility in the services we procure.

> We will require, help and encourage our IT supply partners to develop and deliver accessible products and services.
> We will formally consider accessibility in all our procurement decisions.
> We will purchase solutions which are as accessible as possible
>
> **Business Disability Forum, Accessible Technology Charter extract**

"Many organisations are waking up to the fact that embracing accessibility leads to multiple benefits – reducing legal risks, strengthening brand presence, improving customer experience and colleague productivity. Paying attention to accessibility and the additional needs of customers and colleagues with impairments drives innovation – through tailored services, fostering an inclusive culture, creating new ways to communicate and consult with existing and potential customers.

We want to leverage inclusive technology to enable and empower all people to bank, work and reach their full potential. The Barclays Accessibility team does this by supporting digital teams to embed accessibility into our services and culture through effective governance, partnering, training and tools."

Paul Smyth, Head of Digital Accessibility

"Our publicly stated ambition to become the most accessible and inclusive FTSE company is a commitment that we must work hard to live up to, ensuring every interaction we have with customers, clients and colleagues is as accessible and inclusive as it can be.

Our ambition requires both suppliers and colleagues to keep accessibility front of mind in everything they deliver for customers and colleagues. The great thing about prioritising accessibility is that it will help us achieve our other ambitions and objectives. So whether you're working towards making Barclays a great place to work for our colleagues, being Customer Obsessed or just helping to create opportunities to rise for everyone; then designing and delivering accessible products and services will help you to achieve these shared goals."

Nick Grierson, Global Salesforce CIO, Executive Sponsor for Accessibility across Technology

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Accessibility basics

There's >1 billion disabled people globally…

With $8 trillion spending power…

That's 1 in 5 of the population

Who has a disability?

8% of children

19% of working age adults

45% of pension age

What?
- **Accessibility** at Barclay's means ensuring that everyone can use our products and services or be employed by us, regardless of their abilities, situation or circumstances. It's that simple.
- **Digital Accessibility** ensures that our sites and systems are easy to see, hear, understand and interact with for everyone, including customers and colleagues with disabilities.

Why?
- There's a legal obligation, commercial opportunity and moral imperative to ensure our sites and systems are accessible. Accessible design makes things possible for disabled people but also makes lives easier for all of us. We want to ensure a great experience for a greater number of customers using our digital services, in doing so designing for difference and ensuring we don't unintentionally leave out or leave behind anyone.

How?
- For Barclays to meet its legal obligations in the countries in which it operates, it is critical that services comply with local disability and equality laws.
- Our externally published Digital Accessibility Standards ensure that new systems and enhancements to existing systems developed within or for Barclays are accessible to all customers and colleagues and support our responsibilities under the Equality Act (2010) in the UK and corresponding international laws
- All Barclays suppliers designing and delivering systems with a User Interface (UI) are expected to conform to these standards. They are aligned to the requirements from the Web Content Accessibility Guidelines (WCAG) v2.1 AA level.

This isn't CSR… Its fundamental to our business model

Commercial Benefit
- $8trillion market value (£250bn in UK alone – the Purple Pound)
- Brand differentiation
- Improved experience for all

It's unlawful for service providers to treat someone less favorably because of disability

Legal Requirement
- Legal financial and reputation costs of getting wrong
- Global disability discrimination and equality laws

Helping people achieve their ambitions – in the right way

Right Thing to Do
- Moral and social imperative
- Our purpose and values
- Advocacy

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Why accessibility matters to all of us

Why Accessibility matters to…

Barclays

Creating opportunities to rise for all our customers, clients and colleagues means first recognising that people are different. Our customers have a variety of preferences, needs and abilities; our ability to deliver services and products that work for everyone needs to be at the heart of how we operate.

Digital & Tech

Digitalisation is core to Barclays' strategy. Building accessibility into all digital services, from design to delivery, is vital to create positive experiences and prevent unwitting exclusion for everyone. Designing for difference makes services better for all – providing a great experience for a greater number of users.

Think about it – disabled people who have historically struggled communicating with or navigating through the physical world arguably have the most to gain from the digital world that many of us are responsible for creating.
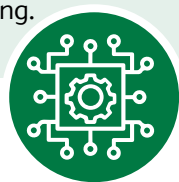
All of us

Whether we consider ourselves to have a disability or not, we're all situationally or temporarily impaired from time to time (e.g. bright sunlight glare on an ATM or using a mobile app one-handed holding a baby). Good accessible design helps people permanently impaired but helps all of us from time to time based on our situation or circumstance.

Accessibility helps our future selves. As people age, they're more likely to gain disabilities in later life and therefore benefit from thoughtful accessible designs.

Accessibility is not just about disabled people - We're all situationally or temporarily impaired from time to time…

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The benefits that accessibility brings

When done well, accessibility strengthens reputation, mitigates risk and improves customer experience and colleague productivity.

Key Benefits

#2 Strengthening brand and reputation

#1 Improving customer experience, engagement and market share

#3 Mitigating legal and compliance risks

Other Benefits

✓ Engaged, productive and diverse colleagues
✓ Reduces cost of retro-fixing if built right first time accessibly.
✓ Reduced complaints (from customers and colleagues)
✓ Increased innovation from diverse perspectives and building accessible services that make things better for everyone.
✓ Supports Citizenship, CSR and broader Diversity & Inclusion commitments.

Case study – Re-designing The Barclays app to be accessible

"In 2014 when we sized up the cost to fix known accessibility issues with the Barclays Mobile Banking (BMB) app, it was an estimated c£300k. The app went through a re-design and we took the opportunity to make accessibility a core component, considering early and involving diverse users from the start. As a consequence, the cost of building the app accessibly was £30k (1/10th) and the app wasn't just technically accessible for disabled customers but was made easier for everyone - as evidenced by AppStore ratings jumping from 2 to 4.5 stars at the time."

Paul Smyth, Head of Digital Accessibility

Don't take our word for it. Check out the World Wide Web Consortium's (W3C) business case for Digital Accessibility, containing case studies from Apple, Google, Barclays and others.

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Five common Accessibility myths busted

Myth 1

My users don't complain about accessibility so we must be doing OK

Only **10%** of people report accessibility issues

The other **90%** may just click away when frustrated

! This could be a **£12bn loss** in spending

Source: clickawaypound.com

Myth 2

Accessibility is not my job

Accessibility is **everybody's** job

What you do affects our goal to become the most **accessible** and **inclusive** company in the FTSE 100

Myth 3

Fixing accessibility is expensive

COSTLY

Retrofitting can be expensive

Build projects with **situational**, **temporary** and **permanent** impairment in mind

Do the job right first time
Don't pay more to fix it later

Myth 4

The market is just too small to justify all this time and effort

There are **12.9m** people with a disability **in the UK** and many more who benefit from accessibility

For more information visit
Accessibility at Barclays

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Myth 4

Accessible design means boring design

Embracing accessibility can **open up innovation**
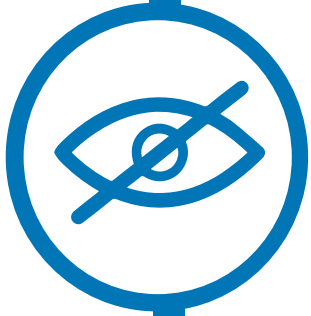
Build for the **widest audience** you can

Accessible design should work well for those **who need it**

And be **invisible** for those that don't

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Accessibility principles: an accessible website is…

Perceivable

Ensuring that everyone is able to perceive your content even if they access info in a non-typical way

Provide text alternatives for non-text content. (e.g. to support blind screen reader users to access info)

Provide alternatives for multimedia content (e.g. video captions or transcript if can't hear)

Create content that can be presented in different ways (for example simpler layout) without losing info or structure

Make it easier for users to see and hear content including separating foreground from background. Don't use colour alone to convey meaning (e.g. supporting colour blind or dyslexic users)

Operable

Allowing users to operate your webpage using a variety of methods

Make all functionality available from a keyboard (e.g. support users with dexterity difficulties who can't use a mouse)

Provide users enough time to read and use content (e.g. it may take users with access needs longer to complete tasks)

Do not design content in a way that is known to cause seizures (e.g. avoid blinking & flashing)

Provide ways to help users navigate, find content and determine where they are (e.g. users with cognitive impairments value consistent navigation)

Understandable

Your content and interface should be understandable, clear and concise

Make text content readable and understandable (e.g. Use simple, clear language displayed in a non-serif typeface)

Make web pages appear and operate in predictable ways (e.g. screen reader users may miss content that updates dynamically)

Help users avoid and correct mistakes (e.g. add clear labels and alerts to help users be aware of and navigate submission errors)

Robust

Content can be used reliably by a wide variety of user agents, including assistive technologies

Maximise compatibility with current and future user agents, including assistive technologies (e.g. ensure webpage works on range of devices, browsers and screen sizes)

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Inclusive Design Principles

These Inclusive Design Principles are about putting people first. It's about designing for the needs of people with permanent, temporary, situational, or changing disabilities – all of us really.

Adapted from inclusivedesignprinciples.org/

1 Provide comparable experience

Ensure your interface provides a comparable experience for all so people can accomplish tasks in a way that suits their needs without undermining the quality of the content.

Closed captions
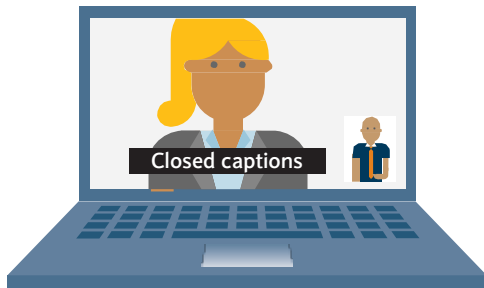
2 Give control

People should be able to access and interact with content in their preferred way.

Load more
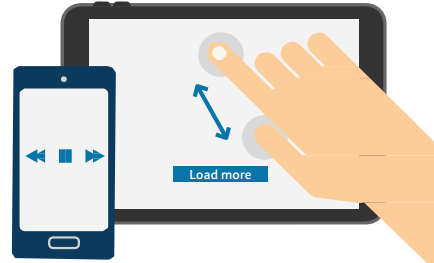
3 Offer choice

Consider providing different ways for people to complete tasks, especially those that are complex or non standard.

Edit

More | Flag | Trash

4 Consider situation

Make sure your interface delivers a valuable experience to people regardless of their circumstances.

Username

?

Good contrast

5 Be consistent

Use familiar conventions and apply them consistently.

6 Prioritise content

Help users focus on core tasks, features and information by prioritising them within the content and layout.

1
2

Compose

7 Add value

Consider the value of features and how they improve the experience for different users.

Show password

qwerty123

✓

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How to deliver accessible digital services

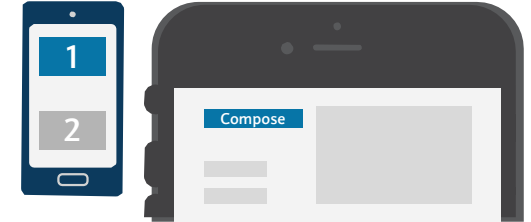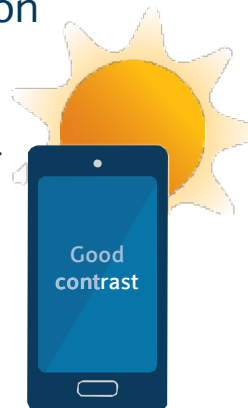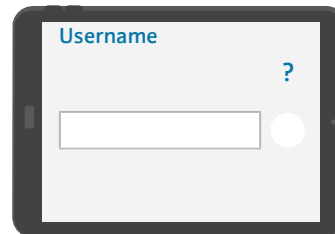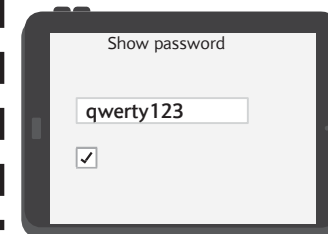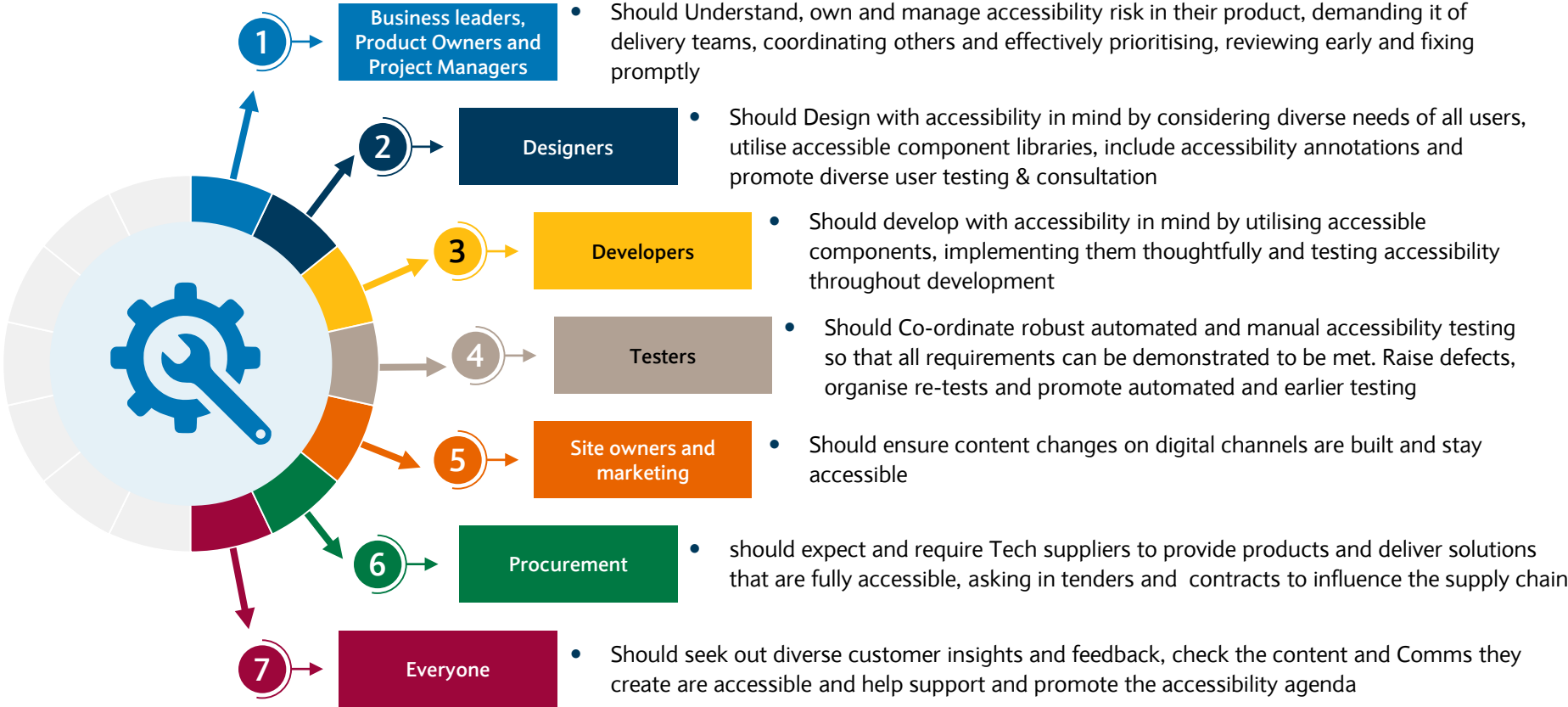**It's everyone's responsibility…**

The misconception that accessibility is something only Developers and Tester's need to worry about is incorrect and leads to wasted time, effort and resources. Everyone needs to be committed to ensuring that accessibility is prioritised, documented and executed at every stage of the life cycle. It's a team sport.

Roles & Responsibilities:

1 → Business leaders, Product Owners and Project Managers
- Should Understand, own and manage accessibility risk in their product, demanding it of delivery teams, coordinating others and effectively prioritising, reviewing early and fixing promptly

2 → Designers
- Should Design with accessibility in mind by considering diverse needs of all users, utilise accessible component libraries, include accessibility annotations and promote diverse user testing & consultation

3 → Developers
- Should develop with accessibility in mind by utilising accessible components, implementing them thoughtfully and testing accessibility throughout development

4 → Testers
- Should Co-ordinate robust automated and manual accessibility testing so that all requirements can be demonstrated to be met. Raise defects, organise re-tests and promote automated and earlier testing

5 → Site owners and marketing
- Should ensure content changes on digital channels are built and stay accessible

6 → Procurement
- should expect and require Tech suppliers to provide products and deliver solutions that are fully accessible, asking in tenders and contracts to influence the supply chain

7 → Everyone
- Should seek out diverse customer insights and feedback, check the content and Comms they create are accessible and help support and promote the accessibility agenda

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Accessibility as a strength: our expectations of suppliers

Potential new suppliers

We want to give new suppliers the opportunity to differentiate their offerings through accessibility innovation and improvements as well as establishing Barclays position on accessibility compliance. We want to ensure suppliers are aware of, committed to and compliant with accessibility requirements.

Barclays Digital Accessibility Policy extract
"Any information and technology, including but not limited to audio visual content, websites, web applications, mobile apps, software, kiosks, and other technology-based products and services developed, procured, maintained, or used in carrying out Barclays activities must be accessible as defined by Web Content Accessibility Guidelines (WCAG) v2.1 AA Level"

Typical accessibility RFI/RFP questions (-for Tech suppliers)

1. **Accessibility Standards:** Do your products meet accessibility standards—specifically, WCAG 2.1 Level AA? Please provide evidence (e.g. Product VPATs) of what products are compliant against what standards
2. **Accessibility Processes.** Do you have an established process for including and monitoring accessibility in the development lifecycle? Please provide details of your strategy and approach, including staffing (noting whether internal or external consultants), tools and technologies, and testing methods. Does this include user testing and consultation with disabled people?
3. **Maintenance:** Do you have a process in place for maintaining accessibility in products created by your company? Please provide a description of your processes for monitoring and maintaining accessibility, including any processes relating to reporting of accessibility current state and remediation plans. If possible, please provide sample documentation demonstrating your standard accessibility monitoring and maintenance process.
4. **Policy Compliance:** Are you willing to enter into a contractual agreement that holds your company responsible for delivering products that comply with Barclays Digital Accessibility Policy? Please carefully consider and comment on your company's ability to meet the policy and share any concerns.
5. **Accessibility Programme:** Do you have a programme (funding, staffing, resources) specifically allocated to building accessible products? Please describe your accessibility program elements in as much detail as possible, including budget, leadership, staff, and program offerings.
6. **Accessibility Innovation:** Do your products offer innovative features that improve experiences for people with disabilities? Please describe those features and explain how you came to implement them.

Ensuring existing suppliers continue to be accessible

All suppliers must sign up to the Barclays Supplier Code of Conduct (and re-attest annually), committing that relevant accessibility standards, innovation and best practices have been embedded in their operations.

Responsible Technology: Accessibility and inclusion *(Extract from Barclays Supplier Code of Conduct)*
"Embedding relevant accessibility standards, innovation and best practice to deliver inclusive products and services for our customers, colleagues and stakeholders. Encouraging suppliers to demonstrate commitment and ability to support Barclays' aim to deliver products and services that meet the accessibility needs of our diverse customers and colleagues, including the needs of people with disabilities. Striving to go beyond minimum accessibility standards compliance by ensuring that appropriate consultation and testing with people with disabilities is recognised as a key enabler of accessibility"

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Further Help & Support

- **For suppliers** - Our [Barclays digital accessibility standards](#) are available on our supplier site and are based on the internationally recognised, industry-wide Web Content Accessibility Guidelines ([WCAG](#)) 2.1 AA level

- **For everyone** – The [Barclays Group Accessibility website](#) serves as an umbrella site, listing out useful accessibility sites as well as advice on adjusting your device settings.

- **For corporates** - Our [Barclays B2B Accessibility site](#) gives information and inspiration to other organisations on what accessibility means and why it matters.

- **For customers** – Our [Barclays customer accessibility website](#) details a wide range of additional support and services we provide to customers

- **Follow @BarclaysAccess   or watch our** [Barclays Accessibility YouTube playlist](#)

<u>Advice for suppliers</u>
- **Create a Policy:** Show your staff, your customers and your vendors that you care about accessibility. Create a policy that outlines your organization's commitment to accessibility and put teeth in it by tying it to your organization's metrics.
- **Develop processes and procedures to support that policy:** Policies are a start. Then your organization's leaders need to push for processes and procedures that help the organization fulfill the policy's goals.
- A useful organizational benchmarking tool is the BDF Accessibility Maturity Model that we'd encourage venders use and which we use ourselves - https://members.businessdisabilityforum.org.uk/resource-category/resource/accessible-technology-charter-accessibility-maturity-model/

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