Hello

My name is Brian Kelly. I’m based at the Innovation Support Centre at UKOLN at the University of Bath.

I’m a co-author of a paper on “A Challenge to Web Accessibility Metrics and Guidelines: Putting People and Processes First” which is the latest is a series of paper on best practices for enhancing access to Web resources for people with disabilities.

In our paper we argue that web accessibility is not an intrinsic characteristic of a digital resource but is determined by complex political, social and other contextual factors.

Such views may be controversial, as many organisations have implemented policies based on Web Accessibility Initiative guidelines which focus on technical conformance of the digital resource, rather than the end user experience.

We propose use of a British Standard BS 8878 – the Web Accessibility Code of Practice which provides a process-based framework for ensuring that appropriate practices for enhancing access to Web resources are implemented.

We feel that this standard is now ready for use across the higher and further education sectors – and, indeed more widely.

Thank you.

178 words