

Universal Accessibility [REDACTED]

Proposal for the Scottish Government

January 2019

SECTION A - Service Delivery & Approach (40%)

Section A1 - About us

A1 Tenderers should provide a brief description of the nature of their business, highlight core functions and any areas of specialism, previously undertaken in the public sector, and explain their relevance to the delivery of this requirement. (Sub-weighting 30%)

[REDACTED]

About Universal Accessibility

Universal Accessibility is a small Edinburgh-based consultancy with a highly specialised focus on digital accessibility, based on years of experience working for both major international corporations and small local clients. We take great pride in helping ensure our clients' websites, apps and digital services are usable and accessible.

Scotland has many high-quality digital agencies, but when it comes to accessibility, we're a step ahead: we don't just provide accessibility as an add-on service, we specialise in accessibility. We believe the web should be democratic and we work hard to provide equivalent user experiences for all.

[REDACTED]

Like others in our industry, we have ample experience of reviewing public sector websites for accessibility, and of implementing accessible websites on behalf of local and central government organisations, but unlike others we also draw on experiences gained through participation in more notable projects. [REDACTED]

With our knowledge of implementing and evaluating accessibility, our understanding of the challenges facing government teams (especially in these times of reduced budgets and limited resources), and our active contribution to WCAG2.1 and M376, we put a rare combination of practical and technical knowledge at your disposal.

We know there are common themes, but that every organisation, every team, and every project is different. That's why we take the time to understand your organisation, your project, and your goals - so you can trust us to deliver the solution that's right for you.

Section A2 – Understanding of requirements

A2 Tenderers should provide a statement demonstrating a full and clear understanding of the requirements as detailed in the Statement of Requirements. The response should explain why the tenderer's organisation is best positioned to deliver this contract. (Subweighting 40%)

Background

The Scottish Government has an established [commitment to accessibility](#), and now that commitment is backed by the [Public Sector Bodies \(Websites and Mobile Applications\) Accessibility Regulations 2018](#).

The regulations require that public sector websites created after 23rd September 2018 conform to the standard defined in [M376 \(EN301/549\)](#) by 23rd September 2019, and that all websites (no matter when they were created) conform by 23rd September 2020. EN301/549 was recently updated to [adopt WCAG2.1 Level AA](#) as standard.

In order to put together an effective strategy, two questions need to be answered: Where are we now, and where do we need to be? The answer to the latter is that all Scottish Government websites need to meet WCAG2.1 Level AA on or before 23rd September 2020, and the answer to the former will be the outcome of this project.

Requirements

The project will establish an accessibility baseline for external Scottish Government websites, using a representative sample of 10 separate sites. The key outcomes will be to:

- Document the level of conformance for each of the ten websites, and provide practical and achievable solutions for fixing any accessibility issues that are identified;
- Highlight common patterns and themes across the set of 10 websites and provide recommended strategies for tackling any accessibility anti-patterns that are identified.

The set of 10 websites will be confirmed at the inception workshop, but will include the following:

- <https://www.gov.scot/>
- <https://mygov.scot/>

Experience

Our team consists of accessibility specialists who have accumulated thousands of hours conducting accessibility reviews, creating accessible websites, and helping organisations put together useful strategies for reaching their accessibility goals. We are pragmatic in our approach, recognising the realities of things like legacy technologies, limited time and resources, and gaps in knowledge, that can all make it harder for teams working to make things better.

As a small UK based team, we understand each other's capabilities and we instinctively work together in the most efficient way, adapting and responding as we need to. We have the advantage of a team that understands the accessibility space better than most, has the experience to manage the nuances of complex projects, and an unremitting belief in being the best we can be – so you get the best of us.

Section A3 – Our approach

A3 Tenderers should outline their proposals and approach to delivering the work, including the approach they intend to take, plus identification of any added value that the approach can bring. Tenderers should also provide an anonymised sample of previous work. (Sub-weighting 30%)

Our approach has been tried and tested over the course of hundreds of projects similar to this one. Every project is a journey, and we'll be with you every step of the way.

Inception workshop

We will meet with you at your offices in Edinburgh to introduce ourselves, walk through the project plan, identify our responsibilities and yours, and discuss any relevant information, concerns, or requests.

Ahead of the workshop we will provide:

- Agenda: A simple framework that makes sure we make the most of everyone's time and energy, and that nothing is missed as we put together the details of the project;
- Draft project plan: A proposed timeline for the project, including key milestones, dependencies, and delivery dates, that we will finalise during the workshop.

After the workshop we will provide:

- Workshop report: A short (one/two page) summary of the workshop, including key points of discussion, a revised set of risks and mitigations, and any agreed actions;
- Updated project plan: The agreed timeline for the project, including key milestones, dependencies, and delivery dates.

Accessibility reviews

It will then be time for us to roll up our sleeves and get started on the reviews. We will follow the same tried and tested process for each accessibility review. This means each website will be assessed to the same high standard, and each of our deliverables will meet the same benchmark for quality.

[REDACTED]

Guidelines

We consider WCAG2.1 to be the gold standard for accessibility. It affords disabled people the best possible opportunity for accessibility on the web, and we believe we have a responsibility to seize this opportunity on behalf of the organisations we work with. For these reasons we include the additional 12 Level A and Level AA WCAG2.1 Success Criteria (SC) as standard in all our projects. This means that each of the 10 websites will be assessed

against 50 SC (30 Level A and 20 Level AA), giving you the most comprehensive understanding of WCAG conformance possible, but at no extra cost.

[REDACTED]

This scrupulous process lets us drill down to the code level in the most efficient way, so we don't waste your time and money on unnecessary analysis (and we won't try to give you the impression that we do).

[REDACTED]

Contact points

We will put in place clear lines of communication, to make it easy for you to contact us whenever you need to. In addition, we will:

- Schedule regular meetings throughout the project, enabling us to update you on progress, discuss anything that arises, and otherwise keep things moving smoothly;
- Provide a contact report (format and frequency to be agreed during the inception workshop), to document progress through the project.

Final presentation

We will join you at your offices in Edinburgh to present the findings from the reviews.

The presentation will give you a summary of the results from each of the 10 reviews, then an overview of the common patterns and themes that emerged across the set as a whole. It will conclude with some recommendations to help you take your next steps towards meeting your responsibilities under the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018.

We will put together a slide deck to support the presentation, and this will form the last deliverable of the project.

Quality Assurance (QA)

Every deliverable, whether it's a meeting agenda or a detailed written report, undergoes rigorous QA. QA is always carried out by someone other than the person that created the deliverable in the first place. This guarantees a fresh perspective, and an independent review of the content for clarity, accuracy, relevance, and readability.

SECTION B - Staffing, Skills & Resources (40%)

Section B1 – Resources

B1 Tenderers should provide details of the resource(s) they propose to deliver this contract, a copy of their curriculum vitae (CV) highlighting their specific skill-set and experience in relation to this requirement. (Sub-weighting 60%)

[REDACTED]

About Peter Heery

Peter Heery is the Director of Universal Accessibility.

He has over fifteen years industry experience working in various sectors in both Europe and the US for organisations including Apple Inc. and the Paciello Group.

His work mainly involves integrating into UX (User Experience) teams helping to create better requirements for accessibility, planning and executing User Experience Research studies with people with disabilities, prototyping for Inclusive Design, and conducting design and code reviews.

He is UX Accredited by the Nielsen Norman Group.

He holds a M.Sc. post graduate Degree in Computing and Information Systems from the University of Ulster.

He is the organiser and co-founder of annual Accessibility Scotland conference.

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Section B2 – Resource management

B2 Tenderers should provide details of how they will manage and support their proposed resource(s) through the duration of the requirement. The response should include any internal systems in place for managing the absence/replacement of key staff. (Subweighting 30%)

We are a close-knit and highly-experienced team. Everyone who works with us is based in the UK, and we have all worked together on numerous projects of different types and complexities. The result is that we work together easily and efficiently to deliver the projects we work on.

Resources

We put in place the following resources to help us communicate and collaborate:

- We fully brief the team at the start of the project. This means everyone will be clear about their role and responsibilities (and those of others), will have a clear

understanding of the project and its expected outcomes, and is familiar with the tools and services we will use.

- We have a daily stand-up meeting. This means each person updates the rest of the team on their progress so far, their intended progress for the day, and any blockers that may be preventing that from happening. This helps us anticipate and address issues before they happen.
- We use Skype as our communication platform. This means everyone is added to a project channel, where they can ask questions, offer help, and stay in constant touch with each other throughout the project.

[REDACTED]

Section B3 – Knowledge sharing

B3 Detail your approach to knowledge sharing and highlight previous experience. (Subweighting 10%)

We take our knowledge sharing responsibilities very seriously, because we believe it's essential if we want to fundamentally change the way accessibility is perceived. With this in mind, we participate in various knowledge sharing activities:

[REDACTED]

SECTION C - Quality Management (10%)

Section C1 – Risks, constraints, or conflict of interest

C1 Tenderers shall detail any risks, constraints or conflicts of interest which may impinge on their ability to deliver this contract including how these will be managed, by completing the table below. (Sub-weighting 100%)

Risk	Likelihood of Risk (low, medium or high)	Mitigating Action(s)	Recovery Plan

Work on the reviews cannot begin until the inception workshop has been held.	Medium	We will bring in more people to avoid pushing out the project completion date.	If we reach the tipping point where bringing in more people would cease to be effective, the project completion date will be postponed.
The 10 representative websites are not confirmed by the inception workshop.	Low	We will agree a date for you to provide the remaining eight websites, and we will begin reviewing the two websites mentioned in the tender document first.	If the remaining eight websites remain unconfirmed by the agreed date, the project completion date may be postponed.
	Medium	We will provide a recommended representative sample of pages/components for each website, and agree a date for you to confirm them.	If the representative samples remain unconfirmed by the agreed date, we will use our recommended samples as the basis for each review.
Items not mentioned in the tender document are added to the scope of the project.	Low	We will accommodate additional requests, providing they do not unreasonably exceed the time or budget assigned to the project.	With your agreement we will either descope part of the project in favour of the new request, agree time and budget for an extension to the project, or agree not to include the change request.

<p>We lose people assigned to the project due to sickness or other circumstances.</p>	<p>Low</p>	<p>We will bring in more people to avoid pushing out the project completion date.</p>	<p>If we reach the tipping point where bringing in more people would cease to be effective, the project completion date will be postponed.</p>
<p>We lose our project manager due to sickness or other circumstance.</p>	<p>Low</p>	<p>One of the project team will temporarily step into the project management role.</p>	<p>We will bring in another permanent project manager to deliver the project.</p>

SECTION D – Sustainability & Community Benefits 3%)

Section D1 – Sustainability

D1 Tenderers shall describe how you will commit to fair work practices for workers (including any agency or sub-contractor workers) engaged in the delivery of this contract (Sub-weighting 100%)

Universal Accessibility [REDACTED] take the welfare of our employees and contractors very seriously. Our organisations are built on the following principles:

- We have equal pay for equal work, regardless of age, gender, disability, orientation, or other characteristic;
- We have self-managed vacation for employees, using a trust model to enable people to take off as much time as they need to maintain a positive work-life balance;
- We do not tolerate discriminatory or hostile behaviour in any form, for any reason;
- We do not use zero-hour contracts;
- Our employees and contractors are paid at a level commensurate with their skill, but we nevertheless actively champion the Living Wage as a basic right of employment;
- We encourage professional development, ongoing education and learning, and give employees time each week to focus on projects of personal interest.

