# Recommendation 3. Access and Context - Part 2. Accessibility

The following ‘yes/no’ questions will help you assess the information required to contextualise and make a cultural strategy accessible.

After you have completed the questions, you will receive an indication of the progress made towards ensuring accessibility and contextualisation. For some questions there will be a link to an external resource that can assist with understanding the suggestion.

The results are not saved. The quiz can be completed multiple times.

Accessibility: Images, Text and Visual Design

Q1. Do you add alternative text to all images, icons, and charts? [This allows people who use screen readers to understand visual content.] For further guidance see: Alternative Text

* Yes
* No

Q2. Do you choose text and background colours with enough contrast? [Good contrast makes reading easier for everyone, especially users with low vision]. For further guidance see: Contrast Checker

* Yes
* No

Q3. Do you avoid using colour alone to show meaning (such as red for “no” and green for “yes”)? [This supports people with colour blindness or visual impairments]. For further guidance see: Designing in a colour blind world

* Yes
* No

Q4. Do you allow users to enlarge text without losing content or layout? [This helps people who need larger text to read comfortably]. For further guidance see: W3C: Resize Text

* Yes
* No

Q5. Do you avoid using text in images when possible? [Screen readers cannot read text inside images.]

* Yes
* No

Accessibility: Audio and Video

Q6. Do you include captions or a transcript for all videos? [Captions support users who are deaf or hard of hearing.]

* Yes
* No
* N/A

Q7. Do you provide a transcript for audio-only content? [Transcripts provide access for users who cannot hear audio content.]

* Yes
* No
* N/A

Q8. Do you avoid content that flashes more than three times per second? [Flashing content can cause seizures or discomfort for some users.] For further guidance see: W3C: Avoiding Seizures

* Yes
* No
* N/A

Accessibility: Navigation and Interaction

Q9. Do you let users move through all content using a keyboard? This is essential for users who cannot use a mouse. For further guidance see: WebAIM: Keyboard Accessibility

* Yes
* No

Q10. Do you make sure the selected item is clearly visible when using a keyboard? [A visible focus helps users know where they are on the screen.] For further guidance see: WebAIM: Keyboard Accessibility

* Yes
* No

Q11. Do you include a way to skip repeated content (such as a “Skip to main content” link)? [This improves navigation for screen reader and keyboard users]

* Yes
* No

Accessibility: Document Structure and Layout

Q12. Do you place all images in line with the text (not floating or wrapped)? [This ensures screen readers follow the correct reading order.]

* Yes
* No

Q13. Do you use built in heading styles (Heading 1, Heading 2, etc.) to structure your content? [Heading styles help screen reader users navigate the content efficiently. For further guidance see: Microsoft: Heading Styles

* Yes
* No

Q14. Do you use headings in a logical order without skipping levels? [A clear heading structure helps all users understand the layout.]

* Yes
* No

Q15. Do you use tables only for data, not layout? [Screen readers expect tables to hold structured data, not for visual layout.] For further guidance see: WebAIM: Accessible Tables

* Yes
* No

Q16. Do you add a clear header row to each data table? [Header rows help screen reader users understand what each column means.]

* Yes
* No

Q17. Do you avoid using merged or split cells in tables? [Merged cells can break the reading order and confuse screen readers.]

* Yes
* No

Q18. If you use shapes in Word (Windows), do you place them inside a Drawing Canvas and add a caption or alt text? [This helps keep the content structured and accessible.] For further guidance see: Microsoft: Adding a drawing to a document

* Yes
* No

Q19. Do you keep the layout consistent across all pages or sections? [Consistency helps users know where to find information.]

* Yes
* No

Accessibility: Language and Forms

20. Do you use clear, direct language and avoid jargon? Plain English helps everyone, including non-native speakers and users with cognitive impairments. For further guidance see: UK Gov: Writing for Accessibility

* Yes
* No

Q21. Do you label all form fields clearly and include helpful instructions where needed? [Clear labels help users complete forms accurately.]

* Yes
* No

Q22. Do you write link text that makes sense on its own (for example, “Download timetable” not “Click here”)? [Descriptive links help users using screen readers or keyboard shortcuts.] For further guidance see]: W3C: Link Purpose

* Yes
* No

Accessibility: Files and Formats

Q23. Do you run the Accessibility Checker in Word, PowerPoint or Excel? [The checker helps you find and fix common accessibility issues.] For further guidance see: Microsoft: Accessibility Checker

* Yes
* No

Q24. If you create a PDF, do you run the Adobe Accessibility Checker? [This helps you identify and fix accessibility issues in PDF files.] For further guidance see: Microsoft: Creating accessible PDFs

* Yes
* No

Q25. Do you tag your PDF so screen readers follow the correct reading order and structure? [Tagged PDFs are essential for accessibility and navigation.]

* Yes
* No

Q26. Do you give documents and download links clear and descriptive names (for example, “Annual Report 2024 (PDF)”)? [This helps users understand what they are downloading before they click.]

* Yes
* No

Q27. Do you offer key information in other formats (such as large print, plain text or audio) if needed? [Alternative formats support users with a range of access needs.]

* Yes
* No

Accessibility: Support and Contact

Q28. Do you provide clear contact details for users who may need information in a different format? [Some users may need large print, audio, plain text, or another format to access your content. Offering a point of contact allows them to request support easily.]

* Yes
* No

## Further Guidance:

* [UK Government: Accessibility Requirements](https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps)
* [Microsoft: Accessible Content and Experiences](https://www.microsoft.com/en-us/accessibility/resources)
* [Microsoft: Explore Accessibility tools](https://support.microsoft.com/en-gb/accessibility)
* [AbilityNet: Digital Accessibility Free Resources](https://abilitynet.org.uk/node/147)
* [W3C: Introduction to Web Accessibility](https://www.w3.org/WAI/fundamentals/accessibility-intro/)
* [WebAIM: Introduction to Web Accessibility](https://webaim.org/intro/)