

By making Council information accessible



Clear Language



Easy Read



Website



Large Print



Braille



Audio



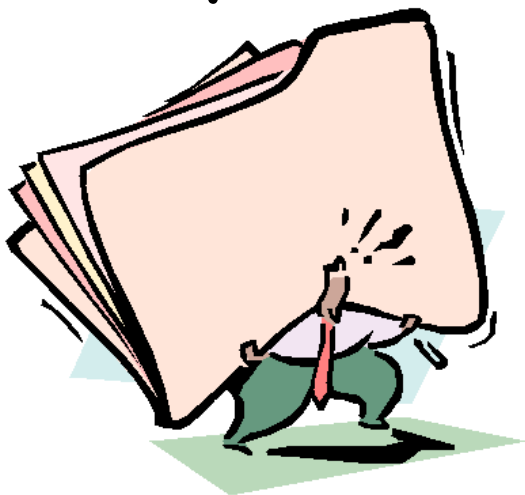
You can :

- deliver better services by providing clearer and accessible information.
- meet your legal duties
- make it easier for customers and the public to be involved.
- Make better use of resources.

Why is providing accessible information important?



Access to information and good communication is a basic human right. It is the means by which we are valued by ourselves and society.



The Council produces a lot of information, for example, letters, leaflets and documents.

Accessible information can empower staff, customers and the general public.

It means they can :



- Participate



- Claim their rights as users of your services
- Take responsibility for the quality of their own lives.

Public bodies, like the National Health Service and Local Authorities, now have responsibilities to recognise and provide services to diverse communities.



The Law in relation to disability, race, and gender aim to promote equality and eliminate discrimination. Action needs to be taken to revise policies and procedures and the way services are provided.



There are lots of things that stop people from being able to understand information. These include using :

- long words
- abbreviations
- jargon
- more words than needed

- small writing (using a little font size)
- curly writing (using a serif font like Times New Roman or Script)
- glossy paper
- colours that make reading more difficult
- no pictures
- pictures without knowing what they mean
- English only

These barriers affect lots of people, including people with low level literacy skills, people with visual impairments, people who are colour blind, people with learning difficulties, and people from black and ethnic minority communities, and people who don't use



English as their first language.

How many people does this affect?

- There are about 12 million people in employment with literacy skills at level one or below. This is the same as the levels of 11 year olds or lower. One study puts the average reading age for people in the UK at nine years old.
- 15 per cent of the UK population describe themselves as disabled people.

- Four per cent of the population is severely affected by dyslexia. A further ten per cent show some signs of dyslexia.
- Eight per cent of men and one per cent of women are affected by colour blindness
- Nearly eight per cent of the UK population are from ethnic minorities. York has one of the fastest growing Black and Minority Ethnic populations in the UK.



The Benefits

By providing accessible information, you can remove some of the barriers people experience.. Customers and the public can:

- Find and understand the information they need
- be involved in decisions about their own care
- Get involved in service design and delivery

Council staff can:

- benefit from clear, accessible information
- more easily understand formal documents, and respond quickly to customers.

- Have more confidence when working with customers

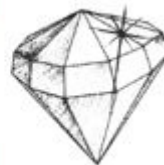
City of York Council Managers:



- can be confident that they are meeting the requirements of the Disability Discrimination Act

There is a huge cost in producing information that a large proportion of the population cannot read.

The Plain English Campaign state that they have saved the British Government an estimated £500 million in the last 20 years. Poor customer services is expensive - Royal Mail saved £500,000 in nine months by changing one of their most used forms into plain English.



York Valuing People Partnership Board for People with Learning Disabilities 'Accessible Information Task Group'
September 2009