

## Accessibility statement

Inclusion is the principle that gave rise to SmartNE's very first project, the online route-finding map [FindYourWay@Essex](#), designed with mobility-restricted walkers and chair users in mind, but in practice immediately adopted by all, because it *worked for all*. SmartNE grew out of this project, and universal design (designing in ways that are accessible to the widest range of people) remains a guiding principle in all of our project work.

We want everyone who visits our site to find it welcoming and straightforward to use. In working to ensure this, we are guided by the World Wide Web Consortium's [Web Content Accessibility Guidelines \(WCAG\) 2.0](#). Our new site (launched August 1<sup>st</sup> 2015) currently meets Level AA accessibility of the three levels (A, AA and AAA) set out in the guidelines, and we will be reviewing site accessibility over the forthcoming months with the aim of increasing this to Level AAA.

In particular we have been mindful of the following:

- *Our use of language:* we have tried to keep our language straightforward and as jargon-free as possible (bearing in mind that we deal in new technologies and there is a lot of jargon about!)
- *The site's look and feel:* we have chosen clean, bright colours with good contrast, and an easy-to-read font.
- *Information pathways:* we have endeavoured to keep navigation routes simple and intuitive.
- *Review and improvement:* we expect to be continuously engaged in efforts to improve the user experience and accessibility of our site and products over time, both in response to your feedback and our own experience.
- *Your feedback:* we welcome this. All of our products that have a user interface (our interactive maps for example) have built-in feedback features. To give feedback on our website specifically, please see contact information below.

## Let us know what you think

We love compliments, but more importantly, if you've had any difficulty at all using the SmartNE site, or simply have comments on how we might improve it further, we are keen to hear from you. Please be in touch with us as follows:

- Email us at [info@smartne.com](mailto:info@smartne.com)
- Call us on 01206 625 201