# Ben Unsworth

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# We help other teams at Essex County Council design services

**Our team is made up of folks who do:**

- user research
- content design
- service design
- software development
- organisation and business design

Essex County Council

# 0812 Digital accessibility partner to capability build across Essex County Council Revised

**We collaborate with tech and digital agencies to get things done**

| | |
|---|---|
| Published | |
| Deadline for asking question | |
| Closing date for applications | Friday 25 October 2019 at 11:59pm GMT |

## Overview

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|---|---|
| Summary of the work | Act as our accessibility 'partner' offering support, guidance and recommendations to enable us to meet WCAG 2.1 AA requirements across our |

# Priority: Designing inclusive services

"In technology, inherent bias can be hard to root out. Our tech tends to reflect the people who create it — their perspectives and experiences shape how products are designed."

Felix Chang, Artefact Group, writing in Harvard Business Review

# One in five people in the UK have a disability

"Accessibility doesn't just apply to people with disabilities - all users will have different needs at different times and in different circumstances"

NHS Digital Service Manual

**Someone's ability to use a service can also be affected by their:**

- location
- health
- equipment

Designing inclusively is about making sure your service can be used by as many people as possible

**To design inclusively you should:**

- **think about inclusion from the start**
- **design with communities, not for them**
- **design with inclusive teams**

**Doing these things well can also help you evidence how you deliver social value**