

Item: 18b

Title: Llais: Promoting our activities and being accessible to the people of Wales (April 2023-March 2024)

Gweithredu / Action required	To note and discuss
Amseru / Timing	Annual report
Argymhelliad / Recommendation	N/A
Risg / Risk	None identified
Cyllid / Finance	None identified
Amcan Cynllun Corfforaethol / Corporate Plan Objective/Amcan Rhaglen/ Programme objective	Priorities October 2023-March 2024- Priority 2: Build awareness and understanding of who we are, what we do and how we make a difference. Priority 3: Make it easy to connect with you and our partners, by being accessible and inclusive.
Cydraddoldeb / Equality	No integrated impact assessment required
Cyfathrebu / Communications	Please tick one of the following boxes if this activity will have an impact on: Internal: our people <input checked="" type="checkbox"/> External: our customers/partners/stakeholders <input checked="" type="checkbox"/> External: our organisation's reputation <input checked="" type="checkbox"/>
Cymeradwyaeth / Approval/Clearance	Ben Eaton, Strategic Director of Organistional Strategy and Engagement
Trafodaethau/ Penderfyniadau Blaenorol / Previous discussions/decisions	Discussions may have taken place as Llais was established as promoting our activities, what we do etc. makes up one element of our core function.
Awdur/ Cyflwyno / Author/presenting	Charysse Harper/Mwoyo Makuto
Dyddiad / Date	September 2024
Cefndir / Background	

‘We want everyone living in Wales to know who we are, what we do and the difference we make. We want our activities and services to be easy to find out about. We want everyone to be able to access our services and share their views and experiences with us easily, in the way that best meets their individual needs’ (*Llais Accessibility Statement, April 2023*).

This paper originally aimed to cover Llais’ promotion of activities and how we have ensured our accessibility to the people of Wales, covering the period April 2023 to March 2024.

However, due to significant overlap with the Annual Report 2023-24 this paper will now provide an update on relevant key activities we have undertaken to increase our digital accessibility in our first year, how we have developed our new Digital Accessibility Statement and our next steps when it comes to our digital platforms and content.

Manylion / Detail

Digital Accessibility in 2023-2024

Publications and materials

Letting people know who we are is vital to the success of our organisation in capturing people's views and experiences of health and social care in Wales. We produce leaflets, posters, and reports in everyday language to make sure that they are easier to understand for as many people as possible.

During February 2024, staff from regional and national teams with a responsibility for communications, engagement and equity, diversity and inclusion received training from Learning Disability Wales to provide them with the skills required to produce documentation in more accessible ways including Easy Read. We continue to work with Learning Disability Wales to further our understanding.

This has been included in this report as our key documents will be made available in a range of formats and languages on our website as we develop them to increase initial accessibility.

Online activities

As detailed in our April 2024 paper 'Website Accessibility Audit and Improvement' an audit of our website was undertaken by Dig Inclusion against the Web Content Accessibility Guidelines (WCAG) 2.2 AA.

Following that paper, we worked with Dig Inclusion to rectify any outstanding website issues and received our final pass mark.

As part of that work, we have continued to discuss areas identified in the audit relating to the Engagement HQ software. Engagement HQ have provided us with their accessibility audit report and as part of their ongoing work will be implementing any new criteria outlined in the WCAG 2.2 updates (October 2023) in quarter 1 2024.

Reviewing our Accessibility Statement

A review of our existing Accessibility statement was undertaken to ensure that we were fulfilling the commitments we had made when we were first established. This statement focuses on public awareness and our policy that sets out how we will promote and engage with the people of Wales in line with the Health and Social Care (Quality & Engagement) (Wales) Act.

The statement itself remains fit for purpose and provides a broad overview of how we will undertake our duties. No amendments were necessary.

It is, however, good practice to make sure that the public can access a standard accessibility statement in line with the [Web Content Accessibility Guidelines 2.2. AA](#). This short overview allows people to gain the necessary information about accessibility and access to our organisation through a digital lens.

As such, our new Llais Digital Accessibility Statement (Annexe A) reduces the amount of text we are asking people to read whilst keeping them informed of how we are meeting (and going beyond) our general duties in relation to our web content.

It links to our current workstreams via the Strategic Plan 2024-2027 and the Strategic Equality Plan 2024-2028. This means that we maintain a thread of how important accessibility is in all our functions.

It will be updated annually so we can track our progress, and people are encouraged to share their thoughts on how they can engage with us in ways that work best for them.

Our next steps

As part of our digital accessibility, we continue to work with S8080, Engagement HQ and external partners to ensure we are removing barriers and working in ways that enable people to access our content in ways that are suitable for their needs.

As part of our volunteer campaign, a dedicated volunteer page ([Become a volunteer | LLais \(llaiswales.org\)](#)) has been added to the main website. The Communication, Insights and Engagement Team are undertaking a wider review of the website, which will likely provide larger changes, based on feedback and learning from the last 12 months of the site being live.

In addition to the above, we are in conversations with two external providers about additional tools and services that we can utilise.

Firstly, an assistive toolbar that includes tools like page recital, a larger range of colour themes, a page summariser and an in-built acronym and dictionary to assist with user understanding.

This would provide an easier, more user-friendly option for anyone with accessibility requirements and builds on feedback from our people that these options need to be more visible on our website (staff day and internal working groups).

Secondly, a British Sign Language (BSL) interpreter service that would allow anyone who needs an interpreter to use their own device to speak with us from their own home or using video services where we are communicating with someone in-person.

This would allow our service to be far more accessible for people who are deaf or have hearing loss who cannot always communicate in Welsh/English or via email and means people can communicate in their preferred first language. This has been recommended by both RNID and Centre of Sign-Sight-Sound and we will continue to work with them to ensure we look at a range of options in our wider work.

We are also looking to produce succinct overviews of our key papers e.g., Board using technology like Synthesia to create video content that is more accessible to a wider range of audiences.

This work will also consider requirements for BSL and adherence with our Welsh Language Standards. We continue to work with the Welsh Language Commissioner on how we can improve our video content to ensure equity between Welsh and English e.g., when it is appropriate to use subtitles/dubbing.

Report writing templates are being produced by the Communications, Insights and Engagement Team to ensure consistency. All teams have been asked to consider different ways of reporting information moving forward e.g., infographics, videos, written reports etc. and how different types of reporting can be utilised to convey the impact of the work undertaken.

These will be developed alongside our existing Publication Standards.