



# invuse®

Case Study



**Invuse Accessibility**  
**Audit** successfully brings  
**East Herts Council's** website  
beyond WCAG 2.1 AA



#### About East Herts Council

- A local authority with **400+ employees.**
- The council serves a population of approximately **144,000 residents.**
- One of the council's key priorities is to work with partners to ensure their communities are digitally enabled.

# Invuse Accessibility Audit successfully brings East Herts Council's website beyond WCAG 2.1 AA

East Herts Council had a requirement to ensure their website was WCAG 2.1 AA compliant, and that the accessible experience offered to end-users and customers was of the highest quality.

Invuse was selected to conduct an accessibility audit on East Herts Council's website to help them to identify areas that were not compliant with WCAG 2.1 AA.

The audit, completed in just two days, also highlighted areas where the council were successfully going beyond AA standards so this could be replicated on other areas of the website.



## ◆ CHALLENGES

- The Internal Communications and IT teams at East Herts Council required additional resource and expertise within a restricted budget.
- East Herts Council's website is dynamic and many authors have access to write and publish content. This made it extremely challenging to stay on top of all of the changes being made.
- East Herts Council were legally obliged to meet the 23rd September 2020 deadline for WCAG 2.1 AA compliance, and were fully committed to doing so.



## ◆ GOALS

- East Herts Council were looking to work with a partner to identify any WCAG 2.1 AA failures that were present on their website.
- The accessibility partner had to offer communication and collaboration with the internal team as part of the audit package.
- Each identified issue or failure needed to be resolved, in a manner that the council and their IT partner could learn from for future scenarios.
- The council wanted to understand the best accessibility practices and be able to share with them with their employees. This would ensure website content would be delivered at a high-quality, accessible standard moving forward.

## ◆ SOLUTION

Invuse and its partner, TetraLogical, carried out the audit to identify and address any accessibility issues.

Using tools such as Axe Core, ARC Toolkit, TPGi Colour Contrast Analyser, W3C HTML conformance checker and Adobe PDF accessibility checker, the audit revealed **59 failures, including 4 critical failures.**

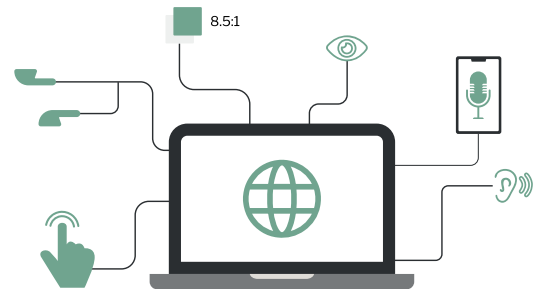
Some of the specific challenges the audit uncovered on the East Herts's Council website were:

- Heading structure was not consistent on all content types
- Incorrect use of label names on buttons
- Group collections of links were not used efficiently
- The tabbing experience was interrupted for assisted software users on features such as PDFs and webforms

Once the audit was complete and resolutions put in place, best practices were shared and Invuse were able to offer advisories for the Internal Communications team to reference in the future.

Invuse, in partnership with TetraLogical, completed the audit in just 2 days, revealing 59 issues. The issues were fixed and best practices, recommendations and advisories were shared. East Herts Council is not only compliant with WCAG 2.1 AA, but now also exceeds it.

Our team has over 20 years of experience in designing digital solutions in an accessible way, ensuring that end-users are at the centre of all design and development. We offer very competitive pricing, with discount available to the UK Public Sector.



Our accessibility audits are comprehensive, using a combination of automated and manual testing across numerous browsers devices and widely used assistive technology including:

- Chrome Edge, Firefox, Safari and Explorer browsers and developer inspection tools
- Jaws, NVDA, VoiceOver, TalkBack, NaturallySpeaking (screen readers)
- ZoomText and Zoom (magnification)
- Dragon (voice recognition) plus keyboard testing

We approach every project we work on with the same core values:

### Discovery and Strategy

Guiding you to discover the challenges that your users are facing

### Analyse and Plan

Supporting you to make informed decisions on your content and communications

### Design and Implement

Taking your internal communications plans and bringing them to life

### Maintain and Evolve

Helping you to maintain excellence and evolve with your users



Digital Content Manager  
East Herts Council

“ Invuse provided an excellent service. Clear information was provided on methodology and what would be provided as part of the service. The team completed a detailed accessibility audit, including fixes for the issues identified. They also logged all the issues with our website developer and took part in a call to discuss the issues and possible fixes. ”

Please get in touch to learn more:

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