

Ludgershall Town Council



Website Accessibility Policy

1. Introduction

1.1 Ludgershall Town Council (LTC) is committed to ensuring that its website is accessible, inclusive, and usable for all residents, visitors, and stakeholders. Accessibility is a core requirement of public sector digital services¹, and the council aims to meet the highest standards of good practice by ensuring its website can be used by people of all abilities, including those who rely on assistive technologies.

1.2 This policy explains how LTC approaches accessibility, how compliance is monitored, and how improvements will continue to be made over time.

2. Scope of Policy

2.1. This policy only applies to the Ludgershall Town Council website; <https://ludgershall-tc.gov.uk/> and the digital content hosted on it. At present, it does not cover:

2.1.1 Social media platforms, including the council's Facebook page

2.1.2 Third-party websites linked from LTC pages

2.1.3 External online systems not managed or owned by the council

2.2 In the future, the council may expand the scope of this policy to include other digital channels, services, or platforms as part of a phased approach to full digital accessibility across all council communications.

3. Web Content Accessibility Guidelines (WCAG) Standards

3.1 The Web Content Accessibility Guidelines (WCAG) provide internationally recognised criteria for making digital content accessible. WCAG is structured around four key principles: content must be Perceivable, Operable, Understandable, and Robust (POUR).

¹ This link provides government guidance [Understanding accessibility requirements for public sector bodies - GOV.UK](#)

3.2 WCAG includes three levels of conformance:

3.2.1 Level A – the minimum standard

3.2.2 Level AA – the required standard for public-sector bodies

3.2.3 Level AAA – the highest level, not generally recommended for whole-site compliance

3.3 The latest published standard which public bodies must follow is WCAG 2.2.

4. WCAG Legal Requirements

4.1 Under the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018, local authorities must:

4.1.1 Make websites accessible by meeting WCAG 2.2 AA

4.1.2 Publish and maintain an accessibility statement.

4.1.3 Ensure digital content is perceivable, operable, understandable and robust.

4.2 Public sector websites must be accessible to reduce barriers for users with disabilities, protect equality rights, and fulfil obligations under the Equality Act 2010.

5. Accessibility Testing & Review Cycle

5.1 LTC will use a combination of testing, such as; automated accessibility testing tools² for rapid detection of technical issues³. Manual testing, including keyboard only navigation checks which will be reviewed by staff or trained assessors, and assessed against WCAG success criteria. Another method will be reviewing document accessibility, ensuring PDF, Word, and downloadable materials meet accessibility requirements, particularly those published after September 2018, as required by public sector accessibility regulations.

5.2 LTC understands reviews need to be continuous to ensure compliance, therefore the Council intends to have a set frequency of reviews. The Council will undertake a full accessibility assessment every 2 years⁴, and conduct interim reviews throughout the year, especially when new content is added, or the layout and/or structure changes. Additionally, an assessment will be conducted if third-party systems or plug-ins are introduced.

5.3 A rolling cycle of monitoring ensures compliance with the requirement for public bodies to regularly monitor and review digital accessibility.

² The Council have previously used WAVE for automated testing.

³ The Council is aware that automated tools typically only identify 30-40% of accessibility issues, meaning additional manual, and user testing is required to ensure compliance.

⁴ Where the regulation change the Council will complete an assessment within 3 months of any such change.

5.4 Testing may also be undertaken on standard desktop browsers with default settings enables to stimulate a typical user experience. Pages may be evaluated for structure, navigability, clarity and visual consistency.

5.5 Manual Testing may include keyboard only navigation, evaluation of logical focus order, confirming visible focus indicators, and checks using screen readers where possible. Manual review (or user testing reviews) help to ensure the website content and interaction patterns are fit for end users, and that they material is perceivable, operable, understandable and robust, which is consistent with the WCAG principles.

6. Accessibility Assessment Findings

6.1 An accessibility assessment may identify Faults, or Alerts, and will table the findings for the Council to review and resolve. It will provide the relevant WCAG reference⁵, the issues or alert and potential resolutions. Using the WCAG reference numbers provides clarity and consistency for identification of the fault or alter against the assessment criteria.

6.2 **Faults** confirm WCAG non-compliances and may include issues such as: missing alternative text for images, insufficient colour contrast, inaccessible PDFs, missing form labels or keyboard navigation barriers. Such findings must be addressed unless they fall under exemptions in the regulations.

6.3 **Alerts** may indicate where a potential issue exists but cannot be confirmed without further review. Examples include where a component behaves inconsistently and requires deeper manual testing, or where external or third-party tools create possible concerns.

6.4 Alerts will be reviewed and either escalated into confirmed issues and therefore recorded as Faults or dismissed if no accessibility problem is found.

6.5 This process aligns with recommended testing approaches for public-sector bodies.

7. Disproportionate Burden Considerations

7.1 Under the Public Sector Bodies Accessibility Regulations, a Council may assess whether the cost, time, or technical difficulty of fixing an issue is disproportionate compared with the benefit to users.

7.2 The Council may determine certain Faults cannot be reasonably resolved due to excessive financial cost relative to LTC resources, or technology limitations outside of the

⁵ WCAG references may be presented as 1.43, or 2.1.1, these references are specific to the WCAG 2.2 Assessment criteria.

Council's control, or third-party system constraints, or due to legacy archived content not essential for active services, which may constitute a "disproportionate burden."

7.3 Any disproportionate burden decision will be documented, included on our current accessibility statement, and will not prevent providing accessible alternatives on request.

8. Alternative Access Methods

8.1 Ludgershall Town Council recognises its obligation to ensure meaningful access to information for all residents, including those unable to engage digitally. The Council notes that digital accessibility is only one part of inclusive service delivery.

8.2 When users cannot access certain online content, alternative access methods will be offered. Residents may request printed information, or verbal explanations or assistance in the Council Offices. Residents may also request for documents in alternative formats where reasonably possible. The Council staff will also offer reasonable support to Residents to navigate digital content in person.

8.3 Residents should contact the Ludgershall Town Council office either by phone, 01264 391629, by email info@ludgershall-tc.gov.uk or in person 10-12 High Street Ludgershall SP11 9PZ when seeking alternative access methods.

9. Remediation Actions

9.1 The Council will create a suitable improvement plan, listing remediation actions to assess the viability of implementing changes.

9.2 The aim will be to fix or suitably resolve Level A Faults as a priority, and a manual review of the Alerts will be undertaken to assess where Faults are present.

9.4 Following remedial action Annex B and Annex C to this policy will be updated, as will our accessibility statement on website.

10. Accessibility Statement

10.1 The Council will create and publish an accessibility statement highlighting our aims to offer a fully inclusive, WCAG compliant. Website. The statement will highlight any identified Faults that have not be resolved due to being assessed as a Disproportionate Burden.

10.2 The Accessibility Statement will be reviewed annually, and will be reviewed when an assessment is conducted, or when legislation or regulations change.

END

Administration of the Website Accessibility Policy

A1. Review Date

This policy will be reviewed annually, or when there are any legislative changes that may affect this policy.

A2. Version Control

Version	Approved	Date	Adopted	Date	Comments
V1			FTC April	13 Apr 26	

END

Accessibility Statement

B1. Ludgershall Town Council is committed to ensuring digital accessibility for all individuals, including people with disabilities. We are dedicated to providing an inclusive and accessible experience and continually strive to meet or exceed accessibility standards.

B2. Standards and Compliance

Ludgershall Town Council aims to comply with the **Web Content Accessibility Guidelines (WCAG) 2.2, Level AA**, and other relevant accessibility laws and standards applicable in the United Kingdom. Our digital content, including our website, documents, and online services, is designed to be Perceivable, Operable, Understandable, and Robust for all users, including those using assistive technologies.

B3. Ongoing Accessibility Efforts

Accessibility is an ongoing process. We regularly review and update our content, systems, and digital tools to enhance accessibility and remove barriers wherever possible. While we strive for full accessibility, some content may not yet meet the standards.

B4. Feedback and Assistance

We welcome feedback regarding accessibility and encourage users to report barriers or request assistance where needed. Our team will respond promptly and work with you to provide accessible alternatives where possible.

B5. Contact Information

If you encounter accessibility issues, please contact Ludgershall Town Council using one of the following methods:

Email: Info@ludgershall-tc.gov.uk

Phone: 01264 391629

Upon receiving feedback, we commit to acknowledging your request within **2 business days** and providing a resolution or workaround within **10 business days** where possible.

B6. Third-Party Content

Where applicable, third-party content may not always meet our accessibility standards. We encourage users to notify us of accessibility issues encountered in third-party systems so we can work toward resolution(s).

B8. Commitment

Ludgershall Town Council is committed to digital inclusion and ensuring everyone can access and benefit from our services. We will continue to improve accessibility, and we welcome constructive feedback to help us achieve this goal.

B7. Review and Updates

This Accessibility Statement is reviewed in line with the **Website Accessibility Policy**, or as needed to reflect changes in accessibility standards, technology, Council practices, or legislation.

This accessibility statement was considered and composed **24 March 2026**.

END

Previous Testing

C1. Introduction

The Fault Identification Table highlights the issues found from testing, which may be automated or manual.

Once the issue has been fully resolved it will be removed from this record at the next update of the policy.

The faults will be grouped in accordance with the design principles that are not complied with, under either of the following Design Principle headings: Perceivable, Operable, Understandable or Robust (POUR).

C2. Fault Identification Table

Date	Design Principle	WCAG Reference & Title	Issue	Impact	Recommended Fix
Feb 26	Perceivable	WCAG 2.1 - 1.1.1 Non-text Content (Level A) Linked Images Missing Alternative Text	Linked images do not contain alternative text.	Screen reader users may not understand the purpose of linked images, making navigation difficult or impossible.	Provide meaningful alt text for all linked images that describes their function or destination.
Feb 26	Perceivable Understandable / Operable	WCAG 2.1 - 1.3.1 Information and Relationships (Level A) 3.3.2 Labels or Instructions (Level A) Missing Form Labels	Form inputs do not have associated labels. Some affected elements are visually hidden but still accessible to assistive technologies.	Screen reader users may not know what information is required, preventing successful form completion.	Ensure every form input has a properly associated <label> element or an accessible ARIA label.
Feb 26	Operable	WCAG 2.1 - 2.4.4 Link Purpose (In Context) (Level A) Empty Links	Links are present without any accessible text or label.	Assistive technology users encounter links with no meaning, causing confusion.	Remove empty links or provide descriptive link text or accessible names.
Feb 26	Perceivable	WCAG 2.1 - 1.4.3 Contrast (Minimum) (Level AA) Very Low Contrast	Text does not meet the minimum contrast ratio of 4.5:1 for normal text or 3:1 for large text.	Users with low vision, colour blindness, or those using screens in bright environments may be unable to read content.	Adjust foreground and background colours to meet WCAG 2.1 AA contrast ratios. Prioritise navigation, body text, and key content.

C3. Alerts Table

The Alerts Table highlights potential issues which we not possible to fully test and therefore require further investigation. These alerts can be removed once it is known if there is a fault. Any alerts which are identified as faults will be recorded on the table at para C2 until resolved, or will be removed if no further action is required and no fault is identified.

Date	Design Principle	WCAG Reference & Title	Issue	Impact	Recommended Fix
Feb 26	Operable / Understandable	WCAG 2.1 - 2.4.6 Headings & Labels	Redundant links, Non-script element, underlined text not a link, Redundant title text	May cause reduced clarity, poor navigation and reduces predictability for users. Users with JavaScript disabled may see placeholder content.	Remove multiple links near each other, or combine into one single accessible link. Remove placeholder, or non-essential decorative content. Only use underline for links. Remove unnecessary title attributes

C3. Compliance Assessment Summary Table

The following table indicates the overall assessment from testing conducted.

Date	WCAG Assessment	WCAG Level / Testing Type	Status
Feb 26	WCAG 2.1	Level A	Not fully met
Feb 26	WCAG 2.1	Level AA	Not met
Feb 26	WCAG 2.1	Automated Testing	Partial
Feb 26	WCAG 2.1	Manual Testing	Not Completed

END