Recite Me's **2024** Accessibility Report

Contents

Believing in Accessibility for All

Digital Accessibility in the last 12 months

6.2m Toolbar launches

43m Web pages made inclusive

In the digital world, nothing stands still for long - technology, understanding, and best practices are always evolving and 2023 was no different.

As our reliance on digital platforms continues to grow, ensuring equitable access to information and services for all individuals, regardless of ability, has become a priority for businesses around the world.

There are over 5 billion internet users worldwide, making it one of the most significant technologies for our modern age. We use it for shopping, entertainment, education, healthcare, banking, and so many other parts of everyday life. Digital accessibility greatly impacts how we work, learn and socially interact with others.

More than ever before, consumers and employees expect companies to provide inclusive online experiences - it has changed from something that should be done, to something that must be done.

We have seen over 570 clients join our mission to make the online world a more inclusive place. In the process, almost 6 million people have been supported to make their online journey barrier-free.

This report will examine our data from 2023 and will be broken down by sector to identify trends from the past year.
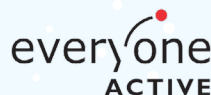
Ross Linnett's Yearly Highlights

Looking back, 2023 has been a huge year. So much has been achieved. So many digital barriers have been broken down. I have truly loved seeing people and organisations giving digital inclusion the attention it deserves.

£4,200,000

Investment from BGF to continue our mission to support millions of people with disabilities around the world.

In 2023, we experienced a significant increase in demand for our inclusive digital solutions, and have had the pleasure of collaborating with global brands and industry leaders.

When I think back to 2010, it was a real struggle to get people and organisations to join our mission to help disabled people online. But fast forward 14 years and all that hard work from the disability and assistive technology community has paid off and rightly so. I'm now sat here and can truly say I'm proud to see how many people are aligned to our mission to drive real change for so many people online.

2023 has been an exciting year for the accessibility world - we have seen accessibility being pushed higher on more and more people's agenda, WCAG 2.2 was introduced and as a company we have had some exciting developments. We received an investment to help accelerate our mission. Plus we embarked on a new chapter with the launch of our Website Accessibility Checker, dedicated to transforming digital accessibility and the way websites are built.

I am proud of the strides we've made and look forward to continuing our journey in advancing digital inclusivity. 2024 is going to be even bigger and better. We're ready to drive more change and improve online accessibility for all!

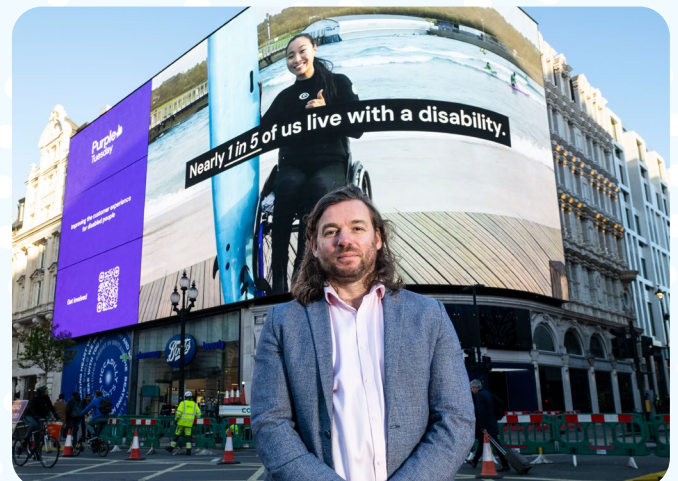**Ross Linnett,
CEO of Recite Me Ltd.**

Recite Me by the Numbers

6.2m
toolbar launches

43m
web pages made inclusive

570
new clients in 2023

85+
staff around the world

Why Being Accessible is Important in 2024

In today's digital age, the internet has become an integral part of our daily lives & culture, providing pathways to information, products, and services from all corners of the world.

However, for individuals with disabilities, accessing information and using online services can be a challenging experience.

Did you know
1,000,000,000
people worldwide are unable to access or use the information on your website if it's not designed with accessibility in mind?

The RIGHT Thing to Do

Everyone should have the opportunity to be able to access online content. Make your website inclusive to all by supporting people who are neurodiverse, visually impaired, elderly or speak English as a second language.

The SMART Thing to Do

Make your business available to a wider audience and enhance the user experience on your website. Providing accessibility technology increases web traffic, engagement and ultimately leads to more uptake and sales conversions.

The Thing I MUST Do

There are several international and regional laws plus many local regulations that stipulate how a website should be designed and built. Avoid negative customer sentiment and possible lawsuits by providing an inclusive experience online.

2.3x
Higher Cash Flow
Diverse companies enjoy 2.3 times higher cash flow per employee
Deloitte

19%
Innovation Revenue Increase
For companies with diverse management teams compared to their less diverse counterparts
Boston Consulting Group

87%
Better at Decision-Making
Diverse companies with inclusive teams are better at decision-making and more likely to capture new markets
BuiltIn Beta

30%
Higher Profit Margin
For companies that embrace best practices for employing and supporting people with disabilities
Accenture

Believing in Accessibility for All

2023 Overview

In 2023, the Recite Me Toolbar was launched **6.2 million** times to enhance people's online experience.

Recite Me saw toolbar usage climb to more than 520,000 users every month in 2023.

To bridge the gap between accessibility and inclusion, many organisations now offer assistive technology to enable visitors to customise their online experience. In 2023, Recite Me saw toolbar users increase to over 6.2 million launches.

Over 43 million web pages were viewed in a way that works best for the users individual needs. On average, people viewed 6.89 web pages during their inclusive online journey, compared to the internet average pages viewed per session of 2.8.

The demand for inclusive websites continued to grow in the past year over a variety of key sectors including finance, education and recruitment.

5,000+
Websites now using Recite Me
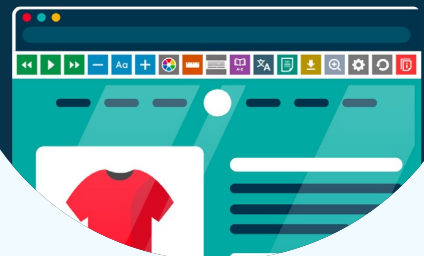
6,246,574
Toolbar launches

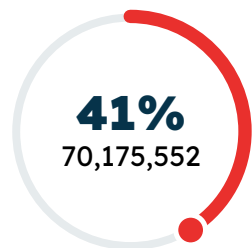**43,023,183**
Pages made inclusive

6.89
Pages viewed per session

2023 Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. The information below shows how people have used toolbar features on over 5,000 websites in 2023.
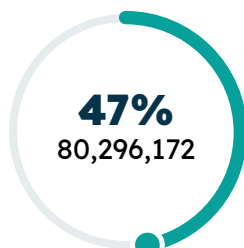
The most popular languages to be translated were Spanish, French, and Italian, with all translations equalling over 80 million pieces of content. Font size changes were the most used styling tool with over of 17 million customisations to the styling of the page. To support reading, people used 'Text Only' mode over 520,000 to strip away distractions.

All the features on the Recite Me toolbar have been used to create customised experiences for every unique user.

80m

pieces of content translated into over 100 languages

41%
70,175,552

47%
80,296,172

11%
17,633,997

1%
2,091,674

SCREEN READER		TRANSLATION		STYLING		READING AIDS	
Language	Clicks	Language	Clicks	Options	Clicks	Aids	Clicks
English	60,878,269	English	6,033,577	Font size: 90%	807,684	Textmode	527,142
Spanish, Castilian	2,513,728	English, American	5,587,068	Font size: 110%	784,355	Screenmask	252,178
French	1,136,525	Spanish, Castilian	4,522,725	Font size: 100%	553,006	Ruler	224,684
Danish	564,588	French	3,386,754	Background colour	509,708	Magnifier	206,652
Audio Downloads	5,445	Italian	2,633,800	Ruler colour	509,083	Styling features	1,321
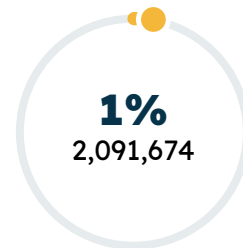
Michael Page

NSPCC

LONDON GATWICK

"We are delighted to be launching this market-first technology to boots.com, helping customers to customise the site to suit their own needs. The launch of the Recite Me accessibility tools help those customers who find it more challenging to shop online to browse, shop and manage their accounts hassle free."

**Paula Bobbett,
Director of E-Commerce,
Boots UK**

Believing in Accessibility for All

Careers and Recruitment

Researching a new career or applying for a job online may not be an easy task for everyone as modern recruitment processes rely so heavily on digital technology.

7.68

pages viewed per session with Recite Me

Between 2022 and 2023 the number of pages viewed on careers and recruitment websites using the Recite Me Assistive Toolbar increased by 190%.

On average each month over 58,567 people customised their experience online to view over 5.3 million web pages in a way that works best for them. Over the year, the Recite Me toolbar was by 702,813 online users to help them find their next career.

A good user experience is key for people when searching for a new career online. Using the Recite Me toolbar, people viewed on average 7.68 pages per session, higher than the internet average of 2.8. This shows the quality of the user experience with additional accessibility support.
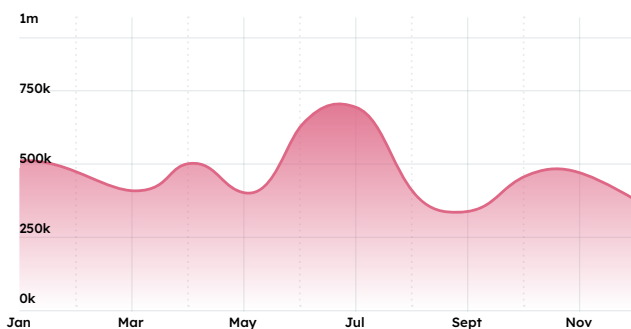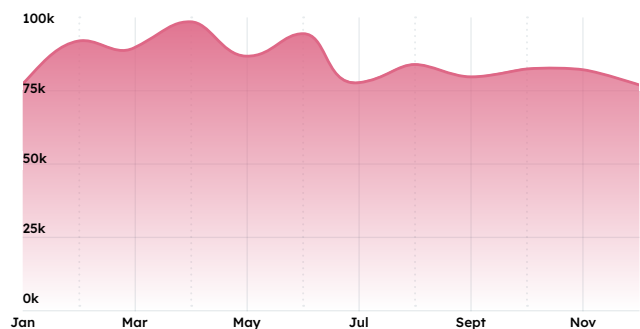
2023 Careers and Recruitment Statistics

PAGES VIEWED

5,396,665 Total number of pages viewed using the Recite Me toolbar.

UNIQUE USERS

702,813 Total number of users who launched the Recite Me toolbar on careers and recruitment websites.

> "Recite Me is a great tool to help candidates who are neurodiverse. 1 in 7 of us in the UK is understood to be neurodivergent and we believe it is higher in the food and beverage industry."
>
> **CHARLIE CRUICKSHANKS,
> TALENT ACQUISITION PARTNER AND CO-LEAD OF SEEN, KFC**

Believing in Accessibility for All

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on recruitment and careers websites.

The most popular languages to be translated were Ukrainian and Spanish with all translations equalling over 12 million pieces of content. Over 2 million styling changes were made including changes to the link colour and background colour.
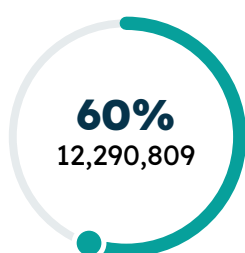
12,290,809
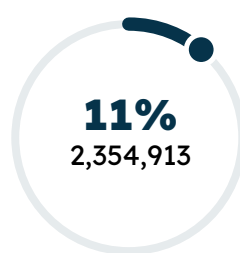pieces of content translated into over 100 languages

27%
5,587,803
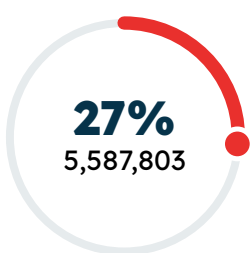
SCREEN READER

Language	Clicks
English	3,603,408
Spanish, Castilian	777,766
French	432,562
Italian	266,340
Audio Downloads	240

60%
12,290,809

TRANSLATION

Language	Clicks
English	1,903,799
Ukrainian	1,452,608
Spanish, Castilian	1,298,373
Russian	1,139,347
French	733,210

11%
2,354,913

STYLING

Options	Clicks
Link colour	174,865
Background colour	173,017
Font colour	172,905
Screenmask colour	172,844
Ruler colour	172,816

2%
140,404
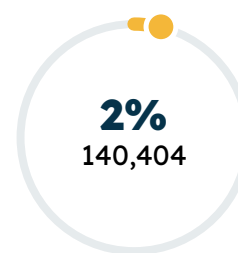
READING AIDS

Aids	Clicks
Textmode	39,921
Dictionary	23,257
Screenmask	14,358
Magnifier	12,603
Ruler	11,777

Michael Page

morson talent

guidant global

Staffmark Group

First

GOODMAN MASSON

"Adding Recite Me to our website has been a key step for us. It ensures that disabled people can access our website in the way that works best for them, which is crucial in the recruitment process. Ultimately, we want to provide a voice for disabled job seekers and open doors for them."

**Simon Blockley,
CEO,
Guidant Global**

Believing in Accessibility for All

How Do You Create an Inclusive Candidate Experience?

Recite Me's range of on-demand accessibility solutions help organisations attract and support a diverse range of candidates throughout the online recruitment journey.

Did you know?

75% of candidates say their disability has had an impact when job-hunting

54% find hurdles at multiple stages of the recruitment process

28% find online assessments challenging

*RIDI survey of disabled candidates

"We want to attract the best talent. Allowing everyone who visits our careers site to use it the way we intended is a vital part of our mission. That's why we've worked with Recite Me to make our website digitally inclusive. It's enabling candidates access to apply to roles here at The Very Group they may very well have been unable to without this."

**Sean Allen,
Head of Talent, The Very Group**

Why Should You Support Online Candidates?

Enhance User Experience
An inclusive website supports candidates to overcome online barriers and digest content in a way that works best for them.

Increase Talent Pool
An inclusive website will attract and support the 20% of the population who encounter online challenges.

Create Equal Opportunities
By offering an inclusive online experience, we can ensure that everyone has an equal opportunity to express their talents.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

PageGroup

PageGroup is calling on the recruitment industry to do more to help people with disabilities get into work.

This follows a survey of over 1,000 UK business leaders which highlighted that almost three-quarters (74%) feel that there are barriers to hiring people with disabilities.

To do this, PageGroup needed to provide accessibility tools online to enable everyone to read and understand job advertisements and applications.

Job seekers can access the Recite Me toolbar across 36 sites on the PageGroup and Page Personnel websites to support those with additional needs online.

Across the last 12-month period PageGroup has seen...

27,830
Recite Me Toolbar Launches.

131,964
Pages have been made inclusive using the Recite Me Toolbar.

4.74*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "By making a few key adaptations, they can open job opportunities to a more diverse pool of eager and capable candidates who are ready and willing to work. In addition to our DEI Client Solutions team, Recite Me plays a pivotal role in our commitment to providing our candidates with a truly inclusive experience."

**Nick Kirk,
Chief Executive, PageGroup**

Believing in Accessibility for All
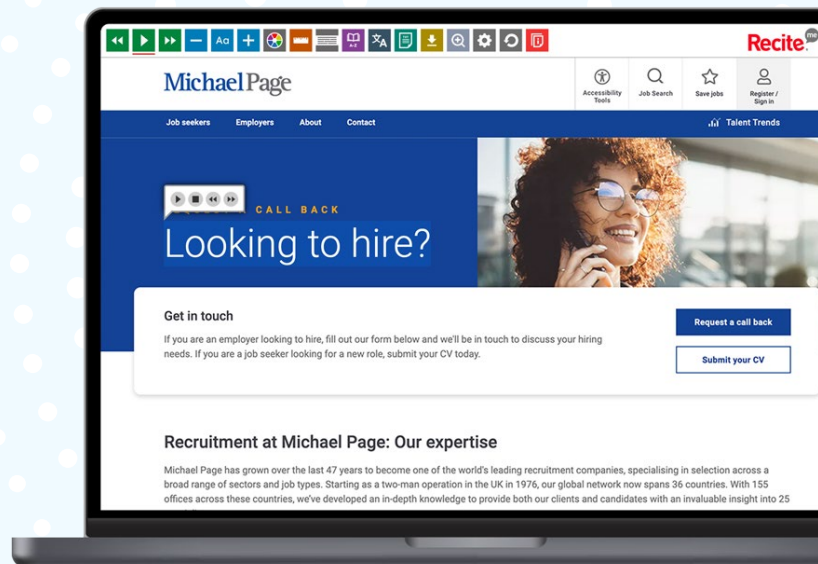
Charity and Not for Profit

Reach more supporters, ambassadors, and benefactors by making your website accessible. In 2023, we saw an increasing number of nonprofit and charitable websites investing in Recite Me assistive technology.

3 Million
non-profit web pages made inclusive

Between 2022 and 2023 the number of charity web pages made inclusive by the Recite Me Assistive Toolbar increased by over 200%.

On average, each month over 46,000 people customised their experience online to view over 3 million web pages in a way that works best for them. Over the year, 562,171 people used Recite Me to help them find information about nonprofits and charities online.
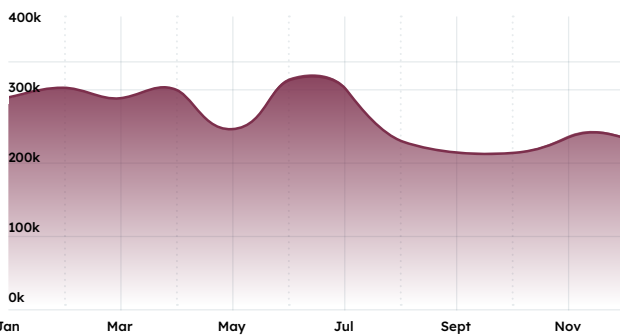
British Dyslexia Association

British Heart Foundation

Save the Children

NSPCC

2023 Charity and Not for Profit Statistics
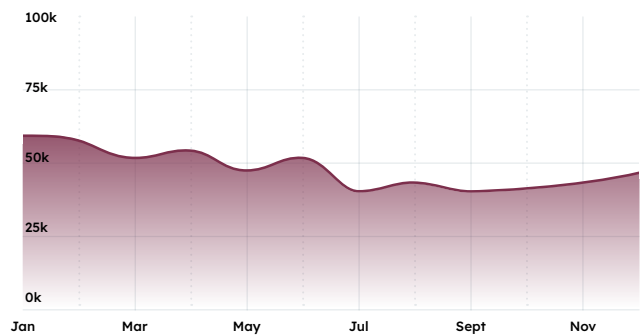
PAGES VIEWED
3,002,750
Total number of pages viewed using the Recite Me toolbar.

UNIQUE USERS
562,171
Total number of users who launched the Recite Me toolbar on charity websites.

"Recite Me's Assistive Toolbar offers our website visitors a 'have it your way' experience, where they can easily change the language of the website, read it out loud to them or even choose a different typeface that might be easier on the eye for them. It does exactly what we strive to do – to lift barriers and give equal access to the knowledge we want to share."

**Katie Carmichael, Dyslexia Scotland, Lead for Creative and Digital**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on charity websites.

The screen reader and the translation function were the most used features. Stand-out languages to be translated and read aloud were French, Icelandic and Afrikaans. Over 1 million styling changes were made, with changes to the font size and font colour being the most popular.

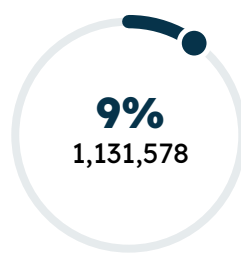**Nearly 5,000,000 pieces of content translated into over 100 languages**

51%
6,756,918
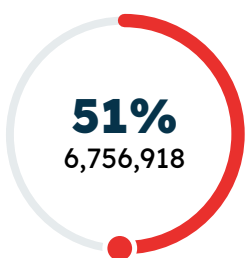
SCREEN READER

Language	Clicks
English	6,384,180
Afrikaans	69,375
Icelandic	63,831
Amharic	10,459
Audio Downloads	1,030

39%
4,971,344
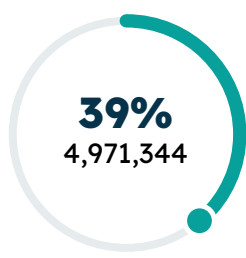
TRANSLATION

Language	Clicks
English, American	578,965
English	517,324
Afrikaans	260,488
English, Australian	246,064
Hmong	24,837

9%
1,131,578

STYLING

Options	Clicks
Font Size: 110%	46,002
Font Size: 90%	44,747
Font colour	22,090
Background colour	19,156
Link colour	15,118

1%
150,392
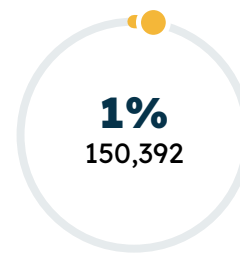
READING AIDS

Aids	Clicks
Textmode	39,304
Dictionary	18,987
Screenmask	15,924
Ruler	14,260
Magnifier	10,152

Meningitis now

women's aid
until women & children are safe

National Autistic Society

Rethink Mental Illness.

> "As the leading charity for people severely affected by mental illness, we know only too well the barriers that our supporters face. Deploying Recite Me on our digital platforms further strengthens our commitment to ensuring that everyone gets the help they need when they need it."

Peer Quaide, Digital Manager, Rethink Mental Illness

Believing in Accessibility for All

Why Should Digital Inclusion be a Priority for Charities?

A charity website that does not prioritise inclusion and accessibility can have a direct impact on performance. It can limit how many people can access support, make a donation or become a sponsor.

Did you know?

3%
of charities rate their board and executive leadership as being digitally savvy

66%
of charities are worried they miss out on digital fundraising opportunities

51%
of high-end donors prefer to give online

21%
The amount in which online charitable giving grew in 2020

> "We know that it can take a lot of courage to look for support with your mental health and so it's vital that when people find us they are able to access our resources and information in a way that best meets their needs."
>
> **Wendy Bates, Chief Executive, Health in Mind**

The Benefits of an Inclusive Charity Website

Raise Awareness

The more an organisation does to provide access to information, the more people it can reach. A wider audience creates more awareness about the charity and its goals.

Get More Donations

Charities rely on websites to communicate their values and attract supporters and donors. 1 in 5 people encounter access barriers online, an accessible website can make a huge difference.

Stay True to Charity Values

Excluding people online doesn't sit well in a sector where the general ethos is geared towards equality and inclusion for all.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Young Scot

Inclusion is at the core of Young Scot's work as they deliver information to a wide range of young people.

Young Scot has introduced young people to the award-winning Recite Me toolbar to support 11 to 26-year-olds in accessing their digital platform.

Young Scot will now be able to provide quality-assured, timely and accessible information, blog posts and articles barrier-free. Recite Me's assistive technology comes equipped with numerous tools to eliminate online barriers including a screen reader, styling and customisation tools, a set of reading aid and an online translator with up to 100 languages, 65 of which can be read aloud.

Across the last 12-month period Young Scot has seen...

10,493
Recite Me Toolbar Launches.

31,753
Pages have been made inclusive using the Recite Me Toolbar.

3.03*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "The Recite Me tool allows website visitors to access the Young Scot website in a way that suits them. We must normalise accessibility aids because they are exactly that, normal! As someone who uses a screen reader to access websites while living with cognitive and neurological issues, I was delighted to see the Recite Me tool."

Teagan, Volunteer, Young Scot

Believing in Accessibility for All
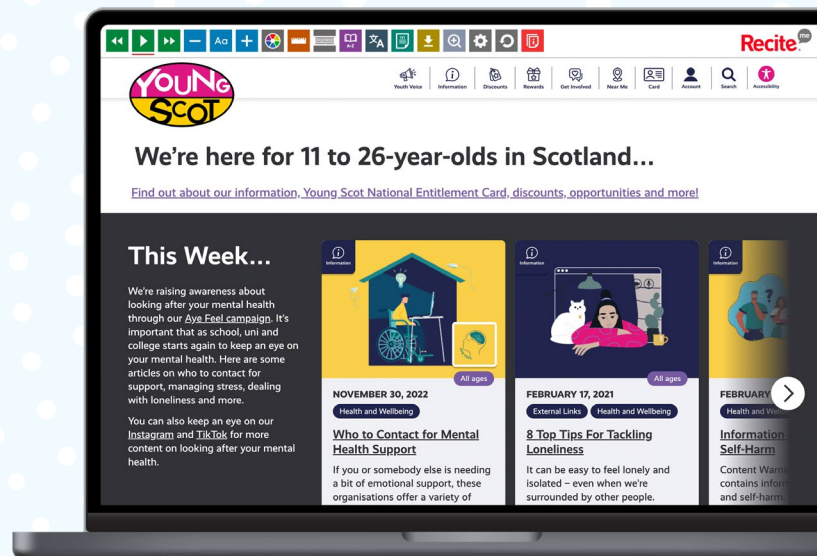
Construction

By providing assistive technology, more construction businesses improved operational efficiency in 2023 by developing new business models that tap into the diverse consumer mindset.

3,500

unique average monthly users

On average, each month over 3,500 people customised their experience online to view over 15,000 web pages in a way that works best for them. Over the year, 42,693 people used Recite Me to help them find information about products, services, and employment opportunities in the construction sector.

In the last decade, the industrial sector has experienced rapid growth and development due to the introduction of new technologies. But great products and services are no longer enough. Consumers expect exceptional customer service and customised solutions throughout their buyer journey.

Sir Robert McALPINE | British Land | Landsec | mace

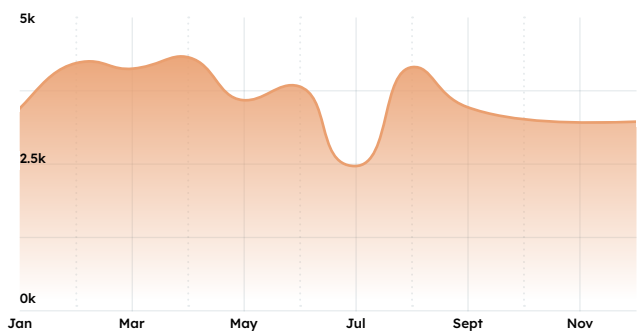---

2023 Construction Statistics

PAGES VIEWED

152,627 Total number of pages viewed using the Recite Me toolbar.
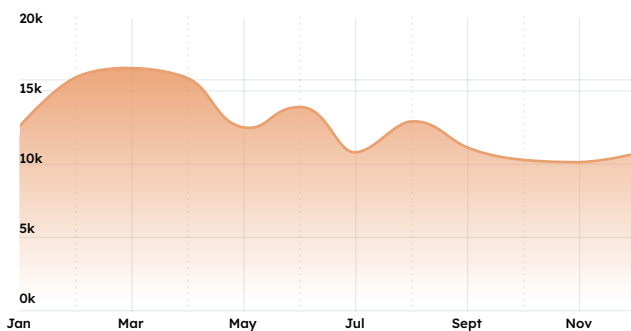
UNIQUE USERS

42,693 Total number of users who launched the Recite Me toolbar on construction websites.

> " "Our ambition, as we proudly build Britain's future heritage, is to be the best place to work and the best builder in the UK. That means having a company that represents the people of Britain, without exception. I am proud to deliver this inclusive project as it represents the values of, not only the business but my own dedication to ensuring we hire great talent from diverse backgrounds and abilities."
>
> **Nadeem Mirza, Head of Resourcing & Talent Acquisition, Sir Robert McAlpine**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on construction websites.

The screen reader was used to read aloud over 357,435 pieces of content during 2023 which includes languages like Arabic and Spanish. The most popular style change was adjusting the font colour.
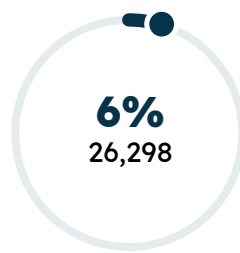
357,435
pieces of content
read aloud

SCREEN READER

86%
357,435

Language	Clicks
English	353,081
Arabic	1,744
Spanish	625
French	600
Audio Downloads	24

TRANSLATION

7%
28,290
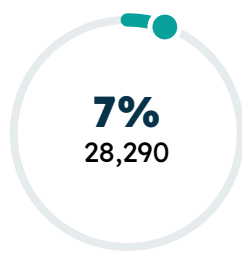
Language	Clicks
English	5,945
Spanish	5,663
Arabic	3,253
English, Australian	1,429
Turkish	402

STYLING

6%
26,298

Options	Clicks
Font colour	840
Link colour	504
Background colour	499
Ruler colour	418
Screenmask colour	418

READING AIDS

1%
4,760
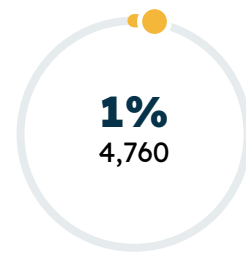
Aids	Clicks
Textmode	1,223
Dictionary	566
Ruler	503
Screenmask	470
Magnifier	333

Grafton Group plc

GT GARDINER &THEOBALD

SNC·LAVALIN

VEXTRIX

"We started looking around for accessibility tools and the options that were available to meet British Land's requirements. The Recite Me tool offered a cost effective, fast to implement solution. The key attraction of this solution was that we did not need to make significant investment in our existing web site and Intranet platforms to implement this accessibility tool kit. This is not about disability; this is about taking a responsible approach to making sure that all of our digital content is available to all our customers and employees."

Ginny Warr, Head of Procurement, British Land

Believing in Accessibility for All

Why Are Digital Barriers a Problem for Construction and Industrial Websites?

Inclusive website journeys are necessary to reach the broadest audience of consumers, maximise customer spending, and ensure the recruitment process is comprehensive enough to attract the best candidates.

Did you know?

6% Disabled people limit their browsing to sites that they know are accessible (CIOB)

83% Limit their browsing to sites that they know are accessible

70% Of people with access needs click away from inaccessible websites

> "Having the Recite Me toolbar on our SEGRO.com site is an important element because it allows or makes it easier for more people to access information about the company. Without it, many of them would be excluded from the opportunity to gain this knowledge."
>
> **Nick Hughes, Director of Marketing and Communications, SEGRO**

Why Should You Support Online Candidates?

Increased Revenue

1 in 5 people has a physical, visual, auditory, cognitive, or neurological disability. If your website isn't accessible, you're missing out on 20% of the market.

Brand Management

Welcoming people with varied access needs promotes your commitment to inclusion, helps maximise sales, and builds stronger customer relationships.

Increase Talent Pool

Without sufficient accessibility measures, companies will struggle to reach and on-board employees from the widest pool of talent.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Mace Group

As a global consultancy and construction firm, working across 5 continents, it was vital that Mace provide accessibility support across its internal, careers and main websites.

Our toolbar on the Mace website removes online barriers for those with disabilities, visual impairments, learning difficulties.

Over 40,000 pages have been read and understood using the Recite Me toolbar across the construction company Mace's websites.

Since taking on the Recite Me toolbar back in 2021, Mace has jumped from strength to strength on its journey of inclusivity.

Across the last 12-month period Mace Group has seen...

6,667
Recite Me Toolbar Launches.

39,265
Pages have been made inclusive using the Recite Me Toolbar.

5.6*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

"Recite Me stood out as a provider with a wide range of features aimed at making our website more accessible for people with disabilities, along with customisation options and a user-friendly interface."

**Ian Steere,
Digital Business Partner & Co-Chair,
Mace Group**

Believing in Accessibility for All
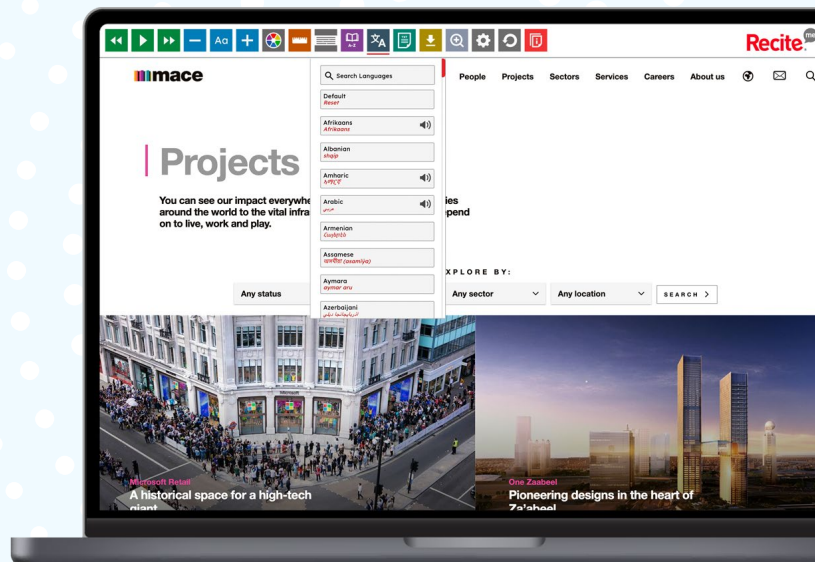
Digital and Media

Digital agencies are increasingly aware of the importance of online accessibility and creating great user experiences for everyone.

350,849
digital web pages made inclusive

Over 80,000 people used the Recite Me toolbar to customise their experience on digital and media websites in 2023.

Poorly designed websites make it difficult for people with disabilities to access the information and services they need. It doesn't matter how good a website looks; if it's not accessible, as many as one in every five people will struggle to navigate it and understand the content.

Computacenter   UKTV   Capita   colt

2023 Digital and Media Statistics

PAGES VIEWED
350,849
Total number of pages viewed using the Recite Me toolbar.

40k
30k
20k
10k
0k
Jan   Mar   May   Jul   Sept   Nov

UNIQUE USERS
83,916
Total number of users who launched the Recite Me toolbar on digital and media websites.

10k
5k
0k
Jan   Mar   May   Jul   Sept   Nov
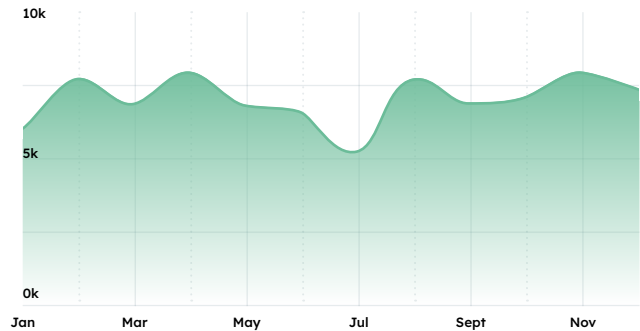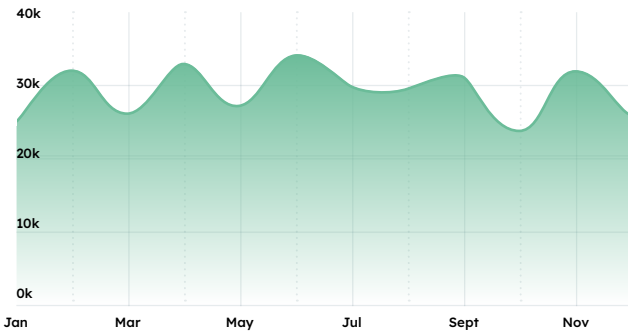
"Across the internet, there is little information available in accessible formats, and the communication needs of people with disabilities are left unmet. We want to provide accessibility to everyone and make sure everyone gets the most out of our website when they visit. With the implementation of Recite Me on our website we can reach a diverse range of people who can read and understand the information easily and inclusively on our website."
**Rachel Collins,**
Head of Inclusion and Diversity, Colt

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on digital and media websites.

The screen reader was used to read aloud almost 400,000 pieces of content during 2023 which includes languages like French and German. Over 191,000 styling changes were also made including adjusting to the background colour and font colour.
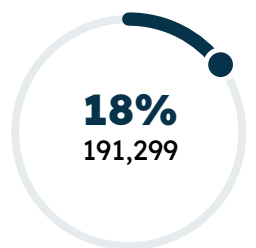
191,299
styling customisations were made

38%
399,239
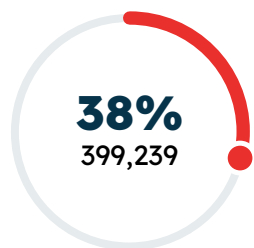
SCREEN READER

Language	Clicks
English	313,939
DE-DE	19,682
French	13,766
German	10,331
Audio Downloads	435

40%
424,464
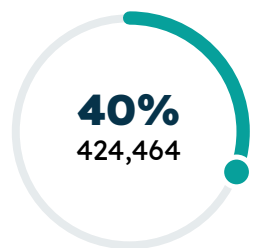
TRANSLATION

Language	Clicks
English	63,980
English, American	43,013
Afrikaan	31,984
German	30,867
French	17,150

18%
191,299

STYLING

Options	Clicks
Background colour	4,940
Font colour	4,918
Link colour	4,906
Screenmask colour	4,866
Ruler colour	4,864

4%
43,184
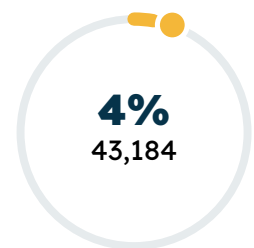
READING AIDS

Aids	Clicks
Textmode	8,117
Ruler	4,843
Dictionary	4,800
Screenmask	4,640
Magnifier	2,864

Sail

AWIN

ArcH

CIPR CHARTERED INSTITUTE OF PUBLIC RELATIONS

"We endeavour to ensure our people and our customers can access our digital content regardless of any impairment they may have... By providing a tool to enhance accessibility, it is not just the right thing to do, but critical to our success and the well-being of our people and the organisations we work with."

**Andrew Jack,
Workplace Strategy Development Director,
Computacenter**

Believing in Accessibility for All

Why Should Technology Companies Prioritise Digital Inclusion?

Prioritising digital inclusion is crucial for organisations as it embodies social responsibility and contributes to a myriad of benefits. From tapping into more customers to expanding the potential workforce, the benefits are unrivalled.

Did you know?

20% of the population have a disability that can make accessing online information difficult.

82% of users with access needs would spend more if there were fewer barriers (ClickAwayPound).

75% of disabled people and their families have walked away from a business because of poor accessibility or customer service (We Are Purple).

> "We want to provide accessibility to everyone and make sure everyone gets the most out of our website when they visit. With the implementation of Recite Me on our website we can reach a diverse range of people who can read and understand the information easily and inclusively on our website."
>
> **Alexandra Forsch,
> President, Awin US**

Why is Digital Inclusion Vital for Digital and Media

Increased Revenue

1 in every 5 people has a physical, visual, auditory, cognitive, or neurological disability. If your website isn't accessible, you're missing out on 20% of the market (Office for National Statistics).

Brand Management

Welcoming people with varied access needs promotes your commitment to inclusion, helps maximise sales, and builds stronger customer relationships.

The Power of Gen Z

Set to represent 39% of spending power by 2030, Gen Z's are socially conscious and actively favour brands that care about helping and including others (Clearpay).

Start Your Digital Inclusion Journey

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Book a Demo

Believing in Accessibility for All

Computacenter

With over 16,000 staff and thousands of customers around the world, Computacenter believes in providing an equal, barrier-free experience for all on their website. To be able to support people in accessing content and information in a way that best suits their needs they wanted to provide accessibility and language support.

To drive forward with their ethos of being centred around people and their experiences, Computacenter has added Recite Me assistive technology to their website to provide a wide range of accessibility and language tools.

Across the last 12-month period Computacenter has seen...

7,067
Recite Me Toolbar Launches.

12,667
Pages have been made inclusive using the Recite Me Toolbar.

> "We endeavour to ensure our people and our customers can access our digital content regardless of any impairment they may have. By providing a tool to enhance accessibility, it is not just the right thing to do, but critical to our success and the well-being of our people and the organisations we work with."

Andrew Jack
Workplace Strategy Development Director, Computacenter

Believing in Accessibility for All
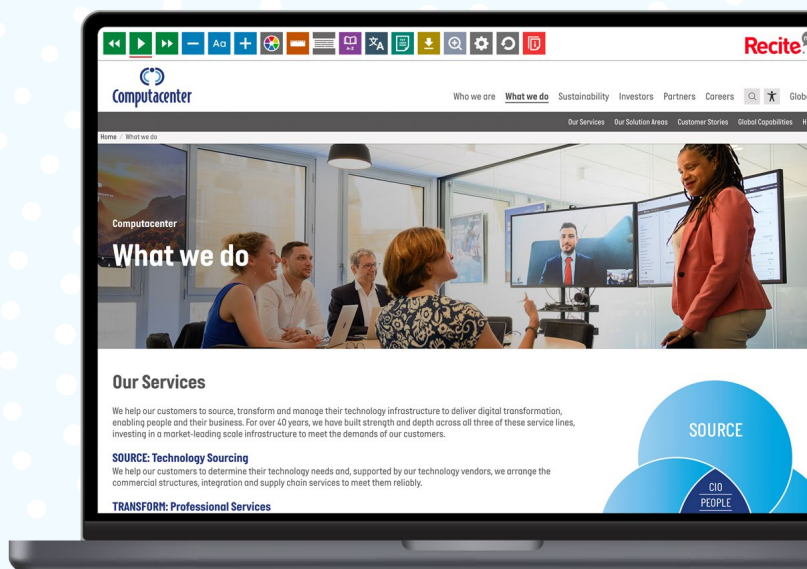
Diversity and Inclusion

To lead the way, diversity and inclusion organisations need to provide inclusive experiences on their websites, to stay true to their values, and showcase their commitment to support a diverse range of people.

62,140
D&I web pages made accessible

On average, each month over 1,500 people customised their experience online to view over 62,140 web pages in a way that works best for them.

Diversity and Inclusion organisations drive change and lead the way to support companies in improving their processes and workplace. So it makes sense that D&I leaders tackle online accessibility through providing inclusive online experiences for customers and staff across all digital platforms.

the clear company

D IT.

Charlotte Sweeney Associates
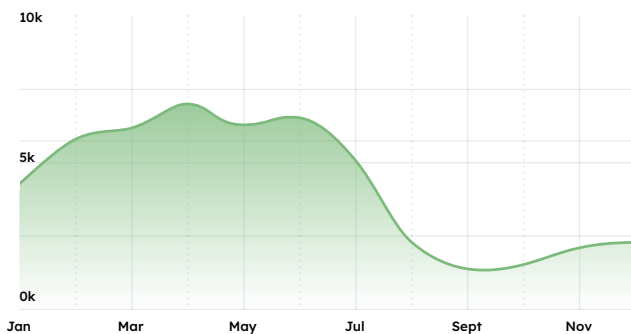Diversity, Equity and Inclusion Specialists

Creased Puddle

2023 Diversity and Inclusion Statistics

PAGES VIEWED
62,140
Total number of pages viewed using the Recite Me toolbar.

UNIQUE USERS
19,099
Total number of users who launched the Recite Me toolbar on diversity and inclusion websites.
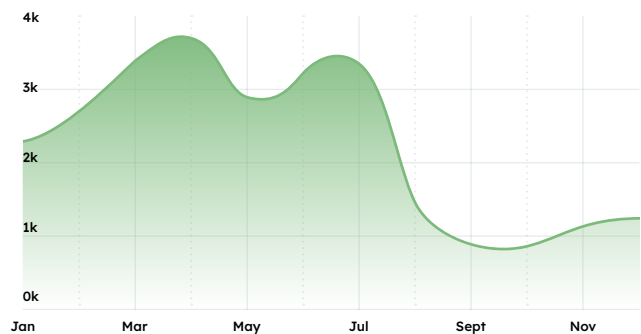
"It is our highest priority that our website should provide a barrier-free experience to all users, allowing them to access our content immediately. Recite Me has the added advantage that it can be customised specifically to each user's needs and works across all devices from desktop to mobile, providing an experience unique to each user."

Kate Headley
Director, The Clear Company

Believing in Accessibility for All

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on D&I websites.

The screen reader was used to read aloud over 100,000 pieces of content during 2023. Over 300,000 translations were made, including Assamese and Armenian. Additionally, the styling tools were utilised to customise the font colour and font family.

348,150 pieces of content were translated to over 100 languages

SCREEN READER — 21% — 106,495
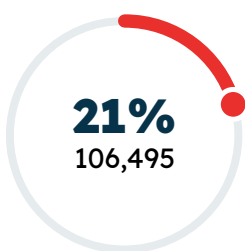
Language	Clicks
English	103,720
Afrikaans	274
Chinese, Taiwan	180
Gujarati	63
Audio Downloads	18

TRANSLATION — 68% — 348,150
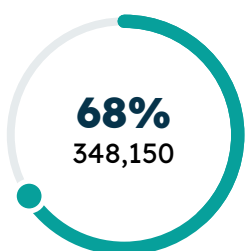
Language	Clicks
English, American	52,223
Assamese	7,050
Armenian	6,011
Chichewa, Chewa, Nya	5,891
Cebuano	5,880

STYLING — 10% — 50,638

Options	Clicks
Font colour #000000	791
Font colour #ffffff	708
Font colour #dddddd	601
Font family	530
Line height	452
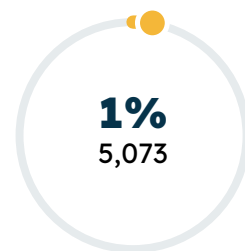
READING AIDS — 1% — 5,073

Aids	Clicks
Screenmask	747
Textmode	702
Ruler	646
Magnifier	408
Dictionary	399

NDTi — National Development Team for Inclusion

reynolds busby lee

diversity in recruitment

OCALI

"We have found that it not only provides flexibility for the neurodivergent user, but everyone can benefit, we've even used it on our training to show what tech can do. We want to encourage organisations to embed the principles of an inclusive neurodiversity strategy for future generations. The impact on clients and customers should not be undervalued or ignored."

**Remi Chappell,
Neurodiversity Coach and Trainer,
Creased Puddle Ltd.**

Believing in Accessibility for All

Why Should D&I Organisations Prioritise Online Inclusion?

Diversity and Inclusion organisations drive change and lead the way to support companies in improving their processes and workplaces. So it makes sense that D&I leaders tackle online accessibility through providing inclusive online experiences for customers and staff across all digital platforms.

Did you know?

20% of the population have a disability that can make accessing online information difficult.

4.5x people are 4.5 times more likely to champion a brand with a strong purpose (Strength of Purpose Study).

73% of B2B customers expect companies to understand their unique needs (Salesforce).

"
"Inclusion is intentional. It is about identifying and removing barriers so that everyone can participate to the best of their ability."

**Amy Harrison,
Inclusion Specialist**

Why is Digital Inclusion Vital for D&I Organisations?

Enhanced Brand Image
Welcoming people with varied disabilities and access needs promotes your commitment to inclusion and sets you apart from the competition.

Stay True to Values
Excluding people online doesn't sit well in a sector where the general ethos is geared towards equality and inclusion for all.

Increase Engagement
Digital inclusion fosters higher engagement and participation within D&I initiatives such as online courses and learning.

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Book a Demo

Believing in Accessibility for All

Do-IT Profiler

Do-IT Profiler is committed to supporting as many people as possible who are neurodivergent in all places and stages of their lives.

Do-IT Profiler aim to provide practical tools that allow people to understand how and where to gain support as well as e-learning training that is accessible in design and delivery.

Right now, about 15-20% of the UK's population is neurodiverse (ICAEW) which can affect how an individual interacts and accesses online content. To prevent this happening on their e-learning platform, Do-IT Profiler partnered with Recite Me to tackle online barriers with the assistive toolbar.

Across the last 12-month period, Do-IT Profiler has seen...

2,023
Recite Me Toolbar Launches.

4,959
Pages have been made inclusive using the Recite Me Toolbar.

"

"Accessibility and inclusion are at the heart of what we do. So, it is easy for me to talk about Recite Me as we think it is brilliant when wanting to engage as wide an audience as possible. It is really easy to operate and provides everyone with a unique set of accessibility features and personalised choices."

**Professor Amanda Kirby
CEO, Do-IT Profiler**

Believing in Accessibility for All
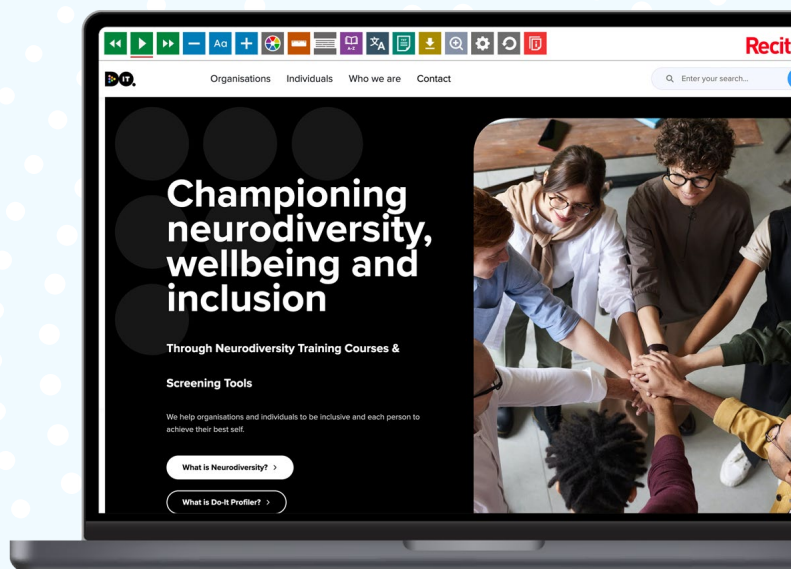
Education

Digital accessibility unlocks the skills, training, and knowledge that students need to succeed.

4.6+
million educational web pages made inclusive

It is essential that students can access learning materials and lessons through online platforms. This has driven the increase in demand for Recite Me assistive technology on education websites.

Over the year, 686,457 people have launched Recite Me to access educational websites and training platforms. Using the Recite Me toolbar people are viewing on average 6.72 pages per session, higher than the internet average of 2.8. This shows the quality of the user experience with additional accessibility support.

NEW COLLEGE LANARKSHIRE   NCL
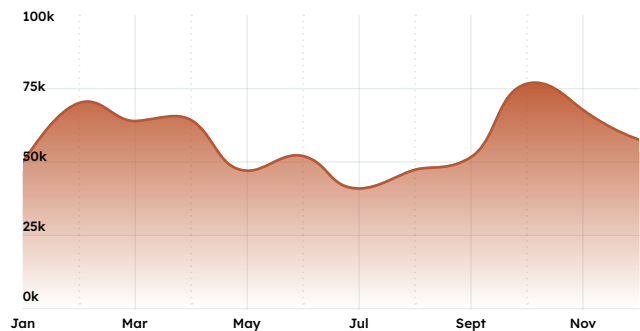
ual: university of the arts london

DCU

Grey Matter Learning

2023 Education Statistics

PAGES VIEWED

4,613,578
Total number of pages viewed using the Recite Me toolbar.

1m
750k
500k
250k
0k
Jan   Mar   May   Jul   Sept   Nov
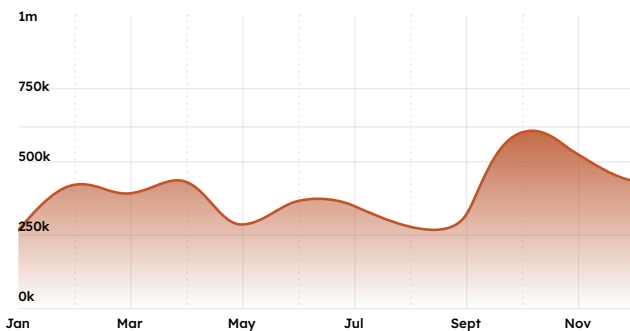
UNIQUE USERS

686,457
Total number of users who launched the Recite Me toolbar on education websites.

100k
75k
50k
25k
0k
Jan   Mar   May   Jul   Sept   Nov

"The Recite Me software is well-equipped to support these intentions, giving website audiences the freedom to navigate and download information in a manner best suited to their needs. Our substantial user numbers show just what a valuable impact the toolbar has on peoples' overall browsing experience."

Jayne Holt,
**Assistant Principal for Learning Services at Walsall College**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on education websites.

The screen reader was used to read aloud over 12 million pieces of content during 2023 which includes languages like Chinese and Danish. Over 2 million styling changes were made including customisation of the link colour and font colour.

12,400,000
pieces of content translated into over 100 languages

SCREEN READER — 45% — 12,557,884
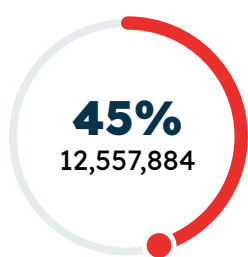
Language	Clicks
English	11,968,994
Chinese	48,120
Danish	38,128
Arabic	24,659
Audio Downloads	436

TRANSLATION — 44% — 12,402,059
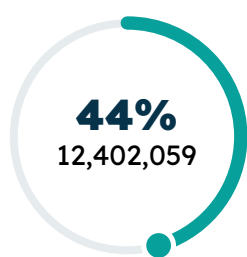
Language	Clicks
English	1,779,638
English, Australian	1,195,089
Arabic	312,808
Panjabi	141,075
Turkish	83,263

STYLING — 10% — 2,837,179

Options	Clicks
Ruler colour	159,088
Screenmask colour	159,014
Background colour	158,994
Link colour	157,601
Font colour	155,650

READING AIDS — 1% — 194,804
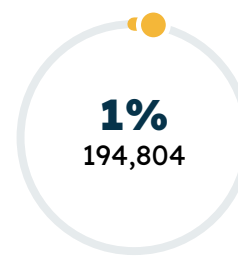
Aids	Clicks
Textmode	52,123
Ruler	21,409
Screenmask	20,892
Dictionary	16,292
Magnifier	15,701

UNIVERSITY OF LIVERPOOL

ed place

University of Brighton

STUDENTS' UNION
University of Manchester

> "All the different functions Recite Me has, such as changing the colour background or having the content read aloud, means we are aiming to meet a broad spectrum of users' accessibility needs. I think the software in place reinforces our commitment to making the University of Liverpool an accessible learning and working environment."

**Steven Summers,
Assistive Technology Specialist,
University of Liverpool**

Believing in Accessibility for All

Why Are Digital Barriers a Problem for Students?

Online learning presents challenges for some students due to the less digestible nature of digital information compared to traditional classroom or lecture settings. Converting materials to a digital format is not a straightforward solution, as it requires consideration of diverse learning styles and abilities.

Did you know?

10% of all school children are dyslexic (UK Parliament).

Over 330k higher education students identify themselves as having a disability of some kind (UK Parliament).

600k In 2020-21 there were over 600,00 international students studying in the UK (Universities UK).

> "Our integration with Recite Me ensures our platform is accessible to all. A seemingly small achievement like getting a score in a subject you thought you didn't understand can boost confidence and help unlock a student's huge potential."
>
> **Will Paterson,
> CEO & Founder,
> EdPlace**

Why Should You Provide More Online Support?

Learning Styles

Not everyone learns in the same way. Digital materials must account for varying learning styles and abilities, and be inclusive of everyone.

Additional Income

By welcoming and supporting international students with linguistic support, colleges and universities stand to gain more in tuition fees and government funding.

Diversity and Culture

Being able to support overseas learners means you can attract the best students, develop a diverse and inclusive campus, and enrich the learning environment for everyone.

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Book a Demo

Believing in Accessibility for All

Grey Matter Learning

13 million people in the UK have a disability which represents 20% of the total population. With a commitment to improving lives through learning, Grey Matter Learning is committed to improving lives through learning. They wanted to ensure that this opportunity was open to everyone regardless of disabilities, learning difficulties, visual impairments, and those who speak English as a second language.

To ensure their digital platform was inclusive to all, Grey Matter Learning implemented the Recite Me assistive toolbar in 2019 and has been breaking down digital barriers ever since.

Across the last 12-month period Grey Matter Learning has seen...

56,187
Recite Me Toolbar Launches.

241,156
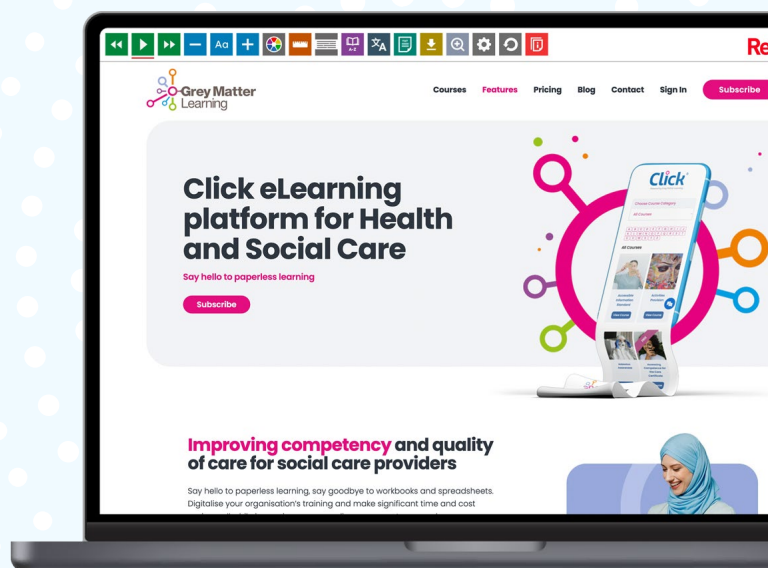Pages have been made inclusive using the Recite Me Toolbar.

4.29*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

"As a social care eLearning provider, we needed to ensure that our digital platform was accessible for all, so our learners could access our courses in a way that best suits their individual needs. The Recite Me assistive toolbar has helped us by providing a suite of tools to ensure that no information is gated, empowering people to learn in a way that suits them."

Phil Hitchcox, Commercial Director, Grey Matter Learning

Click eLearning platform for Health and Social Care

Say hello to paperless learning

Subscribe

Improving competency and quality of care for social care providers

Say hello to paperless learning, say goodbye to workbooks and spreadsheets. Digitalise your organisation's training and make significant time and cost

Believing in Accessibility for All

Emergency Services

Making emergency lifelines available to everyone, regardless of disability is a must. It is critical that up-to-date information and access to emergency services are available to everyone.

425,499
emergency service web pages made inclusive

On average, each month over 5,000 people customised their experience online to view more than 425,499 web pages in a way that works best for them.

Over the year, over 68,000 people used Recite Me to access information about emergency services. Using the Recite Me toolbar people are viewing on average 6.23 pages per session, higher than the internet average of 2.8. This shows the quality of the user experience with additional accessibility support.

The Police, Fire Brigade, Ambulance Service, and Search & Rescue are the first port of call in an emergency. Most of us take access to emergency services for granted, but for those who struggle with traditional methods of communication or face online barriers, it's not that simple.
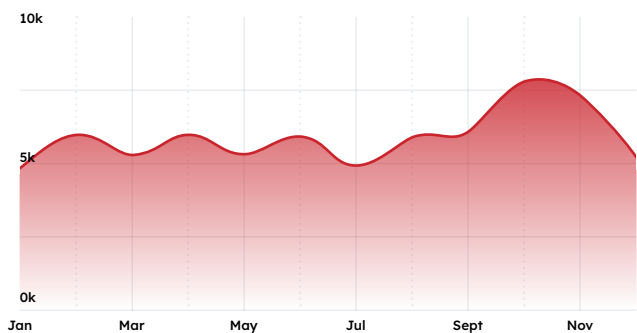
2023 Emergency Services Statistics

PAGES VIEWED

425,499 Total number of pages viewed using the Recite Me toolbar.
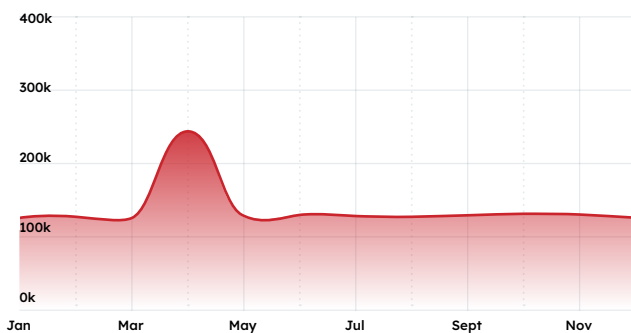
UNIQUE USERS

68,341 Total number of users who launched the Recite Me toolbar on emergency services websites.

> "We considered a number of products and found Recite Me to be the easiest to access and navigate and have the most comprehensive range of support...It provides us with access to a range of options to support people with communication needs...Feedback from the patients and the community has been very positive."
>
> **Mark Johns, Engagement Manager, North East Ambulance Service**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on emergency services websites.

The screen reader was used to read aloud 367,813 pieces of content during 2023 which includes languages like Irish and Australian. Users utilised the styling tools to make changes to the margin and font size, also the textmode was used on more than 3,000 occasions.

157,000+
pieces of content translated into over 100 languages

60%
367,813

26%
157,364

12%
73,999

2%
11,959

SCREEN READER

Language	Clicks
English	296,424
English, Australian	44,160
Irish	2,846
Welsh	505
Audio Downloads	14
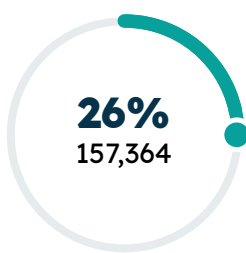
TRANSLATION

Language	Clicks
Afrikaans	28,997
English, Australian	19,479
English	12,631
Irish	2,780
Polish	1,848

STYLING

Options	Clicks
Margin: 30%	3,354
Font size: 110%	2,177
Font size: 120%	674
Font size: 150%	251
Zoom	140
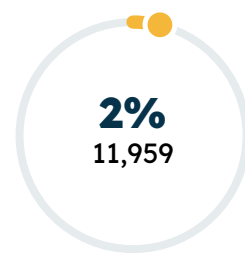
READING AIDS

Aids	Clicks
Textmode	3,670
Screenmask	1,775
Dictionary	1,224
Ruler	1,138
Magnifier	751

"Diversity and inclusivity are at the very heart of our core values here at North Wales Fire and Rescue Service. We serve a rich diversity of communities, against a backdrop of significant natural and cultural heritage, and seek to provide services equitably to all members of our society. This means that we appreciate differences, promote equal opportunity, challenge prejudice and discrimination."

Tracey Williams,
Corporate Communications Manager,
North Wales Fire and Rescue Service

Why is Digital Inclusion Important for Emergency Services Websites?

It is vital that police, fire brigade, search & rescue, and ambulance services offer reliable and practical solutions for everyone, including those with disabilities. Otherwise, vulnerable people could end up in dangerous situations during an emergency.

Did you know?

20% of the population have a disability that can make accessing the internet difficult.

50% Virtual wards have increased by 50% since last summer (GOV.UK).

35 Million Approximately 35 million 999 (and 112) calls are made in the UK each year (GOV.UK).

"We knew that we needed to make things accessible and this was a quick and comprehensive way of doing that. That really is the unique selling point of this software. The competitors were okay, but Recite Me is arguably a better product and was quick and easy to install."

**Richard Price,
IT Manager,
Yorkshire Ambulance Service**

Why is Digital Inclusion Vital on Emergency Services Websites?

Support the Vulnerable
Ensure that individuals of diverse abilities, including those with disabilities, can access and navigate vital support and information.

Compliance
It is expected by law that public sector organisations make reasonable adjustments to provide an inclusive experience for website visitors with disabilities.

Staff Recruitment
There has been an increase in ambulance workers leaving their job, open up your job advertisements to more people with an inclusive website.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Scottish Ambulance Service

The Scottish Ambulance Service aims to utilise its digital platform to provide the resources to assist anyone who needs them. This includes information on their services such as ambulance support, neonatal care and paediatric care as well as guides to deal with emergencies.

Statistics show that 15% of the population is neurodivergent (ICAEW), so this could impact an individual's ability to navigate a website barrier-free and that's why the SAS needed accessibility options online. Recite Me's online accessibility and language tools were introduced by the Scottish Ambulance Service website to better serve Scotland's richly diverse communities.

In the last 12-month period Scottish Ambulance Service has seen...

2,665

Recite Me Toolbar Launches.

9,174

Pages have been made inclusive using the Recite Me Toolbar.

3.44*

Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "It is vital that we are able to communicate and promote all our services to everyone in Scotland, including those who have additional communication needs or do not speak English. The Recite Me functionality on our website gives users the ability to find out about our services and how they can access them."

Mark Bagon, Communications Business Partner, Scottish Ambulance Service
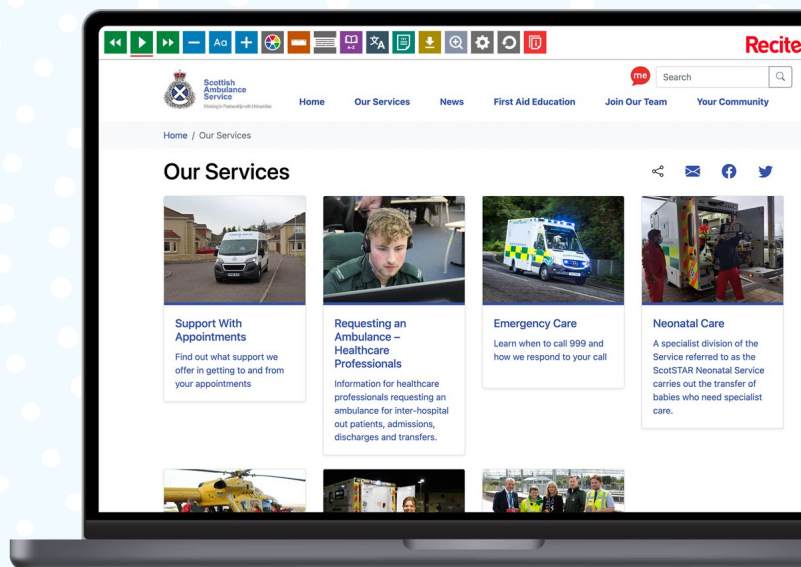
Finance

Web accessibility in the finance sector has become a priority. The demand for Recite Me assistive technology has increased as more and more people head online to complete everyday tasks like banking, shopping for insurance, and managing pension plans.

104,883
web pages viewed each month with Recite Me

Between 2022 and 2023, the number of pages viewed on finance websites using the Recite Me Assisitive Toolbar increased by over 1000%. The number of people using Recite Me each month also increased by over 900%.

On average, each month over 19,461 people customised their experience online to view more than 1 million web pages in a way that works best for them. In 2023, over 233,539 people used Recite Me to access information about financial services.

2023 Finance Statistics

PAGES VIEWED
1,258,603 Total number of pages viewed using the Recite Me toolbar.

200k	
150k	
150k	
50k	
0k	

Jan   Mar   May   Jul   Sept   Nov

UNIQUE USERS
233,539 Total number of users who launched the Recite Me toolbar on finance websites.

40k	
30k	
20k	
10k	
0k	

Jan   Mar   May   Jul   Sept   Nov

> "More than ever, it is vital that everyone can have equality in the workplace and has access to the information they need to make informed career choices and create opportunities for themselves. It's a customised experience that we hope will increase the diversity of our applicants to enhance our skill sets and open up a wider talent pool that supports our values of equal opportunities in the workplace."

**Mike Todd, CEO, Volkswagen Financial Services**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on finance websites.

The most popular languages to be translated were Japanese and Haitian, equalling over 2 million pieces of content in total. Over 1 million styling changes were made on finance website including adjustments to the font colour and line height.
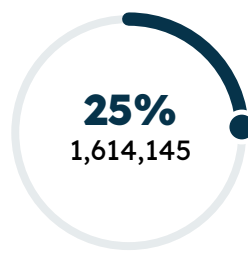
2,500,000
pieces of content read aloud

39%
2,533,118
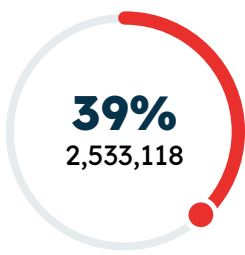
SCREEN READER

Language	Clicks
English	2,434,719
Polish	17,456
Thai	1,944
Urdu	606
Audio Downloads	14

34%
2,239,386
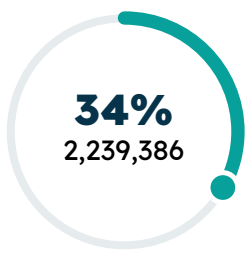
TRANSLATION

Language	Clicks
English, Traditional	190,057
English, Australian	184,885
English, American	65,027
Japanese	10,493
Haitian	7,859

25%
1,614,145

STYLING

Language	Clicks
Font family	59,071
Font colour: #000000	42,105
Line height: 100%	36,010
Font colour: #ffffff	34,678
Margin: 30%	34,611

2%
190,721
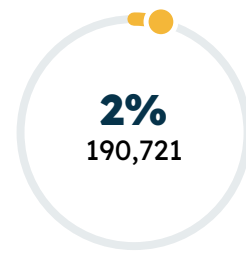
READING AIDS

Aids	Clicks
Textmode	37,246
Magnifier	24,327
Dictionary	23,784
Ruler	20,939
Screenmask	18,087

LEEK UNITED BUILDING SOCIETY

lindsays

Fairstone

British Insurance Brokers' Association

"It's so important to recognise that everybody needs to get access to the correct information and individual support that they need. We didn't know something so easy and flexible to use like this was available. We saw the advantages of it immediately, and there didn't seem a need to go anywhere else."

**Karen Slaughter,
Marketing Communications Manager,
Lindsays Edinburgh Office**

Believing in Accessibility for All

Why is Digital Inclusion Vital for Finance Organisations?

Given the complexity of information on finance websites and the need to protect vulnerable users, prioritising digital inclusion is essential. This ensures equitable access to financial information and support online for everyone, regardless of any access adjustments they require.

Did you know?

42% of adults have confidence in the UK financial services industry (Financial Lives Survey).

46% of UK adults (24m) show one or more characteristic of financial vulnerability (Financial Lives Survey).

72% of adults aged 65-74 bank online (Financial Lives Survey).

> "Improving access to insurance is one of our key Manifesto issues. Upgrading our website and including the Recite Me software has been a positive step in developing our online Find Insurance Service to enable more people to access the insurance that they need in a way that works best for them."
>
> **Graeme Trudgill,**
> **Executive Director, BIBA**

Why is Digital Inclusion Vital on Finance and Legal Websites?

Reputation and Trust

Financial organisations that prioritise digital inclusion build a reputation for being inclusive and trustworthy.

Support the Vulnerable

Ensure that individuals of diverse abilities, including those with disabilities, can access and navigate critical information.

Customer Service

An accessible website enables customers to perform banking tasks conveniently and efficiently such as opening a new account.

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Believing in Accessibility for All

Newcastle Building Society

The commitment to its community is built from the ground up, as Newcastle Building Society is owned by its members and not shareholders. Therefore, Newcastle Building Society knows the dos'/don'ts of providing the best service for all its customers and clients, both offline and online.

The Recite Me toolbar was able to cater towards the 20% of individuals in the UK with a disability by providing web visitors with a screen reader, style and customisation tools, reading aids and an online translator with 65 text-to-speech voices.

Newcastle Building Society has seen...

2,358
Recite Me Toolbar Launches.

"Recite Me's accessibility software checker and toolbar provides the ideal platform for us to uphold our commitment to delivering a website that everybody can easily use, and enables us to offer a customisable experience for our website visitors and members in a way that meets their individual needs."

Jennie Pitt, Head of Diversity, Equity and Inclusion, Newcastle Building Society

Believing in Accessibility for All
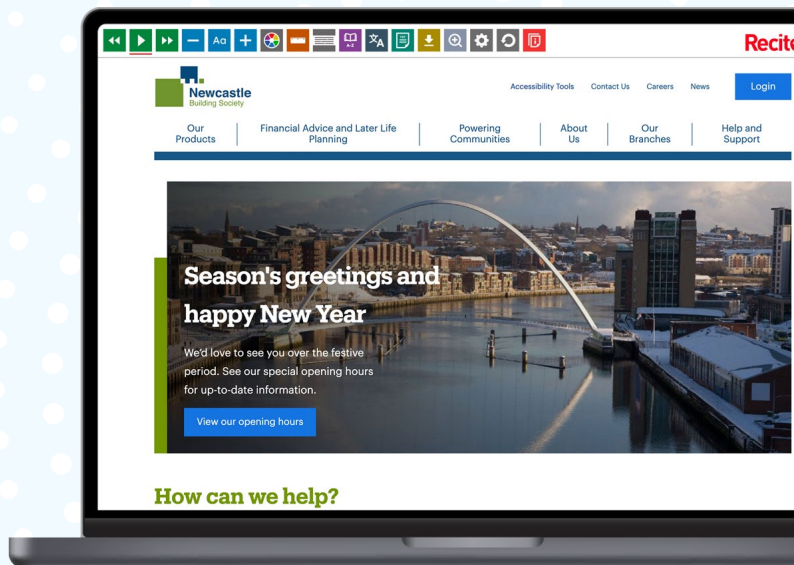
Government

Equal online access to government and public sector information is required by law.

364,082
Recite Me toolbar launches

On average, each month over 30,000 people customised their experience online to view more than 3.2 million web pages in a way that works best for them.

Over the year, the Recite Me toolbar was launched 364,082 times to access public services and government information.

As web accessibility factors continue to shape the digital landscape, expectations are rising, and members of the public are becoming increasingly aware of their rights. Government bodies are expected to lead by example by ensuring compliance with the most up-to-date recommendations.

Liverpool City Council   Hull City Council   Preston City Council   Sefton Council
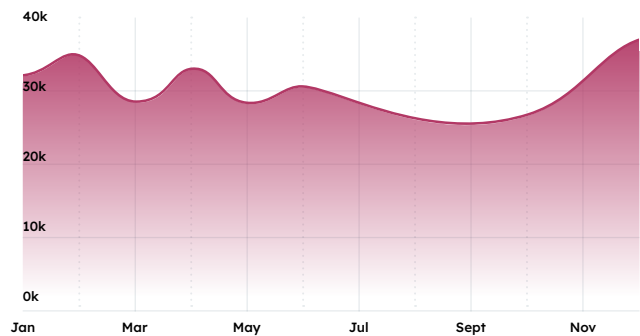
2023 Government Statistics

PAGES VIEWED
3,203,147
Total number of pages viewed using the Recite Me toolbar.
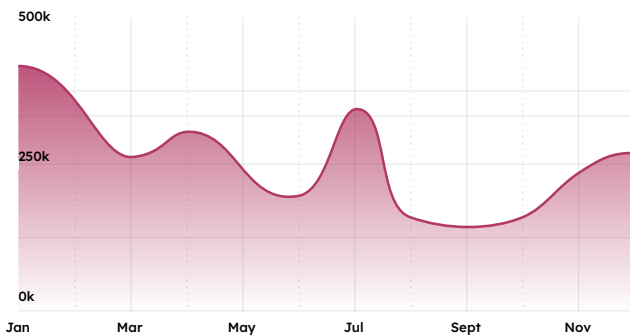
UNIQUE USERS
364,082
Total number of users who launched the Recite Me toolbar on government websites.

"Recite Me has helped us to meet this vital requirement, offering a range of features supporting a wide range of communication needs. This feature has been crucial during the COVID-19 situation, where clear communication and accessible information has been an important element in stopping the spread of the virus within our communities."

Sefton Council Spokesperson

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on government websites.

The screen reader was used to read aloud 2,888,255 pieces of content during 2023 which includes languages like Irish and Ukrainian. The toolbar was also used often to adjust the text size , plus it was used to view web pages in text only mode on 92,056 occasions.
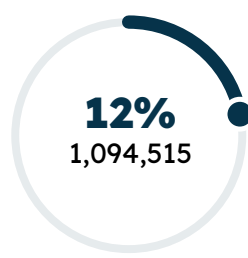
Over 4,500,000 pieces of content translated

33%
2,888,255
SCREEN READER
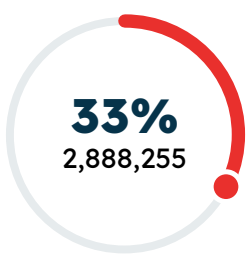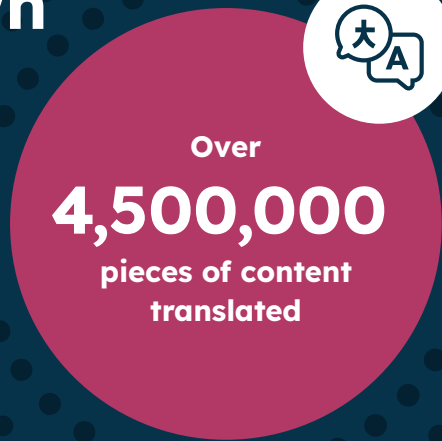
Language	Clicks
English	2,733,427
Irish	27,941
Ukrainian	20,671
Russian	12,677
Audio Downloads	164
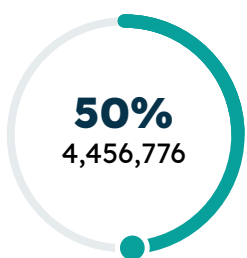
50%
4,456,776
TRANSLATION

Language	Clicks
Irish	619,312
English	286,907
Ukrainian	121,055
Afrikaans	53,917
Russian	39,541

12%
1,094,515
STYLING

Options	Clicks
Font size: 90%	111,894
Font size: 110%	89,429
Font size: 100%	72,459
Font size: 80%	42,526
Font size: 120%	35,565

5%
409,007
READING AIDS
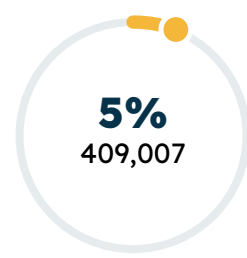
Aids	Clicks
Textmode	92,056
Dictionary	76,522
Screenmask	67,502
Magnifier	63,365
Ruler	49,876

London Borough of **Redbridge**

Newcastle City Council

COMHAIRLE CATHRACH CHORCAÍ · CORK CITY COUNCIL

CITY OF WOLVERHAMPTON COUNCIL

"We really want to meet the needs of the people who live and work in Preston, and we believe the tools Recite me offer helps us achieve this. Recite Me helps us by making our website and content accessible for all and with Preston such a diverse community it allows the website to be viewed in over 100 languages, making it easier than ever to engage with the Council."

Ian Heslop, Digital and Web Manager, Preston City Council

Believing in Accessibility for All

Why is Digital Inclusion Vital for Government Bodies?

It has never been more critical that council websites take account of all users, including those with disabilities and those who face accessibility barriers online.

Did you know?

86% of local authority homepages websites are hard to navigate because they lack visible focus indicators (SOCITM's Better Connected survey).

64% of disabled people and their families have walked away from local authority sites, as they do not attribute meaningful descriptions to hyper links (SOCITM's Better Connected survey).

41% of local authority web pages are difficult to read for people with dyslexia and decreased vision (SOCITM's Better Connected survey).

"We were particularly impressed by all the dyslexic features, like plain text view and varying contrast. The purchase and installation of Recite Me was very easy and straightforward as all that had to be done was to insert a line of code into the council's website."

**Beth Noble,
New Media Officer,
Gateshead Council**

Why is Digital Inclusion Vital for the Government?

Legal Requirements
It is expected by law that public sector organisations make reasonable adjustments to provide an inclusive experience for website visitors with disabilities.

Multilingual Support
Improving communication with non-English citizens can help to break down cultural barriers and create an inclusive community.

Support the Vulnerable
Ensure equal and fair website access for those who have a disability, are elderly, or speak English as a second language.

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Believing in Accessibility for All

Stockport Metropolitan Borough Council

With a diverse population, Stockport Council wanted to improve access for residents, so they could read and understand online information with ease. This was to support those with disabilities, learning difficulties, visual impairments, and those who speak English as a second language.

To support the needs of the diverse range of residents in Greater Manchester, Stockport Council has removed online barriers for those with disabilities, learning difficulties, visual impairments, and those who speak English as a second language.

In 2023 Stockport Metropolitan Borough Council has seen...

9,203
Recite Me Toolbar Launches.

49,548
Pages have been made inclusive using the Recite Me Toolbar.

5.38*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

"We care deeply about making sure that everyone can use this information and access our services equally. That's why we have the Recite Me web accessibility and language toolbar on our website to make it user-friendly and inclusive for as many people as possible, and why we're helping people overcome the challenges of getting online through our DigiKnow community digital inclusion network, which is doing great things."

Councillor Jilly Julian, Cabinet Member for Finance and Resources, Stockport Council

Believing in Accessibility for All
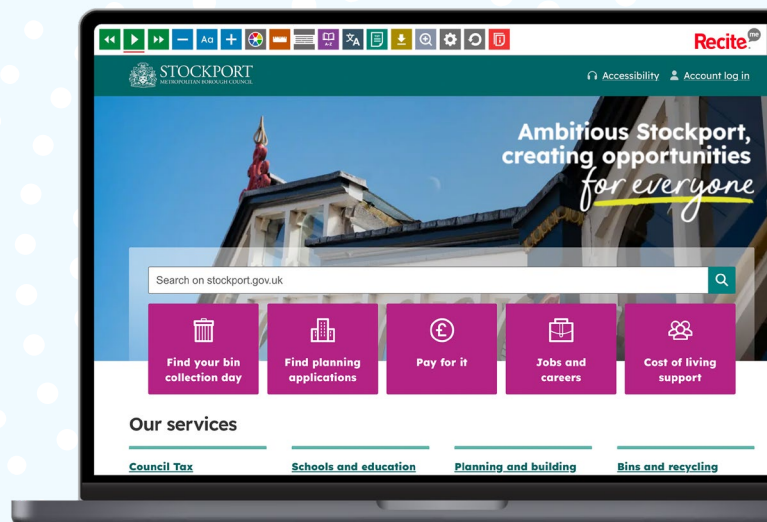
Health

People go online for a wide range of healthcare-related reasons. Google receives over 1 billion health-related questions everyday including finding a doctor and researching symptoms.

2.2m
pages made inclusive with Recite Me

In 2023, the Recite Me Assisitive Toolbar helped over 400,000 people to access vital healthcare information and services online.

On average, each month over 34,943 people customised their experience online to view 2.2 million web pages in a way that works best for them.

Over the year, on average people viewed 5 website pages per session using Recite Me technology to access healthcare information. This shows the quality of the user experience with additional accessibility support.

2023 Health Statistics

PAGES VIEWED
2,264,653 Total number of pages viewed using the Recite Me toolbar.

UNIQUE USERS
419,317 Total number of users who launched the Recite Me toolbar on health websites.

"We switched to the toolbar because it has so many different options. For example, we know reading pdf documents has been an issue in the past, but the Recite Me toolbar does this. We found it really easy to use, and that's vital for us."

Sian Balsom,
**Manager, Healthwatch York**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on health websites.

The screen reader was used to read aloud almost 4 million pieces of content during 2023. 4.4 million pieces of content were translated into over 100 languages including Arabic, Moldovan and Spanish.
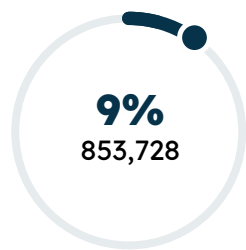
Nearly 4,000,000 pieces of content read aloud

SCREEN READER

42%
3,964,577
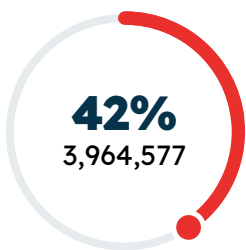
Language	Clicks
English	3,661,941
English, Australian	85,488
Arabic	15,448
Moldovan	1,976
Audio Downloads	307

TRANSLATION

48%
4,418,418
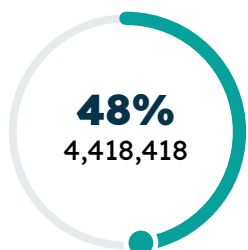
Language	Clicks
English	607,393
English, Australian	436,523
Arabic	208,373
Moldovan	139,626
Spain	73,671

STYLING

9%
853,728

Options	Clicks
Font size: 110%	41,435
Font size: 90%	38,319
Font size: 100%	32,271
Margin: 30%	22,717
Link colour	10,542

READING AIDS

1%
99,415
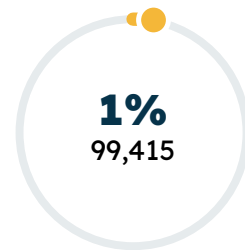
Aids	Clicks
Textmode	25,928
Dictionary	14,494
Screenmask	11,573
Ruler	7,897
Magnifier	7,887

northern cancer alliance

myton hospice

healthwatch

care inspectorate

"It is important that we make access to our services and finding information as easy as possible for all our website users and making the Recite Me tool available for users with accessibility issues, ensures that everyone will now be able to enjoy the same experience."

**Deborah Jones
Head of Marketing,
Lifeways**

Believing in Accessibility for All

Why Are Digital Barriers a Problem on Healthcare Websites?

Individuals with disabilities need more regular check-ups, treatment, and assistance from health organisations. That's why healthcare providers must make the information on their websites accessible. Otherwise, disabled people face further barriers and risk receiving an unequal standard of care.

Did you know?

81% of disabled adults are internet users (Office for National Statistics).

47% of internet users search for information about doctors or other health services (Pew Research).

23% of people with a disability use an online health service for getting a consultation or prescription online (Nuffield Trust).

> "It's a really clever tool that makes the screen easier to read, changes the format and background colours and even reads out the text in a different language – of which there are over 100 to choose from – we hope it will make a huge difference to our users."

**David Pratt,
Director of Community and Business Development, Myton Hospice**

Why is Digital Inclusion Vital on Healthcare Websites?

Resource Management
Providing more practical and efficient ways for customers to communicate online reduces call centre contact and wait times.

Supporting the Vulnerable
Accessible websites allow people to access the information and services they need to lead independent lives.

Compliance
It is expected by law that public sector organisations make reasonable adjustments to provide an inclusive experience for website visitors with disabilities.

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Believing in Accessibility for All

Northumbria Healthcare NHS Foundation Trust

Northumbria Healthcare NHS Foundation Trust is providing an inclusive digital experience with the use of accessibility tools.

To allow people to access community health services and information with ease, Northumbria Healthcare NHS Foundation Trust provide Recite Me assistive technology to support the varying accessibility and language needs of its diverse community. In the last 12 months, a staggering 103,328 pages have been made inclusive to enable patients and website visitors to read information in a way that suits their needs.

In the last 12-month period Northumbria Healthcare has seen...

31,015
Recite Me Toolbar Launches.

103,328
Pages have been made inclusive using the Recite Me Toolbar.

3.33*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

"As an NHS organisation, the information on our website can often be the gateway to accessing healthcare for many people in our communities. It is a way of empowering people to make informed decisions about their own health, so needs to be available and accessible to as many people as possible."

**Ben O'Connell,
External Communications Manager,
Northumbria Healthcare**

Believing in Accessibility for All

Housing

Housing organisations support a diverse range of people and their information needs to be accessible online.

15,150
monthly users

In 2023, we saw the number of pages viewed on housing websites using our Assistive Toolbar more than double compared to 2022.

On average, each month over 15,150 people customised their experience online to view over 979,680 web pages in a way that works best for them. Over the year, the Recite Me toolbar was launched 181,800 times to access housing information barrier-free.

Housing websites must be accessible because one in every five people in need of housing information has a disability which makes accessing information online difficult, and because millions of potential tenant applicants speak English as a second language.
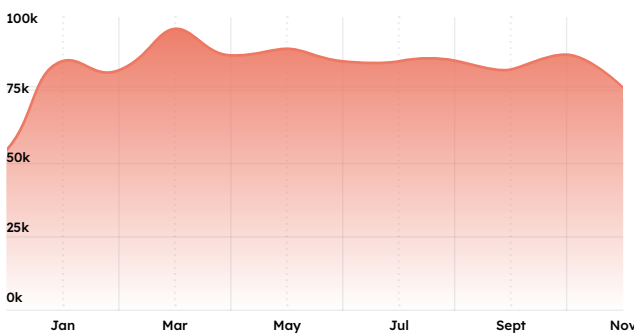
Beyond Housing   believe housing   getliving   karbon homes

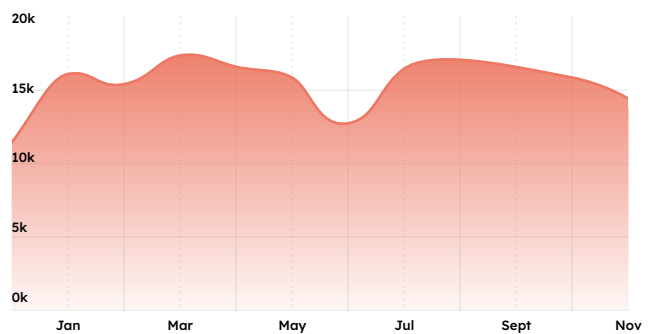## 2023 Housing Statistics

PAGES VIEWED

979,680 Total number of pages viewed using the Recite Me toolbar.

UNIQUE USERS

181,800 Total number of users who launched the Recite Me toolbar on housing websites.

> "Recite Me addresses so many options from one source and can only aid the overall customer experience. It's easy to use from a customer perspective and gives a whole range of accessibility and language options from the click of a button."
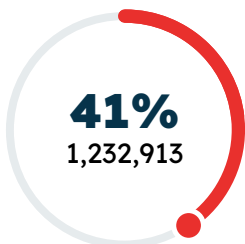
**Jill Ancrum,
Communications Manager, Believe Housing**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on housing websites.

The screen reader tool was used the most on housing websites, with over 1 million pieces of content being read aloud in a variety of languages including Chinese and Spanish.
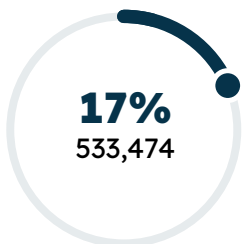
1,217,764 pieces of content translated into over 100 languages.

41% 1,232,913

41% 1,217,764

17% 533,474

1% 42,062

SCREEN READER

Language	Clicks
English	1,203,912
Chinese	6,657
Spanish, Castilian	30,51
German	1,976
Audio Downloads	67
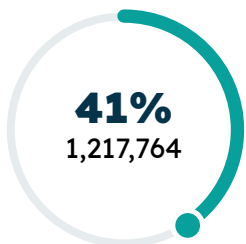
TRANSLATION

Language	Clicks
English	316,932
Chinese	135,452
English, American	81,964
English, Australian	59,703
Russian	8,227

STYLING

Options	Clicks
Font size: 110%	29,476
Font size: 90%	14,265
Font size: 100%	14,154
Margin: 30%	10,078
Font family	4,305
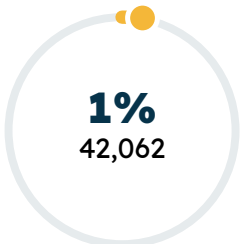
READING AIDS

Aids	Clicks
Textmode	10,918
Screenmask	4,587
Ruler	3,887
Magnifier	3,231
Dictionary	2,589

Sage Homes

South Tyneside Homes

MEARS

Homes for Students

"It is more vital than ever that our website is as accessible and as inclusive as possible. We know more and more of our residents are going online to use a range of services and Recite Me is one of the tools we are using to make our website user-friendly for everyone."

**Cllr Ed Malcolm,
Chair, South Tyneside Homes**

Believing in Accessibility for All

Why Are Digital Barriers a Problem on Housing Websites?

Having a roof over your head and a safe living environment is one of the most basic human necessities. There are many fantastic housing associations that support citizens and provide solutions to people in vulnerable situations. But often, the information is only available online.

Did you know?

20% Over 20% of housing websites have accessibility scores of under 40 out of 100.

79% of online consumers surveyed will click away from websites that they find difficult to use (ClickAwayPound).

49% of working-age adults feel excluded from society because of their condition or impairment (Scope).

> "The Recite Me accessibility toolbar removes many of the barriers that those who are neurodivergent or visually impaired come across when navigating online. Launching the toolbar on our website is our first step towards ensuring an enhanced accessible digital experience across our key touchpoints."
>
> **Steven Ose, Head of Brand Experience, Get Living**

Why is Digital Inclusion Vital on Housing Websites?

Linguistic Diversity

The tenant demographic is becoming increasingly multicultural. Over 4.2 million UK residents speak a language other than English at home (Office for National Statistics).

Supporting the Vulnerable

Accessible websites allow people to access the information and services they need to lead independent lives.

Economic Growth

When tenants can find affordable housing and live within their means, the local economy is boosted through additional spending on transport, education, and other services.

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Book a Demo

Believing in Accessibility for All

Karbon Homes

Karbon Homes started working with Recite Me in 2021 and has been breaking down digital barriers to ensure a high quality customer experience ever since.

With a commitment to providing good quality homes and delivering excellent customer service, Karbon Homes prioritised digital inclusion.

To support website visitors to navigate the Karbon Homes website to find vital housing information, they have provided the Recite Me assistive toolbar Recite Me provides Karbon Homes with a variety of accessibility and language options. This includes, an increase font size, a zoom option, text-to-speech, the ability to change the contrast between text and background colour, and to translate the content into the customer's first language.

Across the last 12-month period Karbon Homes has seen...

10,449
Recite Me Toolbar launches.

37,741
Pages have been made inclusive using the Recite Me Toolbar.

3.61*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "The Recite Me toolbar and analytics help us to better understand what people are doing on our website and how they are accessing our services. This insight is a key part in our learning journey and is fundamental in helping us to plan any future development."

**Di Keller,
Strategic Equality, Diversity and
Inclusion lead, Karbon Homes.**

Believing in Accessibility for All
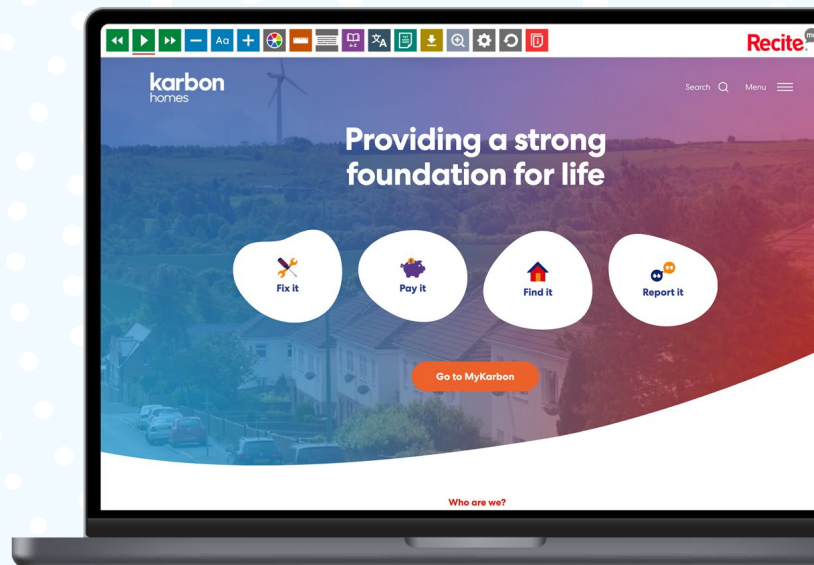
Leisure

To maximise the number of people companies can attract, leisure websites need to be inclusive to enable everyone to research and book events online easily.

1m

Pages viewed using the Recite Me Toolbar

In the last 12 months, over 260,000 users utilised the Recite Me Assistive Toolbar to view over 1 million web pages across leisure and entertainment websites barrier-free.
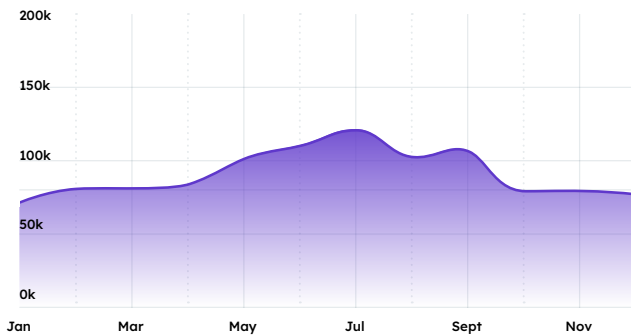
BW | Best Western® Hotels & Resorts

ST ANDREWS LINKS® the home of golf

AEG PRESENTS

THE INN COLLECTION GROUP

2023 Leisure Statistics

PAGES VIEWED
1,003,044
Total number of pages viewed using the Recite Me toolbar.

200k	
150k	
100k	
50k	
0k	
Jan Mar May Jul Sept Nov	

UNIQUE USERS
261,958
Total number of users who launched the Recite Me toolbar on leisure websites.

40k	
30k	
20k	
10k	
0k	
Jan Mar May Jul Sept Nov	
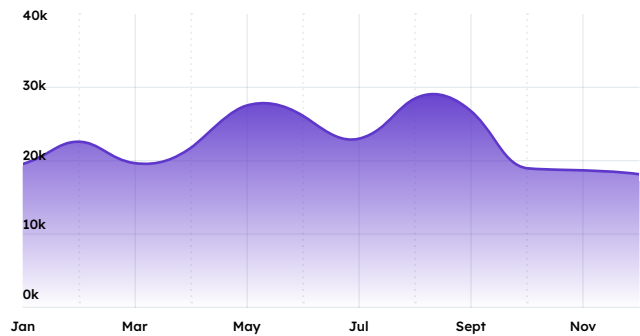
"
"The assistive toolbar allows everyone to customise the SEC and SSE Hydro websites in a way that works best for them to understand and read website content easily. Recite Me allows us to offer online accessibility tools to our customers to enable an easy online booking experience for those who face online barriers."

**Ross Dempsey,
Digital Marketing Manager,
Scottish Event Campus**

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on leisure websites.

The screen reader tool was the most popular tool, it was used to read aloud over 1.5 million pieces of content in a variety of languages including French and Danish. Additionally, over 600,000 styling changes were made to create a unique personalised visual experience for a diverse range of visitors.
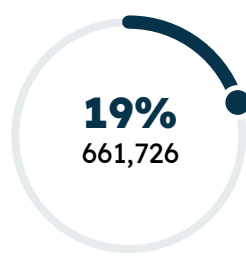
Over
1,000,000
pieces of content translated

SCREEN READER

44%
1,624,403
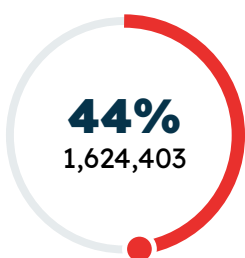
Language	Clicks
English	1,557,405
French	18,703
Danish	5,642
Hungarian	913
Audio Downloads	67

TRANSLATION

36%
1,352,313

Language	Clicks
English, American	202,805
English, Traditional	180,820
German	71,955
French	52,985
Danish	28,999

STYLING

19%
661,726

Options	Clicks
Line height	7,987
Font size	4,201
Background colour	3,709
Font colour	3,695
Zoom	3,627

READING AIDS

1%
45,020
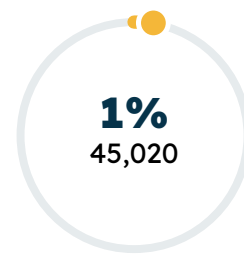
Aids	Clicks
Textmode	10,647
Dictionary	5,315
Screenmask	5,077
Ruler	4,133
Magnifier	3,991

"Belfast is a welcoming city, so it is important that our website reflects that inclusivity and allows people of all abilities to access the information they need to enjoy a trip to the city. Recite Me's functionality has allowed us to do that, as well as giving our visitors the opportunity to experience the website and its wealth of content in whatever language they choose."

**Emma Burdett,
Web & Digital Marketing Manager,
Visit Belfast**

Why Does Digital Inclusion Matter in Leisure and Entertainment?

Leisure and entertainment is all about an experience and customers want this to be seamless from the first interaction to the last - they want to feel their needs are being met.

Did you know?

15% of UK residents' monthly budget is spent on leisure activities (Big Hospitality).

75% of disabled people and their families have walked away from a business because of poor accessibility or customer service (We Are Purple).

56% of people say having information available in their language is more important than price (Interpreters and Translators inc).

> "At BWH Hotel Group Great Britain we are committed to making travel accessible to everyone. Recite Me supports guests in finding and booking independently owned hotels across Great Britain."
>
> **Chris Bowling,**
> **Head of Digital Marketing and**
> **E-Commerce, Best Western Hotel Group**

Why is Digital Inclusion Vital on Leisure Websites?

Increased Revenue

1 in 4 people has a physical, visual, auditory, cognitive, or neurological disability. If your website isn't accessible, you're missing out on 20% of the market (GOV.UK).

Support Older Customers

Older people have higher disposable incomes to spend on leisure and entertainment but are more likely to struggle with navigating inaccessible websites.

Linguistic Diversity

Over 4.2 million UK residents speak a language other than English at home (Office for National Statistics).

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Everyone Active

As part of Everyone Active's commitment to being a fitness provider that goes the extra mile to encourage all to participate in physical activity.

Everyone Active are breaking down digital barriers with the use of Recite Me assistive technology.

Everyone Active implemented Recite Me assistive technology to ensure accessibility to all. In the last 12 months, 789,006 pages have been made inclusive on the Everyone Active website with the use of Recite Me technology. Features of the toolbar include translating content into different languages, reading aloud, and styling assistance.

In the last 12-month period Everyone Active has seen...

320,901
Recite Me Toolbar Launches.

789,006
Pages have been made inclusive using the Recite Me Toolbar.

"Our name is something we truly believe in. When we say, 'Everyone Active', we really do mean everyone. Fitness and activity should be open to all and we are dedicated to removing barriers. Working with Recite Me to make our website even more accessible was a win-win decision for everyone."

**Erin Flower,
Group Marketing Manager,
Everyone Active**
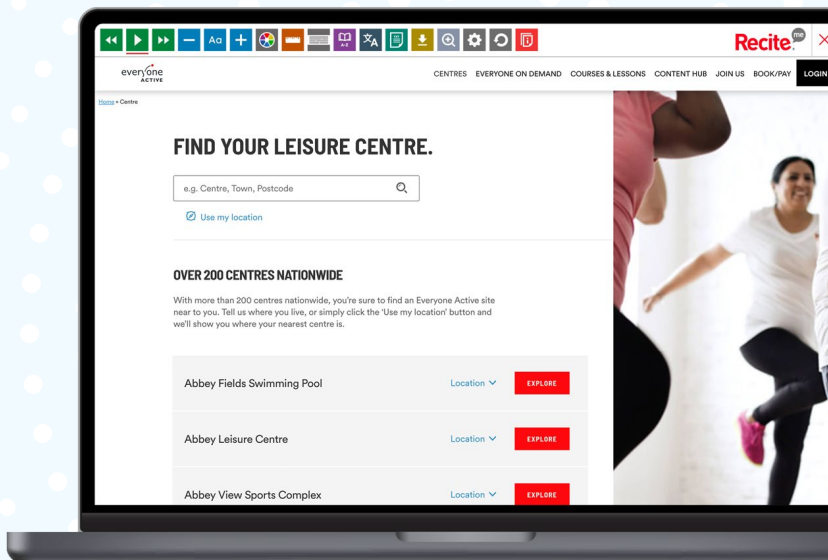
Retail and E-commerce

Website accessibility is a must to attract and retain the widest customer base.

15,929
unique average monthly users

The number of pages viewed on retail websites using the Recite Me Assistive Toolbar increased by almost 20% in 2023 compared to 2022.

On average, each month over 15,000 people customised their experience online to view more than 972,000 web pages in a way that works best for them. Over the year, 191,52 people used Recite Me to access retail and e-commerce websites.

E-commerce businesses that don't have accessible websites exclude 20% of their target market and lose revenue to their more accessibility-aware competitors. Plus, modern-day shoppers are increasingly conscious in their purchasing habits and will actively avoid companies that don't promote inclusion.
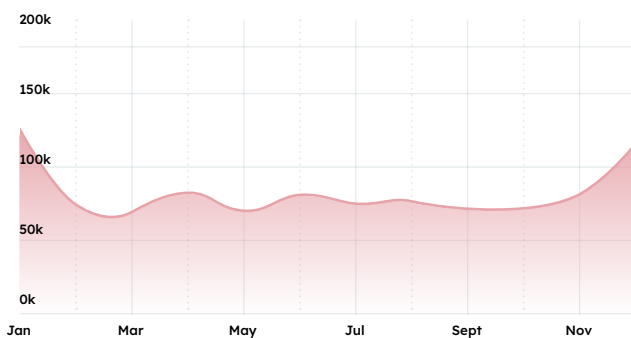
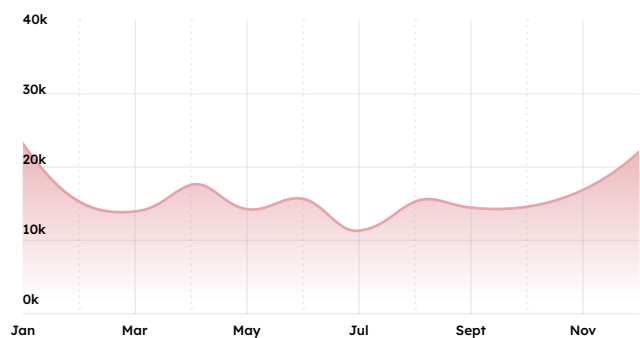## 2023 Retail and E-commerce Statistics

PAGES VIEWED

972,719
Total number of pages viewed using the Recite Me toolbar.

200k
150k
100k
50k
0k
Jan   Mar   May   Jul   Sept   Nov

UNIQUE USERS

191,152
Total number of users who launched the Recite Me toolbar on retail websites.

40k
30k
20k
10k
0k
Jan   Mar   May   Jul   Sept   Nov

> "We are delighted to be launching this market-first technology to boots.com, helping customers to customise the site to suit their own needs. The launch of the Recite Me accessibility tools help those customers who find it more challenging to shop online to browse, shop and manage their accounts hassle free."
>
> **Paula Bobbett, Director of E-Commerce, Boots UK**

Believing in Accessibility for All

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on retail websites.

The screen reader was used to read over 1 million pieces of content aloud during 2023. To support international audiences, nearly 2 million pieces of content were translated to languages including Spanish and Chinese.

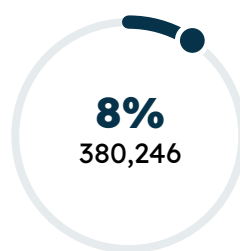**2,907,009** pieces of content translated into over 100 languages

28%
1,337,466

62%
2,907,009

8%
380,246

2%
53,190
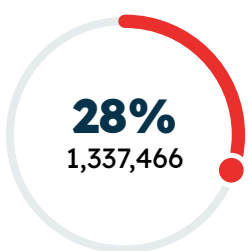
SCREEN READER

Language	Clicks
English	1,222,968
Spanish, Castilian	38,436
German	7,059
Zulu	723
Audio Downloads	72
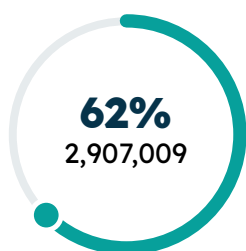
TRANSLATION

Language	Clicks
Spanish, Castilian	224,563
Chinese	141,584
German	78,540
French	42,494
Hebrew	34,652

STYLING

Options	Clicks
Font size: 110%	28,213
Font colour #000000	6,609
Font colour #ffffff	6,081
Font colour #dddddd	5,822
Font family	5,128
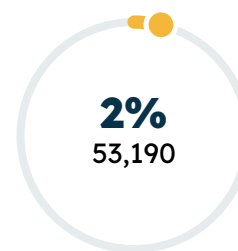
READING AIDS

Aids	Clicks
Textmode	11,771
Screenmask	6,612
Ruler	6,599
Magnifier	4,573
Dictionary	4,504

Poundland

THE WHISKY SHOP

Dunelm

AG Barr
BUILDING GREAT BRANDS

> "We're very excited to announce that we have installed the Recite Me accessibility assistive toolbar – allowing visitors to customise content so that they can read and understand it in ways that work best for them."

**Alan Monaghan,
Digital Marketing Manager,
Whisky Shop**

Believing in Accessibility for All

Why Should Retailers Prioritise Digital Inclusion?

As consumers increasingly turn to online platforms for their shopping needs, an inclusive website has never been so important. If customers can't access the information they need, and check out easily, they are likely to turn to a competitor where they can.

Did you know?

82% of users with access needs would spend more if there were fewer barriers (ClickAwayPound).

85% limit their shopping to websites that they know are accessible (ClickAwayPound).

75% of disabled people and their families have walked away from a business because of poor accessibility or customer service (We Are Purple).

"We're delighted to have added the Recite Me functionality to our corporate AG Barr website, making it much more accessible for visitors. We take z responsibility seriously and that extends to trying to be a more inclusive business."

**Deborah Jones,
Corporate Affairs Director, AG Barr**

Why is Digital Inclusion Vital for the Government?

Increase Sales
By making digital platforms accessible to all, retailers open up opportunities for more people to shop online, potentially increasing sales and revenue.

Reduced Cart Abandonment
A user-friendly website minimises obstacles in the purchasing process, reducing the likelihood of customers abandoning their shopping carts.

Customer Satisfaction
A positive website experience leads to increased customer satisfaction, making shoppers more likely to return and recommend the store to others.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Dunelm

Dunelm has been working with Recite Me since 2018 and has been breaking down digital barriers ever since. To fulfil Dunelm's commitment to value each customer and employee, and close the disability employment gap, Dunelm wanted to provide a more inclusive experience online.

Dunelm Careers provides Recite Me's accessibility and language options to enable web visitors to customise their digital experience in a way that works best for them. Providing this support ensures equal opportunities, a diverse talent pool, and closure of the disability employment gap.

Across the last 12-month period Dunelm has seen...

1,629
Recite Me Toolbar Launches.

8,243
Pages have been made inclusive using the Recite Me Toolbar.

5.06*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "Consideration to an inclusive recruitment process was delivered through removing barriers to ensure opportunities are fully accessible to all. Recite Me was engaged to provide a complete web-accessible site that could be customised for users' needs to engage and interact with the Dunelm brand and for Dunelm to reach a wider audience."
>
> **Paul Jenkins,
> Senior Manager, Dunelm**

Believing in Accessibility for All
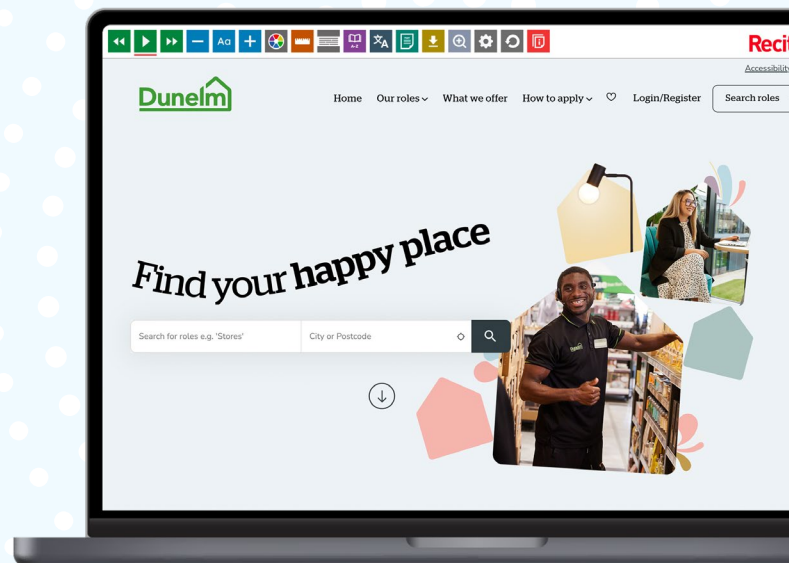
Sport

Sporting events bring global communities and fans together, and online content is where everyone gathers for information. This content needs to be accessible to not only people with disabilities but also fans who speak English as a second language.

5.4m
pages made inclusive with Recite Me

On average, each month in 2023 over 66,285 people customised their experience online to view more than 5 million web pages in a way that works best for them. Over the year, almost 800,000 people used Recite Me to access information about sport and book sport event tickets.

Using the Recite Me toolbar people viewed on average 6.9 pages per session, higher than the internet average of 2.8. This shows the quality of the user experience with additional accessibility support.
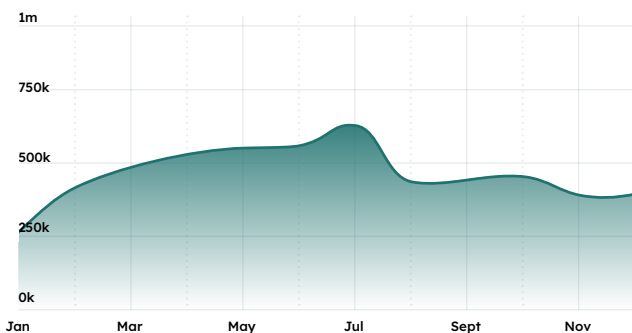
WORLD RUGBY   LORD'S   everyone ACTIVE   TRENT BRIDGE EST. 1838

2023 Sports Statistics

PAGES VIEWED
5,490,891
Total number of pages viewed using the Recite Me toolbar.

1m
750k
500k
250k
0k
Jan   Mar   May   Jul   Sept   Nov

UNIQUE USERS
795,426
Total number of users who launched the Recite Me toolbar on sports websites.

100k
75k
50k
25k
0k
Jan   Mar   May   Jul   Sept   Nov
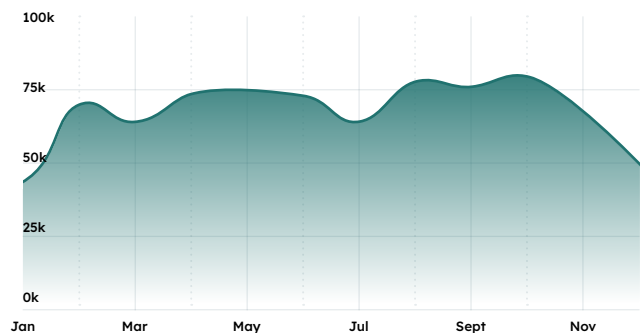
"
"From international visitors to those with difficulties with their sight, reading or comprehension, this toolbar will help an increasingly diverse audience to feel that cricket is a sport for them."

Matthew Freeman, Digital Marketing Manager, Trent Bridge

Believing in Accessibility for All

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on sporting websites.

The screen reader was used to read aloud over 9 million pieces of content during 2023 to support international sporting audiences, with over 8 million pieces of content translated into over 100 languages including French and Japanese.
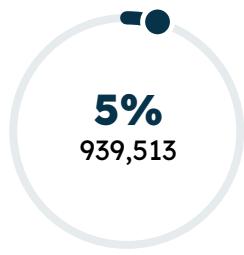
8,111,959
pieces of content translated into over 100 languages

50%
9,250,080

44%
8,111,959

5%
939,513

1%
88,875
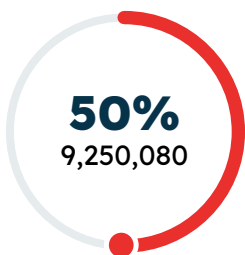
SCREEN READER

Language	Clicks
English	7,467,042
French	447,284
Spanish, Castilian	388,982
Japanese	351,287
Audio Downloads	200
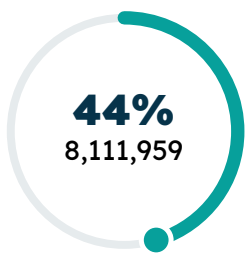
TRANSLATION

Language	Clicks
English, American	2,022,466
English	854,342
French	693,869
Japanese	690,147
Thai	144,796

STYLING

Options	Clicks
Font size: 90%	133,438
Font size: 110%	123,900
Font size: 100%	100,496
Font family	26,842
Zoom: 100%	11,594
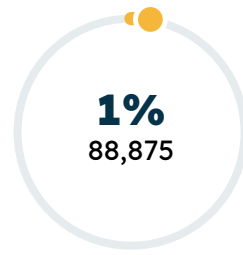
READING AIDS

Aids	Clicks
Textmode	39,937
Dictionary	14,677
Screenmask	5,681
Ruler	5,450
Magnifier	5,282

> "Our name is something we truly believe in. When we say, 'Everyone Active', we really do mean everyone. Fitness and activity should be open to all and we are dedicated to removing barriers and making it more accessible wherever we can – whether that's in our centres or on our website. Working with Recite Me to make our website even more accessible was a win-win decision for everyone."

Erin Flower, Group Marketing Manager, Everyone Active

Believing in Accessibility for All

Why Are Digital Barriers a Problem on Sports Websites?

We've seen a significant rise in the number of sports and fitness organisations using our web accessibility software. That stands to reason, because the sports sector is already well respected as a vehicle for promoting equality and social inclusion.

Did you know?

24% of disabled sports supporters find it difficult to purchase tickets (Level Playing Field).

£1.4 Billion overseas visitors who went to a football match spent £1.4bn across the UK in total during their trip (Visit Britain).

$2.49 Billion The Sport Events market is anticipated to reach a market volume of US$2.49bn in 2024.

> "We're delighted to launch the Recite Me toolbar as part of the new-look website. We've focussed on improving our provision for supporters with hidden disabilities across this season and giving our supporters control of how the website looks."
>
> **Dave Messenger,**
> **Supporter Liaison & Disability Access Officer, Watford Football Club**

Why is Digital Inclusion Vital on Sports Websites?

Sports are for Everyone
1 in every 5 people has a physical, visual, auditory, cognitive, or neurological disability. If your website isn't accessible, you're missing out on 20% of the market.

Rising Demand
The United Kingdom has seen a surge in online ticket purchases, with consumers increasingly opting for eServices to book and attend events.

Linguistic Diversity
There are fewer geographical and cultural boundaries in the sporting sector. In the UK alone, over 4.2 million UK residents speak a language other than English at home (Office for National Statistics).

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Lord's Cricket Ground

Lord's started working with Recite Me back in 2020 and has been stumping out digital barriers ever since.

Keeping up to date with all the action online can be difficult for 20% of the world's population, who live with a disability.

To support website visitors to navigate the Lord's website, they have provided the Recite Me Assistive Toolbar for many years. This allows people to book tickets and stay up to date with the latest news and events with ease.

With the cricket season in full swing, the number of pages viewed using the toolbar on www.lords.org have increased by a staggering 5943% between January and May 2023 – this equates to over 62,000 pages. It doesn't stop there – toolbar launches also increased by 5040%!

Across the last 12-month period Lord's has seen...

55,809
Recite Me Toolbar Launches.

178,345
Pages have been made inclusive using the Recite Me Toolbar.

3.2*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "It's very important to us that everyone who wishes to engage with Lord's and MCC using our digital tools can do so. Sometimes this might be the start of their journey to becoming a lifelong cricket fan. We believe that cricket should be as accessible as possible, to as many people as possible, and with no limitations."

Guy Lavender, Chief Executive & Secretary, Lord's
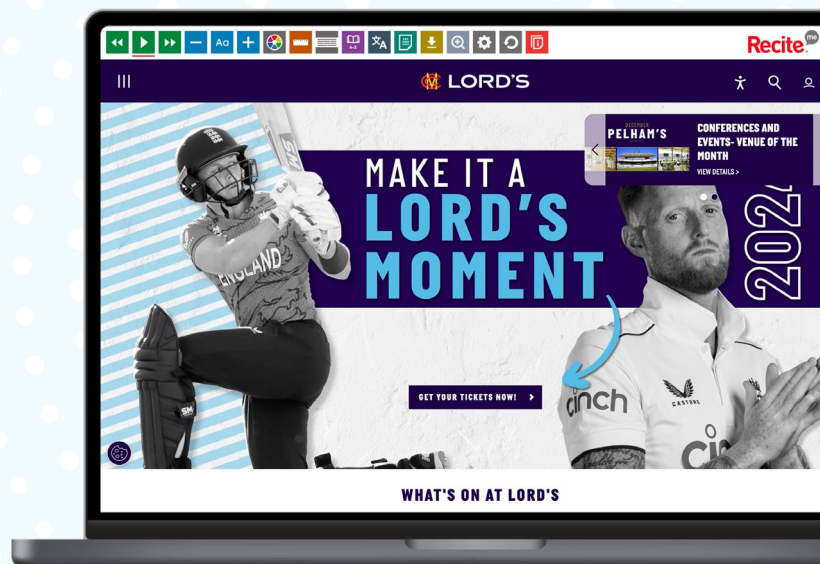
Transport

Providing assistive technology on your transport website will help remove online barriers, enabling customers to book their journey hassle-free and stay up to date with changes and delays.

2.6m
web pages made inclusive

On average, each month nearly 4,000 people customised their experience online to view almost 3 million web pages in a way that works best for them. Over the year, 468,517 people used Recite Me to access travel information.

Both public and private transportation companies can reap the benefits of being inclusive. Customer service is paramount in the travel and transport sectors. Website accessibility tools demonstrate commitment to exceptional service and boost conversions to sales at every point of the online customer journey.

LONDON GATWICK

South Western Railway

First

LDN CITY AIRPORT
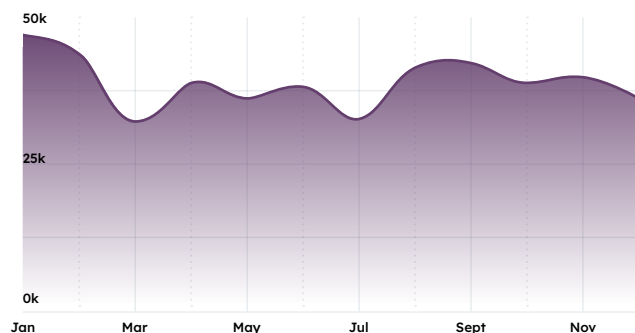
2023 Transport Statistics

PAGES VIEWED

2,644,008 Total number of pages viewed using the Recite Me toolbar.
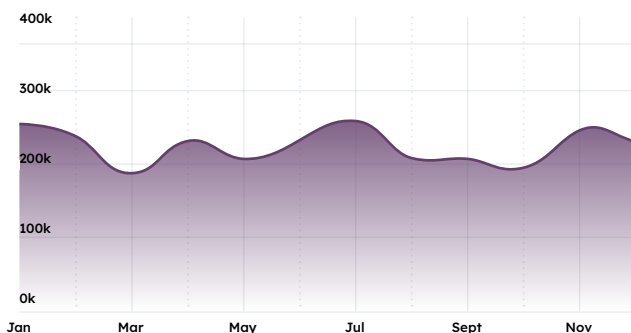
UNIQUE USERS

468,517 Total number of users who launched the Recite Me toolbar on transport websites.

"Recite Me was not only a more cost-effective solution for delivering web content in foreign languages but also added so many more accessibility tools to improve the user experience for visitors to our site."

Jerry Harris, Assistant Director of Marketing & Air Service Development, Orlando International Airport
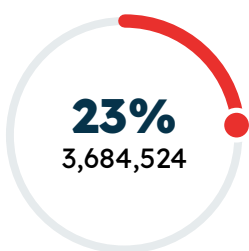
Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on transport websites.
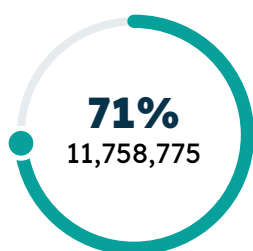
In total, over 11 million pieces of content were translated. The most popular languages were French, Danish, and Italian. Many people also used the toolbar to adjust the font size and to view web pages in text-only mode - this feature was used on 19,370 occasions.

Over 11,000,000 pieces of content translated into over 100 languages

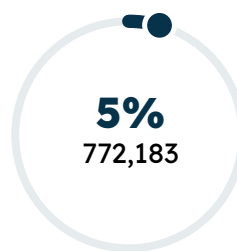| **23%** 3,684,524	**71%** 11,758,775	**5%** 772,183	**1%** 72,041
SCREEN READER	**TRANSLATION**	**STYLING**	**READING AIDS**

SCREEN READER		TRANSLATION		STYLING		READING AIDS	
Language	**Clicks**	**Language**	**Clicks**	**Options**	**Clicks**	**Aids**	**Clicks**
English	2,786,686	French	1,630,616	Font size: 90%	50,199	Textmode	19,370
Danish	506,351	Danish	1,464,633	Font size: 110%	47,698	Screenmask	9,911
French	112,425	Spanish, Castilian	1,388,840	Font size: 80%	27,560	Dictionary	8,281
Spanish, Castilian	93,027	Italian	1,334,291	Font colour	7,732	Magnifier	6,271
Audio Downloads	127	English, American	711,405	Background colour	6,364	Ruler	6,116
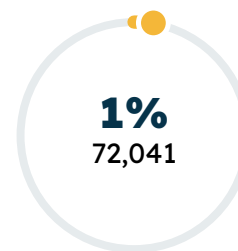
BNE BRISBANE AIRPORT AUSTRALIA

West Midlands Railway

John F. Kennedy International Airport

GWR

"Adding Recite Me means our website is now more accessible for the one in five people in the UK (13 million) who have a disability. It also means people who don't speak English as their first language can now translate all the content into over 100 languages at the click of a button. Thanks to Recite Me, GWR is now confident that we are providing digital access and inclusion to all of our customers."

**Kevin Jones,
Digital Product Manager,
GWR**

Believing in Accessibility for All

Why Are Digital Barriers a Problem on Transport Websites?

The transport sector covers a wide range of providers, including aviation, trains, buses, ferries, and general automotive. Within these industries, it is vital to provide inclusive online customer journeys to ensure everyone can access essential travel information.

Did you know?

53% of disabled travellers surveyed said they needed help with all or part of the booking process (AMADEUS).

34% That's how many travellers would increase their budget by, if accessibility barriers were eliminated (World Travel & Tourism Council).

£17.1 Billion The value of the UK's 'click away' spending on more barrier-free sites (ClickAwayPound).

"Not only can our site be translated into hundreds of different languages, but we are also able to offer a screen reader function and a range of other accessibility tools."

**Mandie Armstrong,
Digital Communications Manager,
Gatwick Airport**

Why is Digital Inclusion Vital on Transport Websites?

Linguistic Diversity
On-page translation and text-to-speech options make websites accessible for millions of tourists who don't speak or read in English as a first language.

Support Older Travellers
Older people have higher disposable incomes to spend on travel but are more likely to struggle with navigating complicated website menus or reading text online.

Compliance
The Air Carrier Access Act (ACAA) and the Department of Transport (DOT) require transport businesses to comply with international Web Content Accessibility Guidelines.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

Bristol Airport

Bristol Airport started working with Recite Me back in 2019 and has been enabling a barrier-free travel experience ever since.

With approximately 9.5 million passengers passing through Bristol Airport each year, it was vital that they provided an inclusive travel experience, extending across its digital platform.

To support travellers when navigating Bristol Airport's website to stay up to date with flight and facilities information, they provide Recite Me assistive technology; a suite of customisable accessibility tools.

This includes a screen reader, multiple reading aids and an on demand translation tool with over 100 languages, 65 of which can be read aloud. Recite Me assists thousands of users every month to navigate and understand the content on the Bristol Airport website.

Across the last 12-month period Bristol Airport has seen...

16,250
Recite Me Toolbar Launches.

83,359
Pages have been made inclusive using the Recite Me Toolbar.

5.13*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "The Recite Me toolbar enables access to our website content to a broader range of our customers to better support customer journeys, providing information on our wide range of services spanning 120 destinations and key information about our facilities."

**Martyn Collings,
Ground Handling Performance and Contracts Manager, Bristol Airport**

Believing in Accessibility for All
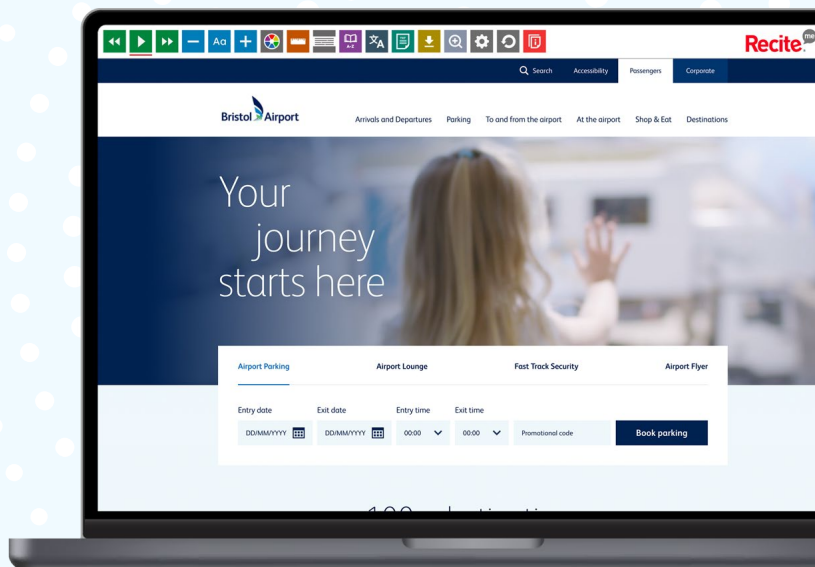
Utilities

Providing an inclusive experience online enables everyone to access vital utility services and personal accounts barrier-free.

4.5m
million web pages made inclusive with Recite Me

The number of utility companies using Recite Me assistive technology to help customers sign up, seek assistance and manage their accounts online grew in 2023.

On average, each month over 73,575 people customised their experience online to view over 4.5 million web pages in a way that works best for them. Over the year, 882,900 people used Recite Me to access utilities information.

Most consumers pay multiple household bills a month, and over 50% of these are paid online. Improving website usability and providing practical and efficient ways for customers to communicate online can avoid stressful situations for vulnerable customers.

British Gas · utilita · United Utilities Water for the North West · SEVERN TRENT
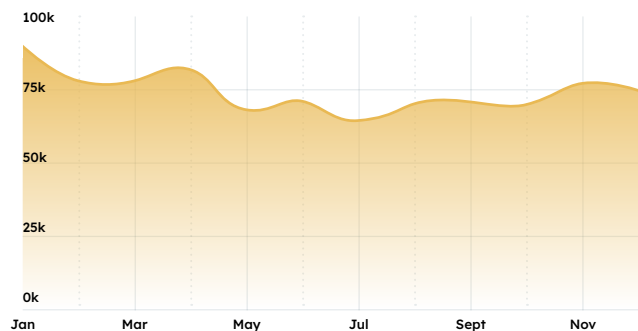
2023 Utilities Statistics

PAGES VIEWED
4,531,036
Total number of pages viewed using the Recite Me toolbar.
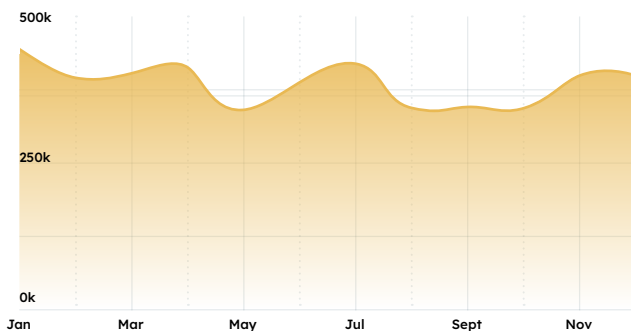
UNIQUE USERS
882,900
Total number of users who launched the Recite Me toolbar on utilities websites.

"Recite Me was the easy choice for Cadent not only because it was straightforward to implement but because it is so user-friendly for our customers and has such a broad range of features to support accessibility. We particularly like how an online customer can save their preferences, meaning that when they return to our pages they continue to have a personalised and hassle-free experience."
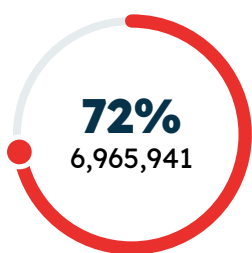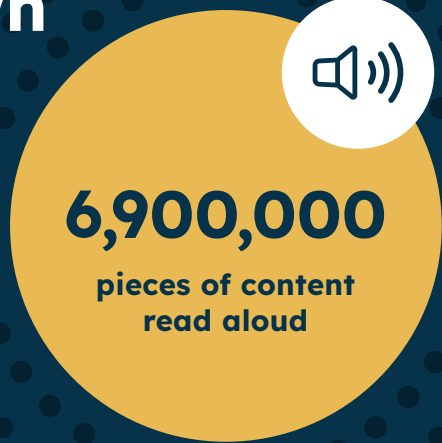
Jo Giles, Customer Safeguarding Manager, Cadent Gas

Toolbar Feature Breakdown

The Recite Me Toolbar is broken down into four main areas: screen reader, translation, styling, and reading. This information shows how people have used the toolbar on utility organisation websites.

The most popular languages to be translated into were Spanish and Welsh, with all translations equalling over 2 million pieces of content. Font size changes were the most used styling tool with a total of 475,565 changes being made to create individual user experiences.
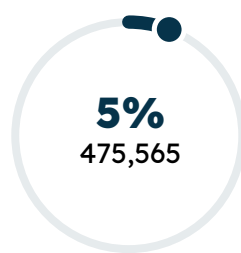
6,900,000
pieces of content
read aloud

72%
6,965,941
SCREEN READER

22%
2,185,186
TRANSLATION

5%
475,565
STYLING

1%
71,804
READING AIDS

Language	Clicks
English	6,592,129
Spanish, Castilian	184,490
Polish	8,276
Hungarian	1,169
Audio Downloads	150
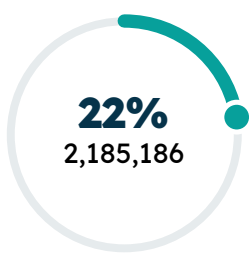
Language	Clicks
English	787,905
Spanish, Castilian	174,231
Welsh	85,604
English	69,642
Polish	61,065

Options	Clicks
Font size: 90%	34,627
Font size: 110%	34,145
Margin: 30%	32,422
Font size: 100%	17,843
Font colour	8,611
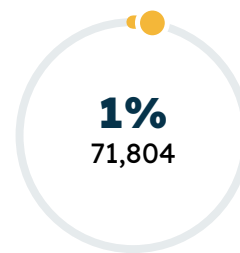
Aids	Clicks
Textmode	33,774
Dictionary	6,705
Ruler	5,147
Screenmask	5,100
Magnifier	3,051

Cadent
Your Gas Network

VATTENFALL

SPIRIT ENERGY

south east water

> "It's important to us at Utilita that our services are accessible to everyone, which is why we decided to implement the 'Recite Me' accessibility toolbar on our website. The toolbar has already made a huge difference to our customers, in the first month alone it helped over 1,000 users view our website in the best way for them."
>
> **Lauren Sanders,**
> **Marketing Manager, Utilita**

Believing in Accessibility for All

Why Are Digital Barriers a Problem on Utility Websites?

Having access to affordable gas, water, and electricity are some of the most basic human necessities. But when people can only compare prices, sign up for utility services, or switch their supplier online, some residents are at risk of becoming vulnerable in their own homes.

Did you know?

28% That's how much more disabled customers spend every year to achieve the same standard of living as people without disabilities, averaging £583 per month (Scope).

1/3 Every year, up to a third of customers switch their electricity supplier (Statista).

71% of online consumers surveyed will click away from websites that they find difficult to use (ClickAwayPound).

> "We chose to install the Recite Me assistive toolbar to make our website accessible and truly inclusive to all. The internet can be an incredibly intimidating place and anyone who finds it difficult to understand or communicate is at a significant disadvantage."
>
> **Louise Beardmore, Customer Services and People Director, United Utilities**

Why is Digital Inclusion Vital on Utility Websites?

Customer Service
Providing more practical and efficient ways for customers to communicate online reduces call centre contact and wait times.

Linguistic Diversity
Over 4.2 million UK residents speak a language other than English at home (Office for National Statistics).

Our Aging Population
Older residents are less adept with technological and more likely to have physical or visual disabilities that affect online activities.

Start Your Digital Inclusion Journey

Our team is here to help you on your mission to provide more inclusive online experiences. Get started on your online inclusion strategy today by trying our toolbar or scheduling a free demonstration to see the difference it can make to your business.

Book a Demo

Believing in Accessibility for All

British Gas

Supporting customer vulnerability is extremely important to British Gas. They want to ensure all web users have access to their own utilities information and resources. This is to address digital inclusion and ensure that the 16 million people in the UK with a disability can access online content in a way that suits their individual needs.

To enhance digital communication on its website, British Gas has implemented Recite Me assistive technology to support those with disabilities, learning difficulties, visual impairments, and those who speak English as a second language.

Across the last 12-month period British Gas has seen...

231,323
Recite Me Toolbar Launches.

1,038,533
Pages have been made inclusive using the Recite Me Toolbar.

4.49*
Is the average number of pages viewed per session with the Recite Me toolbar.

The industry average is approximately 2.8 pages per session*

> "As the largest energy and services provider in Britain, it's vital that our online customer support is accessible to all the diverse communities we serve around the country, which is why we are proud to launch the "Recite Me" accessibility toolbar on our website."
>
> **British Gas spokesperson**

Believing in Accessibility for All
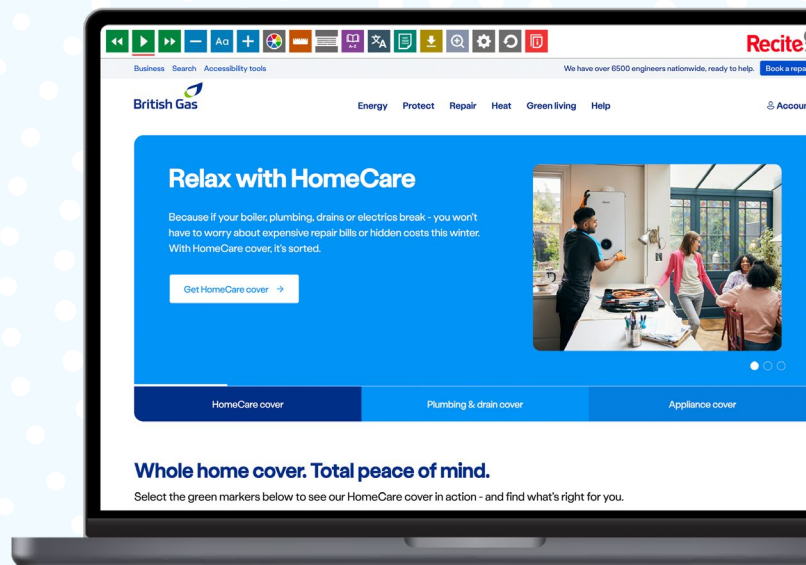
Recite Me Assistive Toolbar

Inaccessible websites create barriers for users. Create an inclusive experience online by providing accessibility and language options to enable everyone to customise your website in ways that works for them.
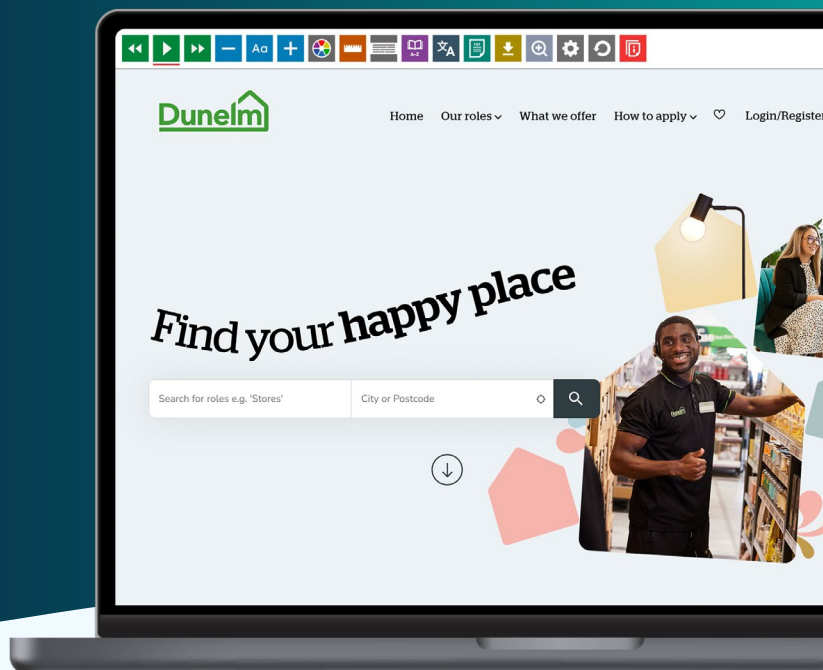
Toolbar Accessibility Features

Give your visitors total control when viewing your online content. Discover the unique range of accessibility features to allow people to customise the way they interact with your website.

Screen Reader

Providing our screen reader will help website visitors to perceive and understand your digital content by reading aloud website text, which can be customised to suit the viewer.

Reading Aids

To simplify use and support your website visitors, the Recite Me web accessibility toolbar provides five main tools; ruler, screen mask, magnifier, margins, and a dictionary.

Styling & Customisation

Recite Me assistive technology allows people to change the way a website looks. Users are able to customise the website's colour scheme as well as the text, font style, size, colour, and spacing.

Translation

Recite Me web accessibility technology quickly and easily translates all your web content into over 100 languages, including 65 text to speech voices.

Believing in Accessibility for All

Website Accessibility WCAG Checker

Website accessibility and compliance made simple. Create a website that is built with accessibility in mind and to WCAG industry standards, with the help of the Recite Me Accessibility Scanner.
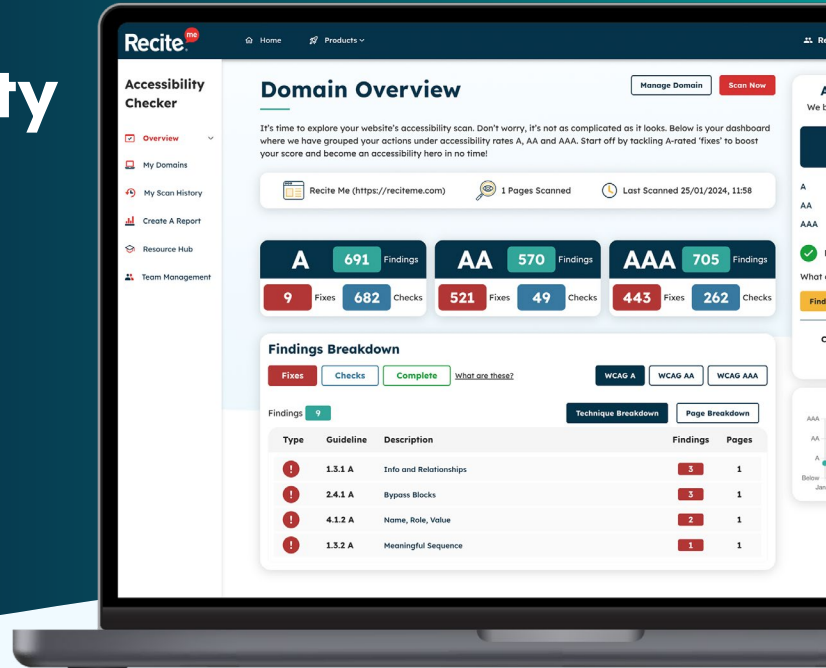
Let's create a website that is accessible to everyone

We all know that our websites need to be built to an accessible standard. But where do you start on this journey, how do we make your website accessible, how do we make them compliant?

Scan

The scan report includes an overview of errors, the locations of errors, and a comprehensive list of actionable errors to fix and check.

Fix and Check

Our software identifies areas of non-compliance and shows you what to fix and check and in what order for the biggest improvement against your efforts, investment, and time.

Track

Our compliance tracking service helps you manage your web accessibility improvements over time, make the most effective changes in the right order, and manage your fix queue.

Share

We give you all of the tools needed to demonstrate your commitment to developing an accessible website. You can share your accessibility report and score to showcase your digital inclusion goals and achievements.

Believing in Accessibility for All

Recite me

Believing in Accessibility for All