

Website Accessibility Audit

Project Brief | National Army Museum | October 2019

1. Introduction

After recently undertaking an access audit of its main building in Chelsea, the National Army Museum (NAM) is now looking to carry out a similar audit of its website. The primary aim of this project is to ensure that NAM is acting in compliance with the [Public Sector Bodies Accessibility Regulations 2018](#), which aims to make public sector websites accessible to all users, especially those with disabilities.

NAM expects the audit to provide information about where its website meets the required accessibility standard – as laid out in the regulations – and where it falls short. The resulting report should be clear and actionable (ideally with prioritised tasks), so that it can inform NAM's ongoing development roadmap and website accessibility statement.

2. Background

The NAM website – <https://www.nam.ac.uk> – was relaunched in 2017 after a major redevelopment carried out by a third-party agency. Within the project brief for this redevelopment, NAM defined the accessibility standard as Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0. However, there has been no subsequent accessibility testing to check how well it conforms to this.

Website content creation and management is the responsibility of NAM's internal staff. But again, there has been no formal testing to ensure ongoing conformance with the desired accessibility standard.

The NAM website is visited over 100,000 times a month. It is used by the general public for a variety of purposes, including: planning a visit to the museum; booking tickets to museum events; researching the museum's collections; and learning more about the history and traditions of the Army.

These activities involve: accessing information in various formats (text, image, audio, video, PDF); navigating and filtering content via internal links and search forms; and completing and submitting enquiry and contact forms.

3. NAM resources

3.1 Main website

The main NAM website – <https://www.nam.ac.uk> – is built on Drupal 8 and consists of around 1,000 published pages. NAM can provide the appointed supplier with a breakdown

of page types and components (layout, content and navigation), as well as a list of sample pages that demonstrate these components in use.

3.2. Collection search application

The collection platform – <https://collection.nam.ac.uk> – is a bespoke application allowing users to search tens of thousands of records stored in NAM's collections management system. Again, NAM can provide the appointed supplier with a breakdown of page types and components, as well as a list of sample pages that demonstrate these components in use.

NB. Other subdomains form part of the NAM website, but they are either third-party services or soon to be archived. These are therefore outside the scope of this project.

4. Scope of work

4.1 Audit scope

NAM would like a representative sample of pages/user journeys on <https://www.nam.ac.uk> and <https://collection.nam.ac.uk> to be tested. NAM will work with the appointed supplier to define this list.

4.2 Accessibility standard

The pages should be tested for conformance with [WCAG 2.1](#) level AA, while also taking into account the types of content that are exempt from the [Public Sector Bodies Accessibility Regulations 2018](#).

4.3 Technologies

The [most commonly used combinations of assistive technologies and browsers](#) should be included in the audit.

4.4 Mobile versions

Both <https://www.nam.ac.uk> and <https://collection.nam.ac.uk> are responsively designed and should be tested for compliance at their three main breakpoints (mobile, tablet, desktop).

4.5 Report

The resulting report should provide clear information about where the tested pages have met the standard, as well as recommendations as to what should be done to address the areas where they have failed.

Ideally, these actions should be prioritised in a way that takes into account both the benefit for the user and the time/effort required to address the issue.

NB. The appointed supplier is not required to implement the recommendations included in the report. This work is outside the scope of the project.

5. Requirements

5.1 Response to brief

NAM would like potential suppliers to provide:

- an outline methodology for the delivery of NAM's website accessibility audit
- an outline timetable identifying key milestones
- confirmation of team members, including sub-contractors if relevant
- overall fee (excl. VAT) and cost breakdown
- examples of accessibility audit reports they have produced in the past

5.2 Qualifications and experience

NAM would like potential suppliers to demonstrate:

- a thorough understanding of [Public Sector Bodies Accessibility Regulations 2018](#)
- recent experience of carrying out accessibility audits, preferably of government services or other public sector websites
- evidence of involvement in the wider accessibility community

6. Schedule

NAM would like to discuss the delivery schedule in detail with the appointed company as part of the project kick-off. However, the following list provides some indicative delivery milestones.

- Project kick-off: w/c 11 November 2019
- Final report delivered by: w/c 13 January 2020

7. Budget

This project has an indicative budget of £8,000 (excl. VAT).

8. Proposals

Proposals must be submitted no later than midday on 28 October 2019 via email to: tenders@nam.ac.uk. The subject of the email should state "Tender - Website Accessibility Audit". Proposals are to remain open for acceptance for a period of 60 days.

NAM will not be responsible for or pay for any costs or expenses that are incurred by any

potential supplier in preparing and submitting their proposal.

9. Contract award criteria

Proposals will be assessed on the following criteria:

- Methodology **40%**
- Qualifications and Experience **40%**
- Fee **20%**

Each proposal will be given a score. A proposal considered to be unsuitable shall be rejected if it does not respond to important aspects of the brief. NAM is not required to accept the lowest priced proposal.

The decision will be final and binding, no correspondence will be entered into.

10. Assessment schedule

- Brief issued: 7 October 2019
- Deadline for proposals: 28 October 2019, midday
- Appointment of chosen supplier: w/c 4 November 2019
- Project kick-off: w/c 11 November 2019

11. Enquiries

Any enquiries must be submitted in writing via email to:

Kevin Blaney
Website Development Officer
National Army Museum
Email: kblaney@nam.ac.uk

Enquiries will be answered within three working days.