

Quaker Life – Meeting House Matters

Equality, Diversity & Inclusion



Practical Tips

Your website and other publications:

1. Colour Contrast:

Use a good colour contrast between text and backgrounds- That includes links, icons, buttons and any other information on the page.



Essential for people with low vision or a visual impairment, people with colour deficiencies who may struggle to distinguish between certain colours.

Useful for elderly people and anyone over the age of 50, as the colour contrast sensitivity in our eyes naturally declines with age, people with temporary disabilities, like cataracts, people in different lighting conditions, for example, experiencing glare on a mobile phone screen in bright sunlight

The most popular, legible colour combination is dark text on a white background

2. Closed captions/subtitles

Subtitles are useful, but closed captions describe all dialogue and sounds and in video audio. People often confuse subtitles with closed captions, but they are slightly different.

Closed captions provide a text alternative in the same way subtitles do, but they include other relevant sounds (like “Door knocks”) in the video. Captions are a perfect example of an accessibility feature that helps a range of both disabled and non-disabled users.

Essential for deaf people, people who have a hearing impairment, people with cognitive impairments or learning difficulties, who may use captions to help them understand video content.

Useful for elderly people affected by hearing loss, people with Attention Deficit Hyperactivity Disorder (ADHD), who may use captions to help them focus, users who experience sensory overload or migraines, who may prefer to watch videos without sound, people with hearing loss, people watching videos in a loud, public environment, like a bus, or people watching in a silent environment, like a library, people who use English as a second language

3. Keyboard-only navigation

Making sure your website is set up for keyboard-only navigation is a fundamental accessibility principle. It affects anyone who uses assistive technology, like a screen reader, to navigate through a website. This includes a large range of people with motor, sensory and or cognitive impairments. Keyboard users typically use the tab key to navigate through elements on a web page such as links, buttons and forms.

Essential for people with motor impairments who rely on a keyboard, instead of a mouse, to navigate a web page, blind and visually impaired users who rely on a screen reader

Useful for people with hand tremors, people with temporary injuries like a broken arm or RSI, people who are multi-tasking, users who prefer keyboard shortcuts, anyone with a broken mouse or trackpad.

Making content accessible for neurodivergent readers:

- Use short, clear sentences
- Use clear headings and subheadings
- Highlight dates and times in bold
- Use consistent formatting for headings, captions, and labels
- Use light/pastel colours, and preferably not more than two or three complimentary colours at a time. Muted tones of blues, greens and oranges, as well as neutral colours like cream, beige and grey are preferable. Bright yellow and red are best avoided.
- **Use sans-serif fonts such as Arial, Verdana, Tahoma, Century Gothic, Trebuchet, Calibri**
- Font size 12 to 14 is best
- Avoid underlining words or using capital letters for entire words
- Try not to overlay text on a graphic or textured background as it can be hard to read

Images:

Consider what kind of images you're using on your website/publications- if they include people are there a range of genders, abilities, body types, ages, skin colours etc. represented? If people see themselves represented in your marketing they may be more likely to feel that his business is for them.

When considering what images to use- ask yourself a few simple questions to recognise your own biases, and identify groups of people you may be overlooking.

- Are any stereotypes being perpetuated in the image I'm using?
- Would I want to be portrayed this way?
- Who is missing or excluded?
- Can everyone who might view the image see someone like themselves represented?

Contact:

Offer multiple ways for customers to get in touch- phone number, postal address, email address, contact form on the website.

Practical Tips continued

General best practice:

Pronouns:

Using the correct pronouns shows others that you see them for who they are, and creates safety for them. It helps to avoid assumptions about someone's gender based on their physical appearance or name.

Ask “What are your pronouns?” or “What pronouns should I use to refer to you?”. Do not ask about ‘preferred pronouns’ because it can imply that gender identity is a preference, rather than who someone is.

Some people will use he/him or she/her, while others will use they/them or even a combination of both she/they.

It can take time to get used to saying what your pronouns are, asking people for theirs and addressing people by gender neutral pronouns. Good practice may be to use gender neutral pronouns for any new person you meet, until you’re sure of their gender identity/what pronouns they use.

If you ask people to complete a form with personal information, consider adding a section where they can specify their pronouns.

Titles:

Many Quakers, and some trans, non-binary or non-gender conforming people don’t use titles, so this should never be a mandatory field for people to complete.

If you do need to know/use someone’s title, offer a wide variety of titles (Mr, Mrs, Miss, Ms, Mx* etc.) and don’t just offer the ‘female’ titles to people you perceive as being women, or the same with men and ‘male’ titles, offer everyone the same list of options.

**Pronounced ‘mux’ or ‘mex’.*

Hidden / Invisible / non-visible disabilities:

You may find customers asking for certain adjustments to accommodate a disability and you can’t immediately see why. You should never ask someone to prove their disability, and for some people they couldn’t anyway.

Being challenged:

If someone challenges you (‘calls you out’) for using outdated language, a microaggression, the wrong pronouns etc. the immediate instinct may be to get defensive, deny it or try to explain yourself, but the best thing you can do is take a deep breath and listen to what the person is saying. Later you can ask yourself “did I say the wrong thing, and what was the intention behind that or where did that come from?”

An appropriate response in the moment might be: “thank you for raising that concern, I think I understand but I’ll definitely go away and do some research into it / reflect on that / see how we can become more aware of this issue as a business/undergo some training in this area.” You may wish to follow up with that person at a later date to let them know that you’ve done some learning on that topic.

How Quiet Company won the Best Venue for EDI award at the **London Venue and Catering Awards 2023**:

- Trained mental health first aiders
- Gender neutral toilet facility available on site
- A worship space is available for quiet time and prayer of any faith
- A detailed [accessibility guide](#) on the [Accessible website](#) for all the areas in our venue
- Signs for autism awareness on our hand driers
- Two accessible lifts with voice announcements and hearing loops
- Enhanced lighting throughout the meeting spaces to aid the visually impaired
- Accessible toilets on every floor
- Assistive audio systems (induction loop or infrared) are installed in our larger meeting spaces, portable systems are available for our other rooms.