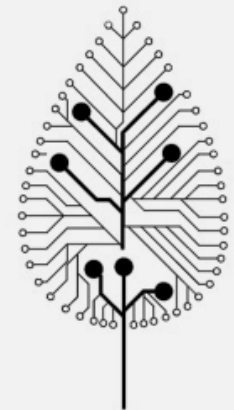




**IP**INCLUSIVE

Working for diversity and inclusion in IP



**Bnode.**

**Digital done right.**

# Accessibility training in a digital environment

In conjunction with IP Inclusive and IP Ability

Version: 01.10.24

# Topics covered through training

## Providing initial training towards enhancing websites, socials & operational accessibility in:

- Alt Text, the importance of it and how to write them
- LinkedIn posts, Camel Case and best accessibility practices
- Blog writing and mailshot best practices for accessibility (file sizes and digital poverty)
- Video Content, none auto generated Subtitles and alternatives
- Online video webinars/meetings - what to consider within providing them
- Powerpoint and pdf's accessibility tools best practices
- Guidelines and accreditations to consider (CSR & Ethical Chain)

### Did you know?



**Colour Vision Deficiency affects approximately 1 in 12 men (8%) and 1 in 200 women in the world.**

Source: [colourblindawareness.org](http://colourblindawareness.org)

---

**So, all our websites are designed with this in mind and provide a colour change option.**

- ✓ User controlled accessibility tools built into all our websites as standard.
- ✓ Dark mode, rulers, font sizing and more. Because inclusivity is our ethos.
- ✓ Bnode.co.uk - it's "digital done right."

*In Britain there are approximately 3 million colour blind people (about 4.5% of the entire population)*

Source: [colourblindawareness.org](http://colourblindawareness.org)



# Training schedule & costings

## Training will consist of the following:

- **2 x 1.5 hour** online training sessions via Zoom, Teams, Google, whichever is preferred
- 15 to 30 minutes of session times will be for introductions, **Q & A sessions**, etc.
- Sessions will be between Monday to Friday, 9am to 5pm, (other times can be arranged)
- If physical face-to-face training is preferred, this can be arranged for an additional cost

Total cost for this training package is just  
**£500** all inclusive (no VAT charged)

*“Chris's training is fantastic value for money. He has helped us recognise simple things that we can change to improve the accessibility of our events, content and online comms - and empowered us to take action even using our limited resources.”* **Andrea Brewster (IP Inclusive Lead Executive Officer)**

## Did you know?



**We build inclusive and accessible Websites for clients, because:**

**“Almost 2 Million people in the United Kingdom are blind...”**

Source: DisabilitySport.org.uk

**Bnode codes all new websites for our clients to meet and exceed WCAG 2.2 guidelines**

*The total spending power of UK families with at least one disabled person is estimated at £274 billion a year*

Source: Scope.org.uk September 2023



# Who are Bnode Ltd?

Based in Huddersfield and occupying a unique position in the digital marketing and consultancy space, here at Bnode Ltd we see the future of ethical Web development, digital marketing and sustainability being right now. Never before has digital marketing success and ethical business practice been so challenging and complex, yet so vital.

Social mindsets are shifting, millennials and Generation-Z are now shaping the world and everything within it. We no longer tolerate sub-standard marketing. We no longer tolerate immoral business practice. Ethical consumerism is a movement that is here to stay, and aspiring businesses need to board the train or get left behind.

*700,000 people are on the autism spectrum in the UK.  
That's more than 1 in 100, around 2.8 million people.*

Source: [beyondautism.org.uk](http://beyondautism.org.uk)



# The IP Inclusive & Bnode relationship

IP inclusive and Bnode have been working together since the beginning of 2023. From Bnode providing training webinars such as 'Online, but not forgotten' (part of the 'inclusivity unlocked!' programme) a webinar for the IP Ability community and CIPA exploring and raising awareness of digital accessibility. To more recent training programs enhancing the knowledge and practice implementation of executing digital inclusive practices within IP Inclusive's own digital marketing channels and daily operations.

*"Chris's training really opened my eyes to the simple everyday changes I could make when producing publicity material to make it more accessible."* **Anne Burgato (IP Inclusive executive team)**

*"Since the training I now assess the accessibility of the documents, presentations, mailshots and web content that I create, and take steps to make them more accessible."* **Helen Smith (IP Inclusive executive team)**

*17% of self-employed are registered  
disabled in the UK.*

Source: Labour Force Study, July 2022



# Why Choose Bnode Ltd?



## Chris Naylor - The MD & Founder of Bnode Ltd.

“I’ve worked within the digital industry for over 24 years now, and while it’s still my passion, there have been some things that just haven’t sat well with me. Why aren’t accessibility and environmental considerations the ‘standard’ and seem to be the ‘obscure’ within modern digital practices?”

With this in mind, after many years of doing practical Web Building, PPC, SEO, Branding, and project management, and finally ending up in a directorship role within a digital agency. In 2021 I decided that it was time to move on and create a digital strategy agency that aligns with my morals and offers digital marketing consulting services, focusing on how business’ can have strong ethical values while also growing profits. Thank you for considering Bnode as your partners.”

<https://www.linkedin.com/in/chris-naylor-digital-director/>

[chris@bnode.co.uk](mailto:chris@bnode.co.uk)

**Bnode.**  
Digital done right.

*There are 14.1 Million  
disabled people in the UK*

Source: Scope.org.uk



# Our Awards

Bnode are proud to have achieved the following awards and nominations for our ethical business practices and innovations:



Best Ethical Tech Business 2024 – UK Enterprise Awards



Digital Star 2024 Finalist for The Small Awards UK



Tech Innovator 2024 Finalists for The Good Small Business Awards



Digital & Creative 2024 Finalists for The Good Small Business Awards



Diversity & Inclusion Finalist for FSB



The Good Small Business Awards Finalists 2023



Business of the Month Winner & 2023 'of the year' finalist

*1 in 10 people have dyslexia. That's around 3.3m adults in the workplace and 900,000 dyslexic children in our schools.*

Source: BdaDyslexia.org.uk



# Local Involvement & Partnerships

**Bnode Ltd are a driving force within the local community:**

- Member of Kirklees Council SEND group initiative.
- Member of Kirklees Council D=I Steering group.
- Business Sector Advisor for Calderdale Council's Climate Action Partnership.
- Kirklees 'Change Grow Live' Addiction Roundtable member.
- Volunteer lecturer at Kirklees college & Upper Batley High School on digital accessibility & sustainability.

**Kirklees SEND**



**Change  
Grow  
Live**

*Colour Vision Deficiency affects approximately 1 in 12 men (8%) and 1 in 200 women in the world.*

Source: ColourBlindAwareness.org

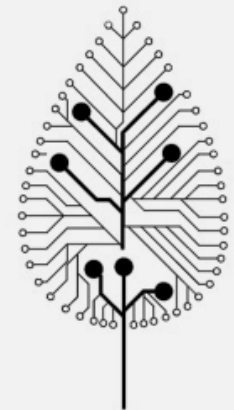






**IPINCLUSIVE**

Working for diversity and inclusion in IP



**Bnode.**

**Digital done right.**

Thank you for  
considering us.

Chris Naylor

Director / Owner

[chris@bnode.co.uk](mailto:chris@bnode.co.uk)