Accessible Information Ladder
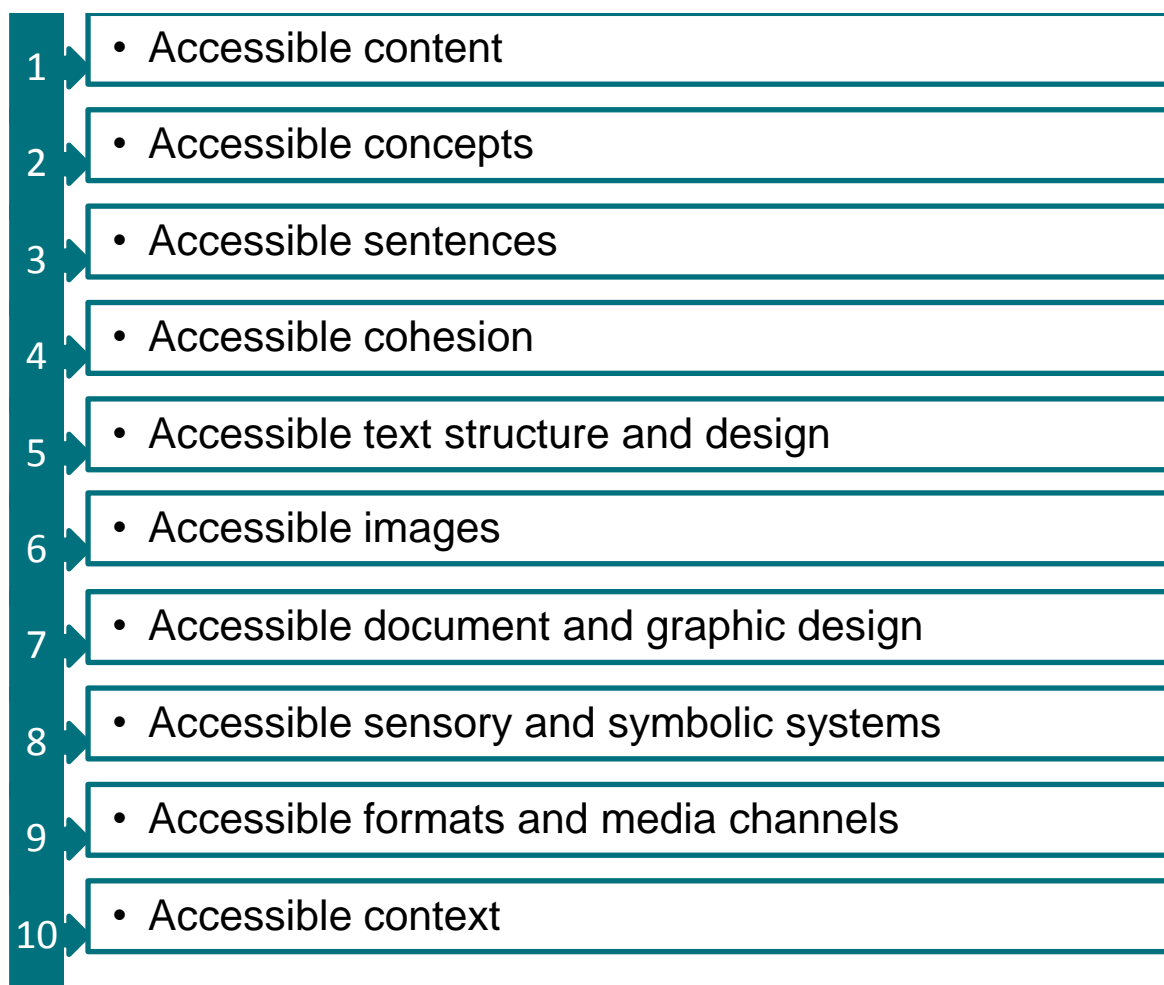
A framework for accessible communications

The Accessible Information Ladder is an evidence based framework to plan, create and evaluate accessible information and communications.

Each component, or step, builds on the last. If accessibility breaks down at one level, the customer will also have difficulty accessing all other levels.

The Accessible Information Ladder

Adjust at each level, to maximise accessibility and inclusion:

1	• Accessible content
2	• Accessible concepts
3	• Accessible sentences
4	• Accessible cohesion
5	• Accessible text structure and design
6	• Accessible images
7	• Accessible document and graphic design
8	• Accessible sensory and symbolic systems
9	• Accessible formats and media channels
10	• Accessible context

Accessible Information Ladder

A framework for accessible communications

Benefits of the Accessible Information Ladder

- improves engagement, understanding and recall
- holistic, ensures no customer's needs are overlooked
- evidence based, updates traditional simplification methods
- supports compliance with legislative requirements

The Ladder optimises accessibility at multiple levels, and generates information in 'Easier English'.

Intended audiences

When used as a strategic planning tool, the Ladder informs accessible communications for all audiences.

Easier English modernises and expands traditional simplification techniques (eg. Plain English, Easy Read) for hard to reach, low literacy and disability audiences.

The Ladder also plugs the Information Accessibility Gap, for the 'average reader'.

Communication channels

The Accessible Information Ladder is suitable for all media channels, including writing, speech, illustrations, signs and symbols, in traditional and digital formats.

Advice and training

If you would like advice or training in implementing the Accessible Information Ladder, please contact Rosalind@inklecomms.co.uk.

making words making sense
Inclusive communications