

Greater Anglia installs new accessibility features on website

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Train operator, Greater Anglia, has upgraded its website to enable visitors to access online content and services more easily, in a way that best suits their needs.

As part of the company's accessibility strategy, website visitors are now able to access a wide range of accessibility and language support tools to customise their digital experience through Recite Me assistive technology.

Being able to offer an inclusive experience is essential to support over 20 per cent of the population who may encounter barriers online due to having a disability, learning difficulty, visual impairment or if they speak English as a second language.

The new Recite Me assistive toolbar on Greater Anglia's website includes screen reading functionality, multiple reading aids, customisable styling options, and an on-demand live translation feature that offers over 100 languages, including 65 text to speech and styling options.

James Bonehill, Greater Anglia's Accessibility & Inclusion Manager, said: "Accessibility is extremely

important to us and we are committed to ensuring that all of our customers can access information and services in a way that best meets their individual needs.

“Therefore, we are incredibly proud to be able to provide Recite Me’s innovative assistive technology across our website.”

The internet can be an incredibly intimidating place for those with access barriers, and those lacking the tools they need to adequately understand or communicate are at a significant disadvantage, hence the importance of trying to make online information more user-friendly.

Ross Linnett Recite Me’s Founder and CEO, said: “It is important to provide an inclusive online experience, where everyone can use our digital world in a way in which best suits their needs. As more organisations provide accessibility tools online, those who face online barriers can access information and services hassle-free. The digital world must be accessible for all.”

To explore using the Recite Me accessibility support tool, anyone can visit the [Greater Anglia website](#) and click the ‘Accessibility Tools’ link at the top right corner of the website.

Photo credit: Greater Anglia