

Advisers on diversity and equality should practice what they preach, says leading disability consultancy, DIVERSUS

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A leading disability consultancy

(<http://www.diversityequality.co.uk/xhtml/Disability-and-DDA-Consultations.asp?PageName=52>) is calling on other companies who advise employers and businesses on diversity and equality issues to practise what they preach.

Simon Pawelski, Operations Director of DIVERSUS (<http://www.diversityequality.co.uk>), says: "We always explain to our clients that having an accessible website

(<http://www.diversityequality.co.uk/xhtml/article.asp?PageName=128>) is not only good for people with disabilities, it is also good for business. Because of the way the site will be designed and developed, the site will also benefit from increases in search engine ranking, web presence and upload time. That is why our website (<http://www.diversityequality.co.uk>) has maintained a number one position on Google for many years."

Accessibility does not have to be complicated or expensive, sometimes it takes only a few reasonable adjustments (<http://www.diversityequality.co.uk/xhtml/reasonable-adjustments.asp?PageName=174>). Phil Smears, head of the DIVERSUS (<http://www.diversityequality.co.uk>) web accessibility service (<http://www.diversityequality.co.uk/xhtml/Web-Accessibility.asp?PageName=128>), says: "From making just a few adjustments to our website we have a site that has superior accessibility to that of many of our competitors. It is basically just a matter of practising what we preach."

"We pride ourselves on leading by example. This applies to the services we provide as well as the staff we employ," says Simon Pawelski. DIVERSUS (<http://www.diversityequality.co.uk>) stands out from its competitors as it is a disability consultancy (<http://www.diversityequality.co.uk/xhtml/About-Hands-On-Access-Ltd.asp?PageName=72>) run by people with disabilities. "We have just employed a new Head of Training Services (<http://www.diversityequality.co.uk/xhtml/training.asp?PageName=56>), Anthony Girdlestone, an experienced trainer who has a disability. All our staff have a thorough understanding of the issues around accessibility so we know what our clients need. It is crazy that some of our competitors cannot even do the simplest task of making their website accessible."

DIVERSUS (<http://www.diversityequality.co.uk>), which specialises in making organisations accessible to deaf and disabled people has relaunched its website after adding further accessibility improvements, including improved navigation (www.diversityequality.co.uk (<http://www.diversityequality.co.uk>)).

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Notes to Editors:

DIVERSUS (<http://www.diversityequality.co.uk>) is a disability consultancy (<http://www.diversityequality.co.uk/xhtml/About-Hands-On-Access-Ltd.asp?PageName=72>) which specialises in making organisations accessible to deaf and disabled people. Run by deaf and disabled people, DIVERSUS (<http://www.diversityequality.co.uk>) has a thorough understanding of the issues around accessibility. The team (<http://www.diversityequality.co.uk/xhtml/article.asp?PageName=17>) includes experts on the National Register of Access Consultants (NRAC), legal experts specialising in disability discrimination, plus Sign Language Interpreters, Lipspeakers, Speech-to-Text Reporters, Communication Support Workers and trainers spread across the UK.