

## **Colour Blind Awareness**

Press Release

28 July 2016

### **BBC Trust Findings**

#### **Fight for the rights of colour blind viewers vindicated by BBC Trust findings**

The 2015 UK General Election coverage was something of a joke for approximately 2 million of the 45 million eligible voters.

Many BBC graphics, broadcast material and website information, such as the BBC website's Football Table continue to cause problems for many colour blind people. This is despite the BBC having extensive guidelines to ensure colour blind people can access their online material.

Why does this matter? Well, 1 in 12 men and 1 in 200 women in the UK are colour blind. That's almost 3 million people and about 4.5% of the population.

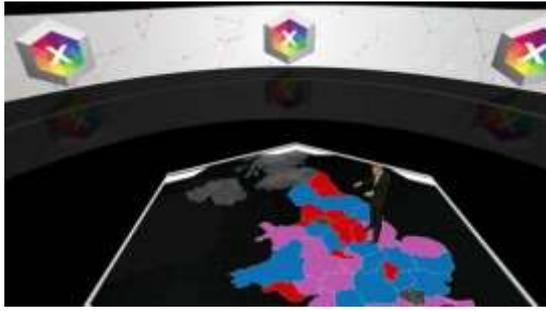
Colour Blind Awareness realised the 2015 BBC election coverage would not be accessible to colour blind voters and notified BBC Director General Lord Hall well in advance of the election. Shockingly the BBC took the view that they didn't need to do much about it and ignored the issue for the most part.

But they didn't factor-in the determination of Colour Blind Awareness!

Kathryn Albany-Ward, Founder of the non-profit NGO said  
"We have been making the BBC aware for some time that a lot of their broadcast and online information is difficult for colour blind people to understand - with virtually no success. When the impending 2015 election graphics fiasco came to our attention and we were being given the brush-off, we decided enough was enough. The BBC can't stand by and knowingly discriminate against nearly 5% of the population at any time, but in the run-up to a General Election we found their attitude to be totally unacceptable.

"We decided to make an example and despite constantly being ignored all the way through the very lengthy BBC complaints procedure we have finally been vindicated by the BBC Trust Complaints and Appeals Board which upheld 6 out of 7 of the complaints we made.

"Despite our complaints the BBC were still producing inaccessible graphics for the 2016 Council and Police and Crime Commissioner elections (images on following page) although they did finally begin to make meaningful changes for the EU Referendum coverage.



Normal colour vision



'Colour blind' vision - protanopia

“Unfortunately, many BBC graphics are still inaccessible and we are looking forward to finding out how and when the BBC intend to implement the changes recommended by the Trust. We hope that in their new role Ofcom will be monitoring the situation closely.

“We also hope the new Culture Secretary, Karen Bradley, will be willing to meet with us discuss how colour blind people can also be afforded proper access to sport and to digital information. For example, it’s embarrassing for the UK to have held a Rugby World Cup tournament in England (RWC2015) where colour blind people were unable to follow some matches”



“In the meantime we will continue to fight to ensure colour blind people have proper access to information from broadcasters and other media sources.”

In the findings the Trust have “asked the BBC to review the totality of its guidance for people with colour vision deficiencies, across broadcast and online” and “concluded that the BBC had failed to meet best-practice standards and in so doing it had not considered the needs of a significant minority of its audience at an important time”

## Statistics

- Colour blindness (colour vision deficiency or CVD) affects 1 in 12 men/1 in 200 women
- Men are more than 16 times more likely to have CVD than women
- CVD affects 320 million worldwide (the same as the population of the USA), 33m in Europe, c3m in UK
- Colour blindness affects many ability to see many colours as, contrary to popular myth, colour blind people don't just confuse red and green

The Trust's findings in full can be accessed here

[http://www.bbc.co.uk/bbctrust/our\\_work/complaints\\_and\\_appeals/cab.html](http://www.bbc.co.uk/bbctrust/our_work/complaints_and_appeals/cab.html)

BBC Future Media Guidelines (for online but not broadcast output)

[http://www.bbc.co.uk/guidelines/futuremedia/accessibility/colour\\_contrast.shtml](http://www.bbc.co.uk/guidelines/futuremedia/accessibility/colour_contrast.shtml).

## Images

Original images sourced from the BBC, <https://amp.twimg.com/v/68edc298-166e-47a0-90b6-49bf2c8d5ddd>

## Colour Blind Awareness

Founded in 2009 by Kathryn Albany-Ward after she was shocked to discover that despite the huge numbers of people affected by colour blindness worldwide there was very little information available, Colour Blind Awareness (a not-for profit Community Interest Company) works to support colour blind children in school and advises businesses and institutions in how they can attract and retain colour blind customers and employees.

In Europe Colour Blind Awareness works to ensure proper access for colour blind people to sport, for example kit clashes in football. A recent success story was highlighted in the EURO 2016 tournament semi-final between Portugal and Wales

<http://sport.bt.com/football/euro-2016/heres-the-real-reason-wales-and-portugal-wore-their-away-kits-and-its-a-very-good-one-S11364072225357>

The organisation is gaining recognition across the UK and is exporting its experience and advice overseas.

## Contact

Colour Blind Awareness

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**ENDS**