

RNIB Policy on making printed information available in alternate formats

1. Introduction

This policy has been developed to ensure RNIB services, employees and agents produce information that is accessible. This is in line with DDA legislation and our own campaigning guidelines. All RNIB staff are committed to implementing this policy. For practical guidance visit the [Accessible Information Help Pages](#) on Iris. If you cannot access Iris, contact hugh.huddy@rnib.org.uk or phone 020 7391 2008.

2. Apply 'Clear Print' standards to all printed information

When information in print originates from an RNIB service, employee, or agent, the owners of the information must ensure the print is produced according to RNIB's See it Right [Clear Print standards](#), except where an alternative print standard is specifically required. Refer to [guidance notes](#).

3. Printed information should always be available in alternate formats

Production of alternate formats must always be considered at the outset. When information in print originates from an RNIB service, employee, or agent, the owners of the information must also make the same content available in the following range of formats, except where there is a justifiable reason to omit formats or make an alternative offering (Refer to [guidance notes](#)):

- [Spoken word audio on tape, CD and/or DAISY format](#)
- [Braille](#)
- [Large print](#) (type size 16 point upwards as required by the recipient(s). Note 'Clear Print' is 14 point type size)
- [MS Word document \(DOC\) and/or Plain text file \(TXT\)](#) distributed by email or disk as required by recipient(s)

4. Same quality

The quality of alternate formats should be the same as the printed version in terms of content, packaging and labelling, except where there is a justifiable reason for a difference. Refer to [guidance notes](#).

5. Same time

Alternate formats should be available at the same time as the printed version, except where there is a justifiable reason for a difference. Refer to guidance notes.

6. Same price or cost (where applicable)

The sale price or cost of alternate formats must not exceed that of the equivalent printed version.

7. Always seek advice if challenged to provide a format which you are unable to deliver

When a **demand** is specifically made for information in a format that the information owner is unable to deliver, the information owner should first make an alternative offering to the person making the request. If the offering is refused, the information owner should then contact the Best Practice Officer for Accessible Information to discuss appropriate action and **never** refuse to fulfil the request.

8. Register responses made to accessibility complaints

When a complaint is made about the accessibility of printed information that originates from an RNIB service or employee, the following steps need to be taken:

- A. The person who receives the complaint must promptly forward it to the relevant information owner
- B. The information owner must promptly handle the complaint according to the appropriate RNIB Personnel procedure
- C. The information owner should forward a copy of the response they issue to the complainant, to the infoaccess@rnib.org.uk mailbox for monitoring purposes only

Guidance notes

Section 2 - it is likely to be justifiable to apply a different print standard other than RNIB's Clear Print standards, in the following situations:

- Where the target audience demands the printed information in large print only
- Where printed information is to be submitted to an official body where print layouts are controlled by legal or governmental standards

Section 3 - it is likely to be justifiable to omit certain alternate formats from the standard range or make an alternative offering, in the following situations:

- Where the information owner clearly identifies at the planning stage that there is no demand for an alternate format(s) specified in the standard range
- Where the document owner replaces a particular format in the standard range with another format which better promotes accessibility

Section 4 - it is likely to be justifiable for a difference in the quality of an alternate format as compared with the printed version, in the following situations:

- Where the turnaround time and /or cost of producing the alternate format can be significantly reduced, by excluding **non-essential** content or packaging

(Please contact Best Practice Officer for advice on making practical adjustments to essential content, such as images and graphics which contain essential information)

Section 5 - it is likely to be justifiable for a difference in the time that an alternate format becomes available as compared with the printed version, in the following situations:

- Where information has a long life-span and the alternate format becomes available **near** to the print version release date

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