

Accreditation of websites

Process guide

This document also acts as our terms and conditions for the website accreditation scheme. Version 5: 1 October 2021

Editing: We'll provide initial editing suggestions and you decide which of them you can incorporate. If we then decide the site merits the Clear English Standard, we'll award it and send you the logo to display on the site – ideally on your home page for maximum impact. There'll be a link to a browser window we host. It gives factual details (no advertising) about the accreditation scheme.

Monitoring: We begin continual monitoring. You may wish to tell us when you add significant amounts of new material to the site. We'll check as necessary and suggest any changes we think are desirable.

Pre-anniversary check: About four weeks before the award anniversary or when the hours left in the budget are low, we'll suggest how many hours' continual monitoring we'll need to maintain or exceed your current level for the coming year. We're happy to negotiate this with you. The award stays in force unless you tell us otherwise before the anniversary.

If the site isn't clear enough: If we believe the clarity of the site no longer merits the award, we'll give you one week's notice and explain how to put things right. Failing this, we may withdraw the award or, where possible, give a lower-level award.

Exceeding the agreed monitoring hours: We may give you two weeks' notice that we'll need to exceed the agreed continual monitoring hours and ask you to top them up with a further payment. Usually this happens only if a site grows far more than expected or alters far more than expected. You're not obliged to top up but we may not be able to keep the accreditation in force.

Excluded material: We may exclude particular documents or pages from the accreditation, and we'll say this in the browser window we host. Please tell us beforehand if there are any particular types of material you wish us to exclude. It may not be worthwhile for us to check news material or things you've already published or printed elsewhere. PDFs, unless they bear the print version of the Clear English Standard, are likely to be excluded.

Editing new text: We're always willing to help you prepare text or edit existing documents before you put them on the website. We can estimate for these at the prevailing rates for our editing services. This may save you the time and trouble of amending material after putting it on the website.

How to display the Clear English Standard: To safeguard the scheme's integrity, you must display the Winning Website logo at a highly legible size on the home page or another prominent page (say, your 'accessibility' page) at all times. You must ensure it is clickable to our browser window (ask us for help if necessary).

Ownership of the logo: The logo remains our property. If we request or require you to remove it, you must do so immediately.

Not a guarantee: Accreditation is always our opinion as to whether the site meets our criteria at the point in time we give it: it is not a guarantee that a site is clear to every reader. Any clarity guarantee would in any case be meaningless unless backed by genuine consumer testing. As the text on websites often changes, our accreditation is a snapshot only.

If you're not happy with anything: Just contact Martin Cutts. Email is best. These are the most direct contact details: mail@clearest.co.uk Tel: +44 (0) 1663 733177.

