

SCP014- Subtitled Videos Policy

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Policy Owner- SU Vice President Union Development

1. This Council Notes

State the facts surrounding the policy proposal

The Students' Union prides itself on creating top quality videos. However some videos are not accessible to people with hearing difficulties.

2. This Council Believes

State the facts surround the for amendment

That all videos should be accessible for all.

3. This Council Resolves

SUBTITLED VIDEOS POLICY

Policy Statement

The University of Northampton Students' Union prides itself on being a welcoming environment for all its members. Therefore the marketing collateral created by the Students' Union must be accessible for everyone.

Research states that; 'Approximately 9 million people in the UK have a hearing loss. This is approximately 19% of the total population or 1 in every 7 persons.'

To make the Students' Union an accessible and welcoming place for all of its member it marketing out puts must reflect that.

This policy proposes that all pre-recorded videos made by the Students' Union that rely on dialogue, must either be subtitled or have the subtitle function available with them.

Research

<https://www.disability.co.uk/sites/default/files/resources/UKStatistics%26Facts.pdf>

found:

APPENDIX (if applicable)