UNIVERSITY OF CAMBRIDGE

InterConnect

Equality Diversity

Website Diversity Checklist

for Local Web Designers

The University of Cambridge is committed to creating a welcoming environment for all. The image projected by University websites is an indicator of culture. Using imagery that demonstrates diversity may influence student and staff perceptions of belonging to the University, and impact on their wellbeing. Promoting an image that reflects inclusivity is important in attracting and supporting a wide range of student and staff.

The InterConnect Steering Group[1], which reports to the E&D Committee, has developed a checklist to assist those developing or maintaining websites to consider diversity factors in images and design. For the purpose of this checklist, diversity has been measured by attention to the protected characteristics (under the Equality Act 2010) of Gender, Race, Age and Disability.

When choosing images for your University webpages please consider:

- **Are there as many women represented as men?**
- **Are there men and women from a range of ethnic minority backgrounds?**
- **Where relevant, are a range of ages represented, from young to old, for both men and women?**
- **Is there a way you can represent people with visible disabilities?**
  (e.g. photographs of people with a disability, or an image of someone accommodating people with disabilities, such as a lecture supported by sign language)
- **Do you think your website would encourage a diverse population of people to apply to Cambridge?**
- **Do you think your website would reassure a new member of staff or student that Cambridge is inclusive and welcoming for a diverse population?**
  (e.g. women, members of ethnic minorities, young and old people, people with disabilities)
- **Have you checked the Communications Office resources for additional pictures?**
  If not, please see: http://www.cam.ac.uk/photos

For enquiries regarding this checklist or other aspects of equality and diversity at Cambridge:

http://www.equality.admin.cam.ac.uk

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[1] **www.equality.admin.cam.ac.uk/interconnect**