

MULTI-YEAR DIGITAL ACCESSIBILITY PLAN

2026 — 2028

Tourist Office Baie de Somme Ponthieu Marquenterre

Website: www.baiedesomme-ponthieumarquenterre.fr

Version : septembre 2026

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1. Commitment

The Tourist Office Baie de Somme Ponthieu Marquenterre is committed to progressively improving the accessibility of its digital services so that all people, regardless of their abilities or disabilities, can access the information and features provided online.

This multi-year scheme defines the policy and the main actions implemented by the Tourist Office in the field of digital accessibility for the 2026–2028 period.

It is based in particular on the results of the accessibility audit carried out on the Tourist Office website and on the obligations laid down in Article 47 of Law No. 2005-102 of 11 February 2005.

2. Scope of the multi-year scheme

This scheme covers the online public communication services operated by the Tourist Office Baie de Somme Ponthieu Marquenterre.

The main digital service concerned at present is:

- **Website:** www.baiedesomme-ponthieumarquenterre.fr
- **Accessibility statement:** www.baiedesomme-ponthieumarquenterre.fr/accessibilite.php

The scope may be updated as the Tourist Office's digital services evolve.

3. Current state of digital accessibility

An RGAA compliance audit was carried out on the Tourist Office website on 15 December 2025.

Indicator	Result
RGAA criteria met	87.5 %
Average compliance rate	98.6 %
Framework used	RGAA 4.1.2
Audit date	15 December 2025

The audit identified several areas for improvement. The accessibility statement specifies in particular that existing PDF documents are not systematically accessible and that bringing them into compliance may, in some cases, represent a disproportionate burden when these documents are likely to become obsolete quickly.

The Tourist Office is therefore progressively prioritising the production of new accessible documents and, where necessary, the provision of an accessible alternative.

4. Digital accessibility policy

4.1. Principles and objectives

The Tourist Office intends to make digital accessibility part of a continuous improvement process.

- Take accessibility into account from the design stage and throughout the evolution of digital services.
- Gradually improve existing content according to its importance, usage and the impact of non-compliances.
- Improve publishing practices for web pages, documents, images and multimedia content.
- Take users' feedback and difficulties encountered into account.

4.2. Continuous improvement

Accessibility actions are integrated into the Tourist Office's day-to-day operations. Priorities may be reassessed according to the results of checks, changes to the website, users' needs and developments in the framework.

4.3. Taking users' needs into account

Where relevant, users' feedback and reports are taken into account to identify access difficulties and improve the services concerned.

5. Organisation and responsibilities

5.1. Digital accessibility contact

The Tourist Office has appointed a contact person responsible for monitoring digital accessibility matters: Louise Bizet, Communications Manager.

Their responsibilities may include:

- monitoring this multi-year scheme and the annual action plan;
- coordination with digital service providers;
- monitoring audits and checks;
- handling users' requests and reports;
- raising awareness among people involved in content production;
- monitoring regulatory and technical developments.

5.2. Role of teams and service providers

Where specific expertise is required, the Tourist Office may call on external service providers or experts. Accessibility-related responsibilities and deliverables are specified in the projects concerned.

6. Accessibility in digital projects

- specifications;
- consultations and requests for quotations;
- selection of service providers;
- development and integrations;
- acceptance testing phases;
- service updates and developments.

Where relevant, accessibility criteria may form part of the criteria used to select or assess service providers.

7. Training and awareness

Improving accessibility also depends on raising awareness among people who produce or administer digital content.

- accessible web writing and content structure;
- alternative text for images and link labels;
- contrast and readability;
- production of accessible PDF documents or ensuring that an alternative is available;
- accessibility of multimedia content;
- developments in the RGAA.

Training or awareness-raising activities may be organised according to needs and available resources.

8. Audits, checks and accessibility monitoring

8.1. Compliance audits

The Tourist Office intends to maintain regular monitoring of the accessibility of its digital services, particularly when the website undergoes significant changes.

8.2. Regular checks

- internal checks when new content is published;
- occasional checks;
- support from a specialised service provider;
- a full audit when services undergo significant changes.

8.3. Handling reports

Users' requests and reports are part of accessibility monitoring and may lead to corrective actions.

9. Multi-year programme 2026-2028

Period	Main priorities
2026 – Priorities	Take into account the RGAA audit; correct priority non-compliances; improve publishing practices; formalise monitoring and rules for accessible documents.
2027 – Consolidation	Continue corrections; check new content; progressively improve existing documents where relevant; carry out an interim assessment; integrate accessibility into new projects.
2028 – Evaluation and continuation	Review results; measure progress; identify new areas for improvement; prepare the next multi-year scheme; carry out a new audit at the end of each year.

10. Monitoring and updating the scheme

This scheme is supplemented each year by an annual action plan. The review of completed, postponed or abandoned actions is incorporated into the annual monitoring process.

The scheme may be updated according to changes to the website and digital services, audit results, developments in the RGAA and regulatory framework, and users' feedback.

11. Publication and provision of the scheme

This multi-year scheme and the action plan for the current year are published on the Tourist Office website in an accessible format.

Links to these documents are also included in the website's accessibility statement.

12. Contact

For any question or request relating to digital accessibility:

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Tel.: +33 3 22 23 62 65

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ANNUAL ACTION PLAN

Year 2026

Tourist Office Baie de Somme Ponthieu Marquenterre

For 2026, this action plan sets out the priority actions identified in the multi-year digital accessibility scheme. It is based in particular on the results of the RGAA audit carried out on 15 December 2025.

1. Actions planned for 2026

Action	Objective	Priority	Deadline	Status
Correction of the main non-compliances identified in the audit	Improve website compliance	High	2026	Review of all .PDF files in progress to determine whether some can be made accessible; otherwise, an accessible alternative will be provided
Improvement of publishing practices	Prevent new non-compliances	High	2026	Training for the Communications team on proper content integration: planned for the last quarter of 2026
Establishment of rules for PDFs	Produce accessible documents or provide an alternative	High	2026	Under consideration
Awareness-raising for people producing content	Develop good practices	Medium	2026	Meeting between the Tourist Office team and the external trainer, certified in Accessibility by Toile Design: planned for the last quarter of 2026
Occasional accessibility checks	Check corrections and new content	Medium	2026	Next audit: December 2026
Monitoring users' requests	Improve consideration of difficulties encountered	Medium	Ongoing	Preparation of a request log by the Tourist Office
Monitoring RGAA developments	Keep practices up to date	Medium	Ongoing	Version 5 of the RGAA is currently being drafted, with publication planned for the end of 2026

Review of the 2026 action plan

At the end of the year, the action plan will be reviewed. Actions that have not been completed may be carried over to the following year's action plan where they remain relevant.

Contact

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