

Accessibility Statement

Simplicity Cremations (a trading name for Dignity Funerals Limited, the site provider) is committed to ensuring digital accessibility for all users, including those with disabilities. We aim to provide a website that is inclusive, user-friendly, and accessible to the widest possible audience, regardless of technology or ability.

About This Website

This website offers direct cremation funeral plans and services, designed for individuals who prefer a simple, low-cost, and non-traditional approach to funerals.

Accessibility is an integral part of our design and development process. All new features and updates are reviewed with accessibility in mind. We also conduct regular reviews of our site's accessibility to provide the best experience possible.

Accessibility Standards

Our website has been designed in accordance with the Web Content Accessibility Guidelines (WCAG) 2.1 AA standards. Our design team routinely checks for accessibility functionality during development.

Technical Accessibility

The site is compatible with commonly used assistive technologies, including:

- Screen readers
- Keyboard-only navigation

The site has also been designed to accommodate most frequently used devices including desktop and mobile.

Content Accessibility

Images: Some images are deliberately marked as decorative to be hidden from screen readers, as they are purely illustrative.

Language: Language is written in a clear and straightforward style, aligned with our brand tone.

Videos: All videos will include captions or transcripts.

Known Limitations

At present, no significant accessibility barriers have been identified. However, we acknowledge that some areas of the site may not yet be fully optimised for all assistive technologies.

Feedback and Contact Information

If you experience any difficulties using the site, please contact us via our general enquiries email: funeralplanning@simplicity.co.uk.

We welcome feedback and will use it to improve accessibility wherever possible.

Simplicity Cremations is a trading name of Dignity Funerals Ltd ('we', 'our', 'us'). We are registered in England and Wales under company number 00041598 and have our registered office at 4 King Edwards Court, King Edward Square, Sutton Coldfield, West Midlands, B73 6AP, UK. Our VAT number is 486 6081 14. You can contact us by email at company.secretary@dignityuk.co.uk or by telephone on 0121 354 1557.