

AI-POWERED EASY READ

Create. Convert. Comply. Any content.

askVERA is the first AI-powered, command-driven tool that helps organisations create diversity & disability content quickly and at low cost, turning Easy Read creation from hours into minutes.

EASY READ

EQUALITY ACT

PCS® SYMBOLS

BACKGROUND

What is Easy Read?

Easy Read is a way of presenting written information using plain language and supporting images, so that people with learning disabilities, cognitive impairments, dementia, or limited literacy can understand it.

Easy Read documents follow a set of principles: short sentences, active voice, one idea per page, and a relevant image alongside every piece of text. The image reinforces meaning rather than decorating the page.

WHO NEEDS EASY READ

Learning Disabilities

1.5M+ adults in England

Autism Spectrum

Est. 700,000 in the UK

Dementia

900,000+ in the UK

Low Literacy / EAL

7.1M adults, low literacy

Legal Framework

The Equality Act 2010 requires public bodies and service providers to make reasonable adjustments for disabled people — this includes providing accessible formats. The UN Convention on the Rights of Persons with Disabilities further reinforces the right to accessible information.

2.5M+

PEOPLE WITH A LEARNING DISABILITY IN THE UK

10%

OF ORGANISATIONS CURRENTLY PROVIDE EASY READ

THE PROBLEM

Accessible content is expensive & complex

The Equality Act makes accessible content a duty, yet most content is complex, confusing or unusable for many people, and recreating it by hand is slow and costly.

- 01

A legal duty

The Equality Act requires fairness across diversity & disability. Accessible content is part of the deliverable, not an optional extra.
- 02

Rarely provided

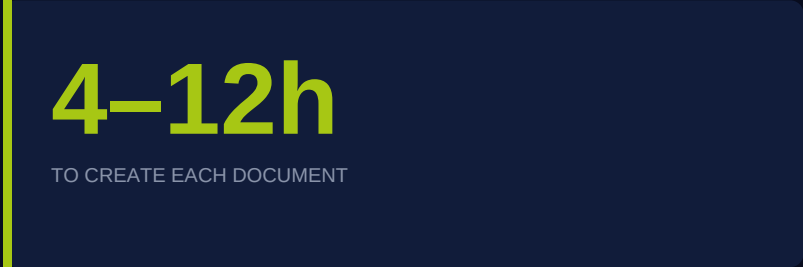
Most organisations don't provide accessible content at all, leaving users unable to engage with important information.
- 03

Only 10% covered

Those that do typically manage just 10% of their corporate content — the majority remains inaccessible.
- 04

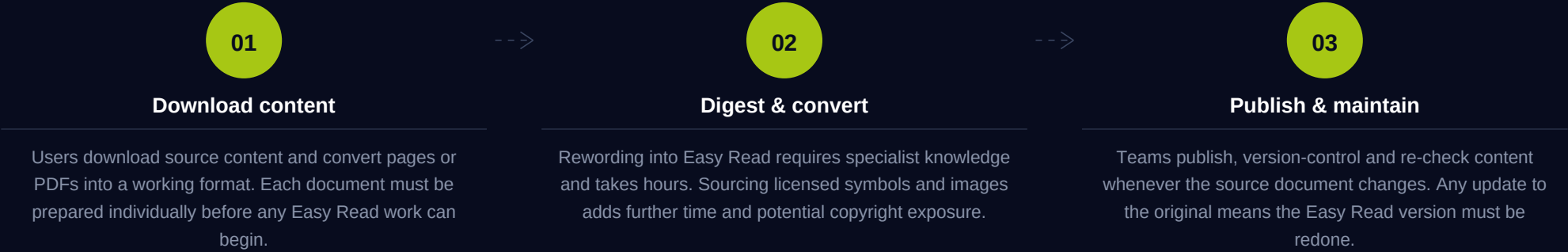
Time & money

Creating a single Easy Read document by hand takes 4–12 hours and costs £250–£500 when outsourced to specialists.



THE PROCESS TODAY

Specialist teams recreating content by hand



Typical cost:

£120k/yr specialist team

· £250–500 per document · 4–12 hours each ·

slow, costly, inflexible.

HOW WE BUILT ASKVERA

Built for accessibility, by design

askVERA was developed on the ELIE AI platform with a single mission: make Easy Read creation fast, affordable and accessible to every organisation. We combined enterprise conversational AI with licensed PCS® symbols to deliver a tool that requires no specialist knowledge.

ELIE Platform

Built on askelie's enterprise-grade AI platform, which powers intelligent document processing, contract management and accessibility tools across sectors. The same engine that handles complex contract data handles Easy Read with the same precision.

PCS® Symbols

Integrated with Widgit's Picture Communication Symbols — the most widely used symbol set in UK health, education and social care. Every image is licensed, standardised and appropriate for the audience.

Command-Driven Design

Users describe what they need in plain English; VERA does it. No training overhead, no complex interface. Anyone in the organisation can produce compliant Easy Read from day one.

Sector Co-Design

Developed alongside practitioners in healthcare, housing, education and local government to ensure outputs meet real-world accessibility requirements — not just technical standards.

Compliance by Default

Every output is aligned to Easy Read best-practice guidelines, Equality Act requirements and WCAG accessibility standards. Compliance is built in, not bolted on.

Continuous Improvement

VERA improves with use. Feedback loops and model updates ensure output quality keeps pace with evolving accessibility standards and organisational needs.

AUTONOMOUS SOLUTION

Imagine intelligent software doing the job

Upload a document, issue a plain-English command, and askVERA returns a fully formatted Easy Read version, complete with compliant symbols and layout, in minutes.

Conversational AI

Ask and instruct in plain language to generate the accessible content you need. No technical knowledge or training required.

Instruct to Create

Command the AI to draft Easy Read content and refine it in minutes. The output follows Easy Read best practice throughout.

Modify on Demand

Adjust and re-issue content as requirements change instantly. No specialist needed for revisions.

AI Document Onboarding

Bring in source documents automatically. PDF, Word, web page, or plain text — VERA handles the ingestion.

AI Image Generation

Generate appropriate Easy Read images and access PCS® symbols on command. No licensing headaches, no clip art.

Manage Revisions

Track versions and keep accessible content in sync with the source document automatically.

WHO USES ASKVERA

Built for every sector that serves people

Public Sector & Local Government

Policy documents, planning notices, benefits guidance and public consultations converted to Easy Read. Helps councils meet their Public Sector Equality Duty obligations.

Housing Associations

Tenancy agreements, maintenance notices, rent statements and service updates converted to clear, accessible formats for all residents.

Charities & NGOs

Service guides, fundraising materials and annual reports made accessible to beneficiaries, volunteers and wider audiences.

NHS & Healthcare

Patient letters, consent forms, care plans and appointment information made accessible. Supports duty of care obligations and NHS England accessibility guidance.

Education

Learning materials, prospectuses, safeguarding policies and SEND documentation made accessible for pupils, families and carers.

Legal Services

Client letters, court documents and rights information converted to Easy Read, supporting access to justice for people with learning disabilities.

THE IMPACT

The same job, re-imagined

Upload. Refine. Publish. From £7.50 per document and 5 minutes — not £250+ and hours.

up to 67x

CHEAPER PER DOCUMENT

10%→100%

CONTENT COVERAGE

5 mins

PER DOCUMENT

WITHOUT ASKVERA

- £250–£500 per document (outsourced)
- 4–12 hours of specialist time
- Only 10% of content made accessible
- Dependent on third-party suppliers
- Difficult to update when source changes
- Inconsistent quality and standards

WITH ASKVERA

- From £7.50 per document
- Under 5 minutes per document
- 100% of content can be made accessible
- Any team member can create Easy Read
- Re-generate from source in seconds
- Consistent, compliant output every time

Affordable

Practical

Compliant

Inclusive

KEY TAKEAWAYS

Accessibility at scale — fast, affordable, compliant.

askVERA cuts cost, saves time and ensures every voice is included, so organisations can deliver accessibility at scale.

up to 67x

CHEAPER / DOC

10%→100%

COVERAGE

5 mins

PER DOCUMENT

Try askVERA today

Free trial & training videos on the website.

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