

# Accessibility plan (RGAA)

**Organization:** B&B HOME France

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**Digital Accessibility Officer:** Sophie Villeneuve – Marketing & Communication Manager, B&B Hotels

## 1. Context and Objectives

### 1.1. Context

Digital accessibility is a legal requirement for public services and private companies in France, in accordance with Law No. 2005-102 of February 11, 2005, and Decree No. 2019-768 of July 24, 2019. This multi-year plan aims to schedule the compliance of our digital platforms with RGAA 4.1 standards.

### 1.2. Objectives

- Make our digital services accessible to all users, including people with disabilities.
- Improve the user experience for everyone.
- Comply with legal obligations.

## 2. Scope

### 2.1. Platforms covered

This multi-year digital accessibility compliance plan covers the B&B HOME France website ([bbhome-group.com](https://bbhome-group.com)).

### 2.2. Target audiences

- Visually impaired or blind individuals
- Deaf or hard-of-hearing individuals
- Individuals with reduced mobility
- Individuals with cognitive disabilities

### 3. Current Status

- **Audit Date:** 03/30/2026
- **Service Provider:** Digital.green
- **Results:**
  - Current compliance rate: 87%
  - Number of non-compliant criteria: 20

### 4. Action plan

#### 4.1. Timeline

Year	Planned actions	Responsible	Budget	Monitoring Indicators
2027	Add a skip link or quick access to the main content area on website pages	Sophie Villeneuve	TBC	- % of compliant criteria
2027	Ensure assistive technologies ignore hidden content on website pages	Sophie Villeneuve	TBC	- % of compliant criteria
2027	Update the digital accessibility audit	Sophie Villeneuve	TBC	- % of compliant criteria

#### 4.2. Action details

- **Skip Link or Quick Access to Main Content Area:**
  - Create mockups with buttons for quick access to different content sections on each webpage.
  - Technical development of buttons on each page based on validated mockups.
  - Testing and verification of proper functionality.

- **Hidden Content by Assistive Technologies:**
  - Review content to ensure assistive technologies ignore hidden elements.
  - Add accessibility tags in the code.
  - Conduct a functional review and technical verification.
- **Update of Digital Accessibility Audit:**
  - Conduct the RGAA digital accessibility audit.
  - Update the 2029-2031 multi-year plan.
  - Update the declaration page, including the audit report.

## 5. Ressources

### 5.1. Human ressources

- Dedicated Project Team: Sophie Villeneuve
- External Providers: Digital.green

### 5.2. Financial ressources

- Total Budget: To be defined.
- Annual Allocation: Actions will be completed by 2027 at the latest.

## 6. Monitoring indicators

- RGAA compliance rate.
- Number of corrected content items.

## 7. Publication et Communication

- **Accessibility statement:** <https://bbhome-group.com/declaration-daccessibilite-rgaa/>
- **Last update:** 04/16/2026