

Transport for London

Accessible travel
information report
TfL number: 12214
SPA Future Thinking
number: 1493

Version 5.0



MAYOR OF LONDON

Transport for London





Introducing the master document

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intelligence

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The master document – contents

Many areas were covered within this extensive piece of research, this document is the Master document covering all the detail. There is also a further Management Summary which documents the key findings

1 Research objectives and who we spoke to

2 Things to be mindful of

3 Key headlines

4 Introducing the respondents

5 Information needs overview

6 Key journey needs: Reassurance, Access, Comfort, Navigation,

7 Customer information needs

8 Disruptions

9 Media

10 TfL Resources

11 Role of staff, resources, gaps and improvements

12 Step-free Tube guide (SFTG)



Project background



- The public transport information needs of disabled Londoners are served through a variety of online and offline resources. TfL has a wealth of information and data available which can be presented to disabled customers to assist their journey planning and on-system experience
- Current information sources such as the Step-free Tube guide provide customers with a lot of data, and have been developed over time to meet the infrastructure changes made to the system and evolving needs of customers. However, there is now work planned to refresh and develop these resources and so an opportunity exists to take a step back and assess what disabled customers want and need to know from TfL to facilitate their travel around the Capital by public transport



Research objectives

The Customer Information project¹ identified a need to understand in more detail the needs of disabled customers in order to put the customer at the heart of everything TfL does. There were 3 main research objectives to be addressed by this project:

- 1** **What** do disabled customers want to know when making a familiar and unfamiliar journey
- 2** **How** would disabled customers like to receive this information
- 3** **Where** would disabled customers expect to find this information

It is important to note that while we were unable to speak to everybody, our sample consisted of a good cross section of different customers. The project comprised of 3 stages where we spoke/will speak to the following:



¹ – Customer Information project is a large scale customer research programme including feedback from both disabled and non-disabled Londoners about TfL’s customer information



Who we spoke to

45 x Depths with customers with a:

Physical accessibility barrier	Visual barrier	Audio barrier	Anxiety barrier	Learning Disability	Cognitive barrier
18	9	5	6	2	5

10 x Accompanied Journeys

3 x Wheelchair Users

7 x Physical accessibility barrier customers

7 x Staff Drop- In Clinics

CES*

Bus station staff

Bus Drivers

LU

Travel Mentor

DLR

Over ground

Across multiple locations

This also draws on knowledge gained on related studies: 10,339 online responses (1646 from disabled customers), plus staff drop in surveys regarding customer excellence

**CES Customer Experience Staff*



Management summary

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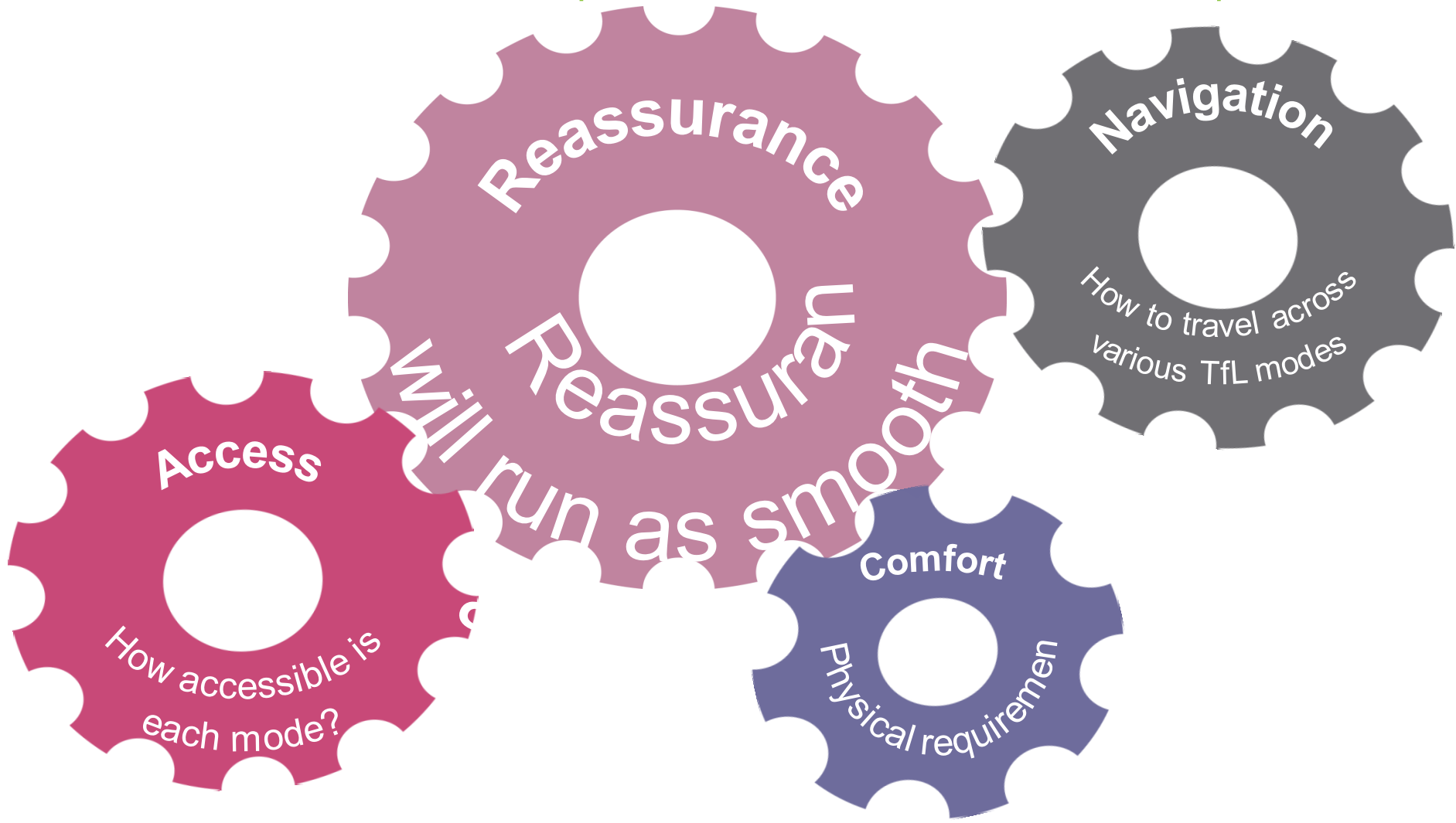
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Journey needs

Customers' journey needs fit together like cogs in a wheel; each one impacts on another, however reassurance is key. Each customer's needs will be individual to them, thus personalisation of information is important



→ Journey needs - in detail



→ Detailed and up to date information required on all access points



→ Access, navigation and comfort all play a key role in reassurance



→ Information to help customers find their way between modes and within modes as well as finding their way between stations/stops



→ Having access to toilets, level of crowding and ability to get a seat are key comfort factors

*“A lot of the time customers just want us to reassure them, most know their routes and journey but they may want us to check things like if lifts are working for example”
LU Customer Care Assistant*



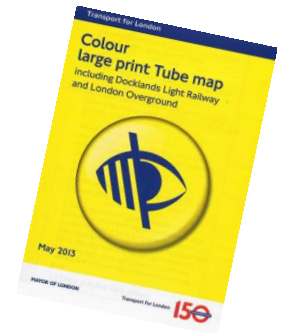
Overview

There are four key findings that have emerged from the research, with raising awareness of current information a fundamental aspect

1 Comprehensive information provided currently however customers are not fully aware of its existence



2 Although material is comprehensive, there are still several perceived information gaps identified by customers



3 The way information is delivered is very important and multiple methods are needed to reach a wide audience

“I just didn’t know all this information was out there, I am so pleased they do things like toilet guides, and step free, but they need to get it out there”
Physical accessibility barrier customer

4 TfL staff are highly relied upon by disabled customers, thus enabling them to better assist and provide information to disabled customers, via improved access to information, is key

1

Awareness

Overall awareness is low, with both customers and staff unaware of the breadth of information that is currently available

Customers are not aware of the full portfolio of information TfL provide. Largely this is a result of developing coping strategies and therefore are not actively seeking out information

“I didn’t know they had all this information available, it is really great that they do”
Physical accessibility barrier customer

“I have been traveling on the Tube for 40 years and I have gotten to know my way around pretty well now”
Visual barrier customer

Low visibility of information at stations and on TfL website results in low awareness of information sources



Staff are not fully aware of material available and therefore often rely on colleagues advice and support when information is needed

“I did not know the step free guide had the gap measurements on it”
TfL London Underground staff

Awareness - recommendations

A multi layered approach is needed in order to raise sufficient awareness and reach the breadth of disabled customers

- 1 **Involve charities / organisations and third parties**
- 2 **Create a contents of contents to illustrate the breadth of information - give this out with Freedom Passes**
- 3 **Make the information more prominent and easily accessible on the website**
- 4 **Staff need to be proactive in directing customers to information available**
- 5 **Feeding into current marketing / strategy in order to raise awareness**

Awareness - recommendations

In disabled customers' and staff members' own words.....

“I think they should involve more charities like the MS Society and RNIB to get the information out there so people know it's there”
LU Customer Care Assistant

“It would be good to have a list of all these materials somewhere, maybe on the website, so you know they even exist, it seems a shame to go to all this trouble and people don't know about it”
Physical accessibility barrier customer

“I think they could use organisations such as the RNIB to get this information out there to people”
Visual barrier customer

“I think it would be great to send things out like the step-free guide with your Freedom Pass, more people would use it then”
Physical accessibility barrier customer

“It would be good to have an updated version of the Out and About in London guide, especially for those with learning disabilities”
Travel mentor

Information gaps

There are a number of perceived information gaps identified by customers, some of which are in development or being enhanced currently

Some of these pieces of information are already available but were missed by disabled customers largely as a result of low awareness or customers just not looking out for them. The key below will be used across the next few pages:



KEY

Met by current products but low awareness and/or improvements required



Partly met and/or in development



Not met








2






Information gaps: met

Perceived Gap	Met/Unmet	Possible Action
Journey Need: Navigation Tube map for colour blind	✓	Black and white Tube Map in existence but need to label the lines at the end of each Tube line & on the lines itself, make them clearer eg use different shapes to form the line
Reassurance Comfort A need for queries to be dealt with quicker on the phone	✓	Communicate existence of accessibility representative and the short cut to accessibility information
Reassurance 'How to use' the TfL website for older customers	✓	Instructions on the site or literature to assist use of website or 'how to use web' YouTube video
Reassurance Comfort How busy is my mode of transport?	✓	Partly addressed in new Journey Planner feature on website

Information gaps: partly met

Perceived Gap	Met/Unmet	Possible Action
<p>Access</p>		<p>On new TfL website, for pre-planning journeys</p>
<p>Number of stairs</p>		<p>Include in Step-free Tube guide and journey planner</p>
<p>Access Comfort Navigation</p>		<p>Current help points at stations but requirement for web access points and for more detailed information</p>
<p>Distance between interchanges/lifts</p>		<p>Included on SFTG and website but require more detail – include route between car park and station</p>
<p>Comfort Navigation</p>		<p>Incorporate number of stops needed in Journey Planner, in new version of website and apps</p>
<p>Interactive information point/help point for disruption information</p>		<p>Included on SFTG and website but require more detail – include route between car park and station</p>
<p>Access Navigation</p>		<p>Incorporate number of stops needed in Journey Planner, in new version of website and apps</p>
<p>Accessibility of car park and spaces</p>		<p>Included on SFTG and website but require more detail – include route between car park and station</p>
<p>Reassurance Navigation</p>		<p>Incorporate number of stops needed in Journey Planner, in new version of website and apps</p>
<p>How many stops until my destination?</p>		<p>Included on SFTG and website but require more detail – include route between car park and station</p>

Information gaps: development opportunities

Perceived Gap	Met/Unmet	Possible Action
<p>Reassurance Navigation</p> <p>Audio identification/reassurance which route/bus number is approaching and served at each bus stop</p>		<p>Development of smart phone app that enables a track bus feature</p> <p>Ensure bus drivers are fully trained</p>
<p>Access Navigation</p> <p>Gradient of ramp</p>		<p>Include on step-free map and information on website</p>
<p>Access Comfort Navigation</p> <p>Station map of facilities and lifts etc at each station</p>		<p>Ideally want an interactive map at the station</p>
<p>Navigation</p> <p>Tailored information provided online to specific needs/barrier</p>		<p>Develop TfL website search facility to incorporate ability to personalise information</p>
<p>Reassurance Navigation</p> <p>Is there a taxi rank at the station?</p>		<p>Include in app and online for pre-planning journeys</p>

3

Delivery platform for customers

A mix of resources are needed, including both traditional forms such as paper as well as newer more technology based methods

Paper based



Audio



Visual



Phone



Apps



Internet



Staff



Staff – customer excellence study

Staff have a clear view on what they consider to constitute excellent customer service (particularly when things go wrong)

However improvements in information sources were identified as helping deliver a better service to customers

- Improving information sources available:
- Real time information across all modes
 - Improved confidence in the currency of the information they give
 - Improve consistency of information across all modes
 - Better advertised disruptions
 - Simplify the amount of information available

- Changing the mind set of customers:
- Staff acknowledged they have a role to play in managing the transition of customers away from using them as a primary source of information in busy times



4

Delivery platform for staff

Staff like instant access to information, they feel time poor and cannot easily consult paper based information. Travel mentors are an exception however as they will often use paper based information which can be left with customers



Phone

→ Many staff currently phone colleagues or contact the Control Room for information they do not know themselves, live information or for further assistance for customers



Apps

→ Opportunity to provide instant, real time information, especially important during disruptions
→ But also useful for staff to help customers plan ahead, eg check lifts / escalators are working



Internet

→ The TfL website is a key resource for Customer Experience Staff, the Control Room within LU and DLR staff via Blackberrys
→ However, many LU Customer Care Assistants would welcome the ability to use the TfL website (via phones/tablets) to check information quickly for customers in real time



Posters


→ Bus drivers tend to have less time to consult resources, thus resources at the bus garage are more appropriate such as posters that can educate on how to help disabled customers most effectively

Staff recommendations

Staff are highly important in getting information to customers, thus while many feel confident dealing with and assisting disabled customers, there are a number of ways to improve their ability to provide disabled customers with information

Internet access

Internet access to all TfL information resources to staff members (this is being tested currently)



“A tablet would be great, so you can have everything at a touch of a button when you need it”

Training

More training welcomed such as mini workshops to ensure customers are at the heart of the service staff provide

“I fear that I might provide the wrong kind of information”
Bus Driver

Specialist Knowledge

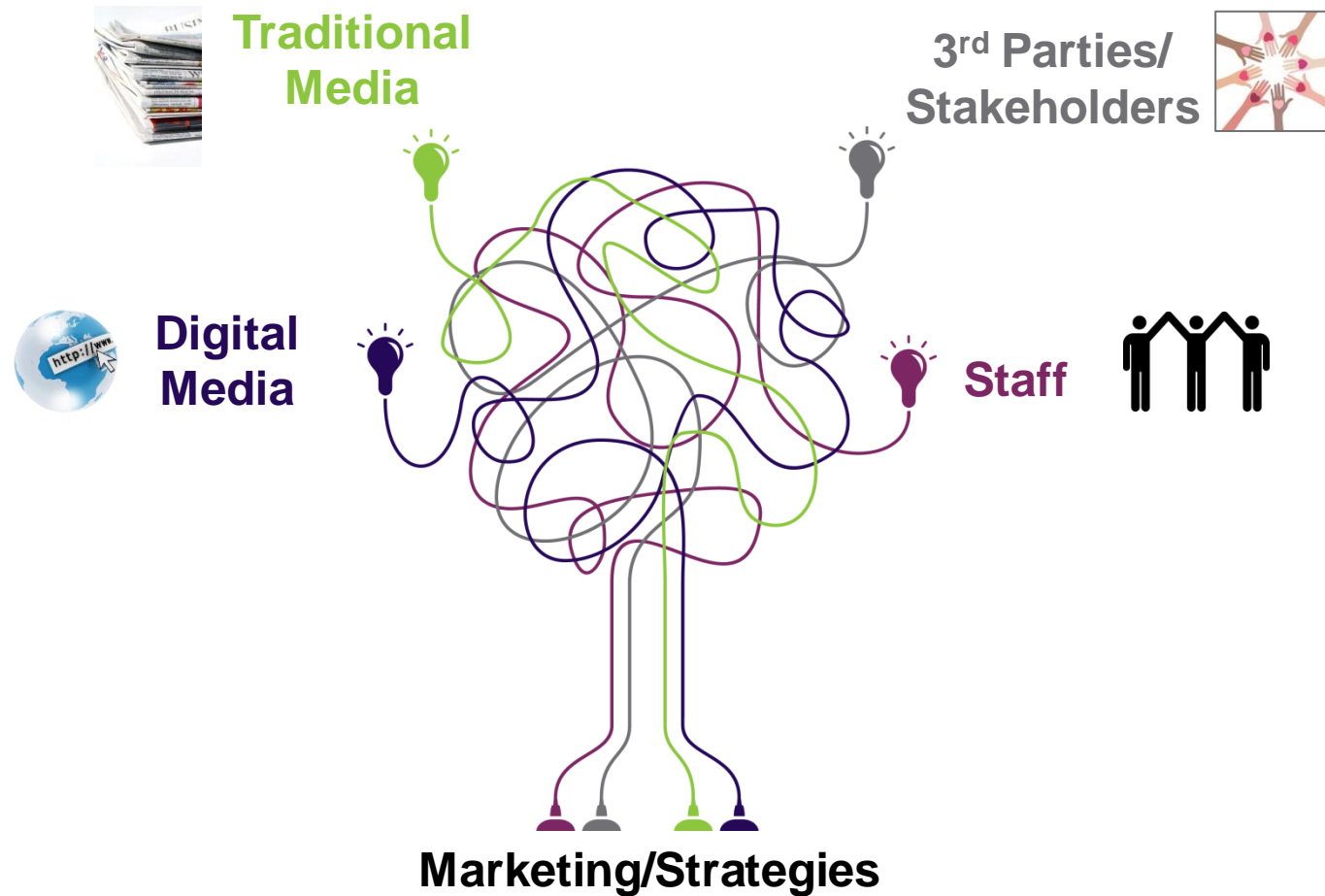
A designated disabled customer representative / team

“The introduction of Accessibility Champions feels like a step in the right direction”
Customer Experience Staff



Next steps: raising awareness is key

A need to review marketing and comms strategy/channels to highlight the valuable and comprehensive information suite (paper and online) available:





Next steps: implementation

In light of the findings, it is key that knowledge is shared and embedded into existing resources so that the customer is truly at the heart of the accessible information that TfL provide

Embed actions with wider customer information project

Liaise with IDAG and other external stakeholders to further refine input and develop resources – stakeholder validation session scheduled for 27th August

Feed into campaign / marketing strategy to ensure higher awareness of information sources and delivery platforms

Website currently being updated and personalisation added

Review existing products based on findings and perceived gaps



MAIN FINDINGS

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Things to be mindful of ...

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Things to be mindful of...

Several barriers come into account when thinking about accessibility across the TfL network

1

- **Attitudes** towards planning a journey can sometimes play a more important role than the barrier a customer is living with
- Those with greater accessibility barriers but with a Planners attitude may well find getting around London using TfL easier than a Non Planner with fewer requirements

2

- The **longer a customer has been disabled** the more likely they are to have developed coping strategies when using TfL. They therefore tend to not require as much information to travel.

3

- **Age can also play a role** in the level of information required. Sometimes older customers can become less confident about using TfL and can require more information as a result

4

- It is important to note that **not all disabled customers feel they have specific information needs** above and beyond other customers due to the barriers they face





Key headlines

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Information - needs overview

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Information needs: overview

Two key findings to note surrounding information needs emerged:

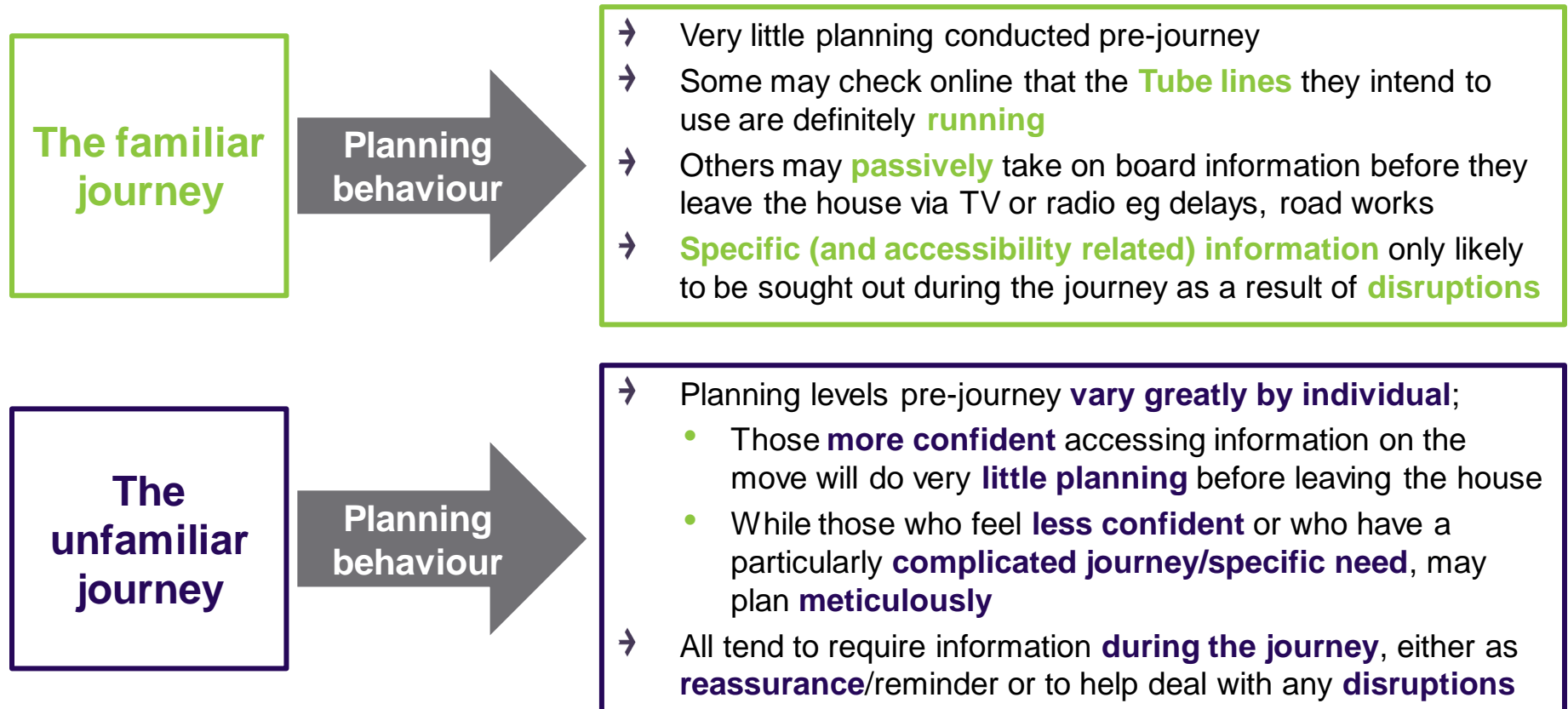
1. It is important to note that customers don't always know what information they want or need from TfL until they see it

2. For most, it is disruptions to their planned journey that causes anxiety and heightens the need for specific information



Planning: familiar vs unfamiliar journey

There are two types of journey for which a customer may plan: the familiar journey and the unfamiliar journey



The rest of this report will focus mainly on unfamiliar journeys and disruptions as these are the occasions customers require more information



Key journey needs

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Journey needs

Customers' journey needs fit together like cogs; each one impacts on another, however reassurance is key. Each customer's needs will be individual to them, thus personalisation of information is important



→ Journey needs - in detail



→ Detailed and up to date information required on all access points



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LU Customer Care Assistant*



Customer information needs

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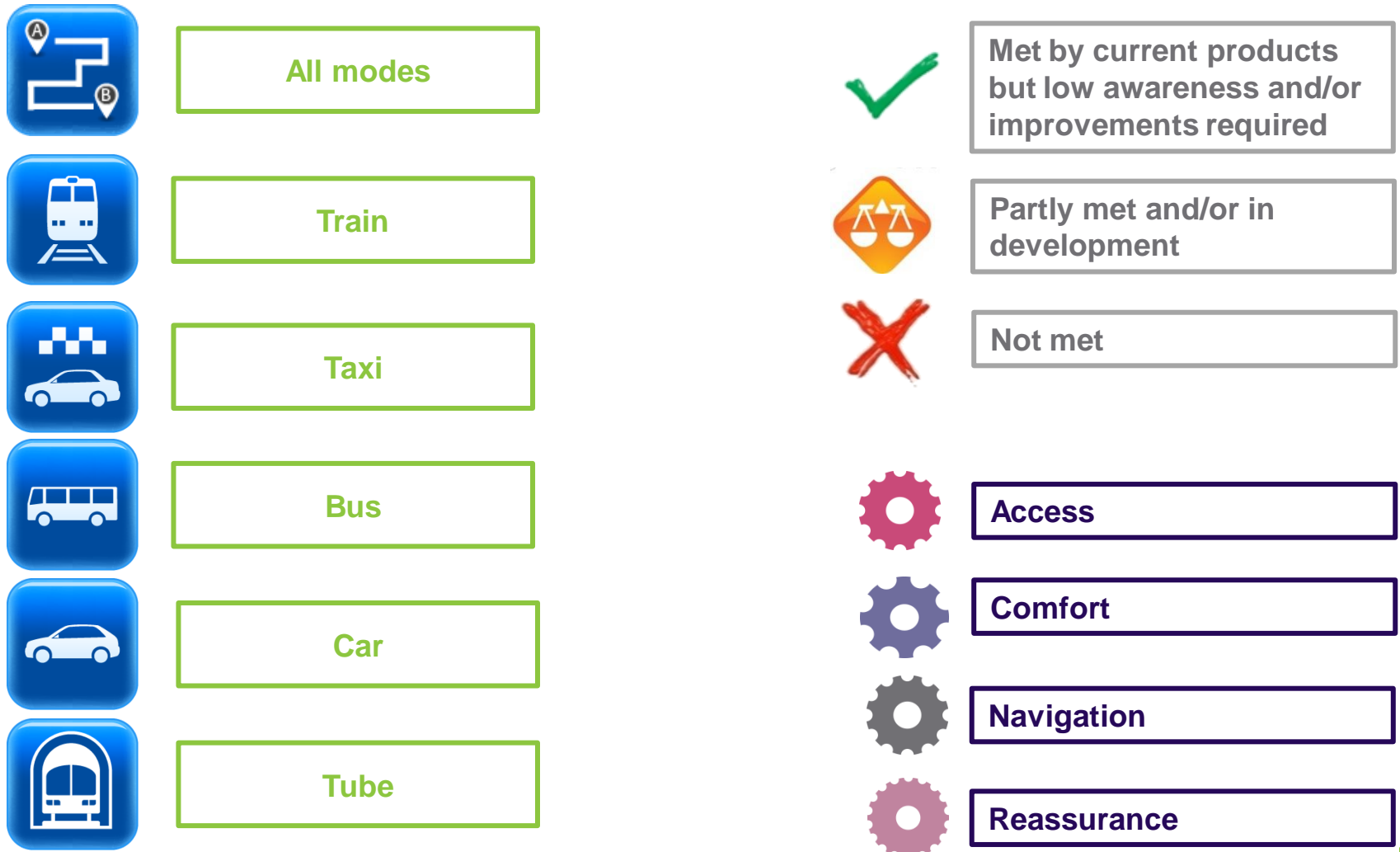
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Customer information needs – the key

We have organised findings based on barriers faced and within these chapters we have used a number of symbols to represent transport modes





Physical accessibility barriers

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Unfamiliar journey: pre planning

Physical barriers

Before people that experience physical accessibility barriers leave for their journey, key information needs centre around accessibility



Information needed

Access

Height of step ie distance between platform and mode

Access

How many stairs will there be?

Access

How far will I have to walk?

Access

How long will I have to get on and off?

Access

Will it be step free?

Current sources/ action taken

Don't currently look - perception is this doesn't exist

Don't currently look - perception is this doesn't exist

Don't currently look - perception is this doesn't exist

Don't currently look - perception is this doesn't exist

Existing knowledge, Tube map, friends/relatives

Met by TfL?



Possible action

Heightened awareness of the Step-free Tube guide (SFTG)

On new TfL website for pre-planning journeys

Distance between interchanges/platforms/lines
Heightened awareness of the SFTG

Provide information on speed the doors open and close

Heighten awareness of the SFTG & provide similar information for other modes



Unfamiliar journey: pre planning



Information needed

Current sources/ action taken

Met by TfL?

Possible action

Comfort

Space for a wheelchair / will I get a seat?

Avoid rush hour



Live 'how busy is my mode' feed – partly addressed in new Journey Planner feature

Navigation

Planned diversions

TfL website/local news/at stations/stops



Higher stand out of comms at stations, in advance

Comfort

Access

Nearest parking with Blue Badge holder parking spaces available

Would look up online or ask a friend



Heightened awareness of the SFTG which has Blue Badge holder car park spaces shown in the index
Included on the website

Comfort

How far parking is from transport mode entrance/exit

Road/street maps (online/paper based)



Include in online and paper based TfL information



Unfamiliar journey: pre planning

Physical barriers
















	Information needed	Current sources/ action taken	Met by TfL?	Possible action
	Access Lift /escalator available and working	Tube map/TfL website/App (minority), look for the disabled sign as it cues a lift/escalators		Live lift/escalator working website/app
	Comfort Toilet facilities	National Rail Enquiries website lists station's facilities		Heighten awareness of TfL toilet map
	Access Ramp access on and off train	TfL website / National Rail Enquiries website to find the phone number for the relevant number to phone ahead as request assistance		Heightened awareness of the SFTG which illustrates where ramps are available, <i>but still have to call ahead</i>
	Access How steep and long are walkway ramps at stations	Own knowledge / call TfL		Distance to ramps, how long and steep they are - to be on TfL website
	Navigation Road works	Local news on the TV or radio for road works, use diversion signage		N/A
	Comfort How far parking is from destination	Street maps (online/paper based)		N/A
	Navigation Road works	Assume the driver will know		N/A
	Access Access into and out of the car	Call ahead and ask for specific cab		N/A



Unfamiliar journey: during the journey

Much of the information required during the journey is to help customers facing physical barriers deal with disruptions they may encounter

	Information needed	Current sources/ action taken	Met by TfL?	Possible actions
	 Navigation Diversions/journey terminates early: how to complete planned journey, how to exit an unfamiliar station	Speak to a member of the public/ member of TfL staff Listen to announcements		Clearer announcements from staff in general
	 Access Lifts / escalators broken down: how to enter / exit station	Speak to a member of the public/TfL member of staff Listen to announcements		N/A
	 Comfort Reassurance Toilets out of order: where is the nearest facility?	Speak to a staff member of TfL		Toilet map
	Navigation Where is the lift/accessible exit?	Sign-posting but can be confusing or unclear		Station plan
	Access Comfort Navigation Which end of the train is closest to the exit at required stop	Own knowledge / little information currently		N/A



Audio information barriers

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Unfamiliar journey: all planning

Overall, people that experience audio related barriers express greater concern due to the way information is delivered rather than the content of the information. They need all information to be as visual as possible

	 Information needed	Current sources/ action taken	Met by TfL?	Possible actions
Pre-planning 	<p>Reassurance</p> <p>Nothing specific prior to travel other than what is usually needed by non-disabled customers Information required is more about how it is delivered than what is delivered</p>	N/A		N/A
During the journey  	<p>Navigation Reassurance</p> <p>Diversions / journey terminates early: how to complete planned journey</p>	Wait for visual cues at a station / on a bus or ask another customer		Would like visual cues to appear at the same time as announcements
	<p>Navigation Reassurance</p> <p>Where am I?</p>	Use familiar landmarks & visual displays		Would like visual cues to remain on display Moving map on board modes



Visual information barriers

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Unfamiliar journey: pre planning

Pre-planning information needs are largely similar to those of non-disabled customers but it is key this is obtainable in a format customers can access

	Information needed	Current sources/ action taken	Met by TfL?	Possible actions
	Comfort Timetables	Use braille timetables where relevant		N/A
	Reassurance Are announcements working?	N/A		No way of checking if announcements are working prior to journey
	Reassurance Are modes running on time	Travel websites such as TfL and Nation Rail; emails directly from such websites to inform of train/Tube status		N/A
	Comfort Will I have enough space to manoeuvre my way around?	Avoid rush hour where possible		Live 'how busy is my mode' feed



Unfamiliar journey: pre planning

	Information needed	Current sources/ action taken	Met by TfL?	Possible actions
  	Reassurance Access Assistance dog friendly? Stairs available?	TfL phone number to check if stairs /steps available or if escalators can be turned off		Often phone calls are automated which doesn't help Ensure consistent staff training
		Braille books		Concern that these might be out of date
 	Access Taxi rank availability and location	Ask friends for taxi firm phone numbers		Heighten awareness of taxi information on TfL website Station facilities guide would be useful
 	Navigation Access Distance to landmarks near bus stops	Own knowledge, asking passers by		Interactive information point at bus stops
















Unfamiliar journey: during the journey

Information to aid navigation but also to help reassure customers they are on the right track is important for customers that experience visual related information barrier

	Information needed	Current sources/ action taken	Met by TfL?	Possible actions
	Reassurance Navigation When is my mode arriving and how do I know it is the correct one for me? Especially pertinent when a number of buses arrive at the same time	Ask a member of public/bus driver/member of staff		Audio announcements detailing mode, talking bus stops
	Reassurance Navigation Where am I on my journey /is this my stop?	Some Tubes and some buses have an audio announcement of stations/stops, but this lacks consistency Overground trains are much more reliable with announcements		Audio announcements detailing location as approaching actual stop Bus stop/stations counting app
	Reassurance General route and stop information/updates	Illegible LED displays so ask a member of public		Digital information needs to be bigger, less bright and move more slowly
	Reassurance Toilets are out of order, where is the nearest facility?	Speak to a member of TfL		N/A

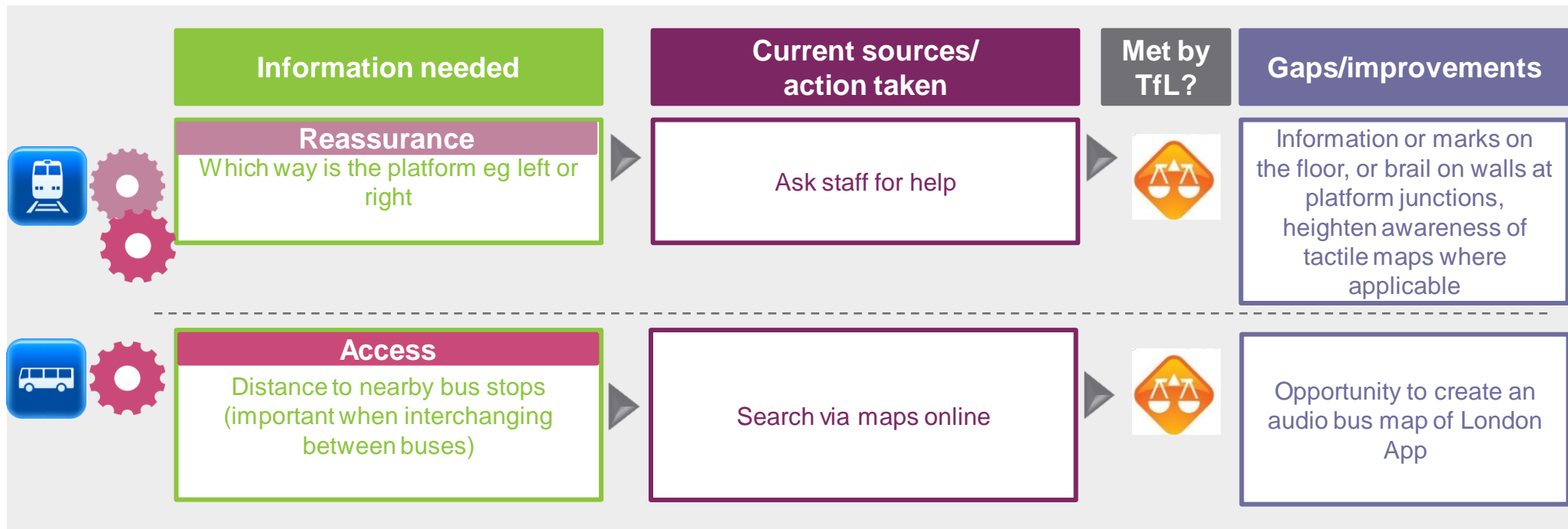


Unfamiliar journey: during the journey

	Information needed	Current sources/ action taken	Met by TfL?	Possible actions
  	Reassurance Which side of the train do I get off?	Have to ask a member of public		Audio announcements telling which side to get off
	Access Size of gap between platform and train	Have to ask a member of public Listen to announcements on Tube / train		Review how this could be delivered
	Reassurance Can I rely on staff to meet me?	Call ahead of time and make arrangement		Build confidence through consistent service
 	Reassurance Will the escalator be turned off for my dog? Will someone be there to do this?	Call ahead of time and make arrangement		Build confidence through consistent service
	Reassurance A need to distinguish the Underground Lines on the Underground Map (colour blind)	Traces a line with finger, zooms in to map on TfL App, asks a member of staff		A labelled Tube map with the names of lines clear on each line as an app or a paper map
	Reassurance Am I approaching uneven ground or stairs?	N/A		Some better way of knowing ground is uneven



Unfamiliar journey: during the journey





Anxiety information barriers

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Unfamiliar journey: pre planning

Planning ahead is important to minimise confusion and the onset of anxiety. Often consult others for advice and reassurance that they are planning the correct mode and route

Information needed	Current sources/ action taken	Met by TfL?	Possible Action
 <p>Comfort Information on level of crowding during time of travel</p>	<p>Friends, past experience, knowledge of rush hour times</p>		<p>Information on likelihood of crowding during time of travel, 'how busy is my mode' app</p>
 <p>Reassurance Estimated time of travel throughout the journey</p>	<p>TfL website Personal assistant to help search / look up route</p>		<p>Timings are not specific enough on site, estimates can be incorrect</p>
 <p>Access Map to include mode station/stop and surrounding area</p>	<p>A-Z map Google maps (printed out)</p>		<p>Better signposting on the site that Google maps exists on site</p>

“Anxiety can cause episodes of mania and depression for me, therefore I will plan new journeys and make sure I know where I’m going so I don’t get confused and anxious”
Anxiety barrier customer

→ Unfamiliar journey: during the journey

Information required during the journey is about delivering reassurance and control



Information needed

Current sources/ action taken

Met by TfL?

Possible Action

Reassurance

Information on delays communicated both in text and announcements

Announcements and scrolling text on modes



N/A

Access Reassurance

Map of local area

A-Z map



Local area map included on Journey Planner on TfL website

“I will take an A-Z with me so I know I won’t get lost when I get to my station”
Anxiety barrier customer



Cognitive information barriers

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Familiar journey: overview

The need for information for familiar journeys is specific to customers with cognitive barriers

"I will write down the names of the stops along the bus route, even if it is familiar, or I will use Google street view so I know I am getting off at the right stop"
Cognitive barrier customer

"When I am on the Tube I need to know how many stops from home to work, I have memorised this, because I find reading the scrolling information hard to read"
Cognitive barriers customer

- Some customers with cognitive barriers can find traveling on familiar journeys challenging at times
 - One of their biggest concerns are around remembering which stop to disembark, even if this journey is made frequently
- Customers have overcome this by memorising the number of stops or using apps such as Google when traveling by bus for example, to track their journey and ensure they are exiting at the right stop
- Some customers will also write down their journey (on paper or on their mobiles) as reference if needed upon their journey
- It is therefore important for customers to be reassured that they are on the correct mode of transport throughout their journey
- Whilst TfL are currently providing this information, it can sometimes appear too late, the speed and timing of announcements and scrolling text on modes such as the Tube could be implemented at earlier points in the journey (not while approaching the station) to allow time to process this information and make sure they do not miss their stop



Unfamiliar journey: pre planning

Customers need to be able to plan routes in detail and take notes with them on their journey as a point of reference

	Information needed	Current sources/ action taken	Met by TfL?	Possible Actions
	Reassurance Navigation The number of stops between stations	TfL website Journey Planner, drop down menu helps with spelling of stations Embark App		Website to include the number of stops expect to take on a journey
	Reassurance Knowing the expected time scale of each part of the journey to ensure that they are on track with their journey	TfL website		N/A
	Comfort Likelihood of crowding at certain times of the day and possible alternative less crowded routes that could be taken	Past experience		Information on TfL website on likelihood of crowding at certain times of the day and alternative routes can take to avoid this 'How busy is my mode' app
	Reassurance Navigation Location of station/stop and local area such as street names	Google Maps		Local maps on TfL website to include landmarks

"I use an app called Embark, I can plan my route at home, I will then write down the journey on my phone. I like how I can type in a station and it has a drop down menu, because I don't always know how to spell a station I want to go to"
 Cognitive barrier customer



Unfamiliar journey: pre planning

Cognitive barriers



Information needed	Current sources/ action taken	Met by TfL?	Possible Action
Reassurance The name of the bus stop	TfL website (written down as reference)	✓	N/A
Reassurance Navigation Having visual information such as street view helps to bring the journey to life referencing cafes, buildings on route	Google street view on mobile acting as reassurance that on track with route	✗	Street view option on TfL website to gain good understanding of location of stops
Reassurance Navigation Colour of Tube station	TfL Website / at station and on Tube itself	✓	N/A
Reassurance Navigation Where parking is located on route and how much it will be to park	Google search for parking information	✗	Heightened awareness of car park information on TfL website
Reassurance Navigation Directions to include estimated length of journey	Google maps for directions and an estimated time to arrive at destination	✗	N/A
Reassurance Navigation Ability to check if route will be in the congestion charge area	Google search	✓	Needs to be highlighted further on the TfL site

→ Unfamiliar journey: during the journey

Continual reassurance is needed during the journey, with customers using specific touch points to confirm they are on the correct route and will get to their final destination



Information needed

Current sources/ action taken

Met by TfL?

Possible Gaps

Reassurance Navigation

Announcements to be made ahead of arriving at destination

Announcements are made too close to the destination for some



Announcements to be made well ahead of arriving at stop

Reassurance

Icons / symbols needed as easy identification of stations/stops

N/A



Introduce symbols/icons onto maps and station names signs

Reassurance

Destination written clearly on the mode

Front of bus or train – acts as reassurance getting on the correct mode



N/A

*“If each stop had a symbol so I would not have to read the station name, but could recognise it immediately by the symbol, that would be easier, such as a cross for Kings Cross”
Cognitive barrier customer*

*“I find it hard to process the announcements in time which means I can miss my stop”
Cognitive barrier customer*



Unfamiliar journey: during the journey

	Information needed	Current sources/ action taken	Met by TfL?	Possible Action
	Reassurance Navigation Reassurance that haven't missed stop and that on correct route	Land marks via announcements and Google maps / street view		App with street view option to monitor while traveling
	Reassurance Reassurance that on the right platform and getting on the correct train	Signage at the station platform, colour of Tube line on Tube carriages		N/A
	Reassurance Navigation The number of stops between stations / to destination	Using signage at Tube station		Included in new TfL journey planner
	Reassurance Guidance that have taken the correct exit	Street names of nearby exit to act as reference points		N/A
	Reassurance Navigation Real time information that tracks their location and allocated time to destination	Satellite navigation tools on phone		N/A
	Reassurance Warning when about to enter a congestion charge area	Looks out for signs on road identifying when entering the congestion zone		Clearer signage as currently can be confusing



Learning disabilities

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Unfamiliar journey: pre planning








Will use TfL journey planner while planning their journey but will have support from others to ensure they have selected the correct route

	Information needed	Current sources/ action taken	Met by TfL?	Possible Action
	Reassurance Navigation Who can help me get to my destination?	Arrange for assistance on journey from personal assistant / family members		Promote the travel mentor service further via sources such as the TfL website, for those less confident in travelling on their own
	Reassurance Has the right route /mode been suggested?	Support and reassurance from personal assistant / family member		Reassurance that the suggested route is the best journey for them potentially via the mentor service
	Reassurance Navigation Where do I need to go once I am off the mode?	Google maps to identify route		Incorporate landmarks on Journey Planner and Google maps more prominently

“When I haven’t done a journey before I always go with my sister, because then I know what I am doing and how the journey looks” Learning disability customer

→ Unfamiliar journey: during the journey

Being with a travel companion throughout a new journey is essential for those with learning difficulties, thus providing reassurance and comfort that they can carry out the journey themselves with little help once they are familiar with the route

	Information needed	Current sources/ action taken	Met by TfL?	Possible Action
	<p>Reassurance Navigation</p> <p>What landmarks are on the journey</p>	<p>Going through the journey themselves with others and pointing out signs along the way at the station</p>		<p>App that can be used on the go to ensure they are on track with their journey</p>
	<p>Reassurance</p> <p>What if I get lost?</p>	<p>Reassurance from personal assistant whilst on the journey</p>		<p>Reassurance that staff will help if they need it</p>
	<p>Reassurance</p> <p>When do I get off?</p>	<p>Going though the journey with others</p>		<p>Street view style app which can help to identify points along their journey</p>

“I read all the signs at the station when I am with my sister or mum, so I remember when I am doing it by myself” Learning disability customer

“When I got off the bus, I am sometimes not sure on where I need to go, so I do the journey with someone so I recognise the route when I am on my own” Learning disability customer



Disruptions

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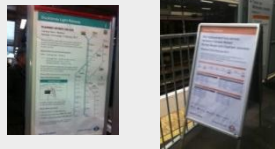


Key findings from non disabled customers

In Feb/March 2013 we accompanied non-disabled customers for 18 disrupted journeys (planned and simulated disruptions on bus, DLR, Overground and Tube) as part of a project accessing information effectiveness

Overall, we found that when a disruption is encountered the majority of customers are able to re-plan a route fairly easily using sources available and have a positive experience of TfL as a result. Key themes from this research shown below:

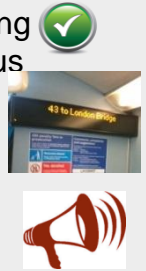
Customers don't tend to look out for a disruption so when sources are readily available they are often missed to begin with (e.g. posters on stairs/platforms, warnings on TfL website)



Tube maps (pocket or poster) are referred to regularly to plan or re-plan routes. Found useful as clear and show connections for all transport modes (except bus)



-bus messages and on bus displays are used when travelling by an unfamiliar or disrupted bus route and are appreciated as reassure customer of journey progress and direction



When announcements of disruptions and alternative routes are made these are appreciated and used

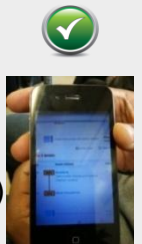
- However a number of customers experienced disruptions without announcements and felt this was needed to confirm that posters/boards are correct and up to date



Staff are often turned to, even if information sources are available and useful customers often wish to speak to a member of staff as extra reassurance



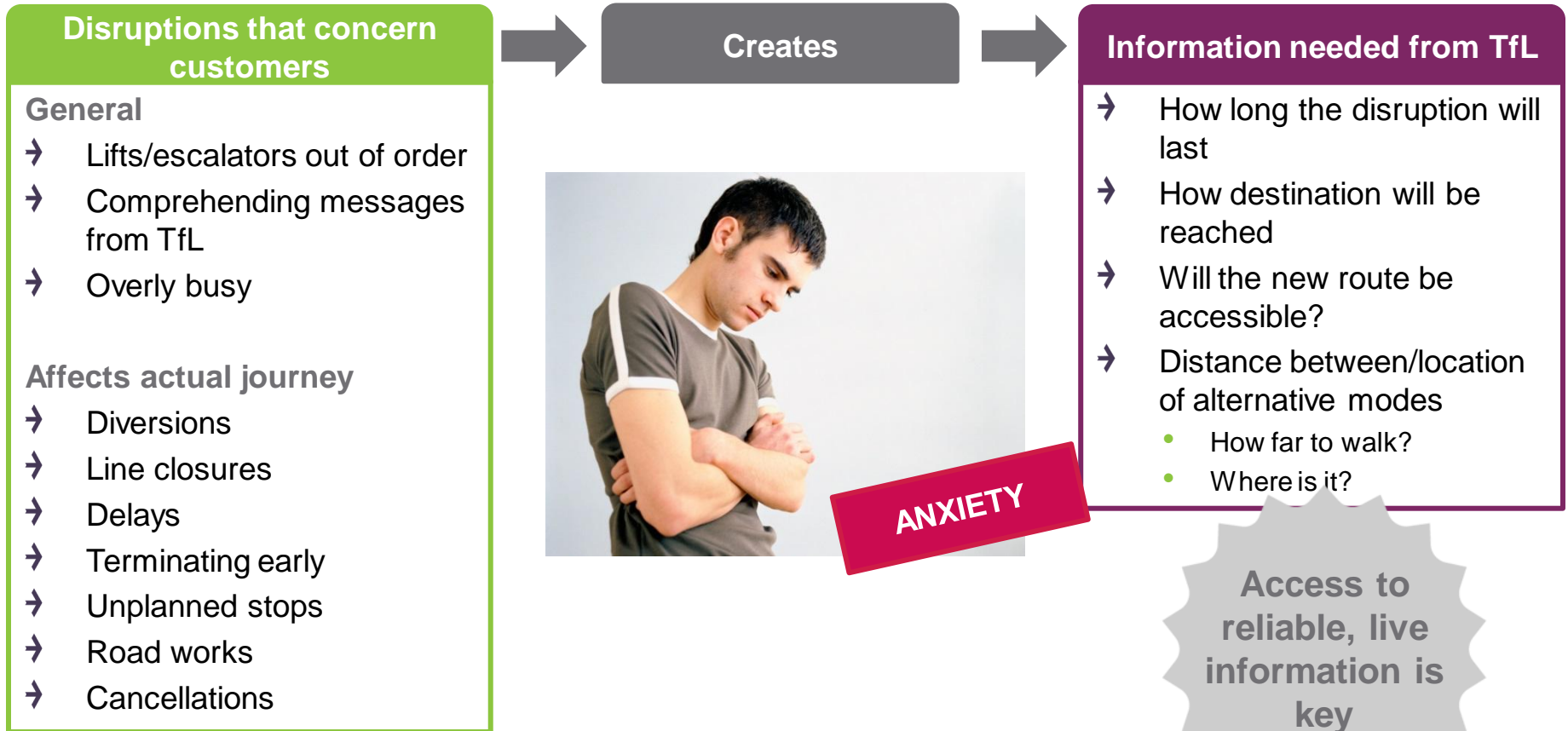
Customers with Smartphones tend to refer to them for real time transport information (either via the TfL website or Apps)





Disruptions - overview

Disabled customers have concerns about disruptions that are also experienced by non-disabled customers, however, disruptions can be more impactful for disabled customers because they can face greater difficulties overcoming these





Information needed – in detail

Access to 'live' information is key during disruptions

How long the disruption will last?

- Required to help customers make an informed decision regarding action
- Especially important for some disabled customers as they would prefer to stick to their original plan even if this will take longer, for ease
- In addition, knowledge regarding the duration of long-term disruptions may mean they will know in advance to pre-plan a familiar journey
- Anxiety barrier and cognitive barriers customers can need this information more to help reduce anxiety and maintain a sense of control

How destination will be reached

- Customers want to know what to do next, how will they make it to their final destination
- Need to be informed of a new route or signposted towards where they can find information about this
- They do not want to be the last to know what to do

Will the new route be accessible

- Those with Physical and Visual barriers need to know whether the new route will be accessible to them (eg lifts, escalators that can be stopped etc)
- Information about the station itself, if they are arriving into an 'unplanned' station (eg. Which exit do I need, are the exits accessible?)

High importance of staff

- The presence of staff during disruptions provides much reassurance for disabled customers as they expect them to be experts in advising new accessible routes and providing live/up to date information
- Apps and interactive information points at stations/stops would also be useful to communicate disruption related information as they can be accessed during the journey and are 'live'



Media – delivery platforms

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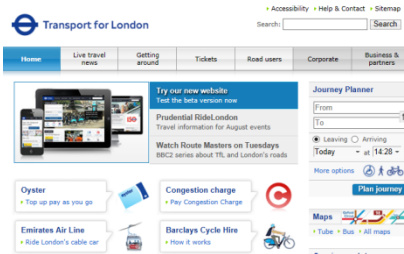


Aware of and use information

Use of Tube and bus information sources by disabled Londoners is very similar to non-disabled Londoners

➔ Most information products reviewed in a recent online survey were used by the same proportion of disabled customers as non-disabled customers. There were some exceptions, particularly relating to online sources:

Disabled bus customers **less likely** to use:

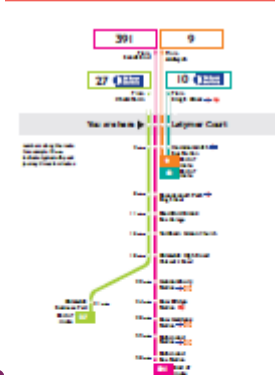


65% vs 75%



15% vs 25%

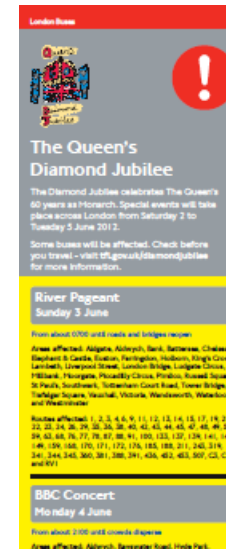
Route to Hammermith Bus Station and legend



54%
VS
64%

Line	Start	End	Days
9	6-10	6-10	10-12
10	6-12	8-12	12-15
27	7-12	7-12	12

...and **more likely** to use:



95%
VS
90%

24%
VS
15%

Customer information effectiveness study Londoner data



Internet

The internet is used for pre planning occasions especially when the route is unfamiliar

When Used

- Will use as part of their pre planning at home
- Sometimes on a journey if Wifi is available to check times and routes

Information

- Maps to identify stations and for directions for onward journeys
- Journey times including interchange times
- Delays and disruptions that may be encountered on their journey
- Information on line closures
- If there will be step free access
- Prices of fares

Examples

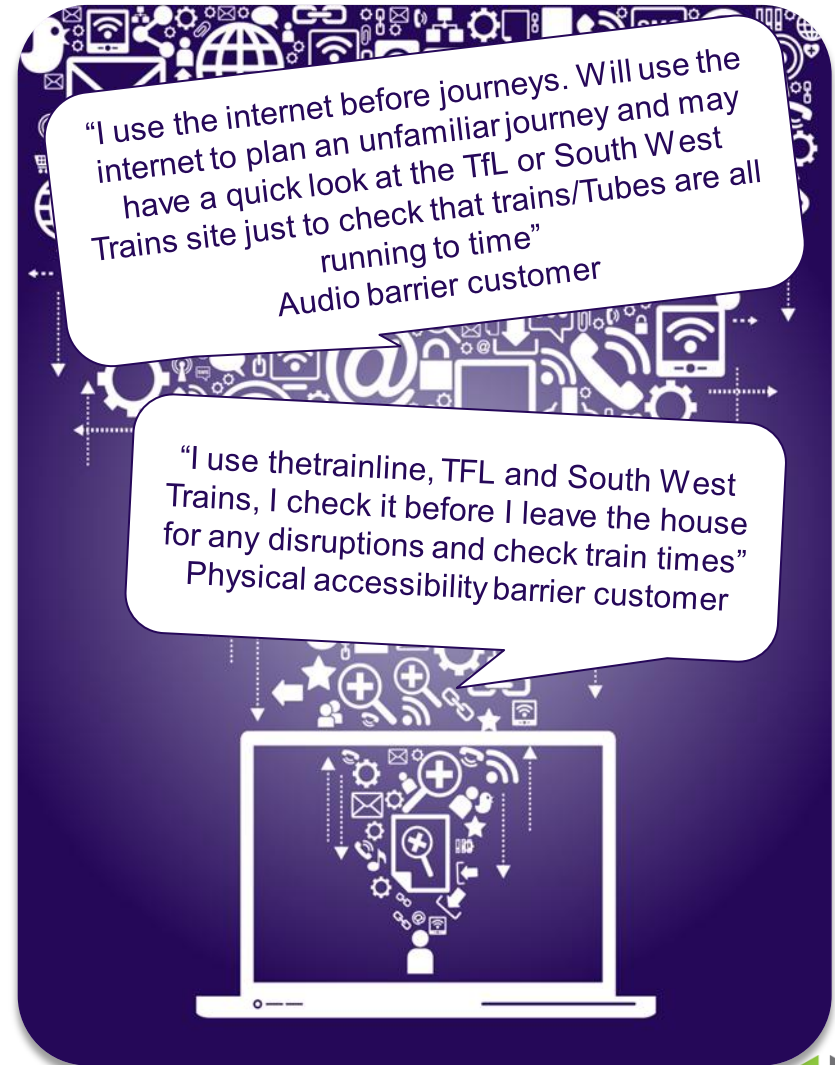
thetrainline.com



Network Rail

SOUTH WEST TRAINS

DESCRIBE ONLINE





TfL site

The TfL website contains a wealth of information that answers many of the needs that have been raised by disabled customers. However, the key barrier TfL faces is that customers are not using the site, either at all or in an optimised way. Customers need to be made more aware of the depth of functionality the TfL website offers

What works...

- Those that use the TfL website, agree that it is 'best in class'
 - It covers all modes
 - It contains a wide range of useful information
 - It is clear and easy to navigate
 - It is easy to use
 - All accessibility information is displayed in Journey Planner search results

"I can pretty much get all the information I need from the TfL website"
Physical accessibility barrier customer

What does not work well...

- Doesn't always suggest quickest route
 - Will often check Google maps to make sure the quickest route has been recommended
- No information on the distance between interconnecting modes and platform between stations
- Complicated for older people less familiar with the internet

The screenshot shows the Transport for London website interface. At the top, there is a navigation bar with links for Accessibility, Help & Contact, and Sitemap. Below this is a search bar and a main navigation menu with categories like Home, Live travel news, Getting around, Tickets, Road users, Corporate, and Business & partners. The main content area features a large banner for the Prudential RideLondon event, followed by several service tiles: Oyster, Congestion charge, Emirates Air Line, Barclays Cycle Hire, Live bus arrivals, and Visiting the Olympic Park. On the right side, there is a Journey Planner section with input fields for 'From' and 'To', a search button, and a Service updates section listing various TfL lines and their current service status. At the bottom, there is an advertisement for easyJet and a 'Getting around London' section with links to different transport modes.

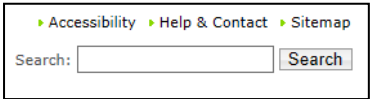


TfL site, raising awareness and actions

Overall customers need to be made more aware of the information that is available on the TfL website. Many customers are visiting the website for the Journey Planner and whilst there they could access even more useful information if they were made more aware

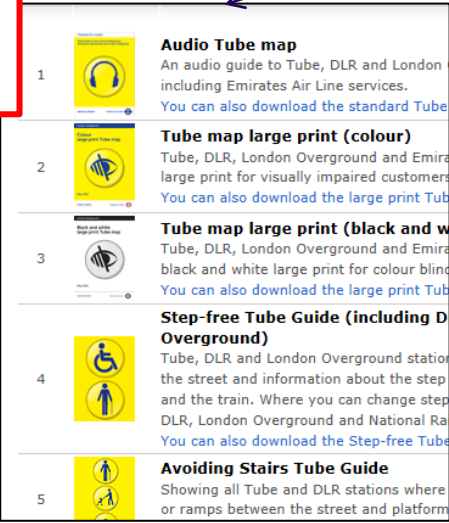
Raising awareness

- Raise awareness of the site
- Encourage use of the search tool
- Journey Planner homepage could work harder to act as a spring board in alerting customers to information (content of contents)
- Help in navigating the site is essential as a lot of information is available, it just needs to be more clearly signposted



Possible actions

- The 'Accessibility' button is easily missed and this is the gateway to much of the information needed, it could be made more prominent
- 'Content of contents' page, showing all the materials available for disabled customers is on the website under 'Accessibility Guides' but it is 3 clicks away from the Home Page and very hard to find, this should be more apparent
- Would welcome more interchange information and access for those facing physical barriers, such as number of stairs at each station
- Live updates of how busy trains/Tubes are
- How close the parking facilities at each station are to the station
- Number of stairs at each station
- Audio guides on website for visually impaired customers





Apps

Apps have potential to be used by more customers if made aware due to the convenience and ability to provide real time information – this makes them a good source for disruption related information

Occasions and information

- Mainly used on a journey itself largely by those with physical accessibility, audio and cognitive barriers
- Can be used at home to plan upcoming journeys in some cases, as phones can be more convenient to use than laptops
- Maps when on route to check heading to correct destination
- Checking timetables
- Planning and checking journey times
- Checking live updates for disruption news

Benefits

- Easy to use, feels intuitive and quick way to get information
- Able to zoom in for close up view if needed (Tube map)
- Facilities such as drop down menus and visual cues help those with cognitive barriers to find the route they need (Embark)

Barriers

- Some not aware of travel apps, or would find this a useful tool to use (especially those with visual barriers)
- Not always providing the quickest or simplest of routes to take

Improvements

- Would like to have the Step-free Tube Guide on an app
 - As well as the number of steps shown at each station
- Potential for much of the TfL paper based information to work

“I love my (Tube map) app, I use it all the time especially when on my journey and something goes wrong”
Cognitive information barrier customer

Examples



“I use the Tube tracker app when I am on my journey”
Physical accessibility barrier customer



Paper based

Maps and timetables are widely used. Some call for a smaller bag-friendly Step-free Tube Guide

Occasions and information

- Mainly used on a journey itself such as Tube map (largely looking for the disabled sign)
- Can be used at home to plan upcoming journeys
- Maps used across modes, including car to check journey route ahead of taking the journey
- Timetables
- Some write TfL customer service number on note pad to take with them on the journey
- Some print out TfL journey planner as reference when traveling

Barriers

- Have to carry around, can be cumbersome
- Concern that they can get lost
- Can be out of date and need to be updated regularly

Benefits

- Easy to use, read and understand
- Reassurance while on journey especially when disruptions occur
- Provides customers a chance to digest information in a tangible way

Improvements

- Smaller Step-free Tube Guide for handbag
- Manual style book to keep as reference that has all stations information regarding disabled access, what time escalators are turned off, lift access etc and updated regularly to be useful
 - This may help some if it was available in braille

Examples





TfL resources

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Staff

- Most expect all staff to be fairly knowledgeable about disability needs / barriers
 - Need to know about steps, number and steepness, lift/escalator access
 - Expect staff to be able to help them to find alternative routes if planned route is disrupted, especially those that can feel anxious such as those with cognitive barriers and anxiety barriers

“I wouldn't feel confident in approaching the staff as I don't feel they would know much about what I need“
Visual barrier customer

“I would like help in finding a route if I get lost or there is a disruption, but they won't know that I don't read the stops and just count them“
Anxiety barrier customer

“I expect staff to be aware of how many stairs and how steep they are at their station ... and which stations are disabled friendly“
Physical accessibility barrier customer









Further Improvements

- Would like to have a direct phone number to contact for additional information
 - In case staff do not know the answer to what is being asked
 - Some using phone line but find the automated element difficult to use which can be time consuming
- Separate desk / kiosk to ask questions at stations, encouraging interaction with staff
- Making staff knowledge and willing to help more visible in communication across the station reassuring customers that their questions can be answered



TfL resources shown

Few had seen the material shown to customers, with a greater need to communicate that these are available

		Positive 	Negative 	Improvements 
Tube map with Disabled signs		<ul style="list-style-type: none"> → Very useful, instant accessibility at a glance 	<ul style="list-style-type: none"> → Not sure what the disabled sign signifies (some confusion if this meant it was step free) 	<ul style="list-style-type: none"> → Key to identify what is meant by disability and how this is defined
Toilet guide		<ul style="list-style-type: none"> → Very useful as often have to pre-plan journeys around toilets available 	<ul style="list-style-type: none"> → None discussed 	<ul style="list-style-type: none"> → Make sure these are widely available at the stations
Getting around London A4 Book		<ul style="list-style-type: none"> → Could be used as a reference book when at home 	<ul style="list-style-type: none"> → Too much information to digest 	<ul style="list-style-type: none"> → Ability to access this online and offline (to keep at home)
Enlarged Tube map		<ul style="list-style-type: none"> → Spaces between the stops and Arial font making it clearer to read → Clear key used → Information on allowance of bikes on services also helpful 	<ul style="list-style-type: none"> → Does look overwhelming at first with a lot of information to take in 	<ul style="list-style-type: none"> → No improvements discussed
Audio Tube Map		<ul style="list-style-type: none"> → Great way to get this information 	<ul style="list-style-type: none"> → Was not aware this existed 	<ul style="list-style-type: none"> → More prominent on TfL website
Black & White Tube Map		<ul style="list-style-type: none"> → No real positives to this resource 	<ul style="list-style-type: none"> → Lines lack stand out and differentiation, almost blending together 	<ul style="list-style-type: none"> → Add labels detailing the line at beginning and end of each line



Step-free Tube guide key findings

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Step-free tube guide key findings

The step-free tube guide is felt to be a useful guide **once it is understood**. However, the vast majority find the map initially overwhelming and need time to study it before it becomes truly useful

Lack of awareness

- As seen previously, there is a general lack of awareness of the step-free tube guide (SFTG), and there was very limited use prior to the research, most would not know where to get a SFTG from

Confusing at first glance

- When the guide is looked at for the first time it can feel overwhelming and confusing, customers can begin to misinterpret the symbols to mean other things because they do not always read the instructions
- Many customers were initially put off by the apparent complexity of the document and felt they would simply just call TfL for advice

Most useful for wheelchair users

- Customers that use walking sticks and can manage some steps did not find the guide as useful as wheelchair users. The walking stick symbol on the front of the guide creates some confusion as many of these customers can manage a few steps

Once understood the SFTG can feel empowering, reassuring and it helps with navigation

- Customers needed to study the guide for some time in order understand it, many took 2+ hours to fully understand and use the map
- Once studied more closely, the guide was felt to be highly useful, the information is empowering and actually encouraged some disabled customers to consider using the network more and with greater confidence/reassurance
- Many felt that on reflection they would use the SFTG more to plan their journeys across the network and would use it whilst on a journey

“Upon closer study [3 hours at home] I think this [the SFTG] is great, it’s brilliant work” Physical accessibility barrier customer accompanied journey



Step-free Tube guide – what works

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Step-free Tube guide what works

1. Size

- The smaller size map was appreciated for portability, easy to carry in a bag/pocket
- The larger map works well for using at home
- Some would like a smaller version - map only –and laminated to use when on a journey, easier to handle



"I think it [the SFTG] is really useful but it was very confusing to start with" Physical accessibility barrier customer

"It is very useful and I now feel confident to travel again via tube and I will encourage my friends to do so too" Physical accessibility barrier customer

2. Station detail

- Easy to see which stations are step-free, the stations in grey are not accessible
- The level of detail regarding each accessible station on the back of the map is impressive and useful once studied and understood
 - Platform access information /distances very useful
 - Entrance/exit information
 - Toilet availability
 - Lifts/escalators
 - Parking

E9 Gallions Reach Northbound towards Hendon Central step 113-150mm/gap 3-37mm, southbound towards Camden Town step 137-143mm/gap 43-57mm)

B4 Golders Green Northbound towards Hendon Central step 113-150mm/gap 3-37mm, southbound towards Camden Town step 137-143mm/gap 43-57mm)

B5 Gospel Oak All platforms (platform 1 towards Richmond and Clapham Junction, platform 2 towards Stratford, platform 3 towards Barking)

B1 Greenford No entrance/exit. You can change between the eastbound platform towards Liverpool Street step 173mm/gap 140mm, westbound platform towards West Ruislip step 207mm/gap 123mm) and National Rail services

F8 Greenwich all platforms.

D4 Green Park all platforms. You need to make a 220m journey to change between the Jubilee and the Piccadilly line, a 160m journey to change between the Victoria and the Piccadilly line and a 380m journey to change between the Victoria and the Jubilee line

E2 Gunnersbury No entrance/exit. You can change between District line platform 1 towards Earl's Court step 200mm/gap 113mm, platform 2 towards Richmond step 193mm/gap 157mm) and London Overground services

3. 'how to use this map' Key and explanation

- Once understood, the keys and symbols used were easy to understand
- The Step and Gap information is very useful if the customer knows his or her wheelchair measurements
- The measurements are clear and precise and the ruler is useful
- The R for ramps is easy to comprehend once the introduction has been studied

Step
The step between the platform and the train is shown by the following symbols:

- 0 - 50mm (0 - 2 inches)
- 51 - 120mm (2 - 4.7 inches)
- Over 121mm (4.7 inches)

Gap
The gap between the platform and the train is shown by the following letters:

- A** 0 - 85mm (0 - 3.3 inches)
- B** 86 - 180mm (3.3 - 7 inches)
- C** Over 181mm (7 inches)

R
Ramps are used at this station to help you to board the train. These may need to be pre-booked. The step and gap between the platform and the train is shown by the following symbols:

"The measurements are good as it has a ruler down the side so you can visualise it" Physical accessibility barrier customer



Step-free Tube guide what works

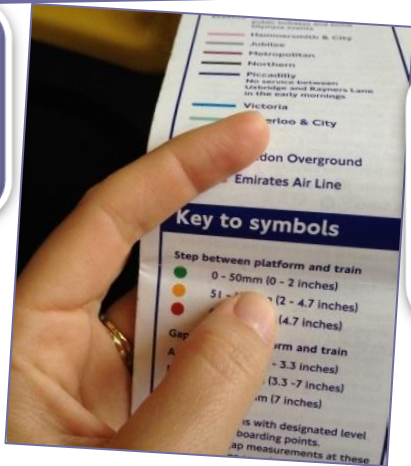
4. Reassuring when travelling

→ During the accompanied journeys several customers referred to the SFTG to work out the next part of their journey –and they found they could successfully navigate themselves around disruptions or any issues that arose using the guide

5. Further information

→ The cross promotion of other resources that TfL prints for disabled customers is useful

“It’s useful to know about lifts and ramps” Physical accessibility barrier customer



“It’s very useful for best accessible routes and stations” Physical accessibility barrier customer

Further information

Transport for London produce a number of documents to help people get around London more easily.

- Audio Tube map
- Large print colour Tube map
- Large print black and white Tube map
- Avoiding stairs Tube guide
- Getting Around London – your online guide to accessibility. Covers all TfL’s transport services
- Toilet Tube map
- Bus maps (all London buses are wheelchair accessible, apart from some journeys on routes 9 and 15)

For copies call 0843 222 1234* or visit tfl.gov.uk/accessguides

- Blue badge car parking information - available at tfl.gov.uk/roadusers
- For information on booking taxis and minicabs visit tfl.gov.uk/cabwise

If you have any general comments about your Tube journey please contact: London Underground Customer Services on 0845 330 9880, textphone 020 7918 3500 or write to: LU Customer Services, 55 Broadway, London SW1H 0BD

If you have comments about your DLR journey call 020 7363 9700, textphone 020 7093 0999 or write to:

DLR Customer Relations
Serco Docklands
Castor Lane
London E14 0DS



Step-free Tube guide - what does not work

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→ SFTG what does not work

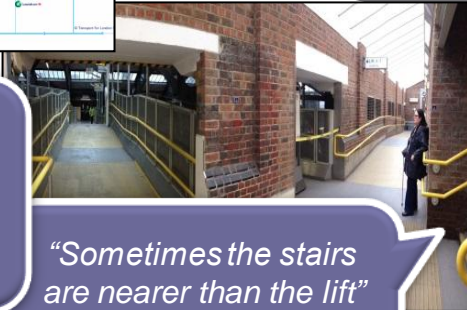
1. Confusing at first glance

- Upon first glance the SFTG can feel overwhelming
- The number of variants that customers have to take into consideration, coupled with the small print, can make journey planning stressful



"It is not useful for 'at a glance' use ... it is too complicated" Physical accessibility barrier customer

"Sometimes the stairs are nearer than the lift" Physical accessibility barrier customer



2. Too much detail

- The comprehensive level of detail confuses and because of this customers often do not read everything and can then make uninformed decisions
- Customers need to study the 'how to use this map' section before they can use the SFTG, and this can feel daunting
- There is a perception that information is inconsistent eg not all stations detail the distances needed to walk between platforms or from entrance/exit
- There is no distance marked between car park and station entrance/exit

How to use this map

This map highlights all stations where you can get between the platform and street step-free, or change between lines step-free. Stations where this is not possible are shown in a light grey. Step-free stations are marked with a coloured symbol and a letter showing the size of the step and gap between the platform and the train, as follows:

- Step
- The step between the platform and the train is shown by the following symbols:
- 0 - 50mm (0 - 2 inches)
- 51 - 120mm (2 - 4.7 inches)
- Over 121mm (4.7 inches)



At stations marked with these symbols you can change between lines step-free (sometimes only in one direction). You will not be able to get in or out of the station without using stairs and/or escalators.



At this station you can change step-free between the Jubilee and Bakerloo lines, but not between these lines and the Metropolitan, Circle and Hammersmith & City lines

At these stations you can change onto National Rail (sometimes only in one direction)

3. Unclear symbols/language

- Some customers really struggled to tell the difference between the A, B and C symbols and the colours (the step and gap distances) many overlooked the ruler shown on the side of the main map so had to search for the information on the back
- Entrance/Exit information not always understood
- Some were also expecting to see a lift symbol on the actual map rather than the back – also the lift symbol is not clear to some older customers, there is a need to see this in writing for clarity
- Onus is on the customer to know a lot of information prior to them being able to use the guide eg customers need to know their exact wheel size of their wheelchair before they can understand if they can negotiate gaps described



SFTG what does not work

4. Easy to misinterpret and make mistakes

- Disabled customers are concerned that they might misunderstand a symbol and make a mistake, this is more likely if the map is not studied in detail before attempting to use
 - Eg R could indicate Restricted
- There was some confusion regarding the 'bleached out' stations, non wheelchair users wanted to know exactly how restricted access was, they felt they might be able to use these stations (the Avoiding Stairs guide might have helped more)

"I have no idea what no entrance/exit means" Physical accessibility barrier customer

"I wasn't clear if it [the symbols and letters] was the step and gap" Physical accessibility barrier customer

5. Perception that information is missing

- Some customers claimed the information was missing or incorrect, *this may be due to not reading the map properly as result of being overwhelmed*
 - Eg missing interchange distances
 - Distances between platforms

"The guide contains a lot of information to take into account. There were missing interchange distances" Physical accessibility barrier customer



Step-free Tube guide - Disrupted journey case study

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Wheelchair user, Finchley Central –Westminster using the SFTG to plan prior to travel, *NB there was a replacement bus between East Finchley and Kings Cross*

1. Plan the route



- Referring to the SFTG the customer located stations that had ramps by looking for the R symbol, hence the journey was Northern Line Finchley Central →Kings Cross, change onto the Victoria Line →Green Park, change on to the Jubilee Line → Westminster
- *NB, at this point the customer did not know the Northern Line was not working at the weekend of her planned journey*

During her planning and studying the SFTG the customer misunderstood that she was meant to call to book ramps, *NB she has misread this, she didn't actually need to call for using ramps on the Underground – but she would for the Overground – so she called TfL Overground*

- During this charged call she was informed that:
- a) the Northern Line is not working and she would need to take the tube to East Finchley and catch the replacement bus
 - a) ***NB this is inaccurate, there is no wheelchair access at East Finchley (which the SFTG shows but she doesn't re check as she trusted the advisor) this in turn made her very anxious when she started her real journey***
 - b) She does not need a ramp to exit the train at Westminster she can get her wheelchair off easily
 - c) That they could not get through to Kings Cross and for her to call back, which she didn't have time to do

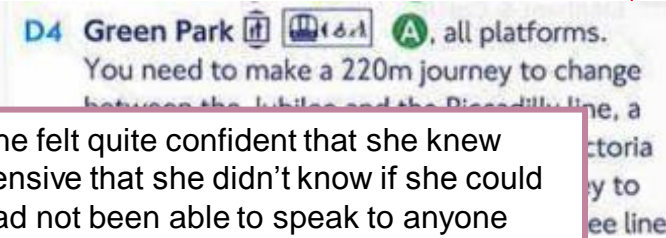


0845 601 4867

2. Make a phone call to book ramps

- The customer needed to reassure herself that she could transfer between tube lines (eg there is a 380m walk between the Piccadilly line and the Jubilee Line at Green Park)

3. Check distances between tube lines



On the journey

- Once the customer started her journey she felt quite confident that she knew what she was doing but she was apprehensive that she didn't know if she could get a ramp at King Cross because she had not been able to speak to anyone
- At Finchley Central the staff were extremely helpful and informed her that she could not take the tube to East Finchley because there was no wheelchair access, they asked one of the replacement buses to pick her up one stop early
- This bus journey took 1 hour to Kings Cross so the rest of the journey was abandoned, due to being exhausted



SFTG - Next steps

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Next steps

Once understood, most felt that they would continue to use the SFTG, it was felt to be a valuable tool which makes the TfL network easier to navigate and more comfortable to use. However, it is only one tool amongst many, and it cannot be used in isolation, staff and a helpline are also needed

- 1** Send out the SFTG with Freedom Passes/via third parties and stakeholders
- 2** Create a Step-free tube guide app for instant access
- 3** Raise SFTG awareness amongst staff and encourage them to disseminate
- 4** Create a centralised accessibility call centre that deals only with accessibility questions, include a freephone number if possible



Additional thoughts from customers

There were some thoughts from customers about improvements to the SFTG

1

Some would prefer the ruler to be labelled in centimetres rather than millimetres for ease of understanding

2

Customers would welcome more user friendly terms for gaps and steps on and off modes, is it possible to talk about generic wheelchair 'types' e.g. suitable/not suitable for motorised wheelchairs

3

There is some desire for the information that is present in the index on all of the SFTG stations to be given for all stations although arguably this would be better placed on the 'Avoiding stairs' guide, or somewhere else entirely so as to not cloud the role of the SFTG

4

Include any distances needed to walk whilst using TfL modes of transport eg distances from car park to train entrance, distances to lifts



Role of staff

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Who we spoke to

A reminder...



CES*	Bus station staff	Bus Drivers	LU	Travel Mentors	DLR staff	Over ground staff
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Across multiple locations

* Customer experience staff



FAQs: bus, Tube, DLR & Overground

We spoke to bus, LU, DLR, Overground staff, customer experience staff and Travel Mentors, below are some frequently asked questions that disabled customers ask TfL staff

Bus Drivers



- Transition between modes
 - How far are walks between modes?
 - Is the journey step free?
- How busy is the mode?
 - Can I get a seat?
 - Is there room for my wheelchair?
 - Will you help me ask a parent to move a buggy if needs be?
- General route information
- Is this my bus?
 - Visual information barrier customers will ask if this is their bus

"I often get asked questions about how to get to places once they are off the bus, which I don't always know" Bus Driver

LU, DLR & Overground



- Staff on the ground are in contact with disabled customers on a regular basis, often being needed to reassure customers on various elements of their journey
- If staff can assist them around the station and onto the mode
- If staff are available at other stations and can assist customers
- Interchange information
 - What interchange mode do they need to make their journey?
 - Will there be adequate access for them at interchange station?
 - Are there taxis at the station (what number they need)?
 - Are there ramps at the stop?
- Station facilities and access points
 - Are there toilets at the station?
 - Are there lifts?
 - How many stairs are there at the station?
 - Gradient of ramps for wheelchairs
 - Can escalators be switched off for customers with visual barriers?



FAQs: customer experience staff

The customer experience team often deal with questions from disabled customers, with accessibility queries being amongst the most common

Customer experience staff



- Are there any disruptions on my journey?
- Will I be able to access my modes (especially trains)?
 - Are lifts working?
 - Can the escalator be stopped?
 - Can I get assistance from staff at the stations?
 - Where do I sit on the train so that someone can help me at my destination?
 - Are the bus ramps working?
 - How do I transfer between modes?
 - Where should I position myself at the bus stop for the ramp?
 - How many steps will there be?
 - What is the ramp gradient?
- Tailored journey planning for a specific accessibility requirement
- Priority queries re. pushchairs vs. wheelchairs
- Requests for printed resources e.g. bus map of the whole of London (!), toilet maps
- Count down signals on pedestrian crossing – customers want these to be expanded across the network
- Bus accessibility information

“I get asked mainly issues around access, will I be able to get from A to B in my wheelchair”
CES



FAQs: travel mentors

Travel mentors spend a lot of time with disabled customers, helping them plan their journeys and discussing their needs

Travel mentors



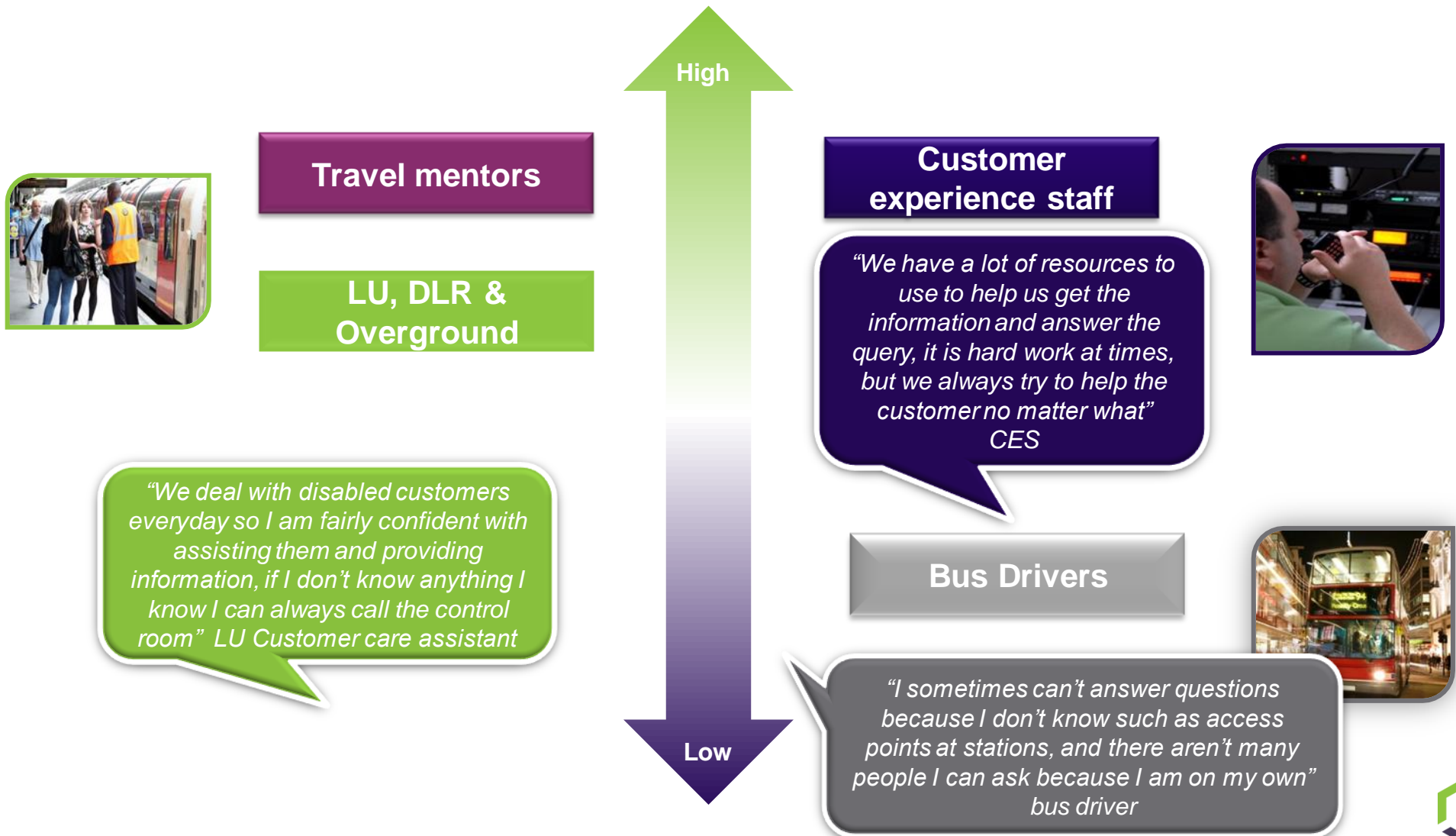
- What are my rights when using public transport?
 - eg can I take my scooter on the bus, when can I use my Freedom pass?
- Help me plan my journey
- How do I transfer between modes?
- How big is the gap between the train and the platform – will I be able to negotiate this in my wheelchair?
- What level of support can I expect from staff on the ground?
 - Will there be someone there to help me if I need them?
- Will my journey be accessible?
 - Eg how many steps will there be?
- Can I conduct my journey safely?
- How do I explain myself (audio information barrier customer and learning disabilities)?

*“Lots of people just want reassurance that someone will be there to help them”
Travel mentor*



Levels of confidence - overview

Bus drivers have the lowest confidence levels surrounding how well equipped they feel to help and assist disabled customers





Level of confidence

Most TfL staff feel confident that they can help disabled customers during trouble free times on the network

Travel mentors

- Travel mentors spend a lot of time on the network themselves and thus feel confident in their own knowledge
- Nevertheless they do acknowledge that they have some information gaps and in this case they will pass on the customer service number



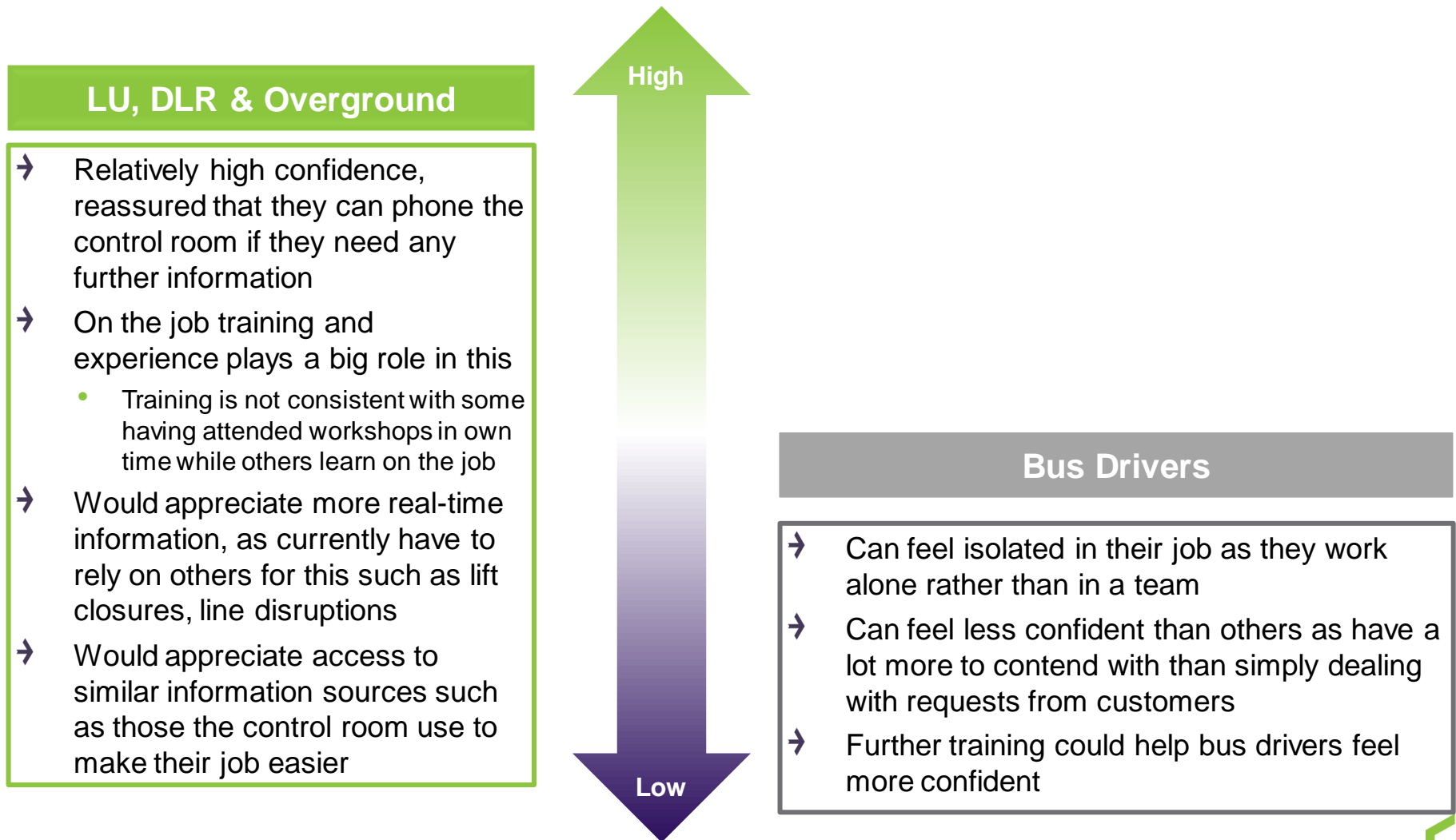
Response Team

- Overall, relatively high levels of confidence amongst the response team
 - Access to a lot of information online
 - Easy to tap into other staff members' knowledge – this was not always the case however as different teams were in different buildings
- Concerns include:
 - Information being up to date, feeling that internal systems are not frequently updated and situations can change quickly
 - Being able to guarantee help 'on the ground' ie that someone will be available to assist/escort
- A sense that it would be useful to have a dedicated team of people who are 'experts' in disability queries – acknowledge that this has just been introduced



Level of confidence

Bus drivers are an exception, they can sometimes feel less confident when responding to disabled customers' needs





Staff - resources used

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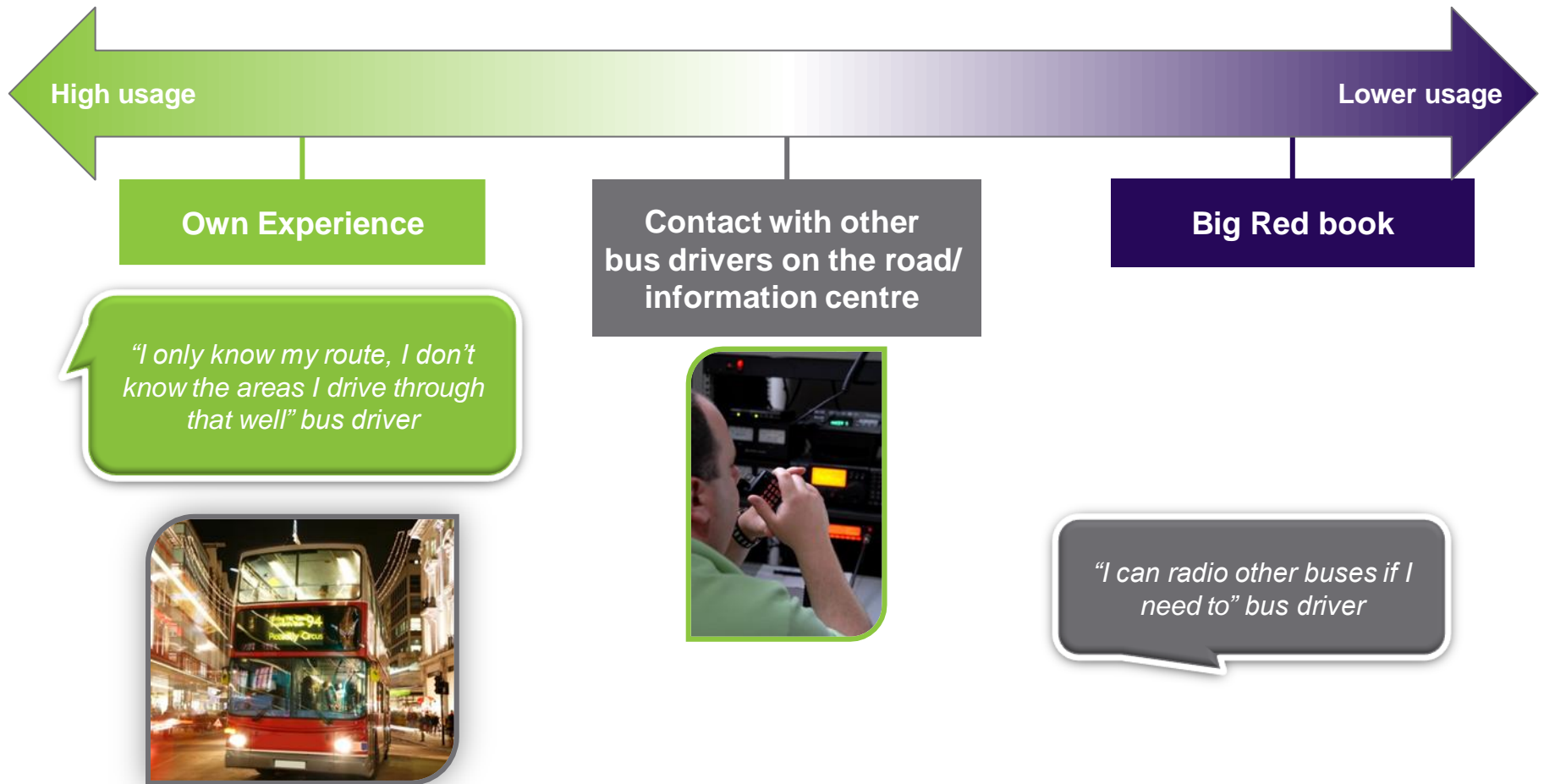
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Resources used - overview

Bus drivers

Bus drivers feel they have fewer resources available to them than other staff. The fact that they drive alone and have no other staff members on board also restricts help available to them



→ Resources used - in detail

Bus

Own Experience

- Much learning 'on the job' from experience answering queries over the years
- Anyone with over 6 months work experience will have learnt most of what they need to know and confidence increases



Other Staff

- It is quite difficult to make contact with anyone once driving a bus
- Drivers can radio other buses and the information centre but most information will be incoming rather than outgoing



Red Book

- Can refer to the Red Book when need to check routes



Resources used - overview

Customer experience staff

Customer experience staff use a number of resources to respond to queries and questions, however a key issue is ensuring they have 'live' information – a sense that sometimes they don't know about an issue on the network until it's too late

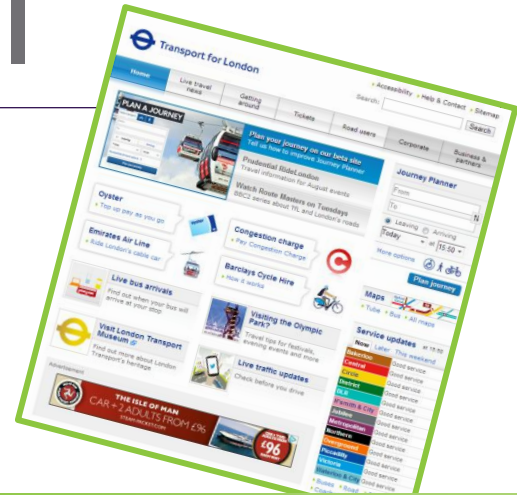


→ Resources used - in detail

Customer experience staff I

Own Experience

- Much learning 'on the job' from experience answering queries over the years
- Some have been out on many parts of the system themselves to help them understand how stations/stop look and the facilities at each as well as to pre-empt potential queries



TfL website (esp. Journey Planner)

- Journey Planner most used tool on the site as queries are often about getting from A to B
- However requirement for this to be more tailored and comprehensive:
 - Should be able to tailor by more specific needs
(eg "I am a wheelchair user but find it difficult negotiating even the smallest gap" or I have trouble getting around but I can manage a few stairs")
 - Provide images of inside stations (eg flights of stairs, distances) or a 'Streetview map' of stations
 - Include distance between interchanges and lifts, plus number of steps

→ Resources used - in detail

Customer experience staff II

Other Staff

- Usually used if can't find the information on the website/maps or don't know through own experience
- May also use as a check they are providing the correct information
- This may be colleagues in the same team or the Accessibility & Inclusion team or, for interchanges, other departments
 - This was felt to be a much easier process now all departments are in the same building
- Overall feeling that Accessibility Champions are a step in the right direction, however being confident dealing with accessibility issues should be incorporated into everyone's jobs
- The Knowledge Team also send out updates, however a sense that they are often not being told anything new by these updates and that the information is not easily navigable

Call the Stations

- Usually used for more specific station related accessibility queries or when real time information is required
- A highly trusted resource as the station staff are experts of their station and can provide live, accurate information



→ Resources used - in detail

Customer experience staff III

Step-free Tube guide

- Used for queries regarding gap and step measurements for wheelchairs, however currently missing information regarding slope/ramp gradients
 - Noted to be a particular issue at Stanmore where the ramp is deemed too steep for many wheelchair users
- However, felt to be overwhelming for use by customers
 - Too much information
 - Metrics difficult to visualise



Notice of Events (bus)

- Have access to this but not sent to customer services
- Information is useful but the format in which it is delivered is difficult to navigate
 - Provided in lots of different files / folders and staff need to know which file their information will be in...
 - A searchable database would be much more user friendly and quicker to access the information required



Support Card

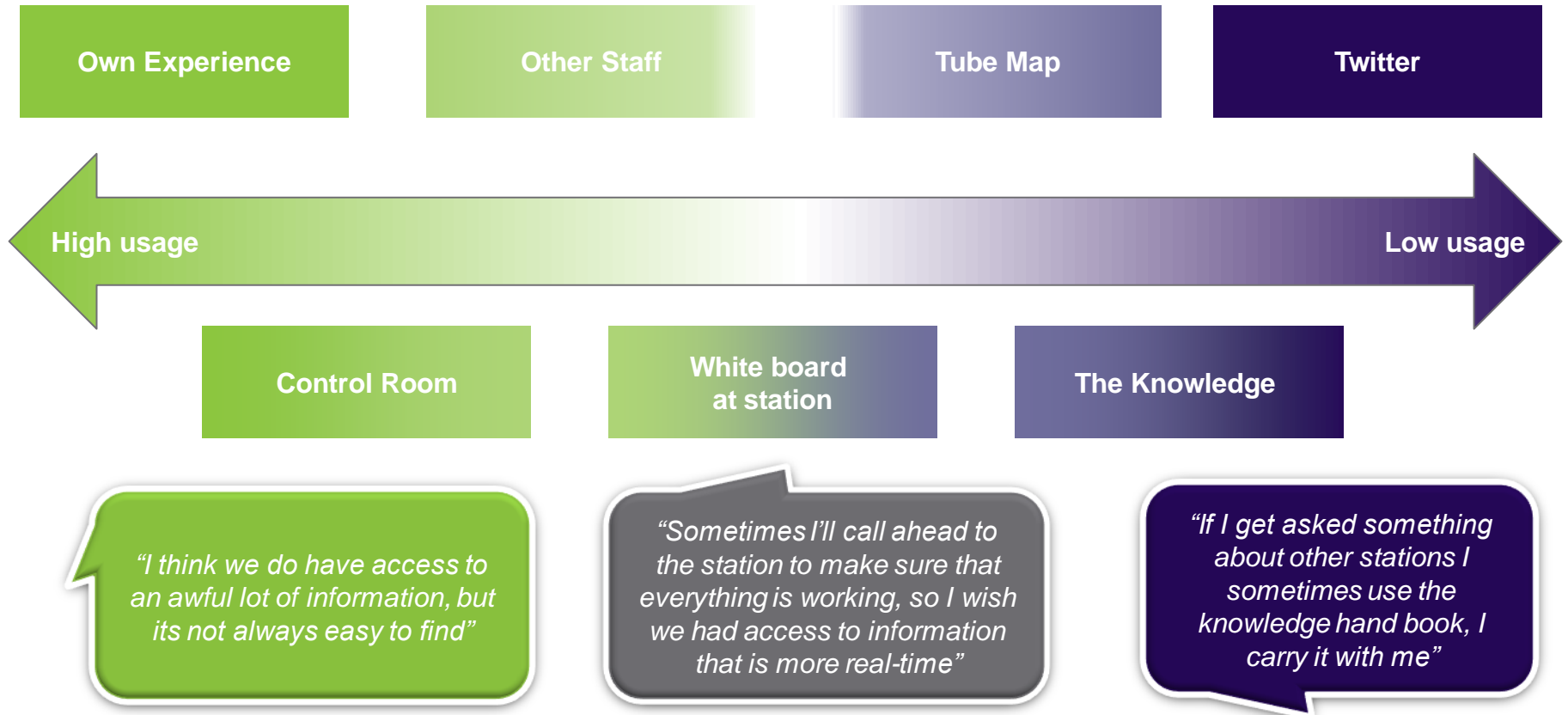
- Not widely known about amongst staff members, however some recommend this to customers as it is felt to be particularly helpful if customers find communication difficult or if they are disabled in a way that cannot be seen



Resources used

DLR, Overground & LU

High reliance on the control room for questions that ground staff are unable to answer themselves although often have the answer from past experience



→ Resources used – in detail

DLR, Overground & LU I

Own Experience

- Rely heavily on own experience and knowledge that is often learnt on the job
- Will be knowledgeable on the facilities at other stations such as lifts, escalators and ramp access – very much down to the individual and length of time in role
- High knowledge also on other modes and will advise on inter connecting journeys that need to be made – may check however on disruptions with the control room



Control Room

- Staff rely on the control room for real-time information as well as acting as reassurance that information they are giving customers are correct
 - Such as checking if lifts, escalators are working at other stations
 - Any line disruptions occurring
 - Access at other stations such as ramp gradient and gap between platform and station
- Checking that station staff are available to assist customers at destination

→ Resources used - in detail

DLR, Overground & LU II

Other Staff

- Ringing other staff members at stations to check facilities are working ie lifts, escalators
- Will call ahead to make sure other staff members are able to assist customers on/off mode
- Will ask/get told by manager or supervisor of travel updates when starting a shift so they are aware of any disruptions etc



White board at station

- Staff often check this before they start a shift to make sure that they are up to date with the latest travel information such as line closures, disruptions and delays
- Arming themselves with The Knowledge if needed



Tube map

- Most will carry a tube map with them for reassurance and back up if needed, although often know this information with on the job experience
- Often used to check alternative routes if lines are down

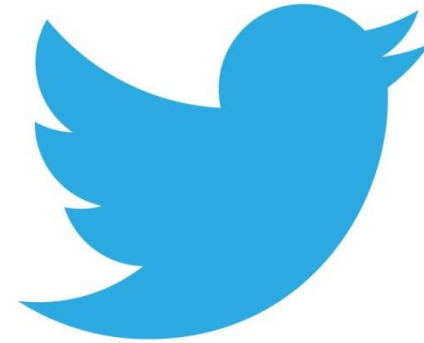
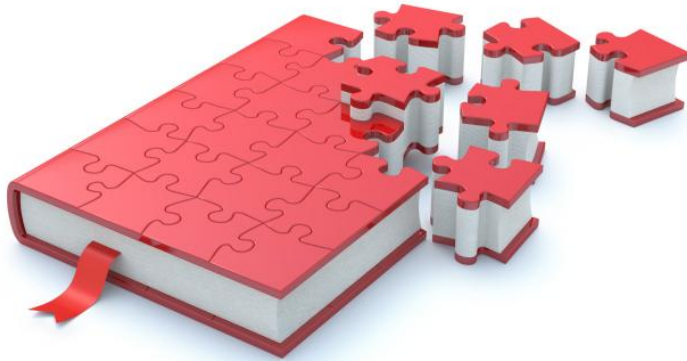


Resources used - in detail

DLR, Overground & LU III

The Knowledge

- LU staff will use this book when wanting to find out information on surrounding areas such as landmarks near stations
- Will also check access points at other stations such as lifts and escalators



Twitter

- Some staff check the TfL twitter feed before their shift for latest on disruptions and line closures for additional confidence



Resources used

Control Room

Will use TfL intranet and website for information, although will also call stations directly to ensure they have the latest and up to date information, whilst the intranet is very informative a phone call is sometimes easier



“Online information can sometime be slow to upload so sometimes I just call the station to double check anyway”

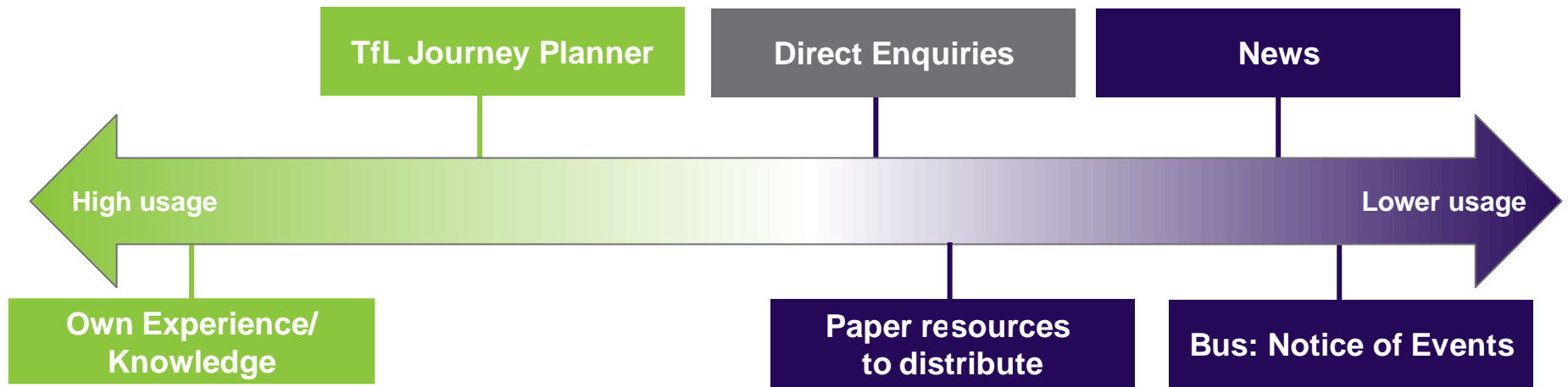
- The control room staff tend to rely on internal intranet as well as TfL website itself to gain information
 - Will also have national rail website and phone number to hand
- They are relied upon by ground staff to find out information such as
 - Are lifts /escalators working at certain stations?
 - Is there someone to meet a customer at destination?
 - Any disruptions
- Plugged into the help points at stations where they are asked information around planning a journey and access information at stations
- Will also use Tube map and Journey Planner for journey queries if disruptions are occurring on lines
- Will call the station themselves if want to check on the most up to date information such as lift closures



Resources used - overview

Travel mentors

A variety of resources are used, however much reliance on their own knowledge, journey planner and Direct Enquiries



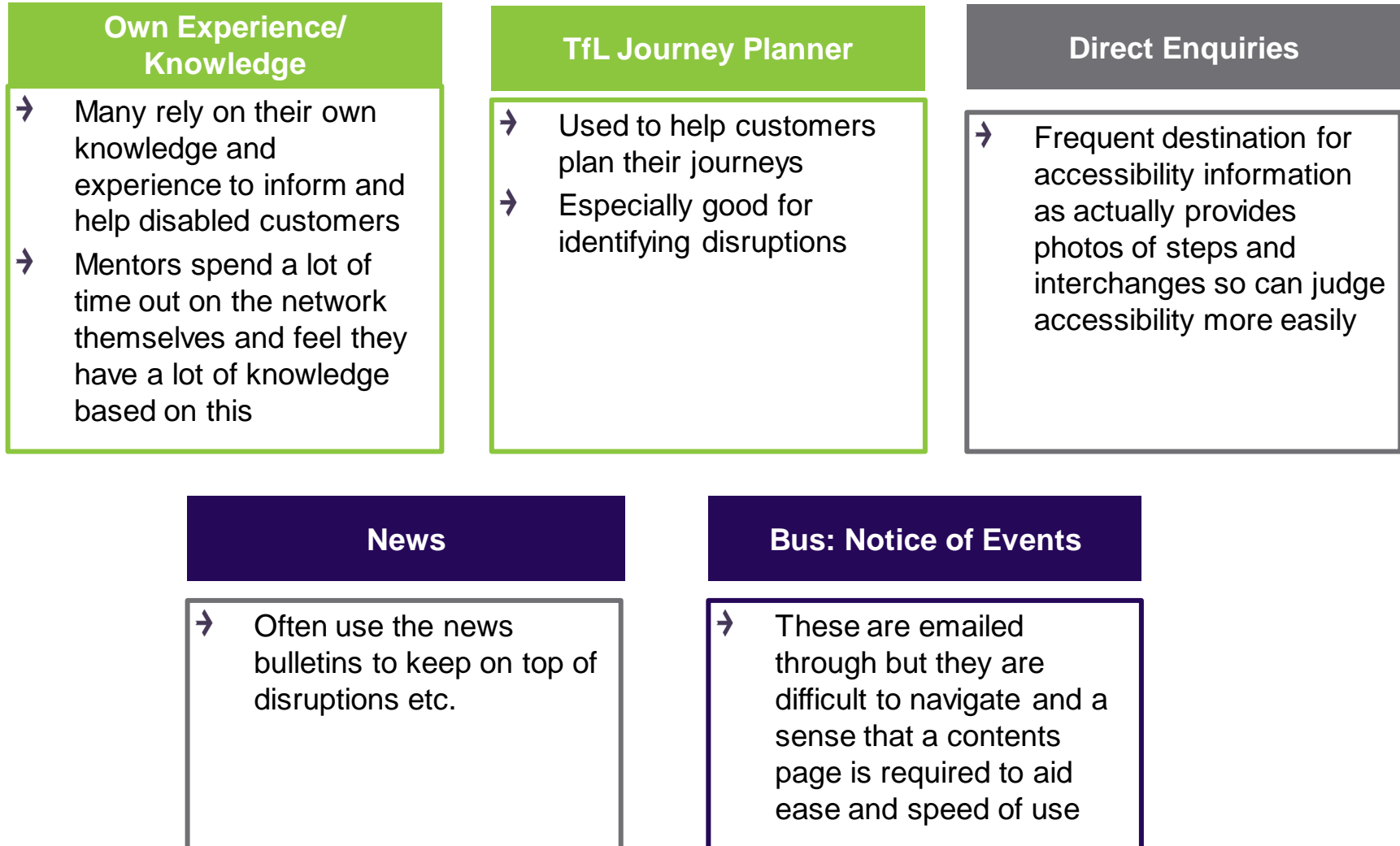
"We go out and about a lot so we take in a lot of information ourselves"

"When people ask about accessibility I tend to plan the journey on Journey Planner and then use Direct Enquiries for information on steps and how long the walk is between interchanges – it has photos of the steps in all the stations"



Resources used - in detail

Travel mentors





Staff - gaps and improvements

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→ Gaps & improvements

LU, DLR & Overground staff

1. Internet access

- Many staff on the ground would welcome internet connection to TfL information
- Having this provided on a smartphone or tablet would make it easy to use and staff can have access to the most up to date information at a touch of a button
- Not having to rely on others to gain real-time information

“Training is hard as you have to do it in your own time, and with the nature of our job that can be hard to fit in”

2. Training

- Many staff would welcome more training on how to deal with disabled customers
- Mini workshops in break out area would be welcomed
- The exception is the Overground who feel they are well trained already
- Staff would also benefit from training on how to effectively use the SFTG

“A tablet would be great, so you can have everything at a touch of a button”

3. Increase resource

- Lack of staff on the ground was felt to be more of an issue than actual information gaps
- If it were possible to have a designated accessibility team this might help

“It is not that there are information gaps as such, it is just there are not enough staff on the ground to provide enough help”

4. More tailored Journey Planner

- It would help if staff could personalise the TfL Journey Planner even further
- Staff would like to be able to tailor individuals journeys in an even more personal way
 - The planner would be able to consider every conceivable variation of a disabled customer's needs

“I would like a Journey Planner that answered all of the questions”

→ Gaps & improvements

Bus drivers

1. Training

- Bus drivers feel the most nervous about how to appropriately deal with disabled customer's needs
- Because they are alone on the bus they can feel overwhelmed if faced with any issues
- They would welcome further training and greater clarity of the 'rules' eg buggies vs wheelchair space
- Drivers feel they need to understand disabled customers needs better

"I fear that I might provide the wrong kind of information"

2. Talking Bus Stop

- Bus drivers would welcome introduction of talking bus stops that announce the wait time for buses and the number of the bus that is arriving, this would save time, as many drivers feel the need to stop and tell visual information barrier customers which bus they are driving

"It can be difficult to see if there is a VIP at a bus stop and I have to identify them via the dog or a white stick, and then I have to shout the number out ... this can be difficult at busy stops"

3. Interchange information

- Whilst drivers appreciate it would be very difficult to understand fully their route, they would welcome information about main interchanges so that they could better inform disabled customers about other modes

"Some customers want to know how far it is to walk from the bus to Clapham Common train station, and I don't know"

→ Gaps & improvements

Customer experience staff

1. Training

- Many would like more training where to find information – currently word of mouth is key
- Encouragement for other teams to take accessibility seriously

2. Website

- Info around interchange distances
- Dedicated Accessibility web page
- Make Journey Planner more comprehensive and add in the ability to tailor information more relevantly

3. Update systems

- Need to update the info on the system more frequently
- Require information in more navigable forms – e.g. searchable database
- Decrease target for those dealing with accessibility queries as time consuming

4. Target interest groups

By joining forces with 3rd party interest groups TfL could disseminate information more easily
Eg information being sent out with Freedom Passes, Charities etc

“I think a dedicated web page to accessibility”

“You could target interest groups and libraries to make sure they have the right information”

→ Gaps & improvements

Travel mentors

1. Update 'Out and about in London: My guide'

- Have found that this has worked well in the past but not currently distributing this as now feels out of date

2. Print more small pocket maps (currently given to schools)

- The reminder 'how to use the network' felt to be useful for disabled customers
- Can be carried on journeys for reassurance

3. Send out information with freedom pass

- Information relevant to their barrier or sign-posting regarding where this can be found (especially live up to date information)

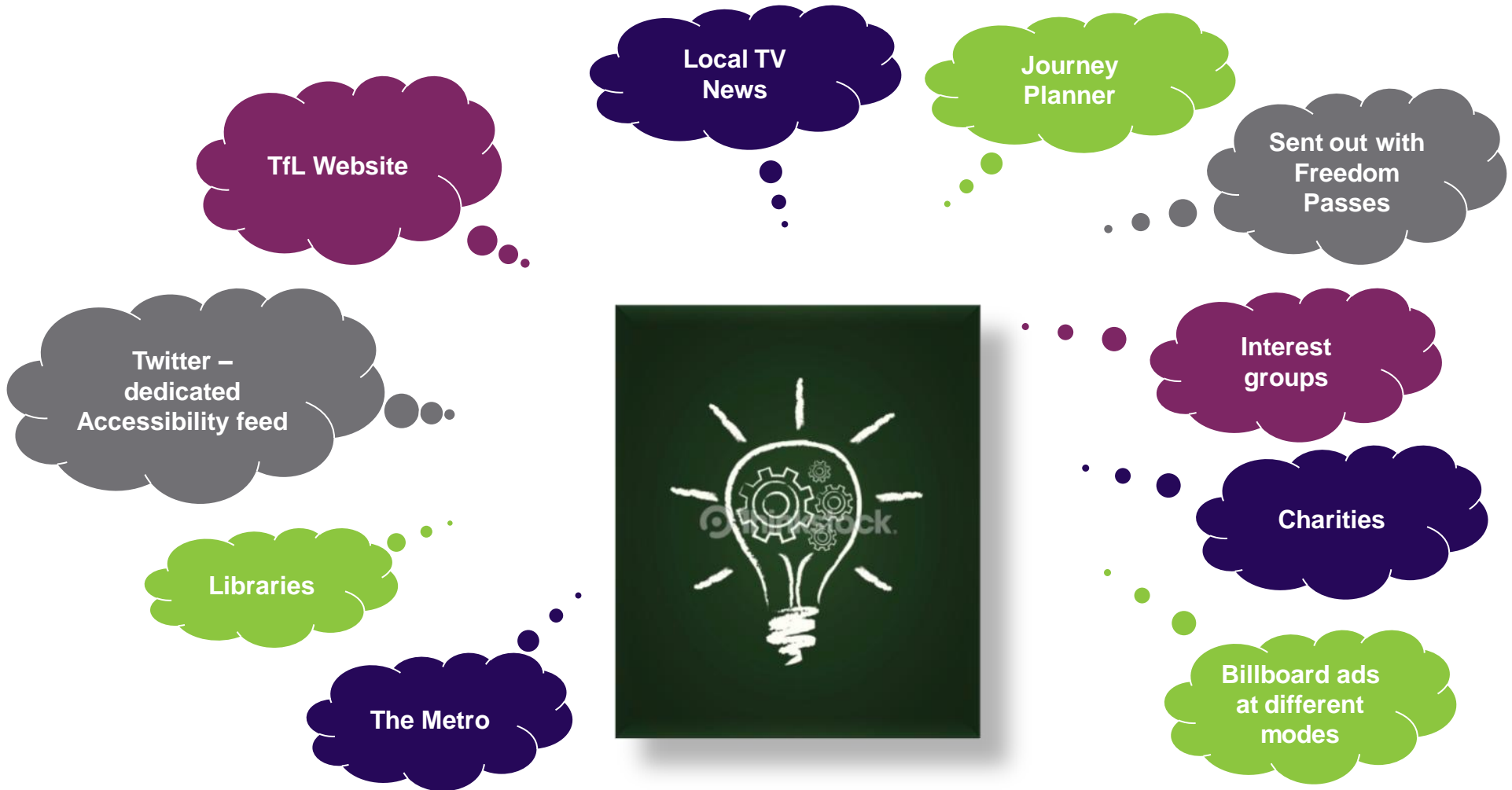
4. TfL website

Improved search function so accessibility information can be more easily accessed

"The guide for people with learning disabilities needs updating – it's user friendly and uses pictures to make it easier to read"

→ Ideas for communication






A number of ideas were generated by staff surrounding how to educate customers and make them more aware of the information available





Delivery platform

Key for information to be delivered to staff via a variety formats:

	Paper 	Audio 	Phone 	Apps 	Internet 
Staff	All staff want to have access to information on paper although most helpful to staff on the ground and bus drivers	Audio announcements help to keep staff informed especially those on the ground	Staff heavily rely on phoning other stations therefore a key source of information	Staff would welcome an app	Having more online resources available to all staff members
Type of Information	Used as reference/back up Can give out to customers if needed Information on all access points across the TfL network including tube, train and bus How to access London attractions	Announcements on delays / disruptions helpful as can then pass this onto customers	Up to date and most reliable such as arranging another staff member to meet a customer, and station updates i.e if lifts are working	Information on the latest station information and up dates Can check before they start their shift	Internet being used by ground staff would allow more instant and up to date information – not having to rely on others Opportunity to access this via a tablet is very appealing by staff, due to the use of use



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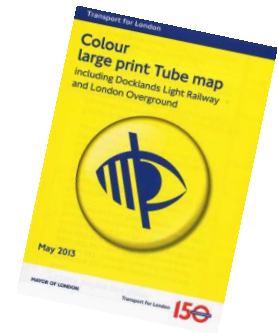
A reminder

There are four key findings that have emerged from the research, with raising awareness of current information a fundamental aspect

1 Comprehensive information provided currently however customers are not fully aware of its existence



2 Although material is comprehensive, there are still several perceived information gaps identified by customers



3 The way information is delivered is very important and multiple methods are needed to reach a wide audience

“I just didn’t know all this information was out there, I am so pleased they do things like toilet guides, and step free, but they need to get it out there”
Physical accessibility barrier customer

4 TfL staff are highly relied upon by some disabled customers, thus enabling them to better assist and provide information to disabled customers, via improved access, is key



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Introducing the respondents

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Physical accessibility barriers

Physical accessibility related barriers that customers face can range from those that cause significant restrictions eg for wheelchair users, to those that are less restrictive eg use of walking sticks. Steps are the major obstacle that the majority of physical accessibility barrier customers face. Some will actively avoid certain modes if there are too many steps

Mobility customers in context

- Mixed use of TfL but primarily for leisure rather than commuting
- More extensive barriers experienced by wheelchair users
- Less extensive barriers experienced by customers who for example use a walking stick:
Arthritis/ME/Sore joints
- Attitude towards disability is the key, those that have greater desire to get around London using TfL modes, coupled with a deeper confidence, are more likely to achieve this no matter what barriers they face

Modes preferred

- Any mode of transport that doesn't require too much walking / stepping up and down tends to be preferred
- The bus and Overground trains tend to provide easier access but the Underground can be utilised if access is suitable
- For those with even greater barriers Dial-a-ride / cars / taxis are preferred

Modes that present difficulties

- The Underground causes the most difficulties as there are often lots of steps and no lifts which makes access difficult/impossible for some

“A mobility car is quick and efficient way to get about and having a Blue Badge makes parking easier”
Wheelchair user

“I use all [modes] but the bus and train is easier as the stairs on the Tube can be really difficult to manage”
User of walking aid



Audio information barriers

Those with audio barriers may rely heavily on face to face communication and excellent visual cues in order to navigate the TfL network

About them...

- TfL used for commuting and leisure
- Those who are deaf often communicate via sign language and lip reading and can rely heavily on visual cues
- Generally speaking those with audio barriers can get around London relatively easily but can often feel like they are the last to know when things go wrong
 - They cannot hear announcements and have to wait for visual displays to show messages which are often slower than announcements

Modes preferred

- All modes are used
- Any mode which has good visual cues tends to offer fewer barriers, or those where a member of staff is present (eg bus)

Modes that present difficulties

- Anywhere there is heavy reliance upon announcements can present difficulties
- General overcrowding can be a problem as this can block visual messaging

“Overall I am very familiar with the majority of travel modes across London as I was born here. I watch the displays to see if anything has changed”
Audio barrier customer



Visual information barriers

While modes of transport are generally chosen based on ease and convenience, the Tube is generally the preferred option for those with visual barriers

About them...

- Customers experiencing visual barriers may have conditions ranging from colour-blindness, Retinitis Pigmentosa (degenerative eye disease), inability to see certain fields of vision through to blindness
- The barriers experienced in general life as well as travel, vary heavily depending on the type of barrier customers face
- Many have lived with their condition for many years and over this time have built up a bank of 'travelling knowledge'. This enables them to feel fairly confident while travelling

Modes preferred

- The Tube is considered the favourite mode of transport for most visual information barrier customers
- This is generally due to its speed and convenience however also has some accessibility related advantages
 - Easy to track location due to announcements as well as the fact that the Tube stops at every stop

Modes that present difficulties

- Buses challenging for those who are fully blind – buses often pile up behind one another, cannot see if a bus is coming or which number the bus is, finding Oyster swipe can also be difficult
- The Tube is the preferred mode for most yet does present some difficulties
 - Tube map difficult to read (colour-blindness)
 - Cannot take guide dogs on moving escalators
 - Volume of people means those without peripheral vision bump into others/objects



Cognitive information barriers

The information provided by TfL is sufficient, however the way this is communicated could be improved in order to make processing this information easier for those with cognitive barriers

About them...

- Customers that experience cognitive barriers may have conditions such as dyslexia, dyspraxia, ADHD and Asperger's
- Most have been living with cognitive barriers for a long period of time and have developed coping mechanisms to minimise the impact it has on their lives including using public transport
- Travelling at peak times can create barriers to those with behavioural disabilities such as Asperger's and ADHD and this can be uncomfortable, bringing on feelings of anxiety
- Travel information can be difficult to process for those with dyslexia which can cause troubles understanding travel information, especially when on the move

Modes preferred

- Tube, train and car are favoured for the convenience which very much depended on the location they were travelling to
 - Some customers with ADHD and dyspraxia prefer to travel by bus as it feels less restricted than the Tube, although will travel by Tube when needed

Modes that present difficulties

- Tend to travel with relative ease across all modes of transport (train, Tube, bus, car, taxi) with cognitive barriers having little impact on accessing or using public transport
- Crowds on buses and Tube can however, make those with behavioural difficulties feel anxious and overall a preference not to travel on modes that are overcrowded

“My dyslexia has an impact on my ability to write, and process information, but generally I lead a very normal life”

Cognitive barrier customer

“Communication can be a problem which means holding down a job or relationships are hard, but it has very little impact on how I travel”

Cognitive barrier customer



Anxiety information barriers

Customers that experience anxiety information barrier are generally happy with the information available, with concerns largely around disruptions and the anxiety that this may cause them in finding an alternative route

About them...

- Customer that experience anxiety barriers may have conditions such as bipolar and depression disorder
- For some medication is taken to reduce the effects of the disorder however these come with side effects
- One customer had a personal assistant who helps out on occasion and also helped with planning journeys if needed
- Use transport for leisure and work and generally with relative ease

Modes preferred

- Tubes, trains and buses are the most frequently used modes

Modes that present difficulties

- A preference for buses particularly at peak times as Tubes can feel overwhelming when they are crowded

"I use the Tube and bus mostly, my first choice is bus because I feel less claustrophobic and also I can see a way out"
Anxiety barrier customer



Learning disability

New journeys need to be carried out with support from personal assistants and family members, however once this journey is known will confidently carry this out on their own, embracing the sense of independence

About them...

- Learning disabilities included those with Down syndrome
- Lead as independent a life as possible, although received support and assistance on a daily basis as needed from personal assistant and family members
- A need to be independent in their activities and find it liberating when they are able to carry out activities with little assistance

Modes preferred

- Will use all modes and rely on public transport on the whole to keep mobile
- Buses are often used most frequently due to ease of use and frequency of the mode

Modes that present difficulties

- Unfamiliar journeys on all modes create anxiety therefore will often carry out a new route with a personal assistant/ family member to ensure they can then do this journey themselves – remembering landmarks on the way as reference points
- Tube tends to be more problematic due to customers being unable to see landmarks along their journey to navigate

"I use the bus every day to go to work, once I know my way, I am happy to go on my own"

Customer with a learning disability



Interchange between modes chart

innovation

intelligence

inspiration



Interchange between modes chart

Not all customers were interchanging between modes, and those that were are familiar to the process they need to go through

Those with more challenging **mobility** needs tend to avoid interchanging between modes as much as possible due to difficulties they may encounter such as stairs and long distances between modes

Clear signage when exiting trains, Tube and buses in regards to taxi facilities and **easy access routes** (step free access points) are required



DLR currently **do not announce** disruptions on the Tube which leaves customers unaware if they need to make alternative routes



Stakeholder Session

innovation

intelligence

inspiration



Stakeholder Session

Stakeholders from a number of organisations representing disabled customers were invited along to a three hour workshop session. The session comprised of four parts:

- An overview of the information review work conducted by TfL
- Research feedback: top-line results from Accessible Information research
- Stakeholder break-out discussion of issues and information gaps, followed by feedback to the larger group
- A presentation on TfL's current accessibility information workstreams and next steps



Awareness – Stakeholders Feedback

Stakeholders were broadly in agreement that a multi layered approach is required to raise awareness and gave some further direction on how to ensure information gets out to customers N.B. All of the points below reflected the feedback we received from customers

Accessible information to have a presence in non TfL resources such as the Access in London Guide

Advertise resources in the local media i.e. local broadcasting, local paper, libraries and community centres

Working collaboratively with local councils to ensure information is distributed effectively in the community

Mainstream accessibility information into all information to raise awareness across all those that use the network

Educate stakeholders on the information that is available and provide them with resources lists (i.e. contents of contents) that they can distribute amongst their members



Information gaps identified by stakeholders

Stakeholders identified a number of information gaps, many of which overlapped with those fed back by customers. However there were some additional gaps that were mentioned which are detailed overleaf

KEY

Partly met and/or in development



Not met










Unfamiliar Journey: Pre – Planning








Information gaps identified by stakeholders covered a range of barriers faced by TfL customers

Information needed	Current sources/ action taken	Met by TfL?	Possible Action
Reassurance Navigation Ability to record Journey Planner results so that it can be taken on a journey	Visually impaired customers have to remember results		Provide an audio output that can be taken on journey with passengers – option to download results onto phone or audio equipment
Reassurance Access More information needed about the location of portable ramps	Phone ahead/past experience		Include this within paper/online information i.e. whether a ramp needs to be pre-booked
Reassurance Navigation 'Print at home' maps need to be readable once printed	n/a		Ensure that online maps can be printed in a readable format at home
Reassurance Navigation Lack of information on mini cab fares / rates	Call cab company for fare information, rely on past experience		Publish fare rates on TfL website so customers are confident that fair rates are being practiced
Navigation Journey Planner to provide a list of station names	Takes a long time to type in and sometimes get this wrong due to spelling difficulties		Auto-fill with station name as typing



Unfamiliar Journey: During The Journey

Information needed	Current sources/ action taken	Met by TfL?	Possible Action
<p>Access Navigation</p> <p>Accessibility information on signs to start earlier on in the station exit/entrance process</p>	<p>Do not know accessible information until in the station</p>		<p>Signage on accessible information to be located on entrance and outside of stations</p>
<p>Reassurance Navigation</p> <p>Identifying accessibility champions at stations</p>	<p>Have to ask staff at station themselves</p>		<p>Accessibility champions to be easily identifiable from other staff members via clothing, badges etc</p>
<p>Reassurance Navigation</p> <p>Interchange information on street if access from mode to mode is via street</p>	<p>Ask passer by</p>		<p>Interchange signage to be placed/continued on street</p>
<p>Reassurance</p> <p>Contact points at pavement and platform level</p>	<p>Have to access contact points at platform level</p>		<p>Provide contact points on pavement / street level and platform level</p>
<p>Reassurance Navigation</p> <p>Knowing on where contact points are located at stations / platforms</p>	<p>Past knowledge as well as looking at signs at stations</p>		<p>Consistent positioning of contact points across all stations</p>



Unfamiliar Journey: During The Journey

Information needed	Current sources/ action taken	Met by TfL?	Possible Action
Reassurance Access Which are the entrance/exit gates on the Tube (visually impaired customers)?	Trial and error/ask a member of staff		Entrance/exit barriers consistently positioned in stations so visually impaired customers know which to use
Reassurance Navigation Displays for wheelchair users on buses (currently positioned with back to this)	Rely on audio announcements/other customers		Better positioning of digital displays on buses
Reassurance Comfort Reassurance that disabled customers will be able to sit down	n/a		Provide a resource that customers can wear to show they need a seat (like the Baby on Board badge)
Reassurance Navigation More information suited for those with learning difficulties	n/a		More investment in communicating with people with learning difficulties
Reassurance Navigation Consistent information across TfL and TOCs	n/a		Ensure the TOCs talk to each other and provide consistent and comprehensive information



Delivery – Stakeholders Feedback

The feedback from stakeholders generally echoed the views of consumers i.e. it is key to ensure information is distributed via a variety of formats to ensure accessibility

Specifically, stakeholders felt very strongly about not relying solely on apps to provide information – not all disabled customers can afford a smartphone, thus texts and paper are also key

Additional points raised:

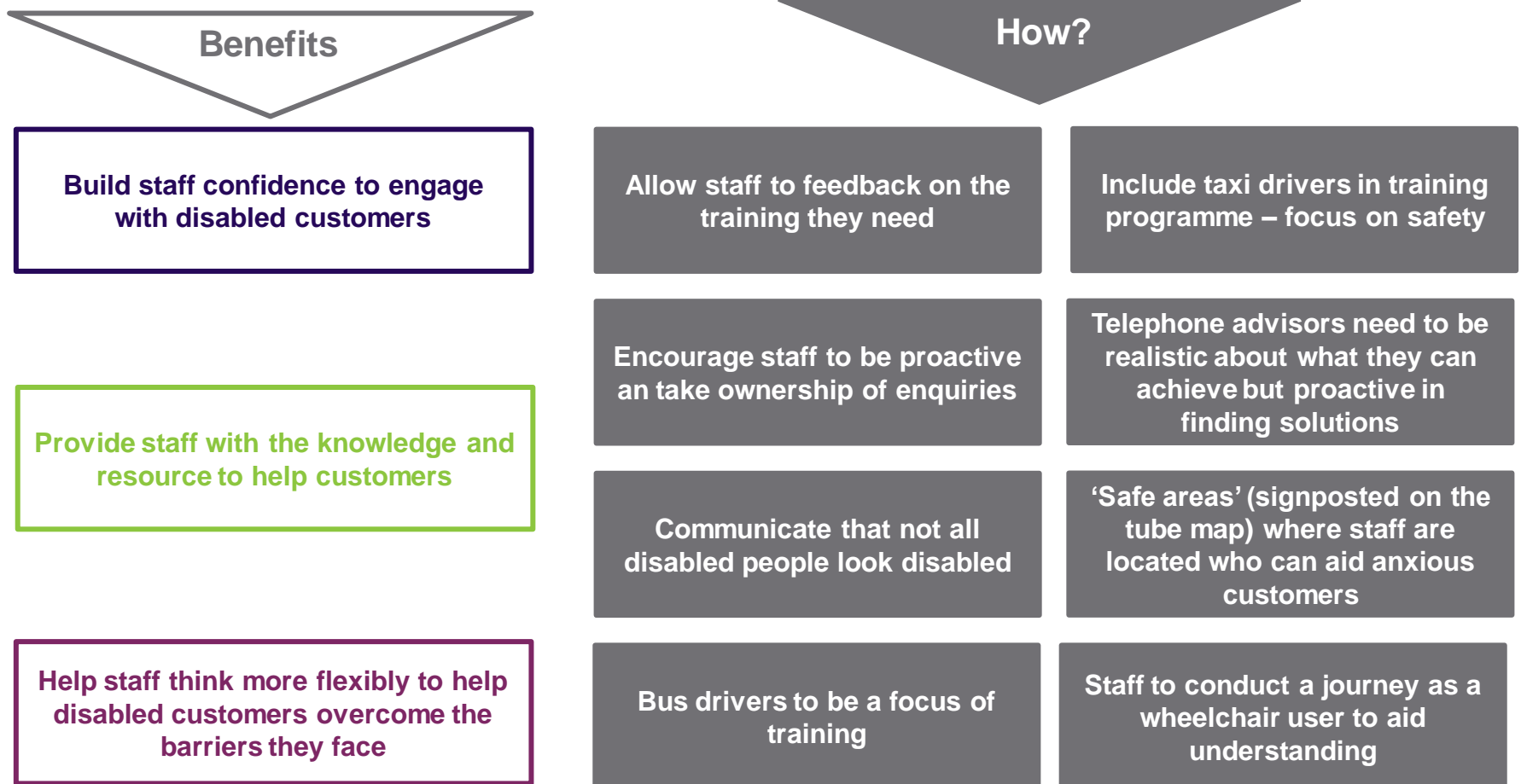
Opportunity to provide paper based information on modes themselves (e.g. signage, leaflets)

Important to advertise the phone number more clearly



Staff – Stakeholders Feedback

Staff are a particularly key resource for disabled customers, thus all felt that increased staff training is required: it is important to develop a positive disability training 'culture' across the network, using the Games as the 'gold standard' example





Conclusion

Feedback from stakeholders generally echoed the views of customers in terms of information required, however there was a strong sense amongst stakeholders that while information can help disabled and non-disabled customers, the focus should really be on making the network itself more accessible



Transport for London



Next Steps

- Incorporate findings from stakeholders into the full report and Actions document
- TfL to decide on a desirability/feasibility score for each new information gap
- TfL departments to take ownership of key actions and start work on these