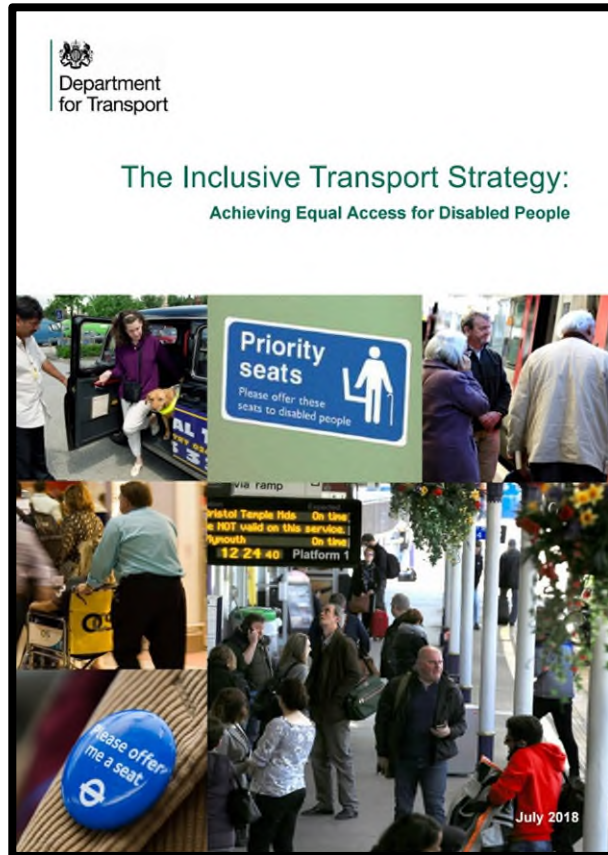




**Accessible travel is vital for all  
It's also commercial viable**

**Victoria Garcia**

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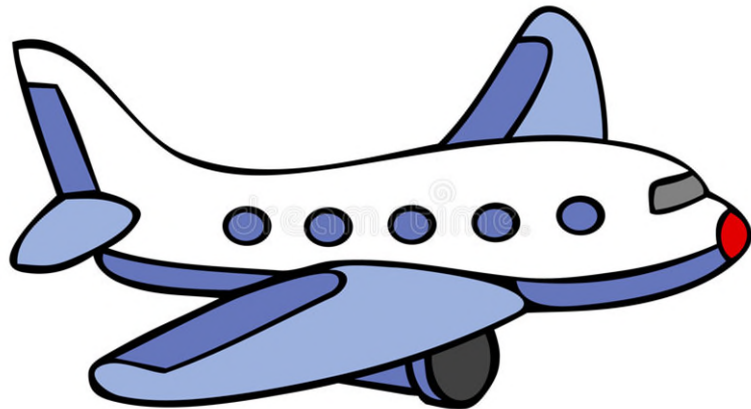
## Inclusive Transport Strategy (ITS) Accreditation- Inclusive Transport Leaders

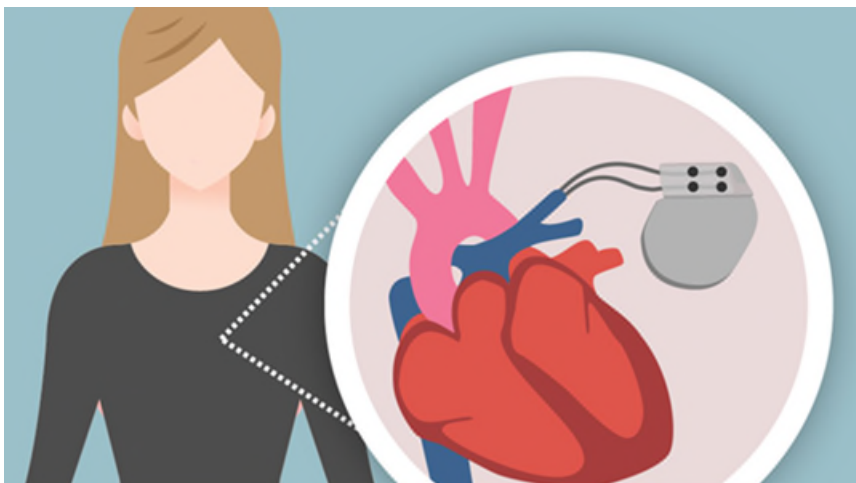
# The obvious: transportation is all about people



**Connecting communities** by providing access to work, education and healthcare. Social connections, made possible by good transport links are vital in bringing people together and can help combat isolation and loneliness. Also vital in the transportation of our essential goods and equipment.







# The Purple Pound

The Purple Pound refers to the spending power of disabled households. A disabled household, is a household in which at least one of the members has a disability. Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer services approach.

**1 in 5**

More than 1 in 5 potential UK consumers have a disability

**£2 billion**

Businesses lose approximately £2 billion a month by ignoring the needs of disabled people

**73%**

of potential disabled customers experienced barriers on more than a quarter of websites they visited

£

**£16 billion**

Taking averages per head, the online spending power of disabled people is estimated at over £16 billion

## Loss of money for business per month

High street shop	£267 million
Restaurant / pub / club	£163 million
Supermarket	£501 million
Energy company	£44 million
Phone / internet provider	£49 million
Transport provider	£42 million
Bank or building society	£935 million

Loss of income



**£17.1 billion**

Estimates show that the 4.3 million disabled online shoppers, who click away from inaccessible websites, have a combined spending power of £17.1 billion in the UK



**14.1 million**

The number of disabled people is increasing: From 11.9 million (2014) to 14.1 million (2019)



**75%**

75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service



**1 in 5**

Nearly 1 in 5 working adults have a disability



**£274 billion**

The spending power of disabled people and their household continues to increase and is currently estimated to be worth £274 billion per year to UK businesses

**WeArePurple.Org.UK**  
**Mike Adams OBE**





- The spending power of disabled people and their household **worldwide is currently estimated to be worth \$8 trillion, increasing by 14% per annum.** Only 10% of businesses have a targeted strategy for this huge market.
- 2 billion disabled people represents **37.5%** of the world's population
- **Nearly 1 in 5 working adults have a disability.**
- **In the UK - 75% of disabled people and their families have walked away from a business because of poor accessibility or customer service.**
- **80% of disabled people have a non visible disability.**
- **In 2016, a survey found that more than 4 million people in the UK abandoned a retail website because of the barriers they found, taking with them an estimated spend of £11.75 billion.**
- **In 2019, lost business, the 'Click-Away Pound', has grown to £17.1 billion**



**100% of the population** (including the customers of all businesses here) will have an accessibility requirement at some point in their lifetime.

An **'Accessibility related requirement'** includes: disability, pregnancy, travelling with small children and buggies, carrying luggage, carrying the weekly shop, or/and carrying a musical instrument. Longer term injuries or shorter term injuries - broken bones or sprains or post operative recovery.





If the 'Purple Pound' is worth £274 Billion....

..what is the **actual value** of the 'Accessible Pound'?



## What changes

- ✓ Anti Hate crime messaging - #BeBusKind
- ✓ White destination screens
- ✓ Accessible signage on buses
- ✓ On board hearing loop systems
- ✓ Large print and easy read information
- ✓ Helping Hand assistance card scheme
- ✓ Carers Card discount – for unpaid carers
- ✓ 100% audio/visual announcements on all our buses
- ✓ Taxi Guarantee scheme – free accessible taxi for wheelchair users unable to board the bus



- ✓ Co-developed with our customers and partners – including Alzheimer's Society, Guide Dogs, and RNID
- ✓ Simple to use and discreet
- ✓ Emergency contact details





- ✓ lighter floors- making them dementia friendly
- ✓ Designs exceeding minimal spec
- ✓ generating more space through simple design changes



- ✓ All colleagues are dementia friends in partnership with Alzheimer's Society
- ✓ All colleagues are Sighted MyGuides in partnership with Guide Dogs







Talking point – It's all our responsibility to ensure transport is accessible

- **Transport operators**
- **Government – local and national**
- **Manufacturers**

## WHY?

- ✓ An ageing population - and we also know everyone will have an accessibility requirement at some point.
- ✓ Its more expensive to retrofit – why not get it right at the first build
- ✓ 15 years from now a bus will be cascaded down to a smaller company – what we build today will impact more people
- ✓ It helps to build a better, stronger economy for everyone.

## Drama on the bus – in partnership with Grace Eyre

- ✓ Builds confidence whilst promoting independent travel. Increases life choices which can then lead to work placements and independent living.



B&H red  
#E5221E  
AA - 4.5

B&H red  
#E5221E  
AA - 4.5

Red  
#B20400  
AAA - 7.2

B&H orange  
#EC6718  
AA - 6.5

B&H orange  
#EC6718  
AA - 3.2  
Large text only

Orange  
#FB6912  
AAA - 7.1

B&H yellow  
#FFCC03  
AAA - 13.8

B&H yellow  
#FFCC03  
FAIL - 1.5

B&H yellow  
#FFCC03  
AAA - 13.8

MB light blue  
#30A8DE  
AAA - 7.7

MB light blue  
#30A8DE  
FAIL - 2.6

MB light blue  
#30A8DE  
AAA - 7.7

MB dark blue  
#004E9E  
Fail - 2.5

MB dark blue  
#004E9E  
AAA - 8.1

MB dark blue  
#004E9E  
AAA - 8.1

## Covid comms

What the AAA accessible brand colours would look like if used for the refreshed covid comms.





## Basic Principles

Supporting passengers who may require extra assistance

### Basic Principles - In partnership with

- ✓ Guide Dogs,
- ✓ RNID – previously Action on Hearing Loss
- ✓ Alzheimer's Society
- ✓ Unite Union

### Contents included

- Social distancing and sight loss
- Lip reading and face coverings
- Supporting someone living well with dementia
- Safer travel for wheelchair and scooter users

- Talking buses are helping so many customers travel more easily.
- Due to a sensory impairment one customer was unable to travel as talking bus causes her pain.
- We wanted to ensure the customer was also able to travel easily and without pain.
- With our Community Support Fund we purchased the customer sonic ear defenders.
- Customer now able to travel to work and socially, is very happy and much more confident.



**Thinking  
outside  
the box!**

Being inclusive and accessible is the right thing to do  
and it's also the commercially viable thing to do!

- ✓ Quicker boarding and alighting times - example dementia friendly floors and easier wheelchair access/manual ramps.  
This all shaves minutes off the journey. Minutes = mean money.
- ✓ Delighting present customers - more likely to continue using our services and share with friends and family
- ✓ Attracting new customers when they hear you are more accessible and inclusive
- ✓ The community become our voice – our marketing team.
- ✓ The staff become our voice – we are company to be proud of.





## Three Tier Philosophy



## Tier One- management and director by-in

- All senior managers and directors have the same disability and accessibility training as front line colleagues.
- Why? They are the ones that can and will ensure change happens. They are the ones who decide on the budget!
- Ed Wills and the other directors overwhelming support, and passion for accessible travel, is the reason it works.
- This has ensured a dedicated resource.



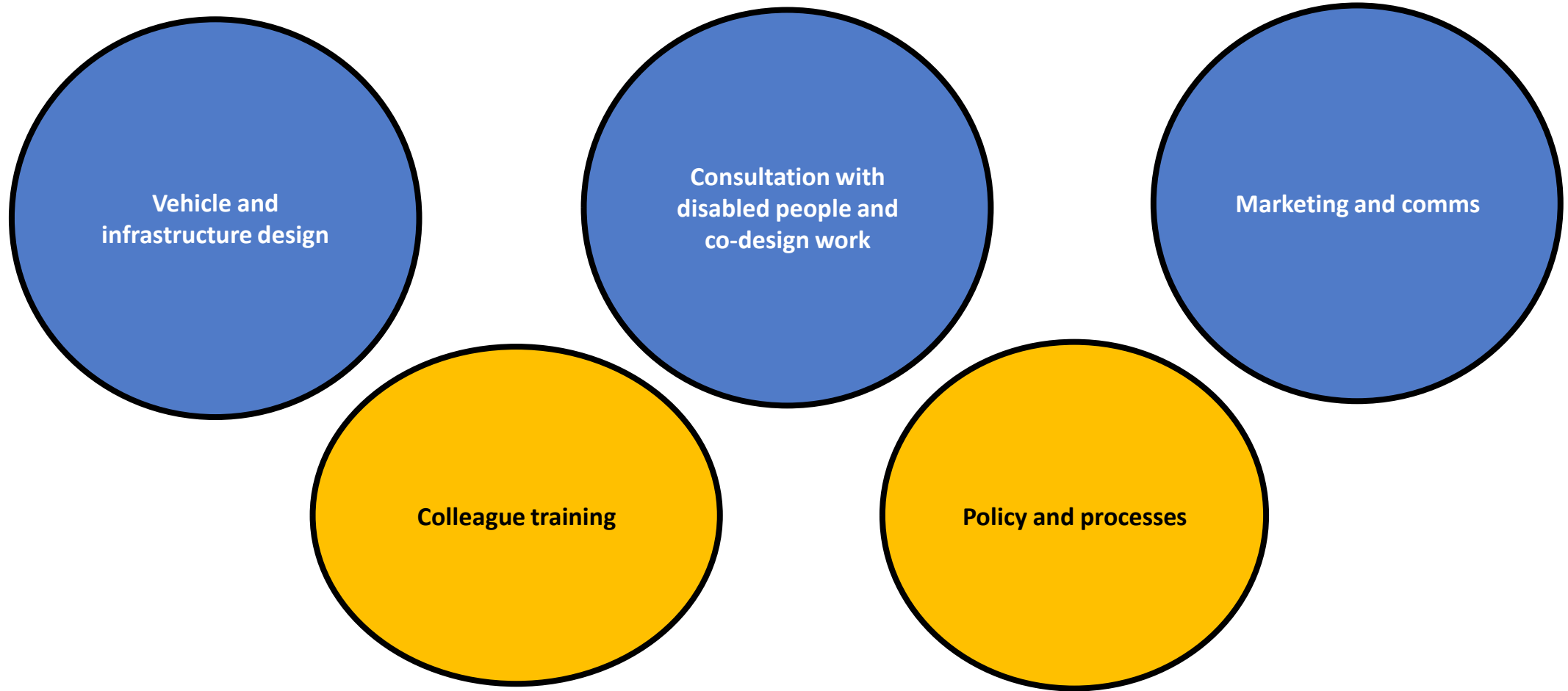
## Tier Two – listening & learning from the real experts & dedicated resource



- Listening and learning from the real ‘experts’. The multiple disability and community groups who already have answers to many of the issues raised.
- A dedicated resource who’s main role is to liaise with passengers and all the disability and community groups. Help find solutions to ensure an easier more accessible service for all.



## Tier Three – accessibility built into the change management policy





## Who do we work with:

- All local councils on our network- we link in with Town and Parish Councils too
- Racial Harassment forum
- Brighton & Hove Black History Group
- Guide Dogs
- Alzheimer's Society
- Clocktower Sanctuary
- BHT & other homeless groups
- Off the Fence
- Grace Eyre
- Speak Out.
- Switchboard
- Multiple Religious organisations
- Translink (LGBTQ+)
- Possability People – Pan disability group
- RNID – Previously Action on Hearing Loss
- Rise
- International Women's Group
- Voices in Exile and refugee support groups
- Upstanders – council led group
- Hospices, hospitals and local surgery's

## What are the three key messages?

- **Listen and learn from lived experiences** and also ask for help there are multiple organisations and disability groups who may already have the answers
- **Be prepared to commit** to the changes required and ensure accessibility is written into your policies– this includes culture change coming from top down – by all directors and senior managers undertaking the same training as front line staff they will understand more. They after all have the buying power and the authority to implement change.
- **Invest in your people** – they will then implement your changes and ensure inclusivity and accessibility is at the very heart of your organisation. Consider have someone leading on this .



**Any questions?**

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