

It's the right thing to do.
But why is being **inclusive and accessible for all** also commercially viable?



It's not rocket science! It's about finding simple, straightforward solutions so everyone can travel from A to B easily, safely, and comfortably.

Victoria Garcia
Accessibility & Communities Manager



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

- We have found quicker boarding and alighting times - example dementia friendly floors – this shaves minutes off the journey. Minutes mean money
- Delighting present customers - more likely to continue using your services
- Attracting new customers when they hear you are more accessible and inclusive
- The community become your voice
- The staff become your voice – a company to be proud of



www.wearepurple.org.uk
CEO Mike Adams



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.

13.3 million – The number of disabled people is increasing: From **11.9 million (2014) to 13.3 million (2017)**

This will continue to increase – example more people living with dementia and long covid is on the rise, especially in the younger generations

75% – 75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service. (9,975,000 people – and then their families!)

73% – 73% of potential disabled customers experience barriers on more than a quarter of websites they visited





£249 billion – The spending power of disabled people and their household continues to increase and is currently (2017) estimated to be worth £249 billion per year to UK business

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

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

£11.75 billion – Estimates show that the 4.3 million disabled online shoppers, who click away from inaccessible websites, have a combined spending power of £11.75 billion in the UK



Everyone will have an accessibility requirement

100% of the population (and our customers) will have an accessibility requirement at some point in their life.

Accessibility can include: Pregnancy, travelling with small children and buggies, carrying luggage, carrying the weekly shop, or even carrying an instrument. It also includes disabilities as well as hidden disabilities and short term injuries like broken bones or sprains.



What are we doing to ensure our services are more accessible?

- ✓ Working with the real experts. Our customers and also the charities and organisations.
- ✓ An Accessibility & Communities manager and team
- ✓ Taxi Guarantee scheme
- ✓ Carers discounted travel
- ✓ Accessibility Champions
- ✓ Large print and easy read info



HATE CRIME
When is hate crime serious enough to report? It is if you are...

98% of people said they felt safe* on our buses - June 2017

INSULTED OFFENDED
SCARED THREATENED
SHOVED ATTACKED

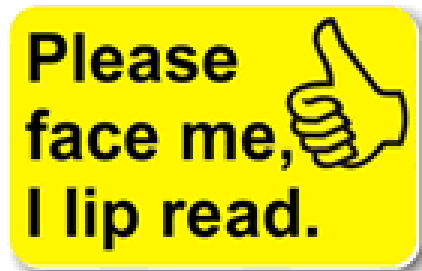
If it happens on the bus call us on **01273 886200**
Report directly to Sussex Police on **101** or in an emergency call **999**
For more information visit buses.co.uk/reportit

Brighton & Hove Buses

Wheelchair Taxi Guarantee
for our bus passengers

Helping Hand- assistance card

- ✓ Free for all service users- simple and discreet
- ✓ Emergency contact details
- ✓ Black and yellow accessible colours
- ✓ Pre-printed or Bespoke messages
- ✓ Small 'cut out' for easy identification
- ✓ Co-developed with our customers and partners – including Alzheimer's Society, Guide Dogs, and Action on Hearing Loss, among many others



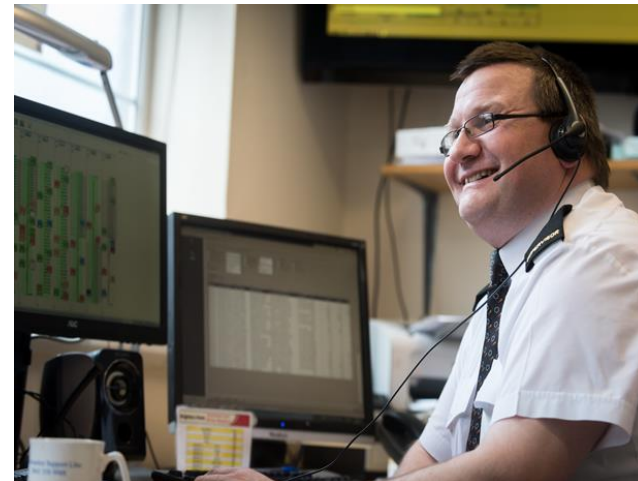
"After speaking with the bus company, they made sure that one of the messages on the Helping Hand card was 'priority seating required'. I now just flash it at anyone who says I ought to get up and they understand and let me stay"



Becky's Story

Becky has a non visible disability. She has learning disabilities and has - previously - lacked the confidence to get on a bus

- ✓ **100% Visual and ‘Talking Buses’**
- ✓ **Diversion or incident- Our drivers and control staff can speak directly with customers with on-board speakers.**



- ✓ Redesigning our buses for easier wheelchair and scooter access.
- ✓ Manual ramps on all vehicles, easier access with minimal chance of mechanical failure – electric ramps fail for many reasons including kerb size.





My Guide

In partnership with Guide Dogs



- ✓ We're ensuring all our buses have lighter floors making them dementia friendly.



What is Dementia Friends?

- ✓ Dementia Friends is the biggest ever initiative to change peoples perceptions of dementia.
- ✓ A Dementia Friend is someone who has learnt key messages & turns their new understanding into action.
- ✓ All Brighton & Hove Buses & Metrobus staff are Dementia Friends.





Simple solutions – its not rocket science.

- Adding a SMS texting service for customers- helps people with hearing loss amongst many others
- Risk assessing – we now ask 2 simple questions on all decisions made – is this inclusive and accessible If no- what can we do to make it more inclusive and accessible. Disabled people – including non visible disability
- Your staff live in the ‘real world’ - they all know or are related to someone with an accessibility requirement – remind them this could be your family, friend or colleague
- Marketing posters – we have in place as accessibility guide to ensure contrasting on all posters – images and internal designs



- 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!**



Marketing posters – branding – bus design

<p>B&H red #E5221E AA - 4.5</p>	<p>B&H red #E5221E AA - 4.5</p>	<p>Red #B20400 AAA - 7.2</p>
<p>B&H orange #EC6718 AA - 6.5</p>	<p>B&H orange #EC6718 AA - 3.2 Large text only</p>	<p>Orange #FB6912 AAA - 7.1</p>
<p>B&H yellow #FFCC03 AAA - 13.8</p>	<p>B&H yellow #FFCC03 FAIL - 1.5</p>	<p>B&H yellow #FFCC03 AAA - 13.8</p>
<p>MB light blue #30A8DE AAA - 7.7</p>	<p>MB light blue #30A8DE FAIL - 2.6</p>	<p>MB light blue #30A8DE AAA - 7.7</p>
<p>MB dark blue #004E9E Fail - 2.5</p>	<p>MB dark blue #004E9E AAA - 8.1</p>	<p>MB dark blue #004E9E AAA - 8.1</p>

Covid comms

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



Drama on the bus – in partnership with Grace Eyre

- ✓ Builds confidence and promotes independent travel – provides choices and can lead to work placements and independent living



Changes since covid 19

- Social distancing and sight loss
- Driver training and My Guide
- Lip reading and face coverings
- Ensuring the safety of all
- Even more information on hate crime





Guidance for front line bus and rail staff

1. Accessibility Steering Group
2. Operators Advisory Panel
3. Transport Users Group

Inclusive Transport Strategy and Leader's Scheme

Case Study: Brighton and Hove buses and metrobus

'My Guide', developed by Guide Dogs, has been specially adapted for bus travel in partnership with Brighton and Hove Buses and Metrobus. This practical training equips bus staff with the knowledge, skills and confidence to safely guide people with sight loss.

Victoria Garcia, Accessibility Officer for Brighton and Hove Buses and Metrobus explained "Drivers are blindfolded and then asked to try and board the bus. Using this approach increases empathy and understanding and we've had some amazing feedback from colleagues who have completed the course."



"This was the best training I've ever had. Every driver in the UK should do this course."

Martin Harris, Managing Director, added that "This type of training is essential as it increases staff's awareness which helps all our customers and not just those with sight loss. I can attest to the value of this training having personally undertaken it."

Feedback from Brighton and Hove Bus drivers included comments such as:

"I had no idea how scary it was not being able to see."

"This was the best training I've ever had. Every driver in the UK should do this course"



This is to certify that

**Brighton and Hove
Buses**

is an

**Inclusive Transport
Leader**

having led the way in inclusive
transport provision.

Period of award:

3 November 2020 to 2 November 2023

Find out more at
inclusivetransportleaders@campaign.gov.uk

[#itsEveryonesJourney](https://twitter.com/itsEveryonesJourney)





What are the three key messages?

- **Listen 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** – this includes culture change coming from top down – our directors all undertake the same training as our front line staff and are dementia friends and MyGuides
- **Invest in your people** – they will then implement your changes and ensure inclusivity and accessibility is at the very heart of your organisation.





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