

## ORR Accessible Travel Policy review form

<b>Stakeholder</b>	DPTAC
<b>Train Operator</b>	West Midlands Trains

### ATP: Passenger Leaflet

<b>Question</b>	<b>Comments</b>
<p><b>Tone:</b> Does the leaflet have an appropriate tone? Is it friendly and welcoming in tone or is there too much reliance on legal or technical language and jargon?</p>	<p>In general, the leaflet is written in an open and accessible style which tries to come across as friendly and generally avoids technical language and jargon. However, this is undermined by a structure which is quite difficult to follow and cross referencing between sections which is not helpful in a document that is meant to be simple and user friendly.</p> <p>The quick check box summary of the help available is helpful and reassuring. Though why it is not in the logical order set out in the ORR guidance is odd</p> <p>The order of the content would benefit from review. For example the section on assistance would benefit from being reordered. The sentence referring to turn up and go is rather lost between one on staff trained in helping people with visible and non-visible disabilities and another about offering a “guiding arm” (not a term often used in any event to refer to support but rather one used in the context of sighted guiding a vision impaired person). Also, the leaflet then goes on to talk about boarding the train before doubling back to a section of advice on what to do before the journey. The section on ‘if things do not go as planned’ is particularly confusing moving rapidly from planned alterations to services to service disruption. Logically this might sit better in the section “if things do not go as planned” at p7. In any event, as drafted it makes no mention of redress in the event of service failure and only includes special mention of scooter users but not of wheelchair users with regard to alternative transport.</p>

<p><b>Motivational impact:</b> Does the leaflet provide positive encouragement for disabled people to travel by train as a result of reading the leaflet?</p>	<p>The opening statement is positive and encouraging in tone. The quick check box which follows goes on to give the impression that using WMT services is simple and easy.</p> <p>After this positive start the leaflet loses its way and the rather confusing structure creates an impression of complexity which risks undermining this positive start.</p> <p>It doesn't seem sensible to mention alternative transport on page 2 of the leaflet before dealing with the all the arrangements which are in place to make the rail service accessible.</p>
<p><b>Ease of use:</b> Does the content of the leaflet provide clarity both in terms of the language used and explanatory text? Does the leaflet have a logical and easy to follow structure?</p>	<p>As mentioned earlier the sequencing of the sections of the leaflet has the potential to confuse readers. For example the section on planning the journey comes after the one about buying the ticket. This section has a considerable amount of information on ticket discounts which might usefully be in a text box so as not to break up the flow of the advice about services.</p> <p>There are references to the JAM Card and Sunflower Lanyard, but no explanation about what they are or how a disabled customer would make use of them. The brackets which follow this suggest that a cross reference is to be inserted but this isn't possible without an explanation somewhere in the text. The policy describes the Station Neighbour Scheme but this is not referenced in the leaflet where it could be very useful.</p> <p>The document generally would benefit from further proof reading. For example, bullet points do not consistently follow on from the stem of the introductory sentence as in the text box at "2. Assistance". Also some sentences are rather clumsy and not too clear. For example, in a) Turning up on the day, it could be read that you can only turn up without booking if you know the station is accessible. A clearer draft might read, "If you know the station is accessible to you, you <u>might prefer not to book assistance in advance and just ask for it at the station.</u> If you do then ..... if you had pre-booked assistance." Also in that section will a passenger know who the "colleague" might be: "a member of the station staff" would be clearer.</p> <p>The numbers on page 2 which would appear to the those for Passenger Assist are not clearly labelled as such.</p>

<p><b>Good practice:</b> Please highlight areas which are particularly strong and/or innovative.</p>	<p>The early use of a summary box is excellent and is preferable to a contents list which we have seen used in some other leaflets. Similar text boxes might also be useful elsewhere in the leaflet for example around the discount texts and a summary of telephone/contact details at the end of the leaflet could be useful</p>
<p><b>Other specific points:</b> Please raise any other points that you think are relevant including any areas of inaccuracy and/or omissions.</p>	<p>In addition to the points raised above:</p> <ul style="list-style-type: none"> <li>- Under Turning up on the Day, 3<sup>rd</sup> para, where it mentions “alternative accessible transport” it would be useful to say if that is to the next accessible station, destination, or whatever.</li> <li>- Under Booking Assistance there is a referent to ScotRail. Passengers might be confused about why they are calling Scotrail. A short explanation might be helpful</li> <li>- “Travelling without a Disabled Persons Railcard” – might be better to say “Concessionary fares without a Disabled Persons Railcard”. In that same section children who use wheelchairs are entitled to 75% off “these tickets” – which tickets? The “Please note that” which follows should be a new para</li> <li>- Page 6, At the station – where can passengers find the Help Point? Can the staff on the Help Point advise on the Station Neighbours scheme? A sign next to the Help Point won’t help those who are blind or partially sighted</li> <li>- How is the passenger to be reassured that the Senior Conductor will recognise their need for assistance if they simply “wait on the platform in time for the train to arrive”. Do they need to do anything?</li> <li>- Same para mentions that the Senior Conductor will be able to use “on board ramps if needed” but on p7 it mentions that on board ramps may be “found on some of our trains”. Needs clarified in one section or the other</li> <li>- Page 8 (disruption) mentions that on board audio and visual announcements” will be made but again on p7 the list of items that may be on trains includes both visual screens and announcements. Both can’t be correct</li> <li>- Customer relations – the contact numbers should come before or after the text not sit in the middle which makes it more difficult to navigate</li> <li>- “Who to talk to?” – the piece on Customer relations sits oddly at this point particular when it has been covered more fully in the earlier section</li> </ul>

<b>Overall comments on the leaflet.</b>	Although well intentioned this leaflet is confusing and difficult to follow.
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### ATP: Policy Document

<b>Question</b>	<b>Comments</b>
<p><b>Tone:</b> Does the policy document have an appropriate tone, bearing in mind that it is a more formal and comprehensive description of the train operator's policy with regards to accessibility. [NB. The document should still avoid excessive use of legal or technical language, and jargon.]</p>	<p>The audience for this policy (in common with others we have seen) is unclear. It appears to be written exclusively for disabled passengers, but such a statement of policy should also be useful to staff and regulators who want to know what West Midlands Trains (WMT) commitments are to disabled passengers.</p> <p>The policy appears to be addressed to individual disabled passengers. It contains significantly more detail than that leaflet as would be expected but it is poorly structured making it difficult to follow.</p> <p>The text is not broken up by sub-heading and sections meaning that anyone looking for particular information in the policy may have to read through most of the 31 pages before they locate the information they require. The policy should have a contents page or a similar guide to help navigate the document as well as sections and sub-sections to help break up the text into manageable and logical sections.</p> <p>For example "Commitments to providing assistance a) Booking and providing assistance" is 5 pages long with no breaks in the text.</p>
<p><b>Motivational impact:</b> Does the content of the policy document provide positive encouragement for disabled people to travel by rail? [NB. The policy document is</p>	<p>Because it is difficult to find particular sections it is hard to see how this will be motivational. The flow of unstructured text gives an impression that providing assistance is complex which may give rise to fears that the arrangements may break down.</p>

<p>inherently less focussed on motivational content, but should nevertheless be written in a way that encourages of the train operator's services.]</p>	
<p><b>Ease of use:</b> Does the content provide clarity both in terms of language used and explanatory text? Does the document have a logical and easy to follow structure? Is the information provided sufficiently comprehensive and, where necessary, sufficiently detailed?</p>	<p>There is no lack of detail in the policy but it is not well structured.</p> <p>The section on information provision starts with where the ATP can be obtained and then moves to information about the rolling stock used by WMT, and then gives information passenger journey information. This is unlikely to appear logical to follow for many disabled passengers who faced with 31 pages may give up looking for the information they actually need.</p>
<p><b>Good practice:</b> Please highlight areas which are particularly strong and/or innovative.</p>	<p>The Station Neighbours Scheme appears to be an excellent idea for a network of commuter stations many of which will be unstaffed, or only staffed on a part-time basis. It should be worthy of a leaflet in its own right because it offers reassurance to passengers who feel vulnerable should they get into difficulty. It should certainly be prominently featured in the passenger leaflet (see comments on leaflet).</p>
<p><b>Other specific points:</b> Please raise any other points that you think are relevant including any areas of inaccuracy and/or omissions</p>	<p>These have been addressed above.</p>
<p><b>Overall comments on the document.</b></p>	<p>This is a poorly structured document which is difficult to follow.</p>