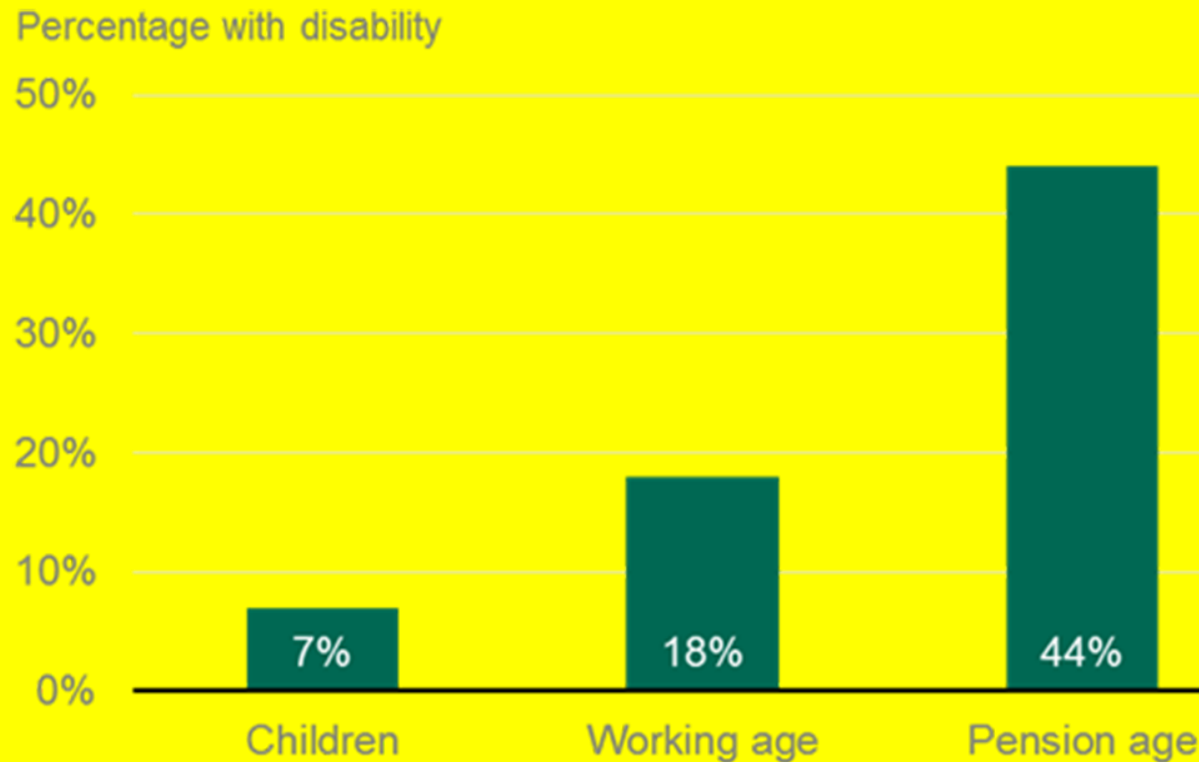


Accessible Travel



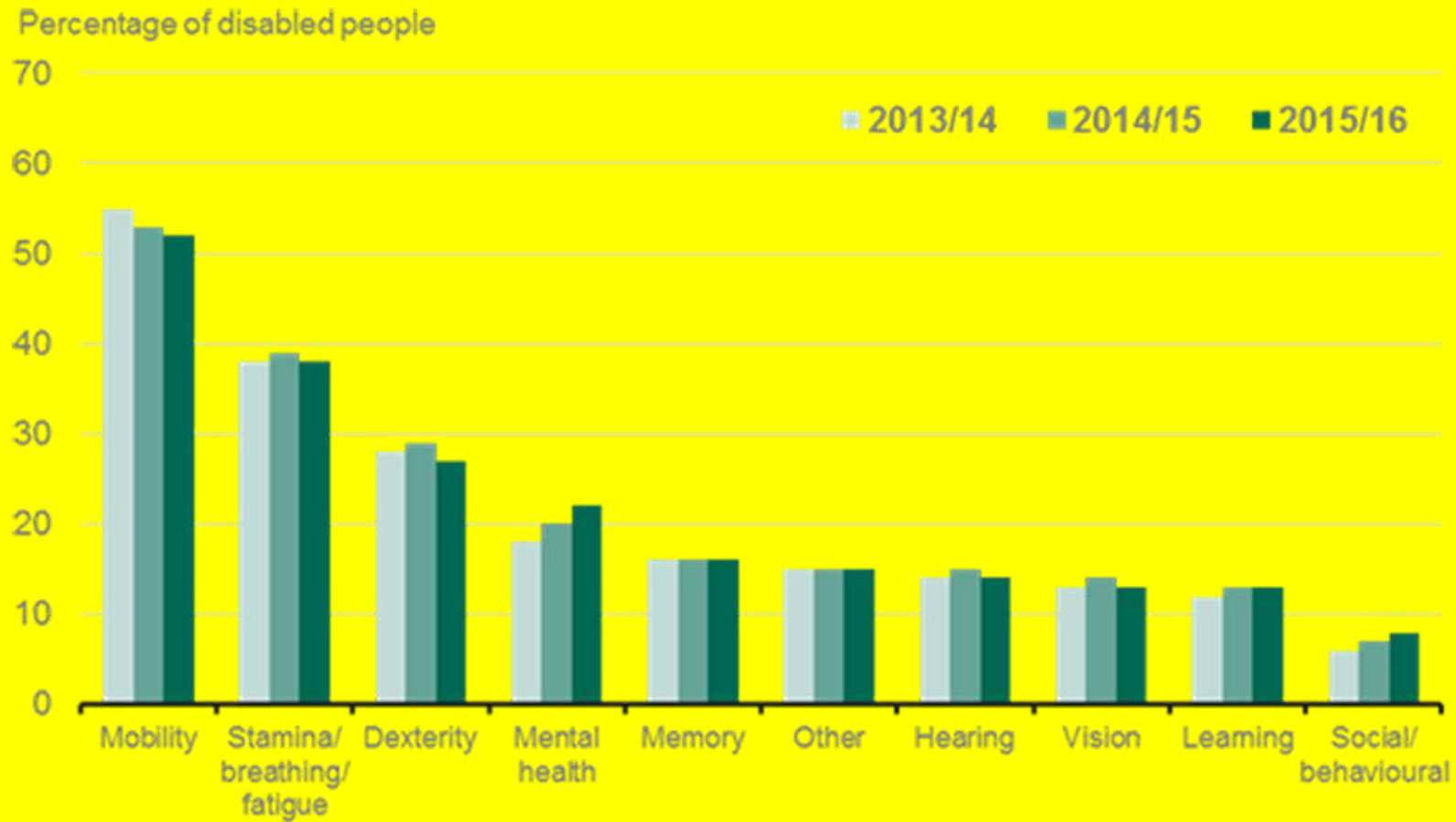
Disability Within an Ageing Population



Our population is ageing and while many people retain high levels of fitness and mobility into old age.



DFT Figures



Accessible Travel for All

- In the UK 13.3 million people are living with a disability
- Making buses accessible for all:
- Pregnant women
- Customers with buggies
- Customers with luggage, shopping
- Short term Injuries



Solutions for Accessible For Everyone



Raising Awareness Whilst Receiving Feedback



Equipping Our Staff with the Skills to Help our Customers

- Dementia Friends – The majority of staff are now Dementia Friends
- Level 1 My Guiding by Guide Dogs
- Disability awareness and empathy training
- Treating Customers as family



We Are All Working Together to Find Solutions

We Work with Guide Dogs, Blind Veterans, RNIB and more to make our buses more accessible



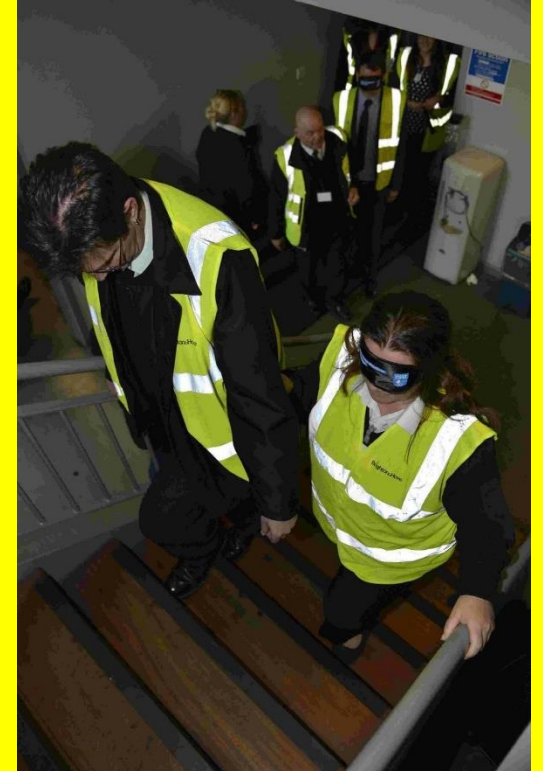
My Guide – Why at Brighton & Hove Buses?

- Guide Dogs – My Guide aims to support blind and partially sighted people to get out and about and do the things they want to do
- Brighton & Hove Buses – 5 Million Journeys are taken by bus every month
- RNIB – Over 2 million people in the UK live with sight loss. That's approximately one person in 30



Who and How?

- All staff get involved in training including drivers going through the training department, senior managers and directors!



Everyday Living

- The training includes trying to experience how a visually impaired or blind person experience their day to day:
 - Making a sandwich
 - Boarding a bus
 - Pouring a drink



Drivers' Training

- Advise what service they are the direction they are travelling
- Pull the bus forward if someone has a guide dog or white stick
- No stop is a request stop



What Our Staff Said

- No Idea how scary it could be
- Isolated and alone
- I felt like I'd lost control
- It really moved me
- I kept thinking how hard it is for my Grandma
- I hope I never lose my sight
- Every driver in the country should do this



When?

- 2016 – Over 50 drivers, union reps, senior managers and directors worked with Guide Dogs to train staff as Level 1 My Guides
- 2017 – 400+ staff are now level 1 My guides
- 2017 – Victoria Garcia & 10 Level 3 My Guides
- Start of 2019 – 100% of staff level 1 My Guides



Drama on the Bus

- Confidence building for adults with learning disabilities some of whom also have dementia

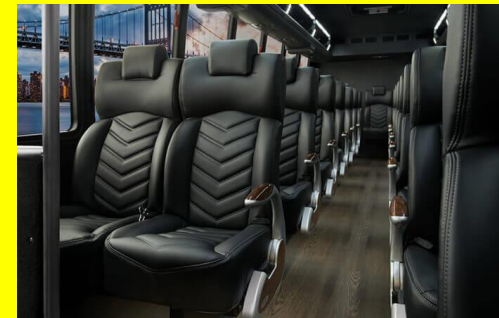


Investing in More Accessible Vehicles



What if you can't even board the bus?

- Accessible floors – All out buses are designed to have lighter floors to ensure they are more dementia friendly



Listening to Our Customers



Passengers With Hearing Aids

- All our travel shops and new buses are fitted with Loop Systems



Audio and Visual Announcing Buses

- We're proud at Brighton & Hove to:
- Have 100% audio and visual announcing buses
- Have a specialised member of staff member, Ashley Burrows, maintaining and updating the system
- Work with Guide Dogs and local council to improve the system even further



AV Announcement is an Essential Tool for All

- It helps many passengers including:
- People with sight impairments, hearing impairments or learning disabilities
- Passengers travelling at night or in a new area
- Tourists



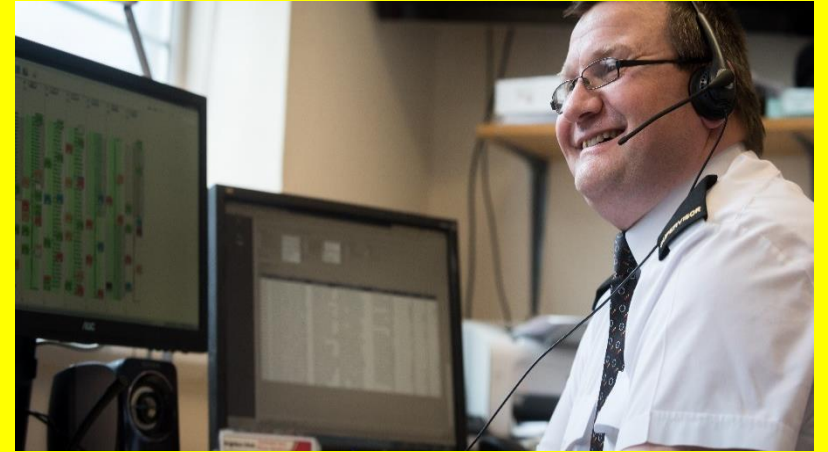
White Screens

- 180 of our buses have white easy read destination screens
- The final 100 buses will be fitted within the next 18 months
- All the new buses we purchase have white screens
- All our current fleet will be retrofitted



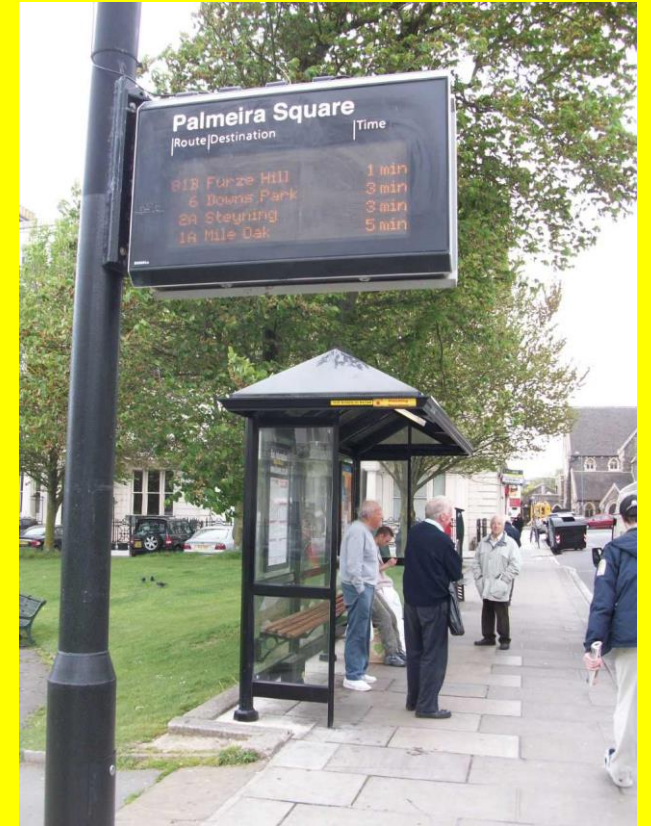
Assisting our Drivers and Customers

- Advising customers on roadworks and diversions
- Helping our drivers
- Assisting emergency services which includes locating missing people
- GPS radio



Talking Bus Stops

- Over 300 talking bus stops in Brighton & Hove
- Passengers activate the System with a simple to use fob



Accessible Marketing Material

- Ensuring our marketing information is accessible for all
- Easy to read information
- Large print bus times and other publications
- Directed information to the charities and organisations



Wheelchair Taxi Guarantee



Helping Hand Assistive Information Cards

- Co-developed with our customers and partners – including Alzheimer’s Society, Guide Dogs and Age UK, among many others
- Simple to use as well as discreet
- Provides valuable information
- Is unbranded to use anywhere
- ‘Bump ons’ from the RNIB
- Can be used in everyday life



Helping Hand Scooter Card

- Incorporating helping hand with accessible scooter travel

This scooter has been approved for travel

Brighton & Hove

METROBUS

For assistance/in emergency:

 01273 886200



Please lower the ramp.



Other Bus Operators, Taxis and Councils Involved – Just Gone National



Our Travel Shops are Safe Havens



Community Santa Bus



- We are part of the community Santa bus which raised just under £40,000 for Martlets Hospice and The Argus Appeal



Discounted Travel For Carers Card Holders in East Sussex and Brighton & Hove



Award Winning Accessible Travel

- Winner of UK Bus Awards 2016: Bus and community award – helping hand card
- Accredited by Visit England's Access for All
- Winners of Breaking Down Barriers Award
- Winner of The Passenger Award – Above and Beyond



Proud Winners of the Double

- Winner 2017 – Bus Operator of the Year
- Winner - Top City Operator



So What Now?

1. Keep working with the service users, manufacturers and stakeholders to improve the design of buses and improve training.
2. If our buses are more accessible this will improve boarding and alighting times which is also more financially viable in the long term!
3. Continue to build on community relationships- The community are our customers and the experts, after all!



- 4. Ensure that it's always the leaders/managers that undertake the training first- They are the decision makers and the ones with the budgets and can make things happen.
- 5. Work with each other- Best practice is best shared and then improved upon even further.
- 6. Ensure that we continue to invest in staff and ensure that they have the right support so they can deliver the best possible service to our customers!



Thank you for Attending,
any questions?

