

ORR Accessible Travel Policy review form

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| Stakeholder | DPTAC |
| Train Operator | Greater Anglia |
| Review start date | |
| Review end date | 20/1/2020 |

ATP: Passenger Leaflet

| Question | Comments |
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| Tone: 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>This draft ATP was reviewed by two DPTAC members and their views varied a little. Both agreed that the Leaflet was not too formal or legalistic, and that it did not use overly-complicated language, or jargon and terminology which is difficult to understand.</p> <p>However, whilst one felt that the overall tone of the Leaflet was good, the other felt that the tone of the leaflet, whilst mildly positive, was undermined by the often poor quality of the written English, which made it sometimes difficult to read and, at times, confusing. This reviewer felt that the Leaflet would benefit from a thorough edit (including re-drafting in places), and detailed proof-check.</p> <p>Leaflet more visually engaging.</p> |
| Motivational impact: Does the leaflet provide positive encouragement for disabled people to travel by train as a result of reading the leaflet? | <p>Again the views of our two reviewers varied a little. Both felt that the introductory section would benefit from stronger motivational content, but one felt that otherwise the Leaflet was about right, whereas the other felt that the Leaflet in general would benefit from more positive and motivational content and language. The Policy Document was considerably better at motivating disabled travellers to use the Greater Anglia network.</p> |
| Ease of use: 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 | <p>Again the views of our reviewers varied, with one feeling that the Leaflet read easily and logically, but the other feeling that the layout and structure could be clearer. This reviewer felt that it would be helpful to have a short paragraph at the beginning of the Leaflet explaining its contents (i.e. a section on assistance, followed by information relevant to each stage of the journey, and concluding with details of where further information could be found).</p> |

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| <p>structure?</p> | <p>The second section of the Leaflet on ‘What to expect – our commitment to you’ was particularly confusing to this reviewer due to the inconsistent user of headers (the use of different font sizes and with some headings being in bold and others not gave no clear idea of the structure of this section).</p> <p>However, the relative brevity of the Leaflet (at least compared to other ATPs) was seen as a making the Leaflet much easier to use by this reviewer.</p> |
| <p>Good practice: Please highlight areas which are particularly strong and/or innovative.</p> | <p>The section on alternative transport and the links with external providers such as taxis (and Greater Anglia’s commitment to find accessible alternatives), as well as the inclusion of the ability for disabled passengers to speak to someone if they needed assistance using a ticket machine were both examples of good practice.</p> <p>This latter point was reinforced by the provision of a number that could be called if someone needed assistance during the course of a journey, and a member of staff couldn’t be found.</p> |
| <p>Other specific points: Please raise any other points that you think are relevant including any areas of inaccuracy and/or omissions.</p> | <p>(1) Numerous examples of poor and confusing English, and the lack of effective proof-reading. For example, on the first page alone: the opening paragraph is poorly written with, as a minimum, the need for a full stop after the first use of East Anglia; at the end of the first paragraph under ‘immediate travel’ the reader is told that they will be connected to a ‘call centre in Norwich, without explaining who runs the call centre, what help it can provide, and so on; the first paragraph under ‘planned journeys’ is garbled in parts (surely it should be pre-booking assistance for your journey, not the assistance), before advising readers to book assistance through Greater Anglia’s ‘assisted travel centre’ (the literal meaning of which is a travel centre which has been assisted), which presumably refers to Greater Anglia’s Passenger Assistance, Information and Booking service (?); the list of bullet points under ‘what can we help with’ (question mark missing or re-draft to say ‘what we can help with’) uses capitals after each bullet inconsistently, whilst the third bullet makes no sense at all; the opening sentence of the final paragraph on the page would read better (and make more sense) if it stated ‘that’ you need more help rather than ‘if’, and it would be worth clarifying that the requirement to book before 10pm is the night before ‘you travel’. Errors of this kind are to be found on virtually every page of the Leaflet.</p> <p>(2) On the second page, the second paragraph under ‘Before you travel’ begins ‘If you need help to plan your journey, we can help with that’, which is a particularly egregious example of poor English, Why not simply say ‘We can provide help when planning your journey’?</p> |

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| | <p>(3) The last paragraph under ‘Tickets, Discounts and railcards’ ends ‘...you will not be <i>penalty fared</i>. This should be ‘Penalty-Fared at the very least but ‘you will not be charged a Penalty Fare’ would be better.</p> <p>(4) Under ‘Discounts’ on page 3 it needs to be made clear that you could purchase the special fares for visually impaired and wheelchair-using passengers whether you have a Disabled Persons Railcard or not. In addition the discounts applying to Season Tickets that are available to visually impaired passengers and their companions appear to have been omitted.</p> <p>(5) In the ‘On the train section’ it is good that the leaflet highlights that some rail vehicles are not fully accessible, but it also needs to point out that the whole of the Greater Anglia fleet will be accessible by the end of 2020.</p> <p>(6) The section on ‘Redress’ needs to mention the Rail Ombudsman.</p> <p>(7) The Leaflet needs to contain a clear statement (preferably in the Introduction) that Greater Anglia will provide assistance to both those disabled travellers who have pre-booked assistance, and those that need ‘turn up and go’ assistance.</p> <p>(2) There also needs to a clear statement at the beginning of the Leaflet that Greater Anglia provides assistance to and supports travel by disabled people with both visible and non-visible disabilities. DPTAC has previously provided a suggested list of non-visible disabilities that can be used to illustrate this point</p> |
| <p>Overall comments on the leaflet.</p> | <p>The Leaflet is mildly positive in tone, avoids jargon and overly-complex language, and is reasonably succinct. However, its motivational content could be strengthened, and it is need of a thorough edit, and proper proof-checking. At the moment, the poor written quality of the Leaflet undermines its effectiveness.</p> |
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ATP: Policy Document

| Question | Comments |
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| <p>Tone: 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 Policy Document has an appropriately positive and friendly tone. Indeed it is somewhat better than the Passenger Leaflet in this respect.</p> <p>In general it is better written than the Passenger Leaflet, but would still benefit from a thorough edit and proof-check. At times the Policy Document would also benefit from more succinct language, and there is some use of jargon, and an overly-corporate approach in some sections.</p> <p>The use of the word 'customers' was a positive, and the Policy Document did convey well the sense that staff would go the extra mile to ensure that passengers with a disability would be offered properly considered and appropriate assistance.</p> <p>The use of graphics and photographs would make the Document more visually engaging.</p> |
| <p>Motivational impact: Does the content of the policy document provide positive encouragement for disabled people to travel by rail? [NB. The policy document is inherently less focussed on motivational content, but should nevertheless be written in a way that encourages of the train operator's</p> | <p>The Policy Document was considerably more motivational than the Passenger Leaflet, and conveyed a strong sense that disabled travellers would be positively welcomed on the Greater Anglia network. This sense was prevalent throughout the Document and was reflected in the detailed practical and organisational that covered all aspects of travel on the Greater Anglia network.</p> <p>The Document would, however, benefit from a clear statement of Greater Anglia's overall commitment to accessibility at the beginning of the section on 'Commitments to providing assistance', or in the opening section of the Document.</p> |

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| services.] | |
| <p>Ease of use: 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>The Document is relatively easy to read, and is very comprehensive, but is very long (20 pages when printed on A4), and the structure is not always clear.</p> <p>It would benefit from the use of more succinct language and the removal of repetition to reduce its length. It would also benefit from a 'contents' page at the beginning to make using the Document more straightforward, and the better use of headings and sub-headings to make its structure clearer.</p> <p>There were some examples of jargon being used – 'handover protocol' and 'integrated transport system' for instance.</p> |
| <p>Good practice: Please highlight areas which are particularly strong and/or innovative.</p> | <p>The sections relating to external contracts with other transport providers were reassuring and showed an attention to detail with regard to when Anglia's responsibilities ceased and others parties assumed responsibility. The ability to contact someone if assistance was needed when buying a ticket was also a positive.</p> <p>The section on 'Management arrangements' was particularly strong; in particular the systematic use of Equality Impact Assessments.</p> |
| <p>Other specific points: Please raise any other points that you think are relevant including any areas of inaccuracy and/or omissions</p> | <p>(1) At the beginning of the section on assistance there needs to be a clear statement that Greater Anglia will provide assistance to both those disabled travellers who have pre-booked assistance, and those that need 'turn up and go' assistance.</p> <p>(2) There also needs to a clear statement at the beginning of the Document that Greater Anglia provides assistance to and supports travel by disabled people with both visible and non-visible disabilities. DPTAC has previously provided a suggested list of non-visible disabilities that can be used to illustrate this point.</p> <p>(3) The description of industry 'handover protocol' and the associated text on page 2 is overly-complicated and describes industry processes and policies that are irrelevant to disabled travellers.</p> <p>(4) The section on 'Seats on trains' mentions priority seat cards and badges but provides no further detail, or where to obtain them. They are mentioned at all in the Passenger Leaflet.</p> <p>(5) Information about the assistance and facilities provided on trains was dissipated and made less</p> |

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| | <p>effective by being spread across the whole Document. As such, the Document would benefit from a single, coherent section on on-board assistance and facilities. This needs to highlight that all Greater Anglia's rolling stock will be fully accessible by the end of 2020.</p> <p>(6) The section on 'Redress' needs to mention the Rail Ombudsman.</p> <p>(7) The Document would benefit from a clear statement at the beginning of the section on 'Strategy and Management' that the Managing-Director of Greater Anglia and the whole senior leadership team were committed to ensuring that Greater Anglia was an inclusive and accessible railway.</p> |
| <p>Overall comments on the document.</p> | <p>Overall, the Policy document was reasonably well written and very comprehensive. The tone was positive and appropriate, and the Document was quite motivational. It strongly conveyed the sense that Greater Anglia welcomed disabled travellers and had considered in detail how they might best be assisted.</p> <p>However, the Document would benefit from a thorough edit to reduce its length through the use of more succinct language and the avoidance of repetition. It would also benefit from a clearer and better signposted structure.</p> |

O RR suggested areas for further review

| Document | Guidance Element | ORR Comment | Stakeholder Comment |
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