

ORR Accessible Travel Policy review form

Stakeholder	DPTAC
Train Operator	East Coast Trains Ltd (Lumo)
Review end date	31/3/2021

ATP: Passenger Leaflet

Question	Comments
<p>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>	<p>The leaflet has an appropriate tone and comes across as friendly, informal and welcoming.</p> <p>There is some, limited use of jargon such as 'TOC' and 'Open Access', and some language that was a little technical – 'railway infrastructure' and 'mitigate' for instance.</p>
<p>Motivational impact: Does the leaflet provide positive encouragement for disabled people to travel by train as a result of reading the leaflet?</p>	<p>The leaflet was motivational in tone and did provide positive encouragement for disabled people to use ECTL's services.</p> <p>However, there were issues with the length of the leaflet, which weakened its motivational impact. We will discuss these in more detail in the next section.</p> <p>Two specific comments from our reviewers have been summarised below:</p> <ul style="list-style-type: none"> • Page 1 'We want all of our customers to have a safe, comfortable and enjoyable journey with us, so this is our commitment to you' – adding 'to you' at the end makes it nice and personal. • Page 2 'Every [ECTL] service has Customer Experience Ambassadors on board <u>who deal with all customer related matters on board our trains</u>' - would be better phrased 'who respond to'.

<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 structure?</p>	<p>The leaflet is very comprehensive and is generally quite informal in style and easy to read. However, these positives are partially offset by the sheer length of the leaflet, which would act as a deterrent to some readers.</p> <p>Whilst, in general, well written the leaflet does suffer from repetition and some sections which are overly detailed and unnecessarily lengthy. As such it would benefit from a thorough edit to reduce its length and simplify some of its sections.</p> <p>It is arguable that the logical flow of the leaflet could be improved by including section 2 on assistance in section 3B on 'help at the station'. However, we note that the train company is following the ATP Guidelines in adopting this structure. it may be worth re-considering this element of the ATP structure in future revisions to the Guidance.</p> <p>We also believe that the leaflet would benefit from summarising the information provided about destination stations into a new section 3E of the leaflet.</p> <p>Additional, specific comments from our reviewers have been summarised below:</p> <ul style="list-style-type: none"> <p>Page 3 'Our Customer Experience Ambassadors are trained to assist customers with both visible and non-visible disabilities but please note that staff are not able to accompany you throughout your entire journey, or provide personal care, such as help with eating, taking medication or using the toilet. If you need this kind of help you should travel with a companion'.</p> <p><i>This is very long and I feel it loses the impact of stating that you can support both visible and non-visible disabilities. This is an important point and needs to stand alone in a sentence with more emphasis. Eg 'Our Customer Experience Ambassadors are trained to remember that not all disabilities are visible and to respond to each and every person in line with their specific needs and wishes''</i></p> <p>Page 4 'Whilst this refers to assistance in general, we may not always be able to guarantee the availability of the wheelchair user spaces in cases where a train may have left its origin station where reservations are uploaded and displayed before a booking for a wheelchair user space has been</p>

	<p>made'. This sentence is a bit long and confusing.</p> <ul style="list-style-type: none"> • Page 5 'At stations, we will work with station operators to advise <u>waiting passengers</u> if we are aware that on-train accessible toilets or other accessible features are out of action, or when trains with different facilities are being used on our services.' This sounds to me as those the passengers are already waiting at the station/on the platform to board – would you not be giving earlier notice about vital things such as disabled toilets whenever possible? • Page 7 'At other stations across the network station operators are installing technology which means that lifts can remain available 24 hours per day'. Not sure what this means? • Page 9 'There are Information Points, Help Points <u>or station staff</u> at all the stations at which we call except for Stevenage'. I think you have previously said that there are station staff at Stevenage? • The Assistance Meeting Points information (currently right at the end) may be better positioned earlier in the leaflet where passenger assist is spoken about.
<p>Good practice: Please highlight areas which are particularly strong and/or innovative.</p>	<p>Specific comments from our reviewers have been summarised below:</p> <ul style="list-style-type: none"> • 'Where it is difficult for you to purchase a ticket before you travel due to your disability, you will be able to buy tickets on board the train or at your destination. You will still receive any fare reductions that you are entitled to, and no penalties for ticketless travel will be applied if you do buy your ticket from one of our Customer Experience Ambassadors on the train'. Good practice and very reassuring especially for people with fluctuating conditions who do not know if they will be able to travel much in advance. • Having Customer Experience Ambassadors on board all trains is good to hear and much needed. • 'We do ask our passengers to give up Priority Seats for people who need them more, <u>but it's not</u>

	<p><u>always obvious that someone needs a seat'</u> Good to include this reminder that it's not always visible/obvious when someone needs a priority seat.</p> <ul style="list-style-type: none"> • Excellent initiative around being Autism Friendly but I would put this information much earlier in the leaflet. It is in danger of getting lost amongst the scooters, rollators etc • The inclusion of carriage/seating diagrams was very helpful.
<p>Other specific points: Please raise any other points that you think are relevant including any areas of inaccuracy and/or omissions.</p>	<p>Specific comments from our reviewers have been summarised below::</p> <ul style="list-style-type: none"> • I would like to see more emphasis on the fact that many customers have non-visible/non-physical disabilities. What is the equivalent of 'a ramp' for them? This message of inclusivity needs to be woven throughout the narrative of the leaflet. • Might be helpful to let the reader know how they can identify a Customer Experience Ambassador. Are they clearly and easily identified by their uniform? • How do you contact the Customer Experience Ambassador when you want to board a train or need help during the journey? • In section 2 on 'immediate travel' in addition to the freephone number Text Relay information should be provided for hearing- and speech-impaired passengers. • In the section on 'Tickets and Fares' it needs to be made clear that tickets, including Disabled Railcard-discounted tickets, can be purchased from all licenced rail retailers including other train companies and third party retailers such as the Trainline. • In the section on 'concessionary fares' and the sub-section on 'blind and vision-impaired customers' the second sentence beginning 'You cannot get a discount...' is misleading in that it implies that you

	can receive this discount if you are travelling alone and have a Railcard.
Overall comments on the leaflet.	<p>Overall the leaflet is friendly and welcoming in tone, and provides a strong sense of the operator's commitment to offering disabled and older customers the best possible journey.</p> <p>The informal style of the leaflet makes it easy to read, although some limited use of jargon needs to be removed. The information provided is very comprehensive.</p> <p>However, the leaflet is too long and would benefit from a thorough edit to remove repetition and shorten the length of some sections..</p>

ATP: Policy Document

Question	Comments
<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 tone of the Policy Document is informal, friendly and welcoming. The language is generally fairly straightforward and accessible, although there is some unnecessary use of jargon such as 'TOCs'.</p> <p>Some specific comments from our reviewers have been summarised below:</p> <ul style="list-style-type: none"> • The headings are clear and I like the use of questions eg <i>What if I have a connection?</i> • Passengers with autism • 'We have created a special, simplified guide to assist you on our trains'- I'm not sure it is helpful using the word 'simplified' because many people with Autism do not have a learning disability as well. Perhaps just leave it at 'special guide'
Motivational impact: Does the	

<p>content of the policy document provide positive encouragement for disabled people to travel by rail?</p> <p>[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 services.]</p>	<p>The Policy Document is motivational but, at 30 pages, is very long, which is likely to deter some readers. As such the Document would benefit from a thorough edit to remove repetition, as well as simplifying and reducing the length of some sections.</p> <p>A specific comments from one of our reviewers has been summarised below:</p> <ul style="list-style-type: none"> • Page 3 'Our Passenger Assist team receive training that ensures they understand the needs of our customers requiring assistance'. It would be good to make it clear at this point that they have received training to meet the needs of both <u>visible and non-visible</u> disabilities.
<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 very comprehensive and generally follows fairly logically, although one of our reviewers felt that some re-ordering would be beneficial (for instance moving the section on website information earlier in the Document).</p> <p>However, the main impediment to ease of use is the sheer length of the document. As suggested in the previous section this could be addressed by a thorough edit to reduce the length of the document, but a 'contents' page at the beginning of the Document would also be helpful in locating specific sections of the Document more easily.</p> <p>Some specific comments from our reviewers have been summarised below:</p> <ul style="list-style-type: none"> • '<u>We recommend booking assistance before 23:00 the day before travel</u>' – it says '22.00 hrs in the Leaflet • Without a booking, we cannot guarantee the same level of <u>it may not always be able four us to help you as quickly as you would like</u>, Typo
<p>Good practice: Please highlight areas which are particularly strong and/or innovative.</p>	<p>Some specific comments from our reviewers have been summarised below:</p> <ul style="list-style-type: none"> • A very comprehensive and impressive description of staff training across different types of disabilities

	<p>and different staff roles/management.</p> <ul style="list-style-type: none"> • Good practice around being Autism Friendly and provision of additional support for carers • A very comprehensive and impressive description of staff training across different types of disabilities and different staff roles/management.
<p>Other specific points: Please raise any other points that you think are relevant including any areas of inaccuracy and/or omissions</p>	<p>We have sent with this stakeholder Review Form an a copy of the Policy Document annotated with comments from one of our reviewers. A specific comment from another of our reviewers has been summarised below:</p> <ul style="list-style-type: none"> • Page 27 Small point but perhaps Charity & Community Groups should not be right at the bottom of this list (looks like a low priority but it's very important!)
<p>Overall comments on the document.</p>	<p>The Policy Document is comprehensive in content and friendly, informal and accessible in tone. It achieves a good balance between visible and non-visible disabilities (perhaps more so than the Leaflet and it may be worth considering using some of the language from the Policy Document in the Leaflet).</p> <p>However, at the moment it is too long. Whilst this is, to an extent, an inevitable consequence of the comprehensive nature of its content, it ought to be possible, through a thorough edit, to shorten and simplify the Document without materially affecting its content.</p> <p>Finally, we should note that many of the specific comments on the Leaflet apply to the Policy Document, so it would be best to take both sets of comments into account when considering revisions to the Policy Document.</p>