

Date: 30 January 2017

Item: Please Offer Me a Seat Badge and Card

This paper will be considered in public

1 Summary

- 1.1 This paper details the results of the recent trial of the 'Please offer me a seat' badge and card, to help our customers who need a seat when using public transport.
- 1.2 The trial was very successful, with 98 per cent of participants wanting us to continue with the scheme. We have received approval from the Deputy Mayor for Transport to roll-out the badge and card this spring.

2 Recommendation

- 2.1 **That the Panel notes the roll-out of the 'Please offer me a seat' badge and card.**

3 Background

- 3.1 Following feedback from customers about their experience getting a seat on public transport, we conducted research in spring 2015.
- 3.2 This research found customers' expectation of who should get a priority seat is strongly guided by signage: pregnant women; older people; and customers with small children. This means many disabled customers find it difficult to get a seat when they need one. This applies particularly to those with invisible impairments, conditions and illnesses. Many also reported being made to feel uncomfortable by other customers when they are sitting in priority seats, on the basis they 'do not look disabled.'
- 3.3 During the research we suggested five interventions to improve this: a priority seat badge/card; staff announcements; a communications campaign; updating existing priority seating signage; and updates to priority seating moquettes. The most favoured interventions were a priority seating badge and/or card and staff announcements.
- 3.4 Before the trial we consulted the Independent Disability Advisory Group, who helpfully advised us on the sensitivities we should take into consideration. James McNaught, the creator of the 'Cancer on Board' badge, also participated in the trial.

3.5 We decided on the wording 'Please offer me a seat' as it delivers a direct call to action, as well as avoiding labelling disabled customers.

4 Trial Results

4.1 We developed a trial for customers travelling with a 'Please offer me a seat' badge and card. We also included a control group of customers willing to travel without the badge and card.

4.2 In all, 1,208 participants took part and used the badge and card. One hundred participants agreed to take part without the badge and card as a control group. They were all asked to record their experience on up to five journeys. There was an unexpected and large gender slant, with women making up 82 per cent of participants.

4.3 Trial group participants recorded a total of 3,470 journeys. In the control group, there were 182 recorded journeys.

4.4 The results showed:

- (a) Customers feeling more empowered to ask for a seat;
- (b) Customers felt more confident in keeping a seat when they had already obtained one;
- (c) Customers were better able to get a seat without having to ask for one by displaying the badge; and
- (d) Customers felt more comfortable in getting a seat, as they had to less frequently explain to others why they needed one.

4.5 Before the trial:

- (a) Confidence in using public transport was low, among customers with invisible impairments, conditions and illnesses; and
- (b) Most trial applicants reported they are rarely offered a seat, and only one-third felt confident asking for one.

4.6 During the trial:

- (a) The proportion of participants being spontaneously offered a seat increased. The number being refused a seat decreased. In 36 per cent of recorded journeys, a customer immediately offered a seat. In 18 per cent of recorded journeys, when the participant asked for a seat, another customer offered them one;
- (b) In four per cent of recorded journeys, trial participants were refused a seat when they asked for one. Control group participants were refused a seat in 31 per cent of recorded journeys. There were no instances of hate crime;

- (c) Customers demonstrated a better attitude in giving up their seat when approached by someone using a badge and card. Trial participants said 86 per cent of those who gave up a seat when presented with the badge or card did so with a positive attitude, compared to 54 per cent for the control group; and
 - (d) Participants used the badge more frequently than the card. Eighty-eight per cent of the trial participants wore the badge so it was visibly on display, and four per cent showed it when necessary. This compares to 18 per cent for the card, with 82 per cent saying they only carried it with them in case they needed it to support the badge.
- 4.7 Ninety-eight per cent of participants want us to fully roll-out the badge and would recommend it to others.

5 Next Steps

- 5.1 Following approval from the Deputy Mayor for Transport, we will launch the badge and card during the first half of 2017.
- 5.2 A press release was issued on 22 December 2016, announcing the results of the trial and our intention to launch.
- 5.3 Extensive communications will be vital for the success of the scheme. We will work on this in partnership with key stakeholders.
- 5.4 We have £150,000 to fund production of badges and cards, distribution and communications. This funding will be used for the launch, and we will look to secure financial support from a partner to fund the scheme on a continuous basis. A similar approach has been adopted for the sponsorship of the Baby on Board badge.
- 5.5 Customers will self-select their need for the badge and card, so we will not be introducing a 'verification' process. We will, however, learn from Baby on Board in terms of how customers request the product and privacy and information governance.

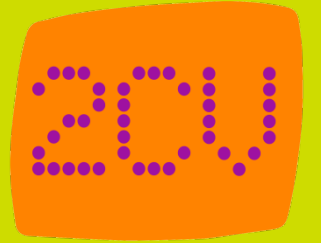
List of appendices to this report:

Appendix 1: 'Please offer me a seat' trial results presentation

List of Background Papers:

None

Contact Officer: Peter Fletcher, Communications & Engagement Manager -
Accessibility
Number: 020 3054 7208
Email: peter.fletcher@tfl.gov.uk



‘Please offer me a seat’

Badge and card trial debrief for Customer Service
and Operational Performance Panel

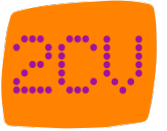
30 January 2017

Sabrina Mohit, Customer & Employee Insight

Peter Fletcher, Campaigns, Communications &
Engagement

Holly Noyes, Marketing Operations

'Please offer me a seat' trial - Exec Summary

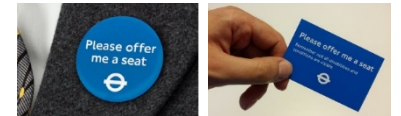


Successful outcomes



- There was high enthusiasm for the scheme before and during the trial
- Trial participants felt that the badge and card worked well to get a seat and keep a seat
- They also felt that customers gave up their seat with a positive attitude
- By not having to explain why someone needs a seat, trial customers felt that the badge and card improved their confidence to travel especially those with invisible disabilities or conditions
- Almost all trial participants (98%) say they would continue to use the badge and card and recommend it to others.

Considerations



- From a marketing perspective, the badge and card attracts the targeted customers very well
- Trial participants reported that raising awareness with other customers would need to accompany the roll out of the badge and card
- The badge was used on the majority of trips and people reported using the card as a back-up

Background and objectives



- Prior research has indicated that a priority seat badge or card would be welcomed among disabled customers, enabling them to obtain a seat more easily on the transport network. These priority seat customers may have a disability, impairment, condition or illness that is either visible or invisible to others.
- Before we fully launch the badge and card, we wanted to run a trial. This trial aimed to understand how it impacts users' journeys and their confidence using our network, as well as how other customers receive people wearing the badges.

OBJECTIVES

Does the badge and card...

- Give disabled customers more confidence to use the network?
- Make people more confident asking for a seat?
- Encourage more travelling?
- Result in an improved travelling experience?
- Help people to get a seat more often (when they need one)?

And going forward...

- How could the badge designs be improved?
- Is the message 'Please offer a seat' clear?
- What can we do to support badge users during the launch?



Purpose of the trial: To examine how well the concept would work in practice, pre-empt any issues that may arise and to understand how to make it a successful product with minimised negative experiences for customers

Trial design

TRIAL GROUP

1,209 customers qualified for the trial and were sent the badge and card

- Recorded their journey experience when they used the badge and card
- Asked to record up to 5 journeys

889 customers went on to complete at least 1 survey
Total recorded journeys:

3,470

Please offer me a seat



Please offer me a seat.

Remember not all disabilities and conditions are visible.



CONTROL GROUP

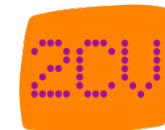
100 customers agreed to take part without using the badge and card

- Recorded their journey experiences
- Asked to record up to 5 journeys

40 customers went on to complete at least 1 survey
Total recorded journeys:

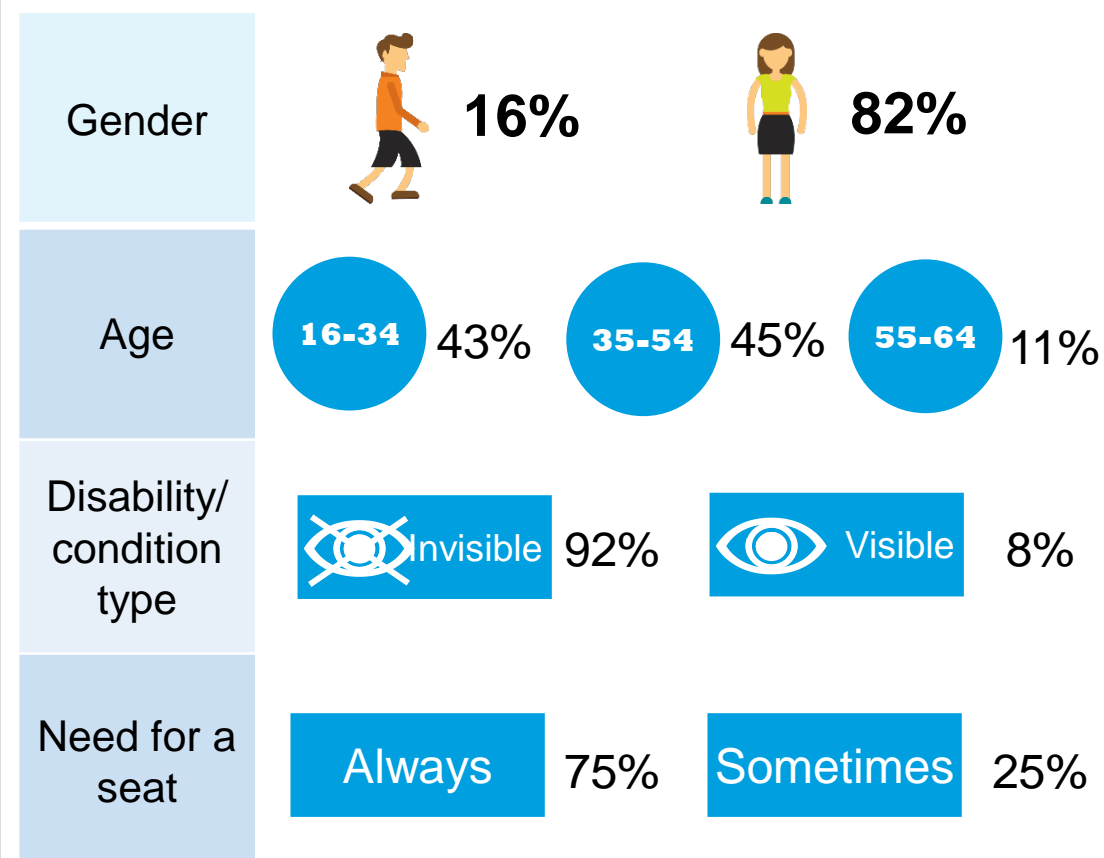
182

Profile of trial participants



TEST GROUP

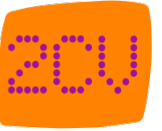
1,200 participants



RECRUITMENT SURVEY T2.

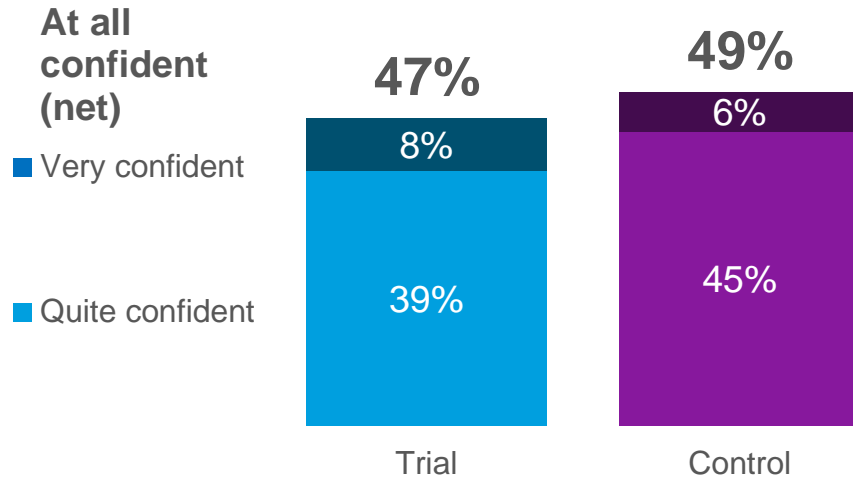
Base: All trial sign-ups, Test (1,208); Control (100)

Note: Numbers are rounded so may not add to 100%. Gender question included Other (1%)



Before the trial

Only half felt confident in their recent journeys on TfL's transport before the trial started



After the trial



On **86%** of occasions, participants felt more confident when travelling using the badge and card



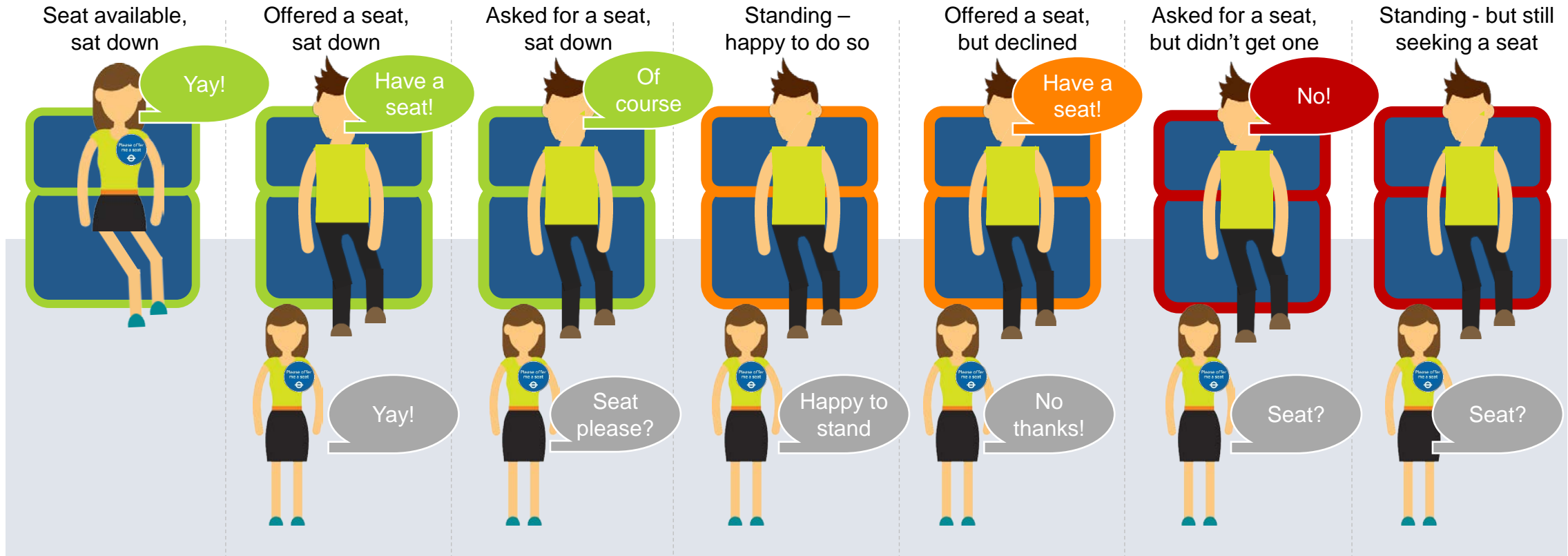
75% felt more confident to ask for a seat when they need one

In line with the fact that men are more likely to ask for a seat, **men are more confident** with using TfL's public transport



RECRUITMENT SURVEY T3. Thinking about your most recent journeys, overall **how confident** did you feel using TfL's public transport?
Base: All trial sign-ups, Test (1,208); Control (100)

Getting a seat is easier using the badge and card, with other passengers more likely to spontaneously offer and less likely to refuse



CONTROL

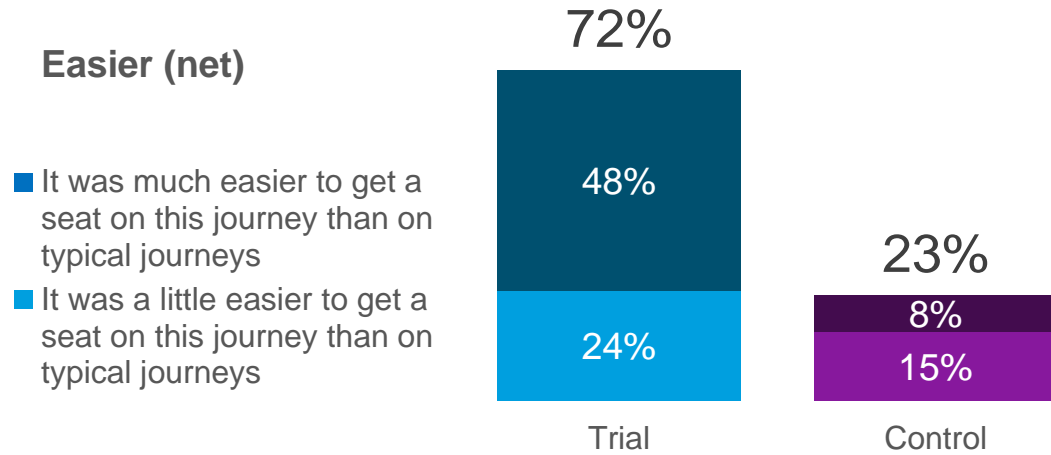
DIARY SURVEY J6. What happened once you got on the transport, where no or few seats were available?/
 Base: Test – All journeys where few/no seats were available (3249), Control (164)

↑ Significant difference at 95%

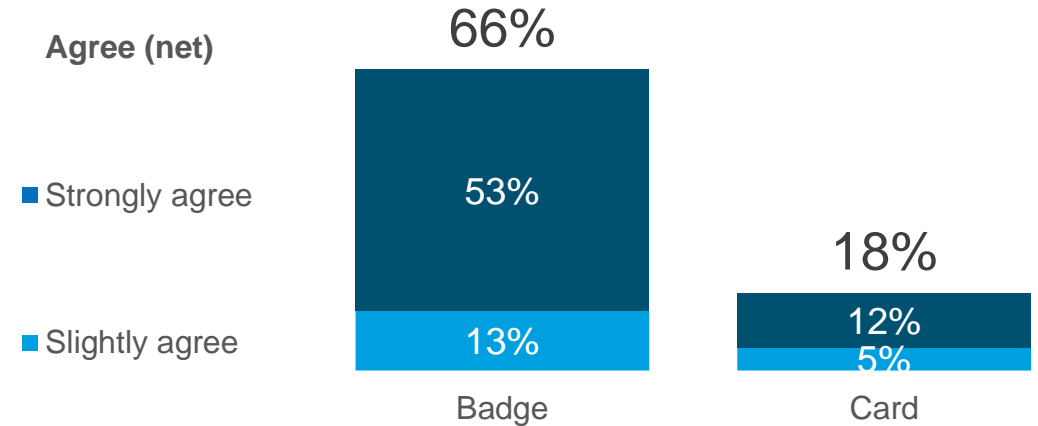


On most occasions it was easier to get a seat using a badge and card than on a usual journey

Ease of getting a seat



Whether badge or card assisted in getting seat



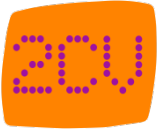
56% agree that 'When I travel in London with the badge and card I don't have to ask for a seat when I need one'

77% agree that 'Other passengers are more willing to give up their seat for me when I travel with the badge and card'

The badge especially assisted in getting a seat - they have less need to ask for a seat and other customers are more willing to give them one

DIARY SURVEY J7. To what extent do you agree or disagree that the badge and card assisted you in getting a seat?/ J13. Thinking of times when you usually travel on public transport in London, which of the following would you say best applies?/ J16. To what extent do you agree or disagree with the following statements?
 Base: Test – All journeys where few/no seats were available (3249), All who got/ were seeking a seat (test -3200), (Control – 156), Used/ took badge (3200), Used/ took card (2781)

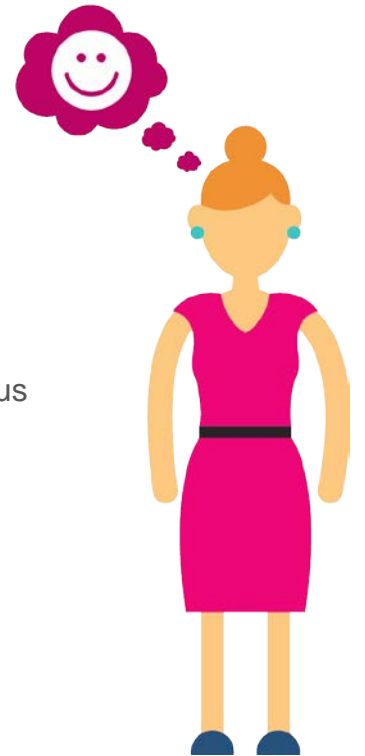
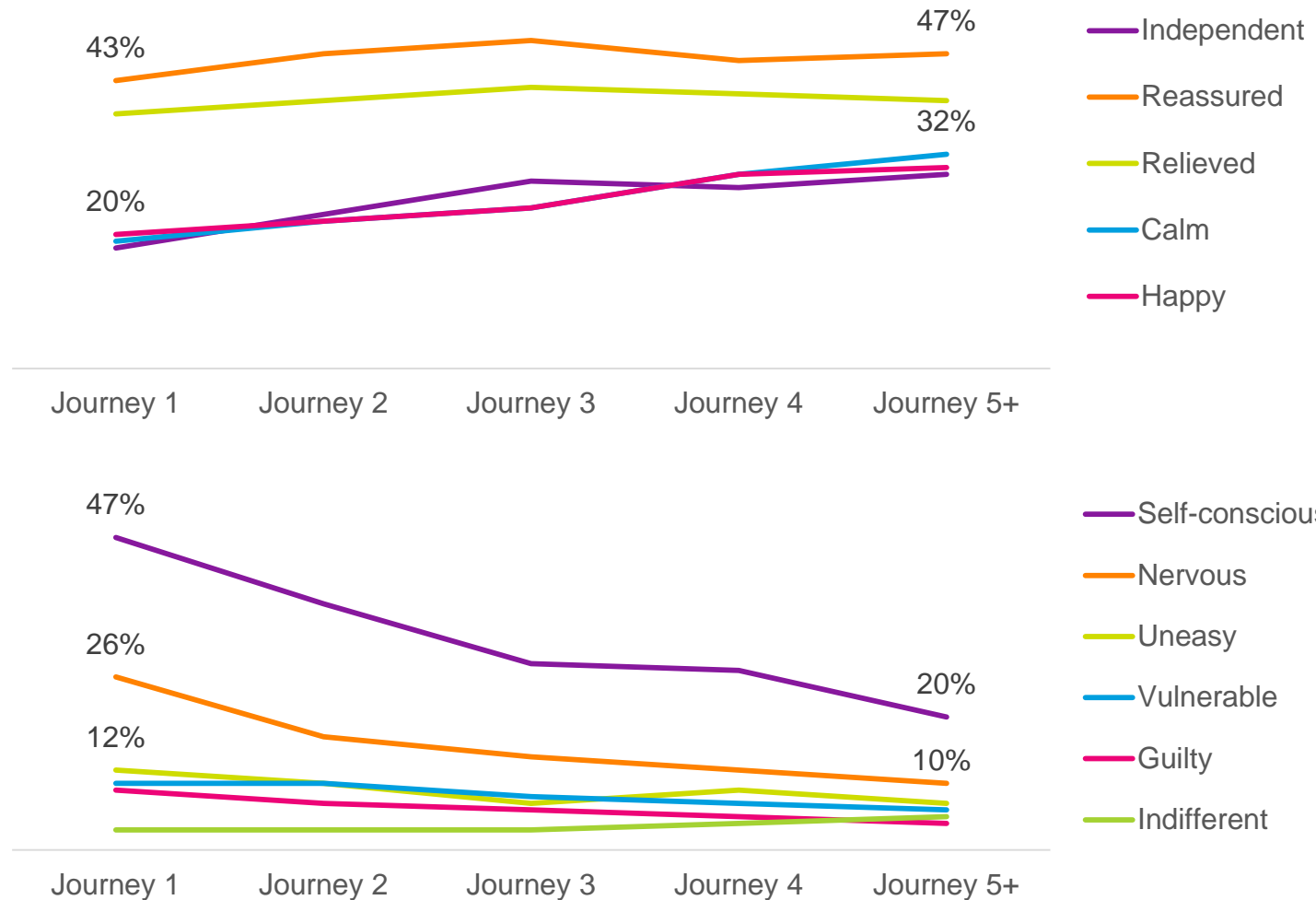
Positive feelings when using the badge and card increased as the trial progressed, and people were less self-conscious and nervous over time



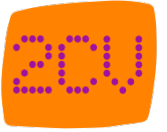
Feeling of **independence**, **happiness** and **calm** increased for subsequent journeys

Those with invisible disabilities were more likely to feel self-conscious but also more likely to feel reassured and relieved

Feelings of being **self-conscious** and **nervous** decreased as the trial progressed



At the end of the trial, participants were positive about the experience and keen for the scheme to be rolled out more widely



PLEASE launch it! I **haven't heard a bad word** about the scheme yet, everyone I've spoken with thinks it's a fantastic idea

Overall, I have had an **incredibly positive experience** and it has given me a lot of comfort when travelling on TfL services

Thanks to you for giving me the opportunity of taking part. Although at first I'd say I felt 'self conscious' I **soon gained confidence**



Please do continue with the badge. I **now use it all of the time** and can not do without it

It has been **invaluable in increasing my confidence** to work in peak times and I am so grateful to TFL

It was a real pleasure taking part in the survey, and I **do hope they go ahead with the scheme**. It definitely made a difference to me, so thank you for the experience