

signage.

The largest proportion of commentary is from primary users (disabled customers), closely followed by tertiary (e.g. journalists) with a small volume coming from secondary (e.g. a friend of a disabled person). There was an increase in volume of comment from tertiary commentators during the Games.

In the Business as Usual period the largest share of commentary (43%) came from blogs compared to during the Games time when the largest proportion of commentary came from networking platforms such as Twitter or Facebook (39%).

Comparing the content of some of the key themes for the Business as Usual period and Games period it can be seen that:

- Vehicle access – LU Manual Boarding Ramps (MBRs) was a focus with commentary being increasingly positive. This compares to the bus ramps where the mood was mixed as ramps are seen as good but specific issues remain
- Station/stop access – Step free station improvements were generally positive although there were still some negative commentary. Dropped kerbs and bollards were also commented upon for buses
- Staffing – Tube staff were commented on mainly positively (with an increase in the Games period) compared to bus staff where the picture seems to have worsened slightly during the Games
- Information – Journey planning tools had a mix of both positive and negative comments. There was an improvement in signage commentary during the Games with the magenta Games signage proving useful in the main

The key recommendation from the research is to build on the existing successes of the Games. This could include bus driver training, retaining physical access measures, adapting the Games time high visibility signage and learning from the perceived accessibility successes for some areas.

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