

The Business Case for making trains accessible

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ATOC

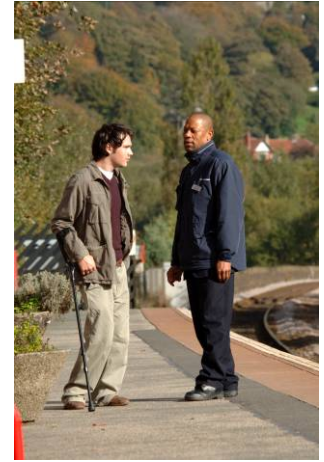
ASSOCIATION *of* TRAIN OPERATING COMPANIES

Some Facts



- 39 Million Disabled People live within the European Union.
- 6th Largest EU member state on a 'notional' basis.
- 9 times greater than the population of Irish Republic
- About the same as the combined population of Portugal, Belgium, Czech Republic & Sweden.

The Perspective



- Disabled People perceived to be a 'cost' to the industry.
- Disability perceived to be a 'regulatory compliance' issue.
- Emphasis on mobility impairments – wheelchair users in particular.
- Little accurate data on passenger travel patterns or behaviour.

The GB Experience



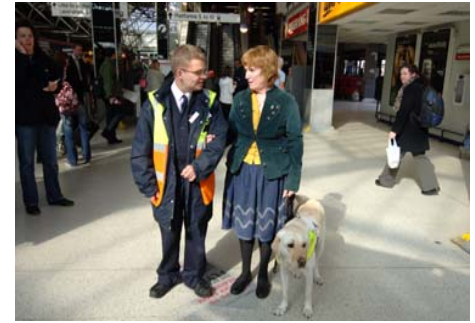
- ❑ Estimated that Disability Rail Market is worth £300 Million per annum
- ❑ Disabled Persons Railcard generates c £15 Million per annum for TOCs
- ❑ Approximately 12% increase in passenger journeys over past 12 months.
- ❑ Market research indicates that Disabled Persons Railcard generates rather than abstracts fare revenue.

PRM TSI

- Detailed cost benefit analysis undertaken
- Little emphasis upon steps that need to be taken to attract mobility impaired passenger back to rail.
- Flawed assumption – many passengers have memories of rail travel that predates the onset of their disability.
- Need to build bridges with older and disabled passengers to encourage passengers back to rail.



Passenger Wants



- Disabled Persons Railcard Research indicates that disabled people give the highest priority to...?
- Well trained and helpful staff.
- Key weakness is a failure of staff to identify and offer support to passengers who may need assistance.
- The commercial benefits will not be realised unless staff are able to provide appropriate help and support.

Conclusions



- European rail operators need to market rail travel to disabled passengers.
- Passenger confidence is key.
- Rail staff are just as important as accessible facilities.
- Time to stop thinking about this as a compliance issue and to maximise the commercial gain.