



A little consideration makes a world of difference

Face coverings are there to protect us, but please remember that some people might be exempt from wearing one - not all disability is visible.

A little consideration for other travellers could make a world of difference to everyone's journey.

Thank you for understanding.



Transport User Community

Feedback on inclusive transport campaign

May 2021

What did we ask our community?

Creative testing

The Department for Transport has produced draft creative for a campaign aiming to raise awareness of disabled transport users' needs when restrictions gradually ease. The campaign highlights non-visible disability, and the support available for transport users as they return to travel.

In order to help refine the creative and ensure that it was prompting the right reactions and driving the right behaviours we shared five posters and an animation in the early stages of development with our community. Please refer to the appendix to see the full range of creatives that were tested.

What do our communities think of the draft material? Does it convey a message they trust, understand, and can act on? What improvements would they suggest to the material, and why?

The material was tested in March 2021 and feedback was taken on board before the final campaign launched in May 2021.

Who is in our rail and bus communities?

60|60

60 people using rail to commute and 60 using bus, prior to Covid-19



Across England, Scotland and Wales



Mix of payment methods



Mix of those currently using public transport and those not



A spread of age, gender and ethnicity



Some have disabilities

Who is our road users community?

40

people using motorways and major 'A' roads in England. 31 out of 40 also consider public transport for their journeys



Across England



Mix of vehicle types



Mix of commuters, leisure and business travellers, and those who drive for work



A spread of age, gender and ethnicity



Some have disabilities

Executive summary

- **Generally, the material was seen as a breath of fresh air.** The campaign was a valuable contrast to some of the more 'serious' advertising they had seen around social distancing.
- The material was seen as appropriate for this stage of the pandemic. It conveyed a sense of **cautious optimism** and gentle guidance on the challenges the 'new normal' may entail.
- **There was broad agreement with the overall message** of the campaign. A small minority expressed fears around passengers 'abusing the rules,' but most saw the idea as novel and valid: this was not something they had thought about before.
- **The material feels as though it's coming from a transport provider** rather than the Department for Transport.
- Our communities have always been strong advocates of face-coverings and some have argued for a zero-tolerance approach. The campaign did make them rethink their attitudes and try to be **'less judgmental.'**
- **The voiceover tended to perform best out of the executions.** It had a stronger focus on the valued concept of being considerate towards those with invisible disabilities, while still conveying the key messages around support and social distancing.

The use of animations rather than real-life actors was positive overall, but some split opinions

Many felt that using animated figures helped with the gentle tone of the campaign

Some point out that this needs to be a campaign for 'all transport users.' As a result, using a simple, soft style of animation was appropriate. It came across as:

- Friendlier
- More approachable
- Accessible to those without English as a first language
- Less prescriptive in terms of gender, ethnicity or age

The storyline is simple to understand and the animation seems quite simple but I suppose it doesn't need to be too fussy to make a point.

Female, 32, East Midlands (Road)

Others argue that the animation style trivialises the issue, and would rather see real-life actors

A very small number of respondents see the animation style as being 'too soft' on those who do not wear face coverings who are not exempt.

These respondents tend to be less trusting of other passengers – they want to see the focus entirely on face-covering compliance and do not want to see any attention paid to exemptions.

With these very limited exceptions, however, buy-in and belief in the campaign is strong.

If this is like the sunflowers lanyards then it's rubbish as anyone can get one. Lanyards are more visible to everyone and then should then be backed by an app supported by a doctor to say you exempt. I don't like this. It seems rude and condescending.

Female, 44, South East (Bus)

The voiceover encouraged our community to proactively look out for the interests of disabled passengers

Most respondents say they would act differently as a result of seeing this material

The communities concede that they can be judgmental towards those who do not wear face coverings. This advert directly challenged their behaviour and many resolved to behave differently when lockdown ends.

Others felt that they would feel empowered to advocate for disabled passengers or intervene if another passenger becomes judgmental or aggressive.

The tone of the animation could sometimes feel unfocussed

Some would prefer see more attention paid to the frustration or distress of the disabled passenger rather than the (assumed) non-disabled passenger who is struggling to find their train.

Our respondents see this very much as a 'disability-focussed' advert and cutting to the third, lost passenger can confuse the message.

The idea of "considerate travel" does not cut across fully here. "Face coverings" dominate the message and are likely to do so whenever they come up, given their emotive power and importance. Any discussion of face coverings and exemptions are likely to need their own, dedicated execution.

Voiceover with animation

I feel slightly sad that it has come to this to create awareness and consideration for others. But also I feel more hopeful that we are trying to educate and increasing awareness in people to help others.

Male, 32, South East (Rail)

This advert I feel does a good job at showing scenarios where people can have anxious thoughts or feel vulnerable on their public transport journey. It's trying to show people the struggle some people go through as to educate people to be more patient and understanding when it comes to transport. It makes me feel sad for people with non-visible disabilities that have these anxious feelings and judgment towards them. I feel sympathy for them. Yes, it would make me think to act differently and be more patient and friendly.

Male, 20, Scotland (Rail)

This is targeted towards able-bodied people, reminding them to be more considerate towards disabled people. At the same time, there is a sense of discomfort and as the ad progresses people do become more considerate towards other. I think the flow of different scenarios is quite spaced out and also very related to each other.

Male, 46, South East (Road)

These posters were valued for their more explicit focus on disabled passengers

The benefits of an app rather than a traditional badge or lanyard were unclear for some

Several wondered whether it would be quicker or simpler to have an always-visible badge, rather than requiring the user to take out their phone and display a screen.

The execution showing one disabled passenger was preferred to the one with two characters

Again, some were left wondering what the (apparently) non-disabled passenger was doing there. It was felt to remove focus from the disabled passenger not wearing a face covering.

Respondents were generally unclear about where they would go to obtain an exemption

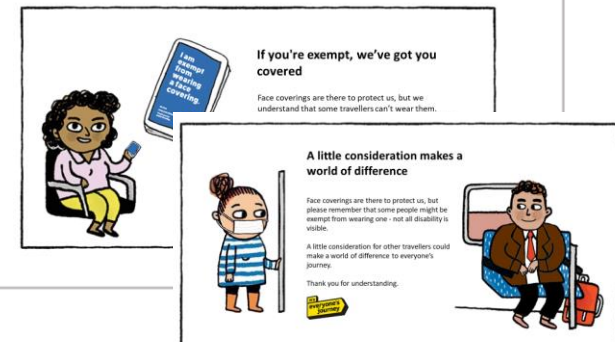
Most would assume they would go via the NHS and their local GP in some way. With very few exceptions, the app 'validation' was felt to be robust. There was very little suggestion that it could be obtained falsely, but did not appear to have any unique advantages compared to a badge.

These executions was felt to be among the clearest of the set; the logo helps a great deal with this

"It's everyone's journey" was felt to effectively summarise the message, doing much of the 'work' without having to use excessive prose or voiceover.

It does make me feel like I may have reacted unfairly to people not wearing masks in the past.

Male, 59, North West, (Bus)



Posters (set 1)

I prefer this poster, as it is very to the point, and doesn't have so much information. Any individual is more likely to read a poster with less information especially when they are in a rush. It also doesn't say a lot, but leaves you with a lot to think about.

Female, 20, West Midlands (Roads)

I personally think that people should perhaps have a lanyard so their badge is on show. I feel like this would be an argument saver and reduce the risk of people questioning one another. I wouldn't know where to get one from but I feel like it should be made clear by the companies/government but also not so easily accessible that anyone can print and use.

Female, 30, West Midlands (Bus)

My opinion is you shouldn't have to display you are exempt. However I feel majority of people are judgmental so a lanyard would be of benefit. I don't know where to get one but confident after a few minutes online I would find out.

Male, 32, South East (Bus)

The idea that some passengers may struggle to socially distance saw a mixed response

Care needs to be taken to ensure that this execution does not come across as patronising

The idea of giving visually-impaired passengers space was felt to be obvious, perhaps already implicit in the guidance to stay two metres away from *everyone*, disabled or not.

Others felt that the execution could be condescending towards disabled passengers, giving them less agency or implying that there is nothing they can do to socially distance.

Ultimately this behaviour is something the community felt they would already do automatically. They would never expect a disabled passenger to move away from them.

Tonally this material could feel a little 'off.' Respondents struggled to articulate why, but words like 'scary', 'bland', 'intense' came up.

It was, however, recognised as concise. Our community knew exactly what it was trying to convey, but more recognition of passengers' existing positive attitudes and behaviours would help.



Posters (set 2)

It's raised awareness of some people's situations but there's not much here to make me think they will be enforcing masks and social distancing which is the most important thing for me.

Male, 39, South East (Bus)

I think the tone is pleasant and understanding, it gives me a positive outlook on the future of going back to normality. I hadn't really considered this no but I completely agree with the concept and will exercise it myself, I think it's believable as people should be respectful of others.

Male, 32, North West (Rail)

I find it rather boring and it seems as though you are talking down to people. Using a blind person is not a good choice. Everyone knows if a person is blind. I think that these need to be looked at again. Don't speak down to people and don't presume that everyone else is thick. These feel like they should be aimed at children.

Female, 44, South East (Rail)

The (perceived) combined messaging around cleanliness and disability in the same poster felt muddled

Again, the community would expect 'one poster, one message' from this campaign

Respondents assume that the presence of a wheelchair user is 'making a point' about disability, even if there is no commentary on the issue.

One solution here may be to include more passengers in the image; showing a diverse set of passengers rather than a focus on just two, to avoid red-herrings or false assumptions about what the poster is trying to say.

This messaging was among the most reassuring of all the material we have shown around hygiene

Our community was pleased to see that anti-viral cleaning will continue even as lockdown eases.

The 'thank you for bearing with us' message was also very well received. The community valued the idea that the return to transport will be complex, sometimes frustrating, but that staff and operators are doing the best they can. This concept reflects positively on the organisation behind the message.

Apart from the words there is nothing in this to show cleaning, it is a bit confusing with the two people. I think it should show more people social distancing on what the true trains look like.

Female, 35, West Midlands (Rail)



Posters (set 3)

Turning to this poster specifically, I am not clear what message it is trying to get across... It states that regular cleaning is done but what does "Thanks for bearing with us while we do everything we can to make your journeys as safe as possible"... actually mean? Does it mean that there is more to do or some cleaning is not being done? Does it mean trains may be delayed while we "bear with" the cleaners?

Male, 64, South West (Rail)

I love this poster! It oozes compassion for disabled people and this poster really highlights that. The imagery is excellent and so are the messages where the tone is not preachy but rather compassionate and one of understanding other peoples needs. This is my favourite poster, the 'It's everyone's journey' logo at the bottom is brilliant!

Male, 46, South East (Rail)

If the message of this poster is aimed at disabled passengers, the text should also reflect what they are trying to get across, possibly "Be more considerate to those less capable".

Female, 64, South East (Rail)

Our disabled respondents fed back that the idea of staff being ‘there for passengers’ was reassuring, but vague

This execution raised more questions than answers, including:

- “Will there be support for non-disabled passengers, or just those with disabilities?”
- “Is the support going to be different to pre-COVID support, and if so, in what ways?”
- “What new issues or challenges will I have to negotiate when I return to public transport?”

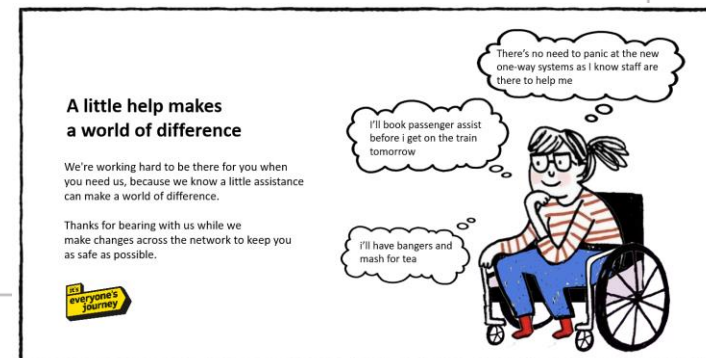
The poster does not inform our community about what challenges they may face on returning to transport

There is a reference to a ‘one-way system’, but passengers are familiar with this, either through visits to supermarkets or previous experience of essential travel.

Many are left wondering whether they have ‘missed’ some information about what aspects of returning to transport they ought to be thinking about.

As a result, most would prefer a simpler message: that *whatever difficulties* returning to public transport entails, staff will be on hand to help. As the poster stands, it can feel over-specific, raising questions without clear answers.

The “bangers and mash” line can raise eyebrows. If the purpose is to demonstrate that *‘disabled people have everyday thoughts too’*, as it is usually read, this is taken as a given, and stating it explicitly can come across as patronising.



Posters (set 4)

I'm not sure why the bangers and mash is there? I don't see that as relevant at all. Booking assistance ahead is good but don't people with disabilities already do this as normal practice?

Female, 59, South East (Roads)

In honesty, I don't really see what this is offering. I don't see any promise of staff or instructions, its a little wishy-washy in its message.

Male, 32, West Midlands (Roads)

I know this is not finished but I'm having a really visceral reaction to the 'bangers and mash for tea' line. I can't really explain it but it's really tripping me up. Like "Hey, people in wheelchairs like sausages too yeah?!" It's clumsy and clunky.

Male, 29, South East (Bus)

Respondents exempt from face coverings in particular valued the campaign as a whole

Exempt respondents are closely familiar with the difficulties and judgment that come with travelling

They appreciated the sense of 'coverage' that the campaign provided – that they will see a bit more understanding and fewer sideways looks as a result of the material.

They did not, however, feel as though an app would be preferable to a badge or lanyard, in line with the community as a whole. It was pointed out that elderly passengers may not wish to, or know how to, use such an app, and few if any highlighted any issues with a 'lower tech' approach.

I have a 'hidden disability' and it's awful when you feel people looking at you because you don't have a mask on or happen to cough. People should be made more aware that some people have disabilities hidden and not hidden and I think this campaign highlights that. It's written in plain language that people can understand and I think that seeing this, it would give people with any disability more confidence to get back on public transport if they thought that people were being a bit more considerate.

Female, 65, South East (Bus)

I think the design is quite appealing and easy on the eyes. Being a disabled individual myself, its quite nice to see that we should sometimes consider others as my disability is not visible and is often missed in situations where I may need a seat on a train for instance.

Male, 33, South East (Rail)

Seeing that the material came from the Department for Transport was surprising

Most respondents expected a more 'serious' campaign from the department

This is not necessarily a negative point. There was broad recognition that the issues discussed are important, and not confined to any one mode of transport. A unified campaign across all public transport modes makes sense, and the central position of the Department across those modes makes them well-placed to act as messenger, in these respondents' view.

The campaign reflects well on the Department for Transport and absent the executional issues outlined above, it is likely to continue to do so in its completed form.

I was thinking the campaign would be more serious if it came from them, so this surprised me.

Male, 49, South East (Bus)



Department
for Transport

For a major organisation to pinpoint this is huge – it suggests how effective it could be.

Female, 25, North East (Rail)

Appendix

Creative tested* and a case study

**Please note the creative shown was not final when tested*

Voiceover with animation

Launch Content Script - 60-90”

A woman has just boarded the train and she's made her way to the priority seating area, but the seats are occupied by a man stretched out, reading the paper. She looks a little concerned and we hear her thoughts,

“My joints are hurting so much, but I can't ask him to move, I'll have to explain my condition. I don't want to cause a scene.”

On a bus, everyone is wearing a face covering except a man who looks like he's on his way to work. We hear his inner monologue

“Chips or mash, chips or mash?” He notices another passenger who's giving him a sideways glance, “Oh no, I'm getting glares from that lady. I think she's upset that I'm not wearing a face covering. She doesn't know I've got emphysema, I probably just look selfish...”

Then we see a queue of people working their way through a one-way system in a station and we hear the thoughts of an anxious-looking traveller looking around at the signs.



“Oh gosh, everything's changed. My train is normally to the left. If I go straight ahead I might go to the wrong platform. What if I get on the wrong train?”

They notice other travellers queueing up behind them.

“And now everyone's annoyed because I'm holding up the line”

We hear a narrator's voiceover.

“As we make our way back onto public transport, things are going to look a little different. For many people, the changes won't be too big. But for some, it might feel like a different world.

(We cut back to the previous scenes. In each one, we see the non-disabled travellers being understanding and making space for their fellow passengers)

We're putting systems in place to help keep people safe, and we're asking everyone to be a little more patient with each other. Remember, not all disability is visible.

Thank you for understanding. With small changes, we can make a world of difference.”

Posters (set 1)



If you're exempt, we've got you covered

Face coverings are there to protect us, but we understand that some travellers can't wear them. Transport staff are working hard to let everyone know that some people are exempt.

Thank you for bearing with us as we try to make a world of difference.



Posters (set 1)



A little consideration makes a world of difference


Face coverings are there to protect us, but please remember that some people might be exempt from wearing one - not all disability is visible.

A little consideration for other travellers could make a world of difference to everyone's journey.

Thank you for understanding.



Posters (set 2)



I'll do my best to give other people enough space.

A little thought makes a world of difference

Some people may find it more difficult to socially distance.

So as we all try to get back to normal, a little thought can make a world of difference to other travellers.

Thank you for making space.



Posters (set 3)



Having the confidence to travel makes a world of difference

We're regularly cleaning every surface, seat, window and handrail, because we know a little peace-of-mind can make a world of difference to everyone.

Thanks for bearing with us while we do everything we can to make your journeys as safe as possible.



Posters (set 4)

A little help makes a world of difference

We're working hard to be there for you when you need us, because we know a little assistance can make a world of difference.

Thanks for bearing with us while we make changes across the network to keep you as safe as possible.



Case Study: visually impaired bus passenger

This respondent has continued to travel during the coronavirus pandemic and has often struggled with fellow passengers **breaking social distancing** to try and help him. He would prefer that passengers guide him by holding the end of his cane, rather than his hand or arm. This is something he would like to see reflected in the campaign: **how to help in a COVID-safe way**.

People are very, very helpful – no doubt. They come to hold my hand, but it's a difficult situation and if someone's trying to help you, you can't be rude and say "do you mind keeping distance", and people either don't understand or don't worry about it. It's okay occasionally but if I'm getting buses on a regular basis it's a problem.

Male, 65, South East (Bus)

Well there are a lot of people who don't use smartphones, especially people like me who are elderly. A lot of young people do, this would help them, but I don't know... And of course, I wouldn't know whether the person is exempt. It's not important to me, as long as it doesn't impact me!

Male, 65, South East (Bus)

As a bus user with a disability, it was important to this respondent that the campaign demonstrate how to support vulnerable passengers. He appreciated the gentle, light tone of the material but felt it could be more directive.

As with other community members, he felt the communications could sometimes lack focus. He wondered whether the campaign was focussing on assisting disabled people, or sanitation. In addition, the phrase "non-visible disability" made him think of blindness, rather than an invisible impairment.

The thing that would work better is an announcement on the train itself. For disabled people it might work but I don't know whether all this would be helpful for blind people in particular.

Male, 65, South East (Bus)