

# WMT Stakeholder Equality Group

Thursday 8 April 2021



West  
Midlands  
Trains

# Welcome to the meeting

## Meeting etiquette:

- Turn off video and microphone unless speaking
- Raise your hand if you wish to speak
- Feel free to use the chat at any time
- Captions are available



# Meeting Support



The quick brown fox jumps over the lazy dog.

Captions available to turn on in your control bar or customise the formatting of the captions in the window linked in the chat.

## Need help?

Private message 'Luke – Support' in the chat or ring **07902094816**

# Agenda

<b>Welcome and introduction</b>	Nick Goss	1pm
<b>Action Tracker</b>	Rebecca Preece	1.10
<b>Business Update</b>	Andrew McGill	1.15
<b>Endorsement of minor works</b>	Rebecca Preece	1.25
<b>Stations projects update</b>	Rebecca Preece	1.30
<b>Bletchley station work</b>	Ray Chan	1.45
<b>BREAK</b>	All	2pm
<b>Accessibility Guidelines</b>	Penny Allen	2.15
<b>Mystery Shopping in 2021</b>	Rebecca Preece	2.30
<b>Inclusion and Accessibility update</b>	Rebecca Preece	2.40
<b>Any other member news</b>	All	2.50
<b>Sum up and close</b>	Nick Goss	3pm



## Apologies

Linda Fell, Tom Painter (WMRE), Lawrence Bowman



## Minutes

Are the minutes from the last meeting correct?

## Conflicts of Interest

Are you involved in any work or projects which means you might not appear independent and objective?



## Completed actions



- Rail replacement bus services (to/from Coventry Arena) don't display signage to show which direction they are travelling.
- Accessible toilet issues at Smethwick Galton Bridge

## Outstanding actions



- Accessible planter trial
- Josh's experience at Wolverhampton
- Private online forum for SEG member discussion

# Business Update

Andrew McGill – Media Relations  
Manager



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# Return To Rail



- In the past fortnight the "Stay At Home" message has been dropped and shielding has ended for millions of people
- With social distancing advice still in place, WMT is initially taking a cautious approach to encouraging travel

# Increased Timetable



- Additional services brought in to coincide with the return of schools in March
- Some additional services on branch lines due soon
- Next major timetable step-up will be on May 17 in line with industry timescales

# Challenges



- Uncertain how long social distancing will be in place
- Change in commuting patterns likely to affect revenue generation
- Driver training severely impacted by Covid-19

# Coming Next



- Publication of anticipated "Williams Review" into the rail industry – May 2021?
- Final steps of Government roadmap – May/June 2021
- Beginning of proactive marketing campaign?

# Stations Update

Rebecca Preece



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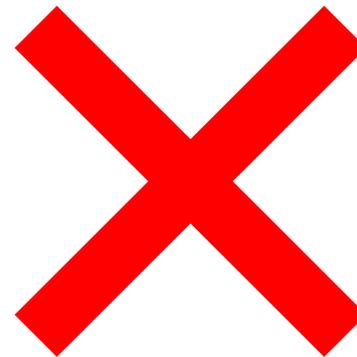
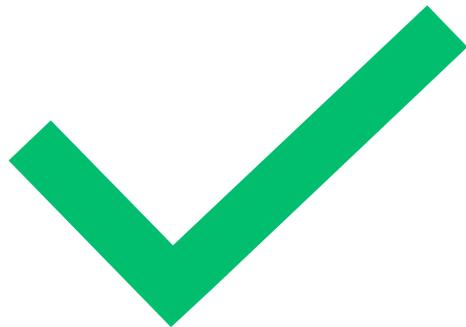
# Minor Accessibility Works annual cycle

£329,000 to be spent on over 40 projects including:

- New shelters and seating areas
- Amendments to station signage
- New dual height handrails
- Automatic doors
- Tactile paving on staircases

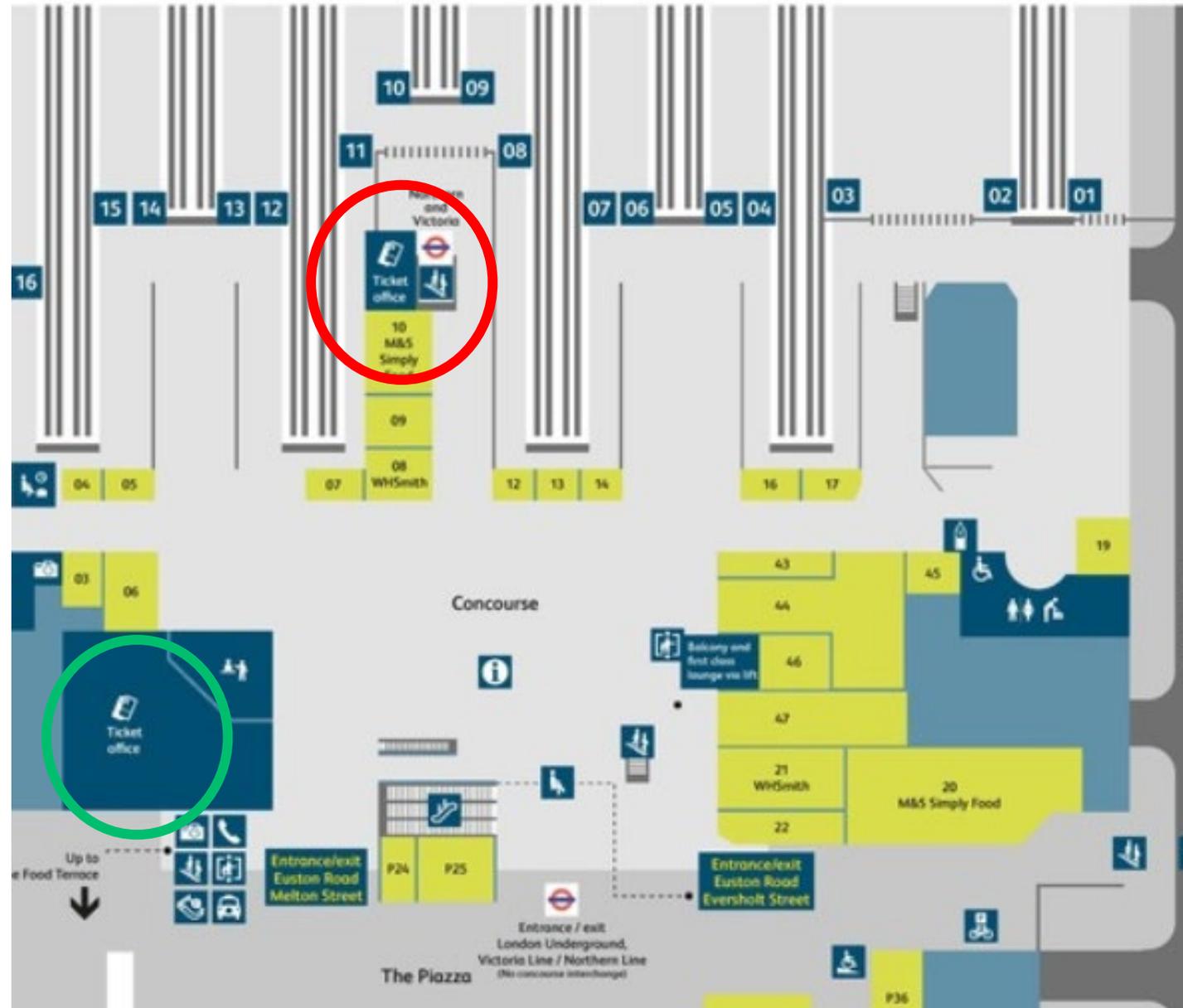


**Are you happy for this group to endorse the proposed list of minor works for 2021 / 2022?**



# London Euston ticket office closure

- The London Northwestern Railway ticket office was closed on 30<sup>th</sup> March and will not be replaced.
- There will be an alternative area created for penalty and excess fares.
- Staff redeployed within Euston station



# London Euston ticket office closure



## Why?

Part of Euston station redevelopment

- The ramp to platforms 8-11 was excessively overcrowded.
- Ramp will be twice as wide with all retail units on the ramp removed
- Will reduce overcrowding and improve accessibility

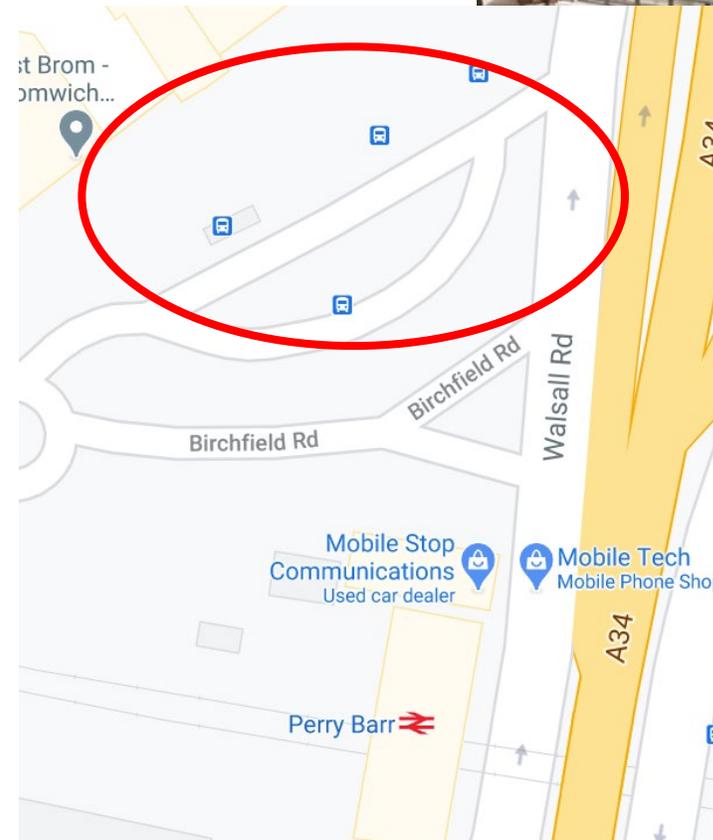
# Perry Barr station redevelopment

- **10 May 2021** – station closes for 12 months
- Demolition due mid-May



## Alternative arrangements

- Rail tickets accepted on local Network West Midlands buses to and from Witton station.
- Taxis available if buses are not accessible or passengers cannot access the buses
- Pick up / drop off will be from main bus stops outside One Stop shopping centre



# Lift Upgrade at The Hawthorns

- Lifts to both platforms have been taken out, mechanisms modernised, and new lighting installed.
- A total of £450,000 has been invested in the comprehensive lift upgrade.



# Stations as Places

## Prospectuses recently completed:

- Watford Junction
- Bletchley
- Small Heath
- Jewellery Quarter
- Birmingham Snow Hill

Email **Rebecca Preece** or **Rachel Evans** ([Rachel.Evans@atkinsglobal.com](mailto:Rachel.Evans@atkinsglobal.com)) for more information



# Bletchley Station – East West Rail proposals

Ray Chan – Senior Project Manager -  
Stations



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# Bletchley Overview - current

- Busy commuter station on the West Coast Mainline
- 1.27 million passengers in 2019
- 6 platforms with trains to and from London / Birmingham and Bedford.
- Step-free access to all platforms, except platform 6.
- 4 ticket gates and a manual gate.

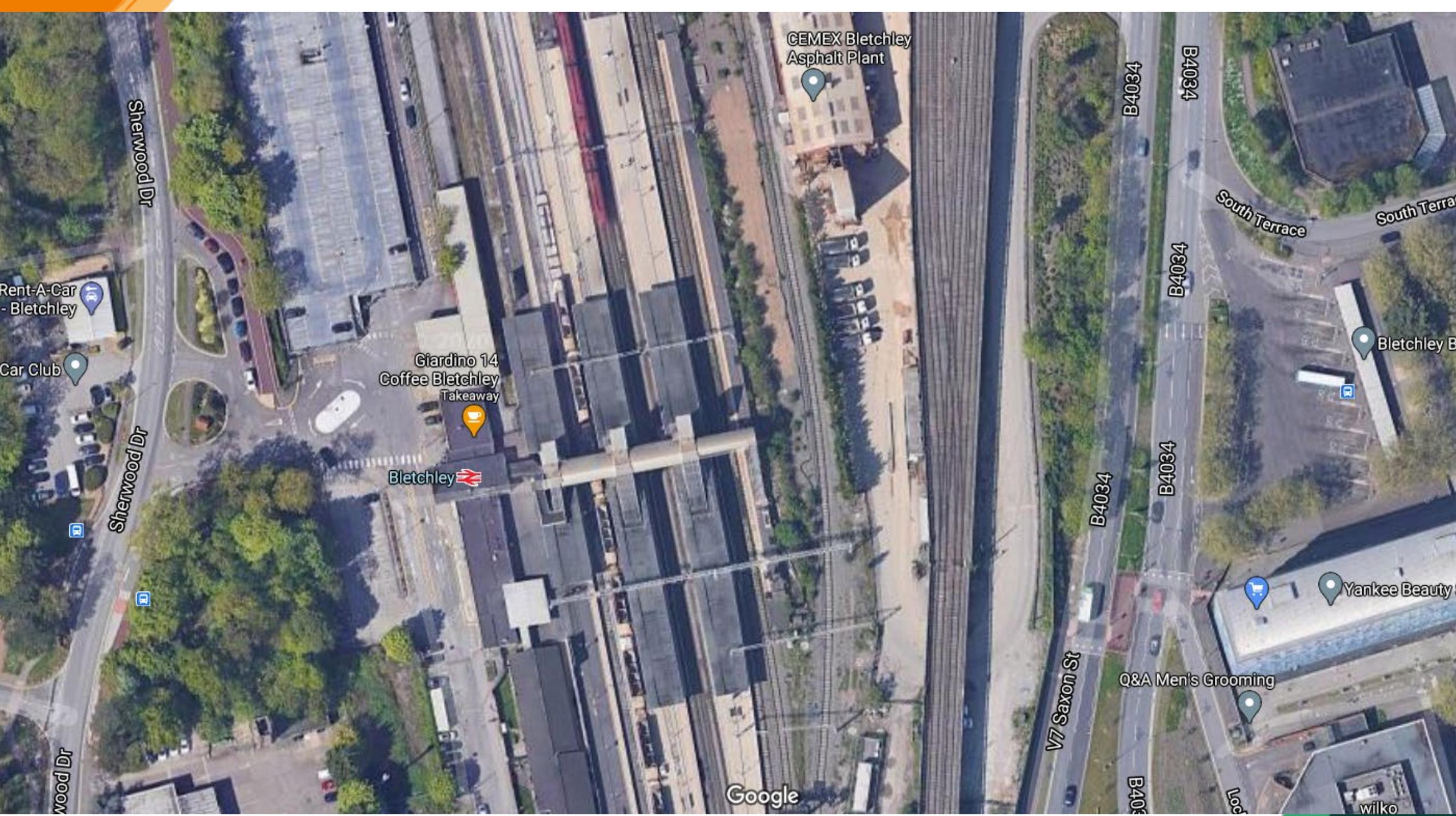


# Bletchley Overview – future plans

- Phase 2 – trains to Oxford and Milton Keynes (Dec '24).
- Phase 3 - trains to Cambridge.
- New platforms 7 & 8 to accommodate 4-carriage trains (operated by new East West Rail operator)
- Forecast of up to 500,000 additional passengers per annum



# Existing Station



CEMEX Bletchley  
Asphalt Plant

Sherwood Dr

Rent-A-Car  
- Bletchley

Car Club

Giardino 14  
Coffee Bletchley  
Takeaway

Bletchley

Sherwood Dr

wood Dr

Google

V7 Saxon St

Q&A Men's Grooming

Yankee Beauty

South Terrace

South Terrace

Bletchley B

wilko

B4034

B4034

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B4034

B4034

Loc

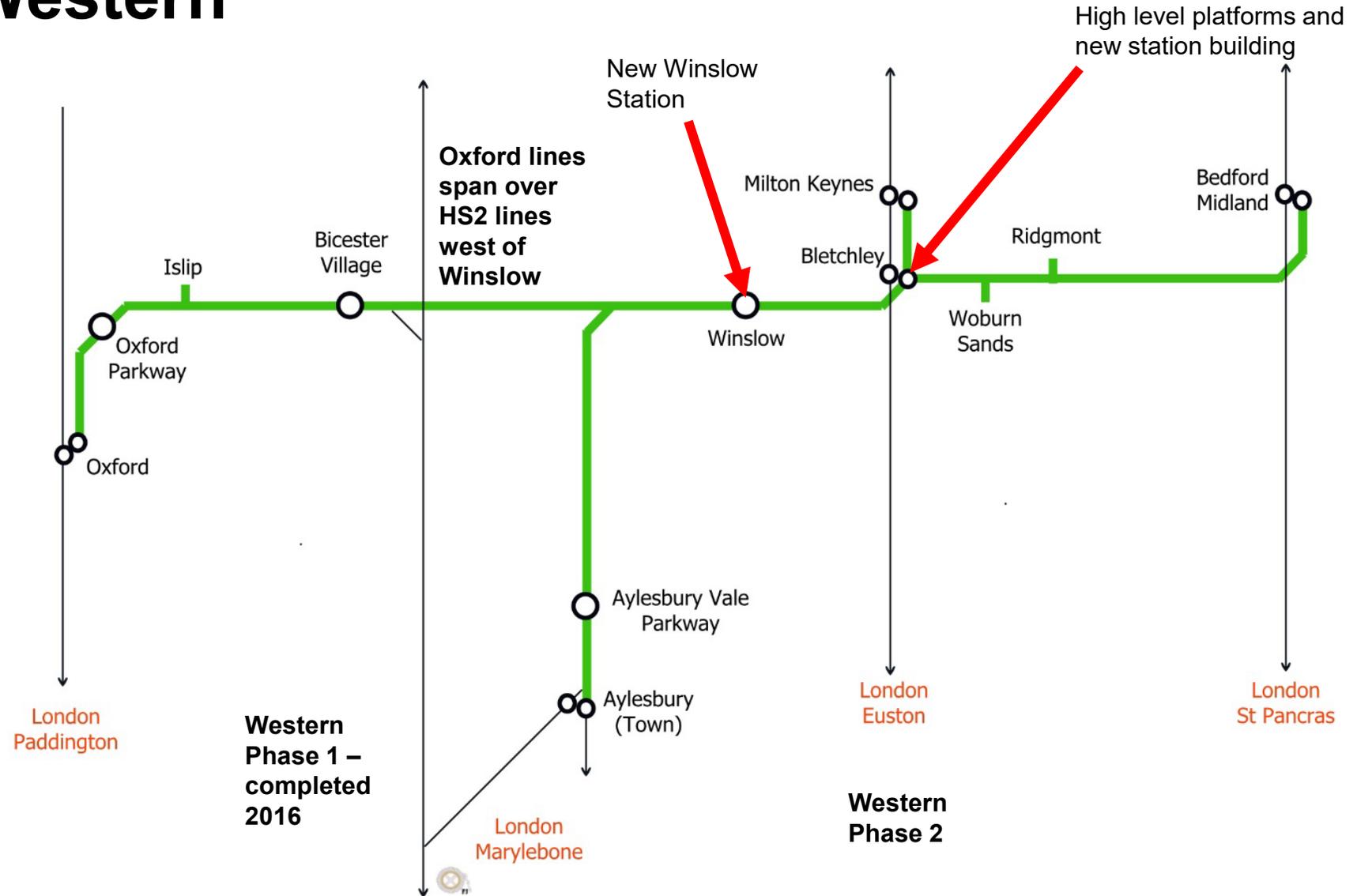
# East West Rail: Western Section Routes

By 2024 / 2025

- **Oxford and Bicester** – 3 trains per hour
- **Oxford and Milton Keynes** – 2 trains per hour
- **Oxford and Bedford** – 1 train per hour
- **Milton Keynes and Aylesbury** – 1 train per hour

By 2027/28  
4 trains per hour

Phase 3 will double that to 8 trains per hour

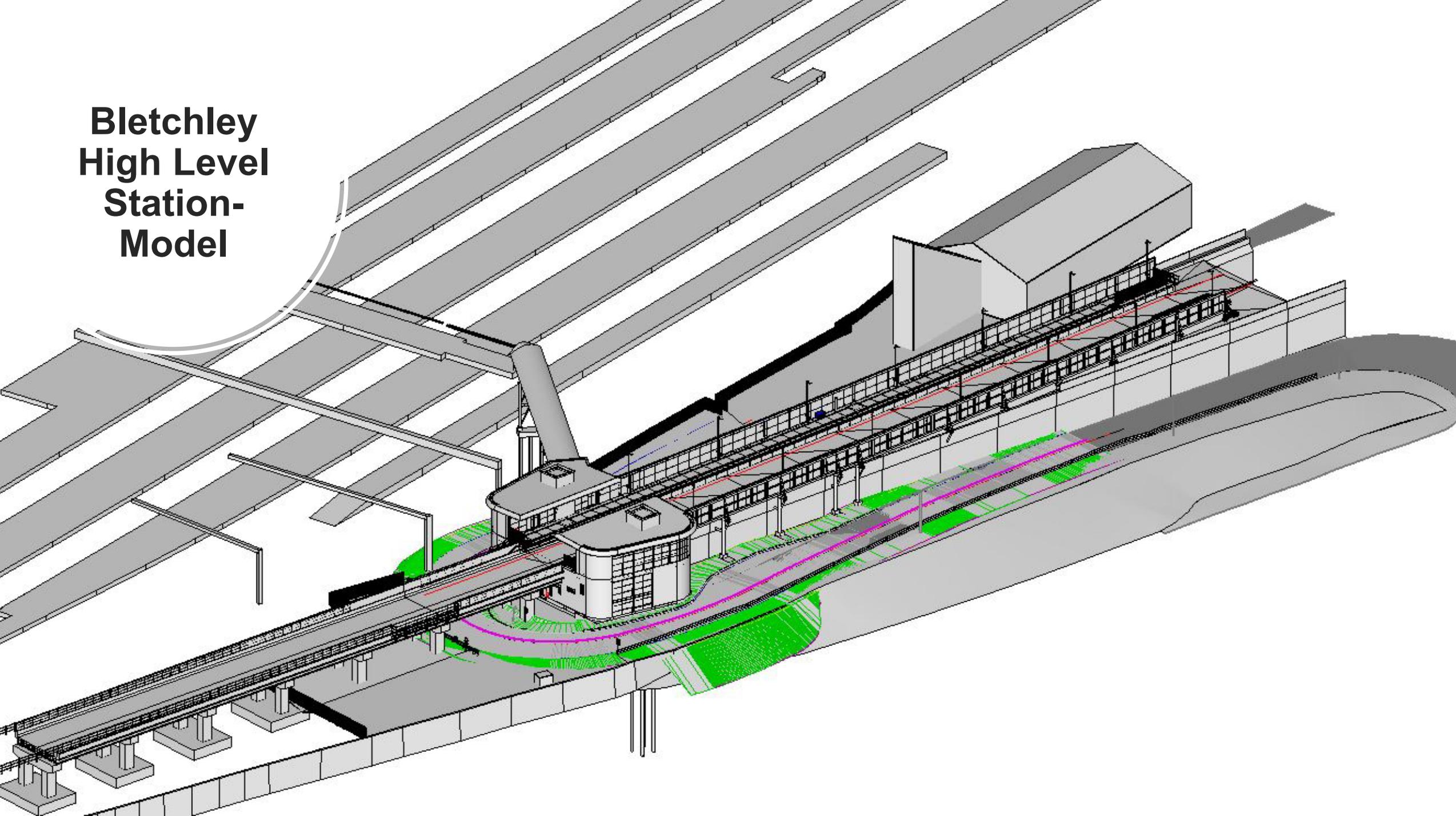


# Bletchley high-level platforms and station building

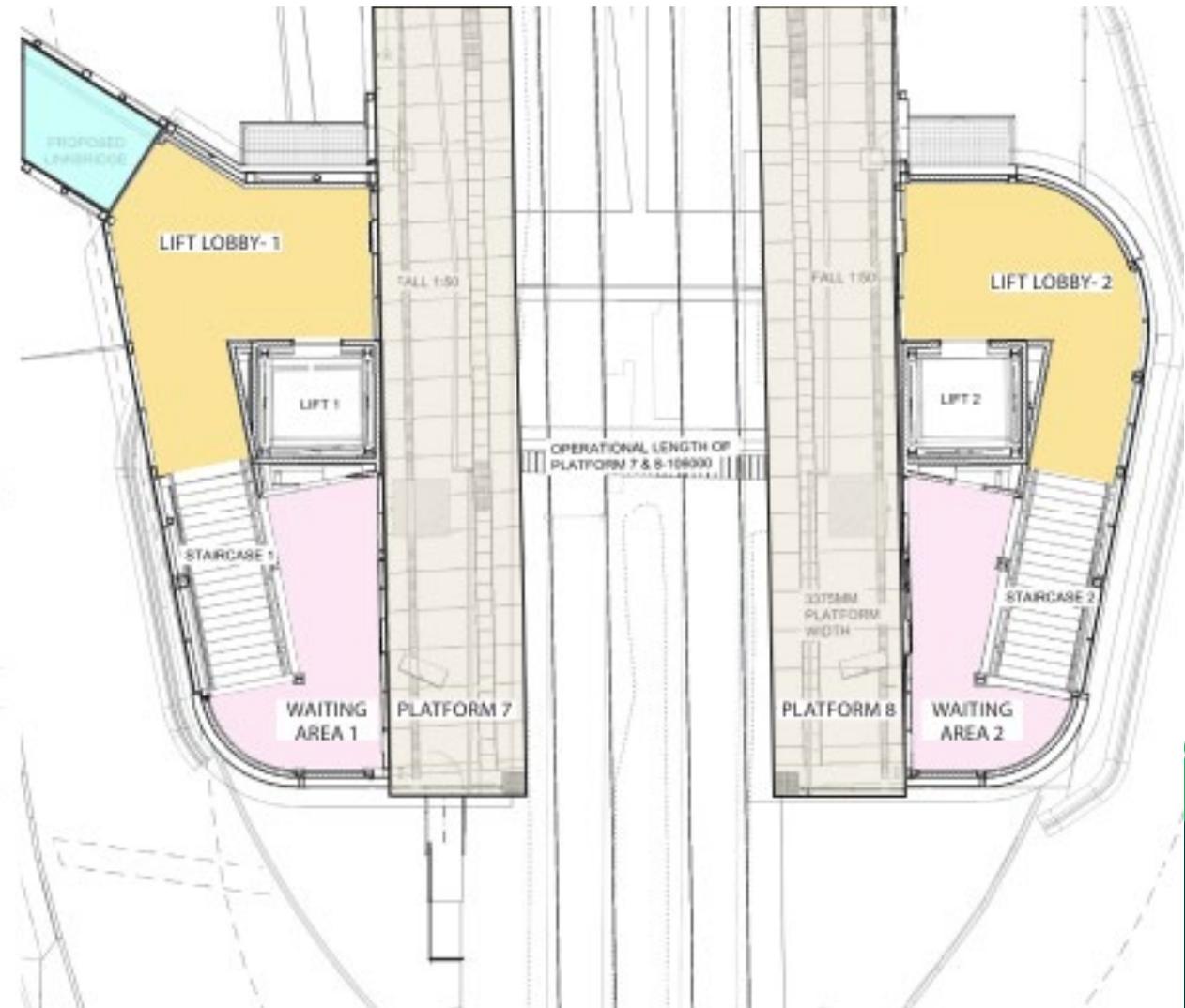
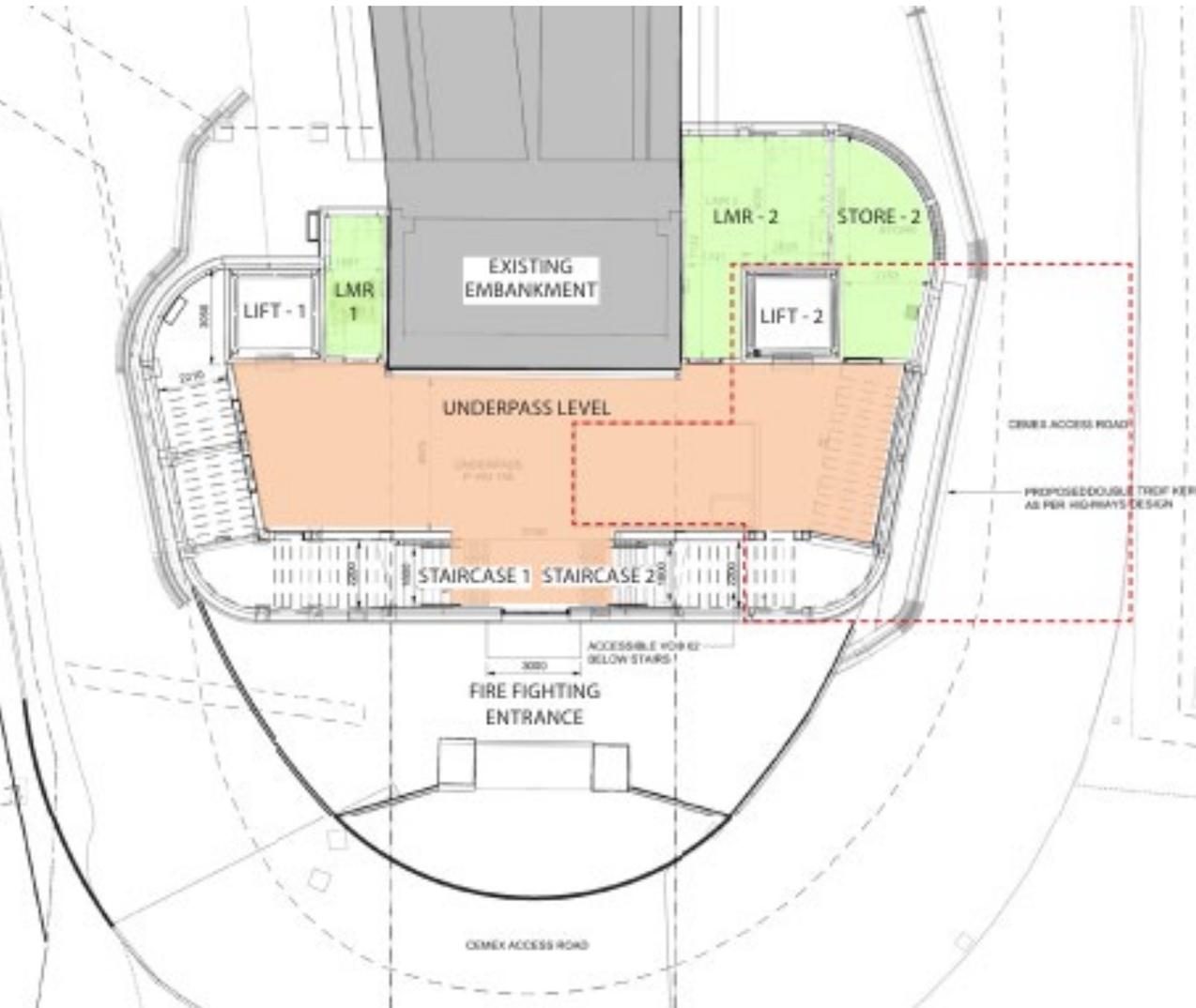


- EWR proposals for two new high level 106m length 'open' platforms 7 & 8 for the Oxford lines
- New eastern station building connected to the existing station footbridge via a link bridge from P7
- Crossing between P7 and P8 is via an underpass accessible via stairs and two lifts
- No toilet facilities but waiting areas marked up on each platform

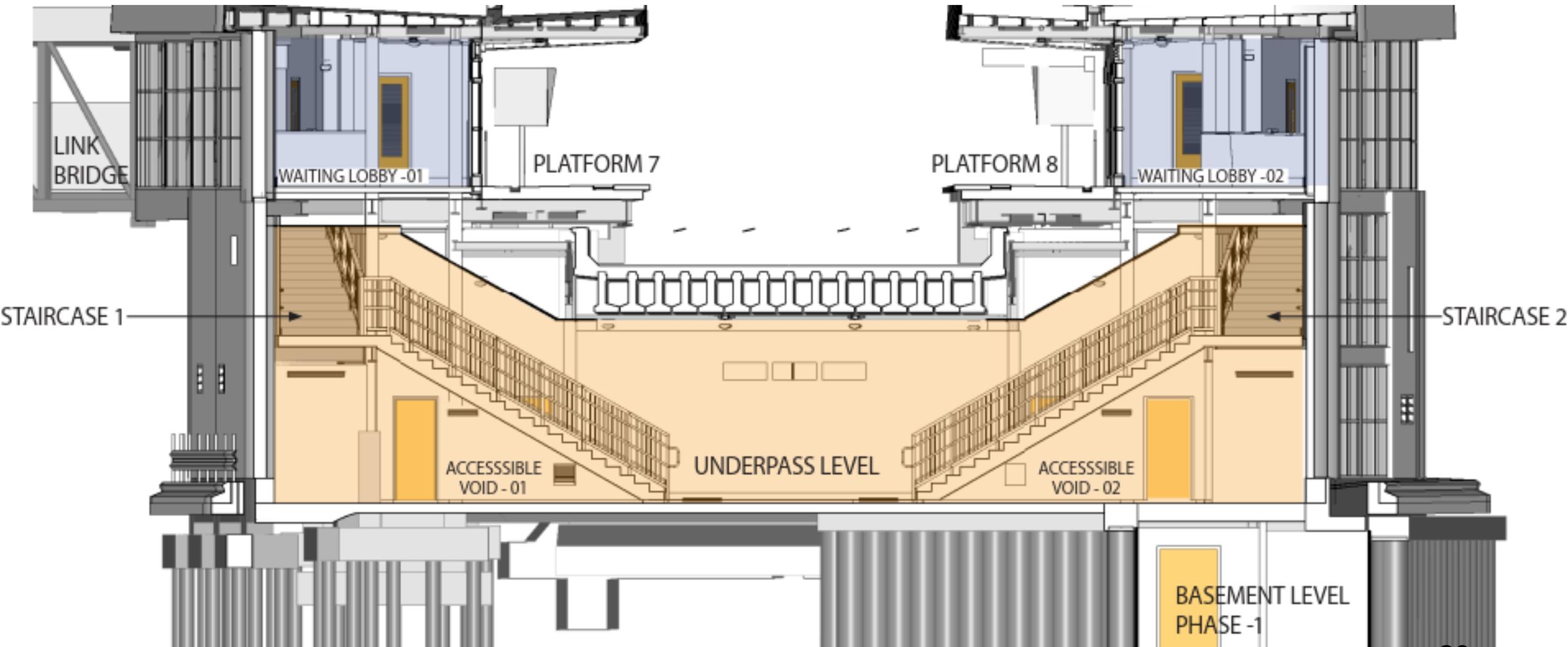
# Bletchley High Level Station- Model



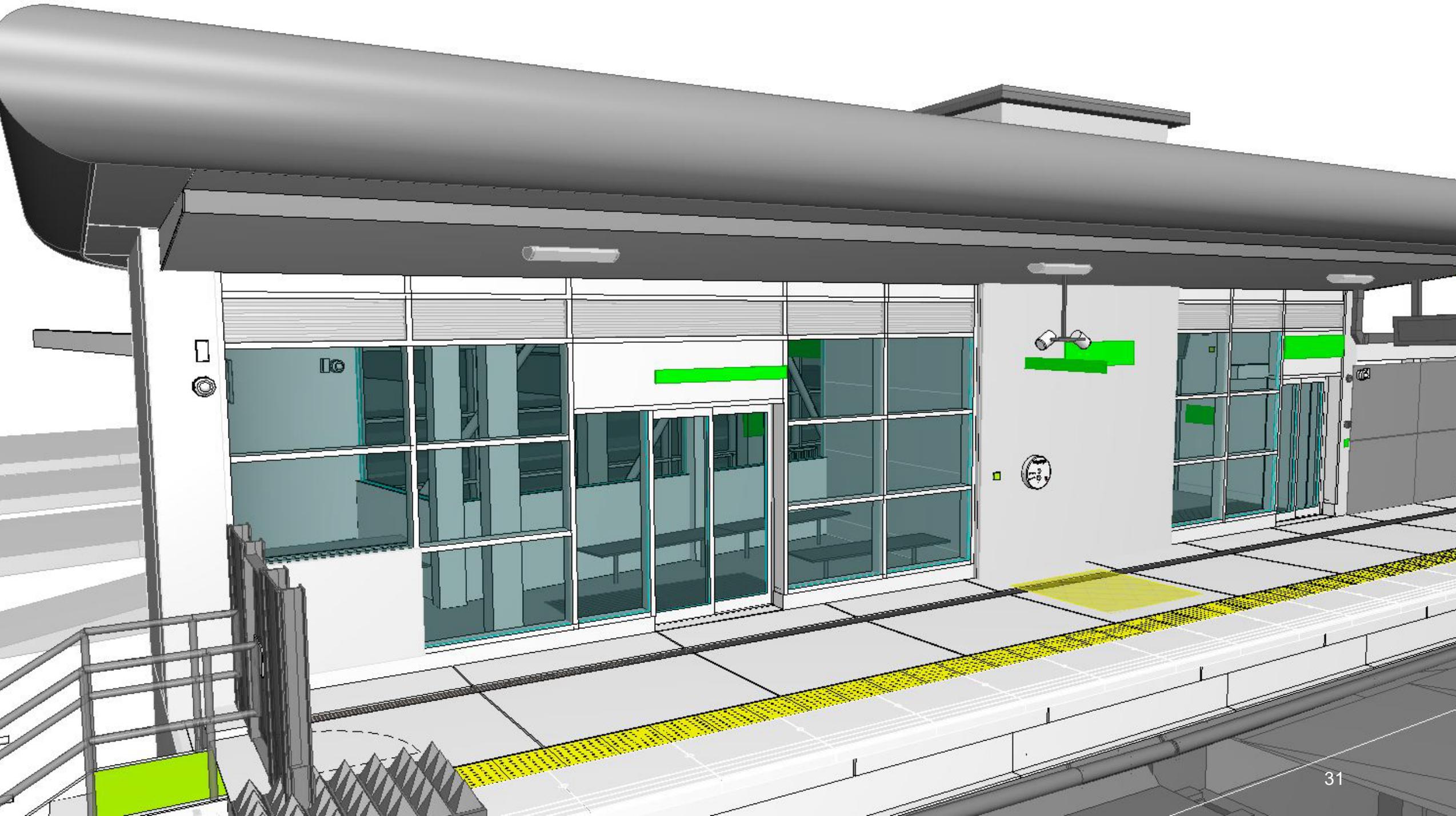
# 'High-level' platforms underpass access



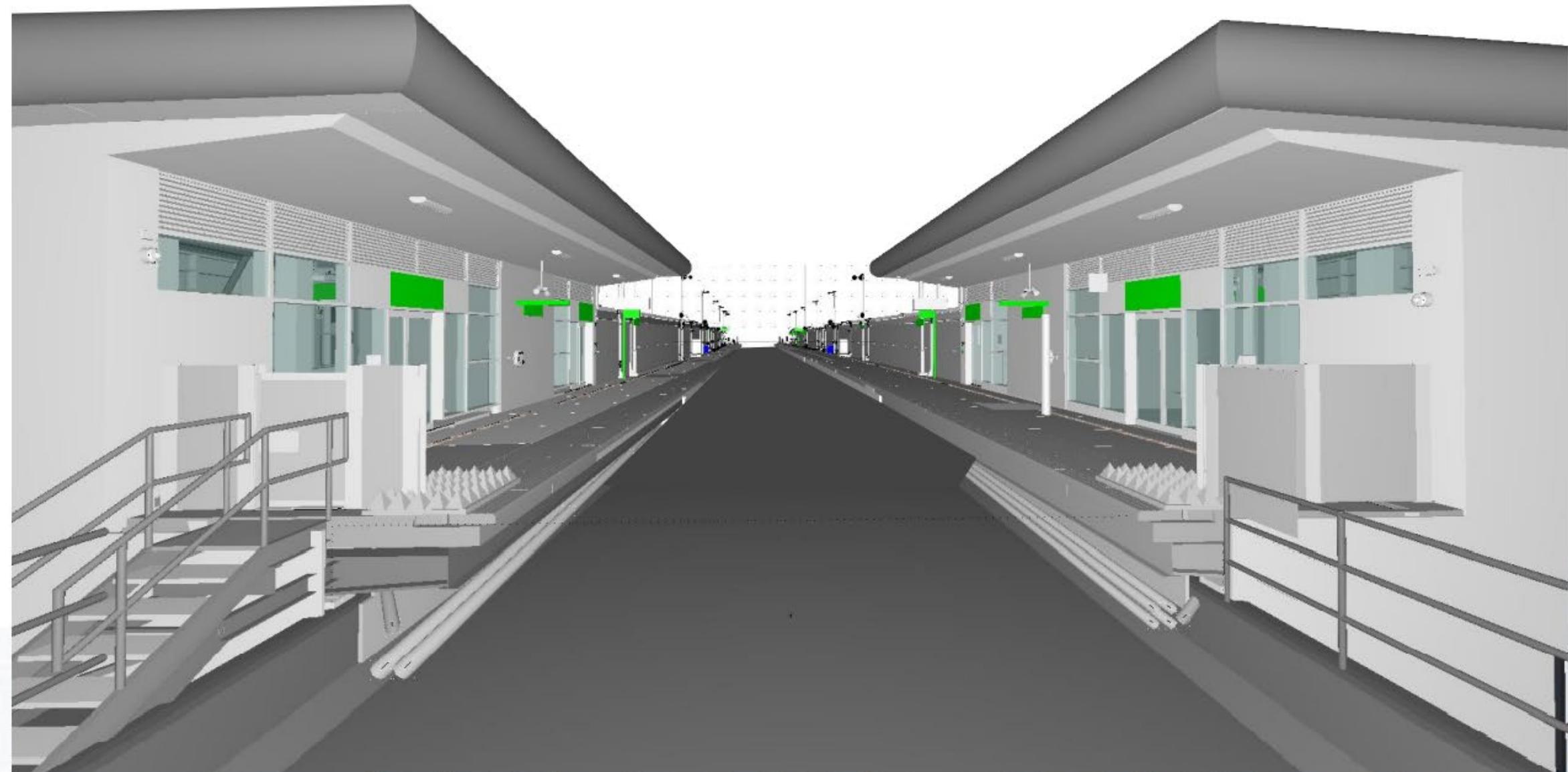
# 'High-level' platforms cross-section

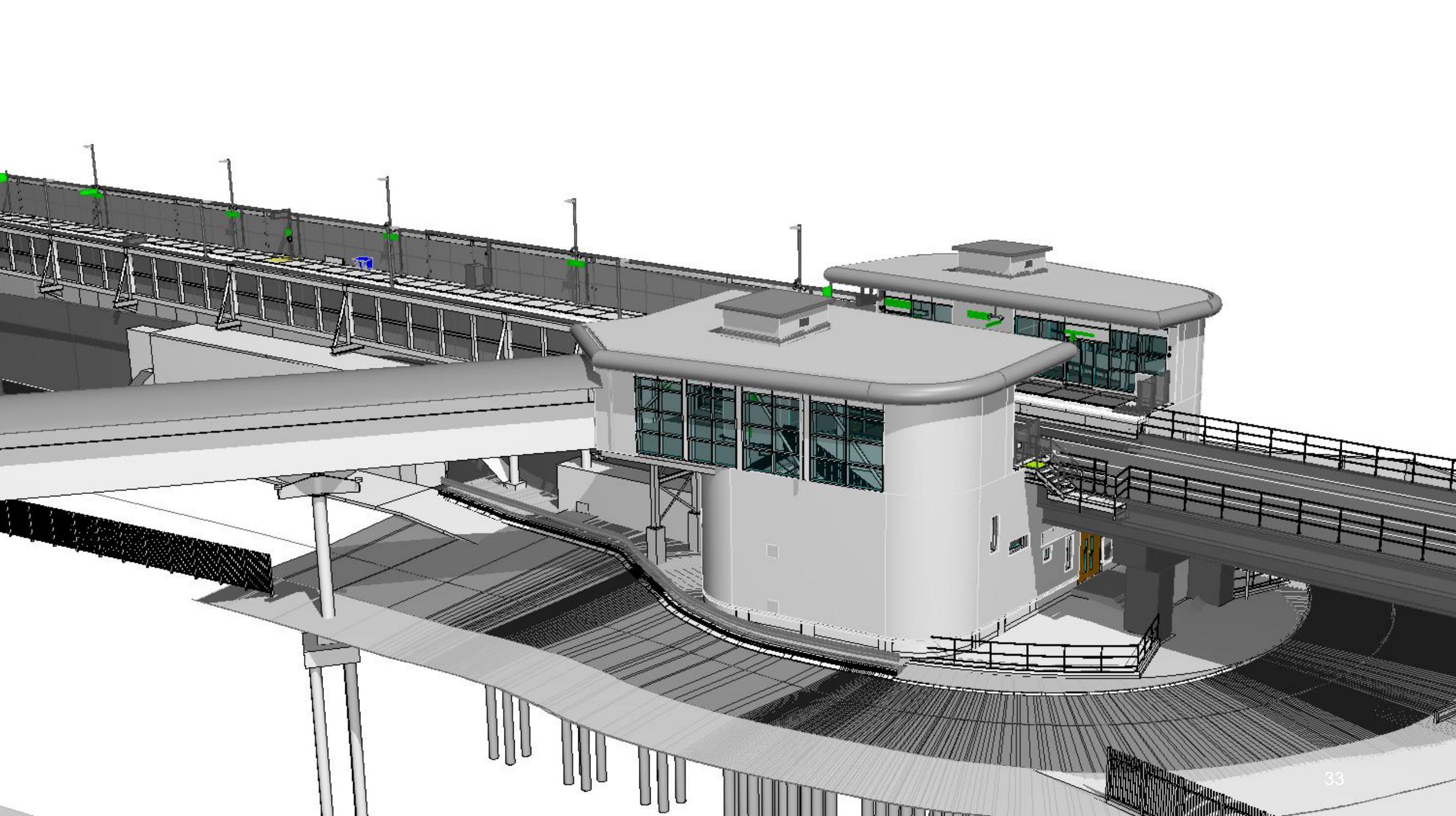




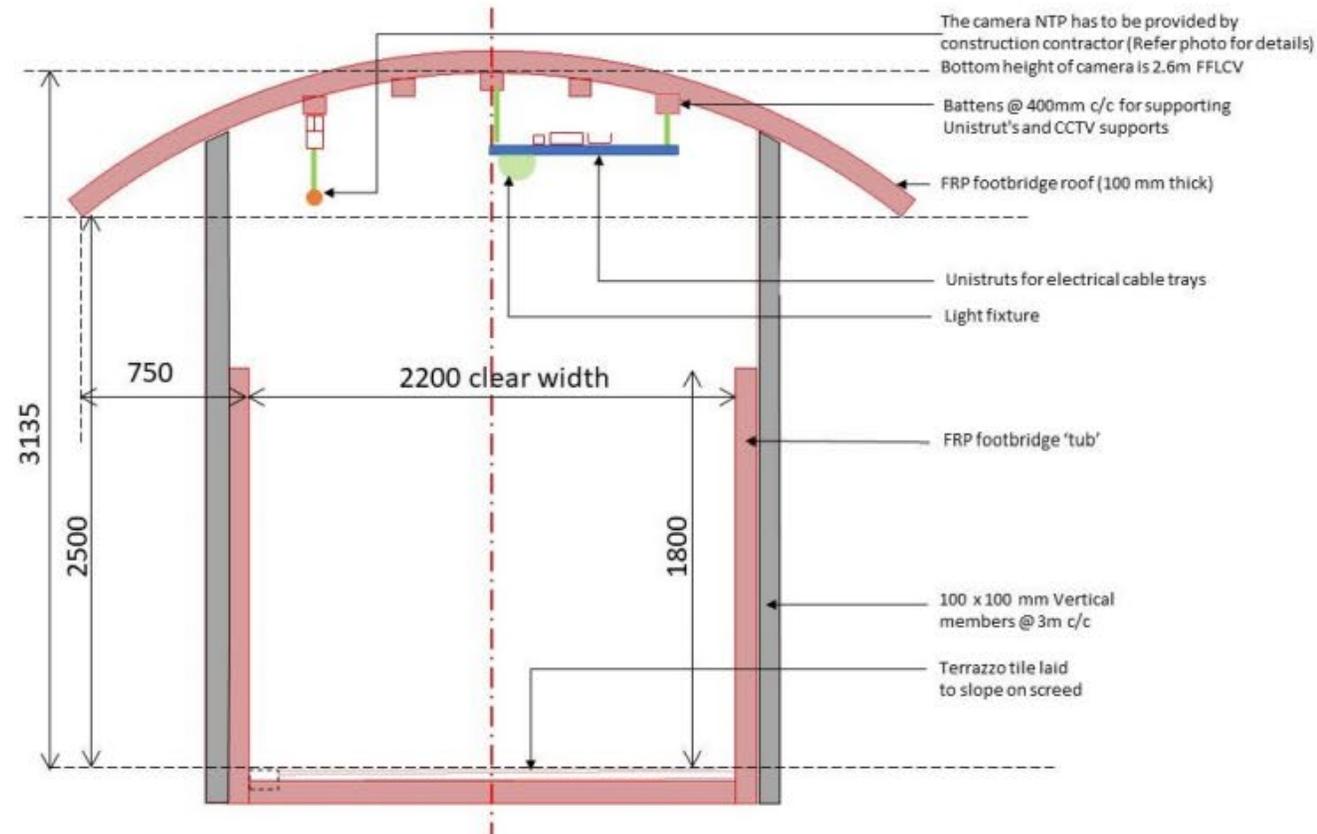


# Bletchley High Level Station- Platform View



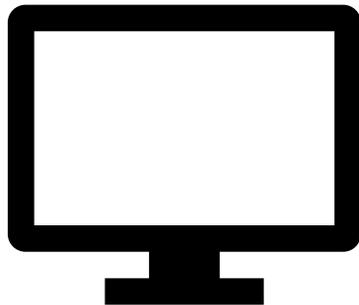
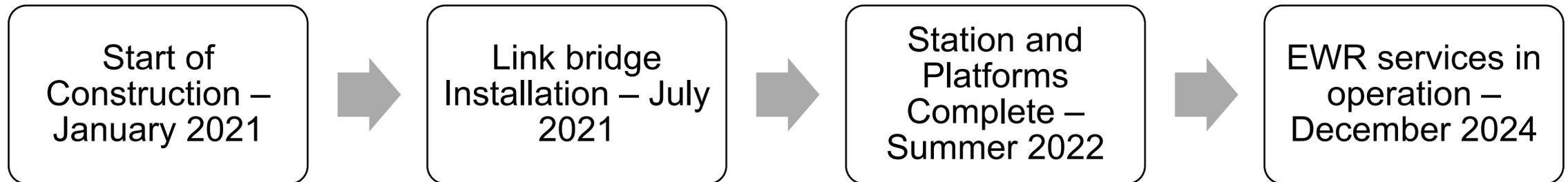


# FRP Footbridge – Design Intent



Precedent images – aesthetic treatment

# Programme of work



## Share your views!

The proposals and details of a public consultation can be found at [www.eastwestrail.co.uk](http://www.eastwestrail.co.uk).

Running until Wednesday 9<sup>th</sup> June 2021.

# Break

Cameras and microphones  
will be turned off for 15  
minutes



# Inclusive Communications

a step in the right direction



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## OUR AIM

**Improve communication standards to support an open and inclusive railway**

# Our plan is to...

## **1. RESEARCH**

Understand what good looks like

## **2. GUIDELINES**

Establish a set of standards

## **3. TECHNOLOGY**

Upgrade our digital estate

## **4. COMMUNICATE**

Create clear communication plans

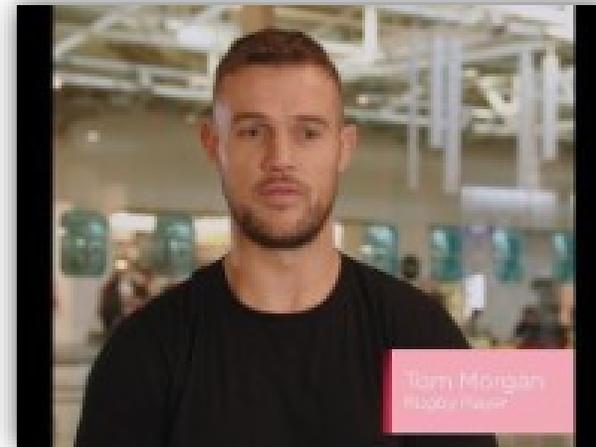


# 1. Research



# virgin atlantic

- Hidden disability stickers, video & customer feedback video
- Accessible inflight entertainment for visually impaired people
- One Less Hurdle interview with Accessibility Managers
- Built in alliance with Whizz Kidz to champion accessibility for children



# Sainsbury's

- Internal British Sign Language Video
- Accessible toilets enhancement promotion
- Sunflower lanyards promotion
- 'Active Kids' campaign to inspire kids to get moving





## Interviews

with accessibility team



### Wheelchair Taxi Guarantee

#### Taxi Guarantee Scheme

**Wheelchair Taxi Guarantee Scheme**

All of our buses are 100% wheelchair accessible.

However if for any reason a wheelchair user is unable to board the bus we have implemented the wheelchair taxi guarantee scheme that provides a free accessible taxi.

## Taxi Guarantee

partnerships to provide free wheelchair space



### ThisAble

Personalising furniture for people with disabilities using 3D printed add-ons

**What:** ThisAble is a 3D printed add-on that allows people with disabilities to use furniture that is not designed for them. It is a free service that allows people to create customised furniture that meets their needs.

**How:** ThisAble is a 3D printed add-on that allows people with disabilities to use furniture that is not designed for them. It is a free service that allows people to create customised furniture that meets their needs.

**Results:** ThisAble has helped people with disabilities to use furniture that is not designed for them. It is a free service that allows people to create customised furniture that meets their needs.

## ThisAble

add-ons to products to help people with a disability

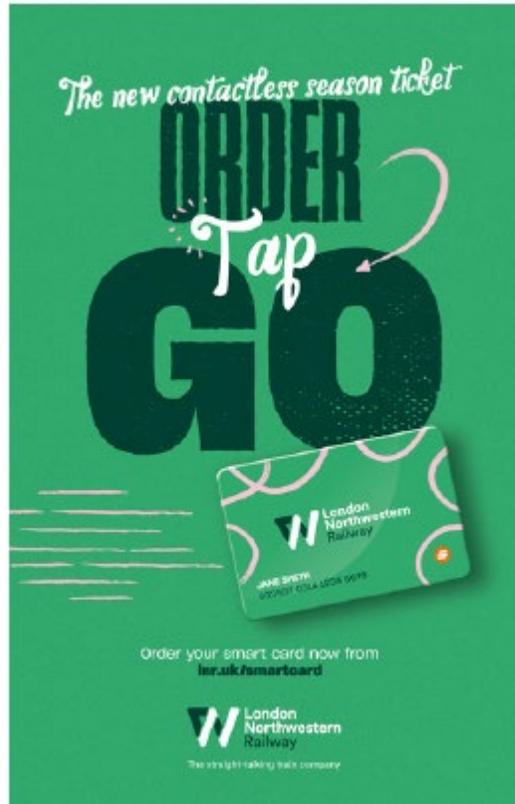
# We found that...

1. With a few small changes to our existing collateral and working processes we can meet a better standard.
2. We can create a dynamic and engaging communications plan.
3. We now have accessibility front of mind when creating creative assets and forming communications plans.
4. There's plenty of advice out there and we can seek guidance from subject matter experts during our planning and delivery phases.
5. There's a lot of good work already in WMT that we can promote.
6. We can celebrate and champion colleagues that have a story to tell.
7. We can better answer our customer needs with clear and concise information.
8. Transport for London developed a 'clear print strategy' within their brand guidelines alongside RNIB, so we'll use that as our foundations.



# 2. Guidelines

# Clearer print strategy



**X**

- Typography
- Use of italics
- Font size
- Line lengths
- Viewing distances: leaflets, posters



Minimal  
creative, legible  
title case



RNIB AA  
standard

# Improved legibility & contrast

	Normal text	Large / Bold text
<b>Legibility and contrast</b>	✓	✓
<b>Legibility and contrast</b>	X	✓
<b>Legibility and contrast</b>	X	✓
<b>Legibility and contrast</b>	✓	✓
<b>Legibility and contrast</b>	✓	✓
<b>Legibility and contrast</b>	✓	✓
<b>Legibility and contrast</b>	✓	✓
<b>Legibility and contrast</b>	✓	✓

\*Print only above 18pt (TfWM request)

\*Bold only above 18pt (TfWM request)

\*Disruption Colourway

Formal



Campaign





# 3. Technology



# We're improving our digital channels

- We are working towards achieving **WCAG Level 2.1 AA website standard**.
- An **audit** identified areas for improvement.
- We have **already made changes** to how we implement communications across our websites and social channels.



**Alt Text** – we now use this so that screen readers can convey the words of an image or artwork.

**Subtitles** – all video content has clear and concise subtitles for those who are hard of hearing.

**CamelCase Hashtags** – Capitalising each first letter #WestMidlandsRailway makes it easier to read and are picked up better on screen readers. CamelCase.

**Call to action (CTA)** – we try to utilise descriptive CTAs like 'sign up' 'try it for free' because things like 'click here' are non descript and considered confusing.

**Emojis** – research shows that screen readers read out emojis so we therefore have added in rules around how many we use and when.

**Image Descriptions** – on social media we now utilise the descriptions functionality, so that those who are blind or partially sighted get a full image description through their screen reader.

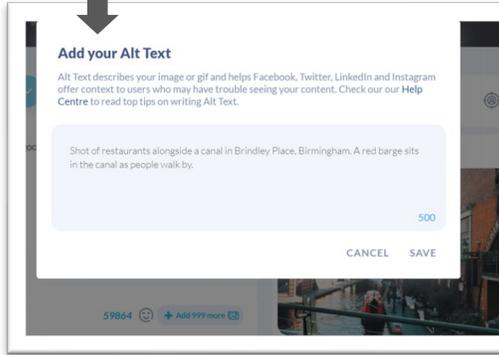
**Use of colour** – we don't rely just on colour to convey a message.

**Website links** – we link to our website so more information can be found easily

**Text & Font** – We try to align left align text in emails and use size 16 font or larger. We also write content in a logical and easy way so when read on a screen reader, this makes sense.

# Social Media & Email Examples

Alt Text

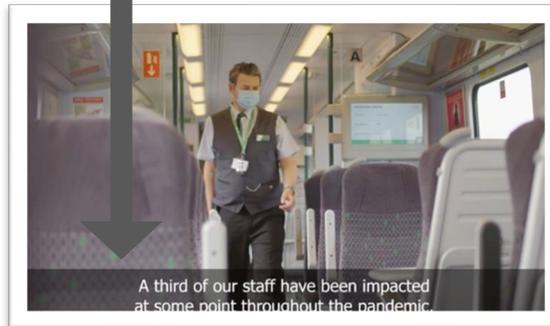


CamelCase

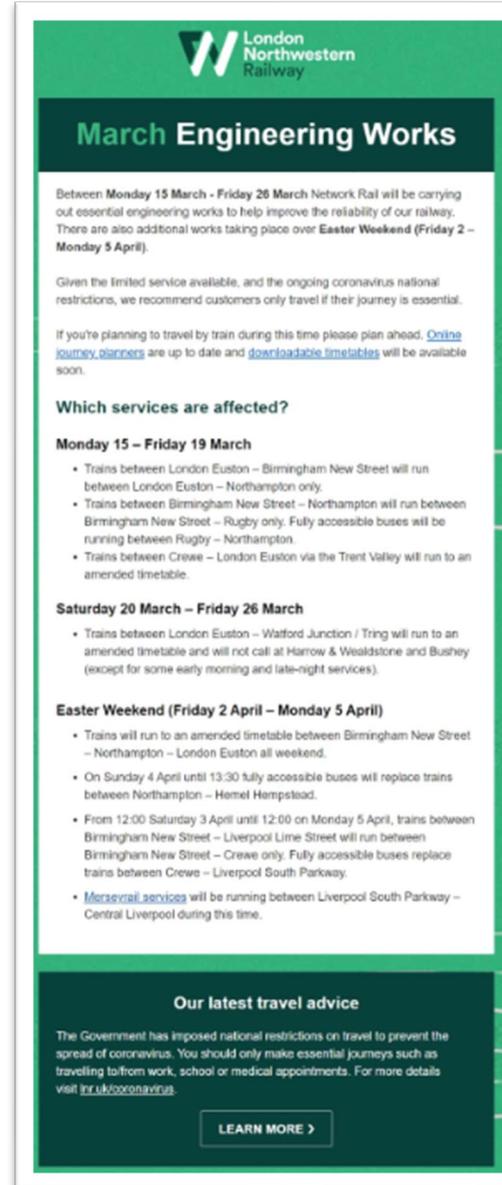


Web Link

Subtitles



Use of Colour and CTA



- Font Size at least 16
- Text aligned to the left (unless a title)
- Content in a clear readable order
- Buttons are fully clickable
- Avoiding hyperlinks like 'Click Here'
- Colour not used to represent meaning

# Website - colour contrast



Foreground Color: #FFFFFF, Background Color: #3C4D5E, Contrast Ratio: 2.87:1

Normal Text: WCAG AA: Fail, WCAG AAA: Fail

Large Text: WCAG AA: Fail, WCAG AAA: Fail

Graphical Objects and User Interface Components: WCAG AA: Fail



Foreground Color: #FFFFFF, Background Color: #004033, Contrast Ratio: 11.79:1

Normal Text: WCAG AA: Pass, WCAG AAA: Pass

Large Text: WCAG AA: Pass, WCAG AAA: Pass

Graphical Objects and User Interface Components: WCAG AA: Pass



Foreground Color: #FFFFFF, Background Color: #F08117, Contrast Ratio: 2.65:1

Normal Text: WCAG AA: Fail, WCAG AAA: Fail

Large Text: WCAG AA: Fail, WCAG AAA: Fail

Graphical Objects and User Interface Components: WCAG AA: Fail



Foreground Color: #302064, Background Color: #FFF3E3, Contrast Ratio: 12.71:1

Normal Text: WCAG AA: Pass, WCAG AAA: Pass

Large Text: WCAG AA: Pass, WCAG AAA: Pass

Graphical Objects and User Interface Components: WCAG AA: Pass





# 4. Communicate

# Create clear plans.

- Finalise our accessibility standards into our brand guidelines.
- Continue to adopt and improve good practice throughout our communications channels, achieving the WCAG Level 2.1 AA standard.
- **Come back and talk to you** about our inclusive communications programmes for
  - **Reassurance & recovery campaign** – nurturing people back to rail.
  - **Social media content plan** – an inclusivity agenda.
  - **New trains** – launch approach

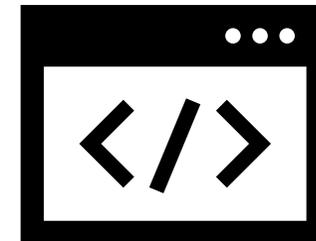
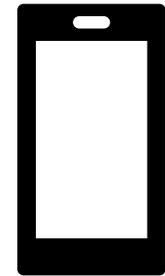


**Thank  
you.**



# Mystery shopping – from home

- Making Passenger Assist bookings – including via our web form and the Passenger Assist app (when available)
- Feedback on our website, social media and other marketing materials – potential working groups



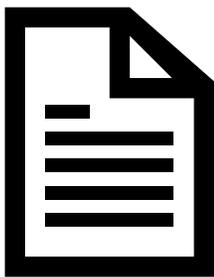
# Mystery shopping - if you're travelling

- Customer service and overall experience
- Presentation of our stations and trains

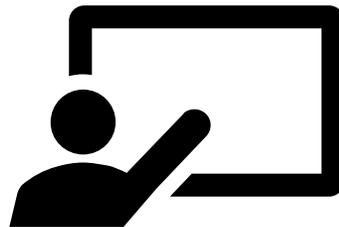


# How can we support you?

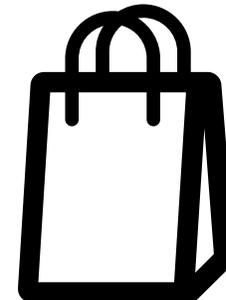
Is the form used previously helpful or is there an alternative way you'd rather feed back?



Do you need any additional support, guidance or training?



Are there any other areas you think we could utilise mystery shopping for?



# Inclusion and Accessibility Update



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# Our network groups

## Aspect

Encouraging an equal and diverse railway



## Embrace

Everyone meaningfully broadening racial awareness and cultural exchange



## Engender

Let's 'engender' a more gender equal workforce

**ENGENDER!**

## Webinars

- Race Equality Week
- International Women's Day
- Abellio – Transgender Day of Visibility



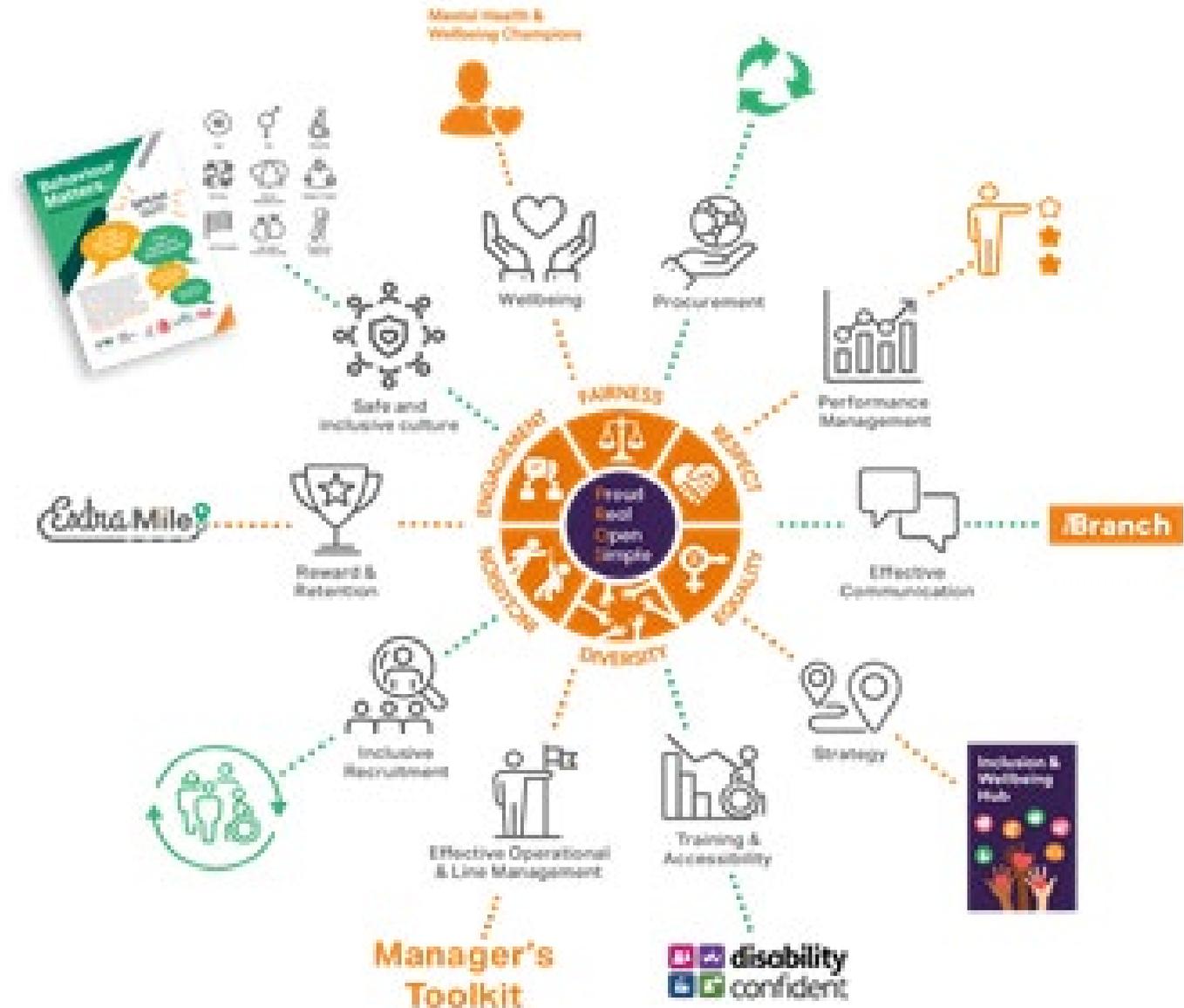
## Articles

- Neurodiversity Celebration Week
- Autism Awareness week



# Investors in Diversity stage 2 accreditation

Results due this summer



# FREDIE awards - nominations

- **Most Improved Organisation of the Year**
- **Most Inspiring Individual of the Year**
  - Marc Davis (Senior Conductor)
  - Tawhida Y. (Passenger Information Manager)
- **Board/ Senior Leadership Team of the Year**
- **Diversity Steering Group of the Year** – WMT EDI steering group
- **HR Director/ Manager of the Year** – Jo MacPhail
- **Most Innovative FREDIE Initiative of the Year** – Inclusion and Belonging webinars
- **FREDIE Lead of the Year** – Apeksha Naik

Fairness,  
Respect,  
Equality,  
Diversity,  
Inclusion  
Engagement



More information at [NCFD Fredie Awards 2021 - Home | National Centre for Diversity](https://www.ncfd.org.uk/fredie-awards-2021)

## Accessibility Matters



- **99%** of management and HQ staff have completed the initial e-learning module. More staff groups will follow during summer 2021.
- 2 further accessibility e-learning modules for some frontline staff and management groups.
- Classroom session to be delivered to all conductors and drivers between June and December 2021.
- ‘Accessibility Matters’ booklet to be produced

**Please let us know if you would like to trial the future e-learning modules.**

# Diversity Impact Assessments (DIAs)

- New template and guidance documents for staff
- Training for senior management and those producing DIAs
- Ongoing support
- Improving consultation



# Member Updates

Please raise your hand if there is anything you would like to share



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# Accessible transport: unlocking a better normal

- Transport Focus and London TravelWatch online event exploring the impact of the Covid-19 pandemic on accessible transport.
- Chris Heaton-Harris MP, Minister of State for Transport, will deliver the keynote speech.
- **27 April: 1030 – 1200**

Register at

<https://www.transportfocus.org.uk/event/accessible-transport-unlocking-a-better-normal/>

transportfocus 

Working in partnership with London TravelWatch

# Updated Accessible Travel Policy

- Updated documents sent to the ORR on 4<sup>th</sup> March
- New passenger leaflets now at stations
- Alternative formats now online
- Audio versions – coming soon

## Further information and guidance

More information on our commitment to providing an accessible and inclusive service older and disabled passengers can be found in our [Accessible Travel Policy](#). This is made up of a number of documents as set out below, and can be accessed or requested in a number of accessible formats.

### Making Rail Accessible – helping older and disabled passengers

This is our passenger leaflet, which is available at all our stations. This handy guide summarises the services we offer.

- › [Making Rail Accessible leaflet \(PDF\)](#)
- › [Making Rail Accessible leaflet \(Large print PDF\)](#)
- › [Making Rail Accessible leaflet \(Word\)](#)
- › [Making Rail Accessible leaflet \(Audio\) – coming soon](#)
- › [How to use our trains leaflet \(Easyread\) – coming soon](#)

### Our Accessible Travel Policy

This is a comprehensive and detailed outline of our accessibility commitments, strategy and management structure to ensure our services are as accessible and inclusive as possible.

- › [Accessible Travel Policy \(PDF\)](#)
- › [Accessible Travel Policy \(Large print PDF\)](#)
- › [Accessible Travel Policy \(Word\)](#)
- › [Accessible Travel Policy \(Audio\) – coming soon](#)

### Train accessibility information

Information on general accessibility for our different train types can be found on our [Accessibility of our trains page](#).

### Station accessibility guide

Information on the facilities available at our station can be found on our [Station pages](#).

Information relating specifically to the accessibility features at our stations can be also be found in our [Station Accessibility Guide](#).

### Alternative formats

If you require a printed copy of any of this information in an alternative accessible format, please contact our [Customer Relations](#) team. We will aim to send this you within 7 days. This service is free of charge.

# Upcoming meetings



- Thursday 10 June
  - Online via zoom
  - 1pm – 3pm

Proposed future dates:

- Thursday 5 August
- Thursday 7 October
- Thursday 9 December

Any questions or feedback please contact:

**Rebecca Preece**

[Rebecca.Preece@wmtrains.co.uk](mailto:Rebecca.Preece@wmtrains.co.uk)

07583 017619