

# **WMT Stakeholder Equality Group**

**11 February 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>	<b>Nick Goss</b>	<b>1 pm</b>	<b>10 mins</b>
<b>Action Tracker</b>	Rebecca Preece	1.10	5 mins
<b>Our priorities for 2021</b>	Rebecca Preece	1.15	10 mins
<b>Business Update</b>	Andrew McGill	1.20	10 mins
<b>Minor works update</b>	Rebecca Preece	1.35	10 mins
<b>BREAK</b>	All	1.45	15 mins
<b>Social Media Plan</b>	Rebecca Preece	2.00	30 mins
<b>Accessibility Training</b>	Rebecca Preece	2.30	10 mins
<b>Member news</b>	Nick Goss	2.40	15 mins
<b>Sum up and close</b>	Nick Goss	2.55	5 mins

# Apologies

Emma Davis (EMR), Dominic Lund-Conlon (RDG), Robert Gravelle (TfW), Hannah Williams (WMRE)



# 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 from previous meetings

- Radar key issue at Telford
- Feedback on design plans for Perry Barr and University
- Coventry Arena - buses and timetables
- 2021/2022 minor works list
- Meeting invitations sent out until June
- Emily's involvement with SAP project



# Outstanding actions



- Accessible planter trial
- Josh's experience at Wolverhampton
- Private online forum for SEG member discussion
- Agenda item on e-scooter trials
- TFWM travel plan and WMT involvement
- Accessible toilet issues at Smethwick Galton Bridge

# Accessibility Priorities 2021



West  
Midlands  
Trains

# Accessible Travel Policy 2021

Our updated ATP will be available from w/c 8<sup>th</sup> March.

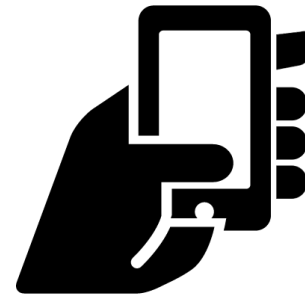
- Improvements to information on accessibility of rail replacement vehicles
- Reduction in PA booking window to 4 hours for WMT services
- Project delivery date revisions



## **Staff Accessibility training**



## **Passenger Assist app introduction**



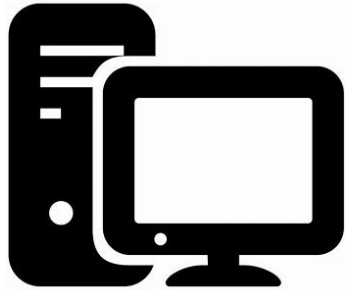
## **Social Media plan for engaging with disabled passengers**



## **Diversity Impact Assessment training**



## Improved website accessibility



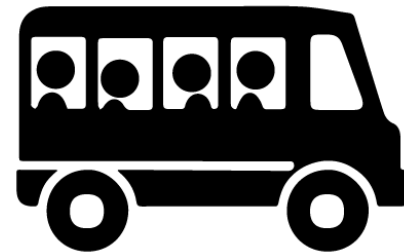
## Disability confident and EDI activities



## Community Rail activities



## Community Transport toolkit publication



# Accessibility priorities timeline

Project	Timeframe
Staff disability equality Training	Jan – Dec 2021
Passenger Assist app introduction	Jan – April 2021
Diversity Impact Assessment training	Spring onwards
Social Media Plan	Jan 2021 – Jan 2022
Improved website accessibility	By Dec 2021
Disability Confident / EDI activities	Ongoing
Community Rail activities	Spring 2021 onwards
Community Transport toolkit publication	Spring 2021 onwards

# Business Update

Andrew McGill – Media Relations Manager



West  
Midlands  
Trains

# Business Update: Passengers

- Passenger number at around 8% of pre-pandemic levels
- Face covering compliance is generally high
- Awaiting Govt announcement on 'roadmap' to reopen schools and workplaces – March 8?



# Business Update: Current Service

- Reduced timetable since 18<sup>th</sup> January
- Covid-related staff absence affected services in January
- Improvement works on the Stourbridge Shuttle
- Landslip disruption on the West Coast Main Line



# News Update: Looking Forward

- Planning for 'return to rail' in mid-late 2021
- Marketing campaigns with safety focus to reassure passengers
- Everyone will return at their own pace and numbers will be down



# **Minor Accessibility Works Update**



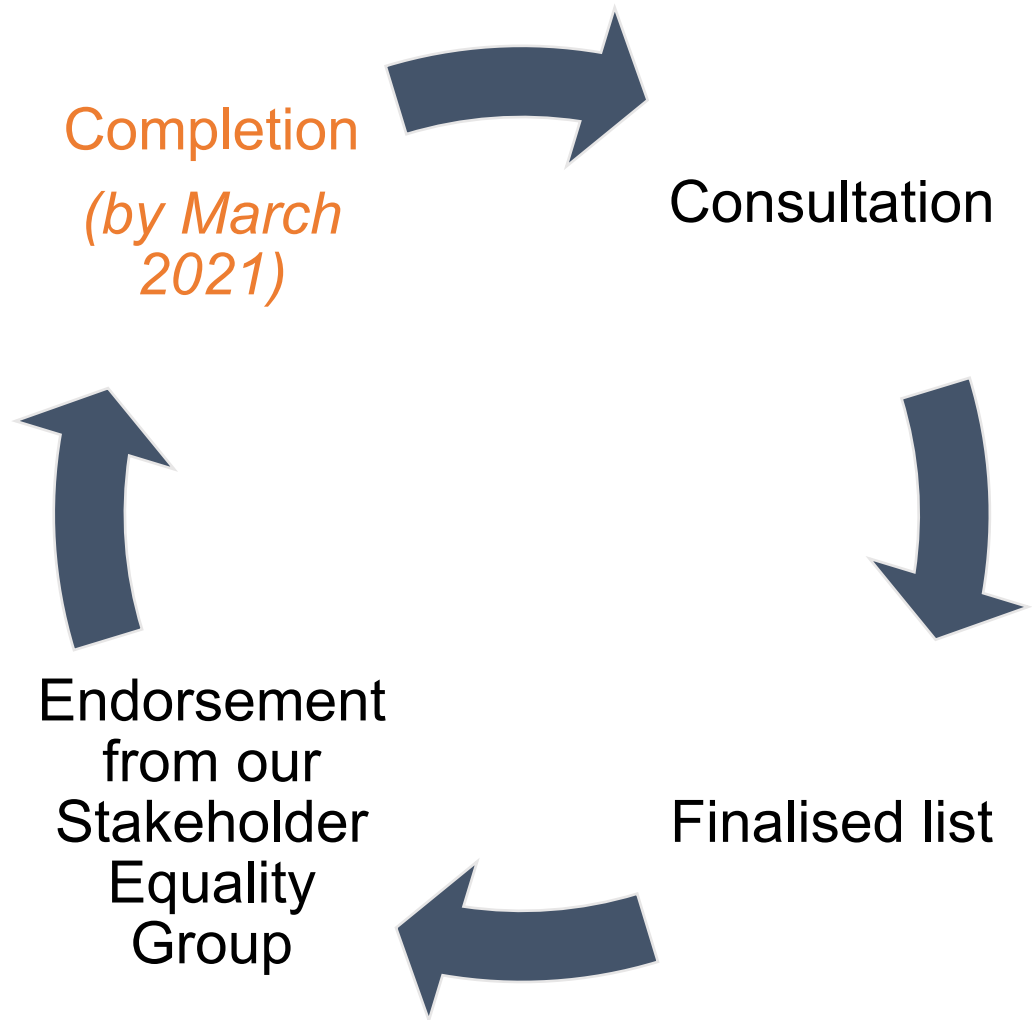
West  
Midlands  
Trains

# What is covered?

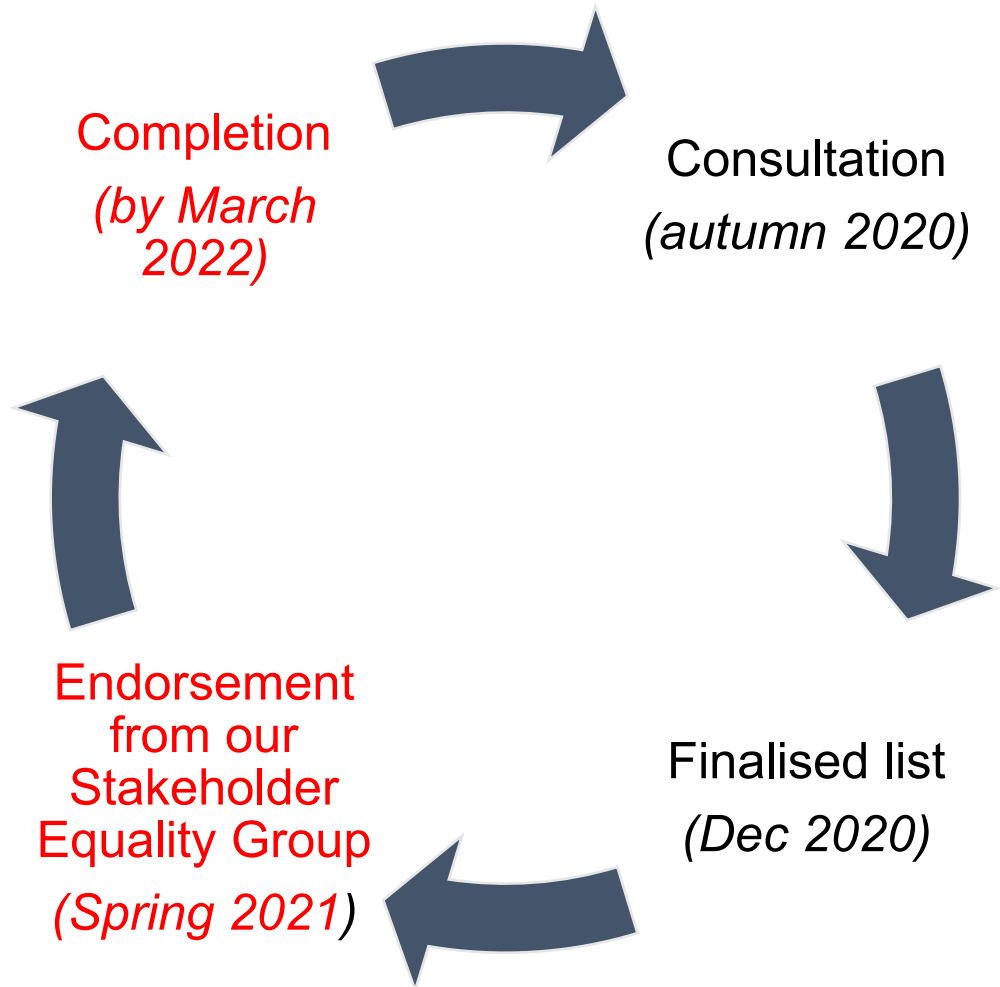
- Minor works to improve accessibility at stations
- Does not include replacements, repairs or platform tactiles



## 2020 – 2021 cycle



## 2021 – 2022 cycle



# 2021 – 2022 final list

£329,000 will 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



# Nominations covered by other workstreams

- **Cycle schemes budget**
  - Installation of cycle channels on stairs
- **DCIS project**
  - New digital customer information screens



## Two main questions:

- Do you have any questions regarding any of the proposals on the 21/22 list?
- Do you have any additional suggestions that could be added to a 'reserve' list?



Please raise your hand or put your answers in the chat if you would like to contribute

# Break

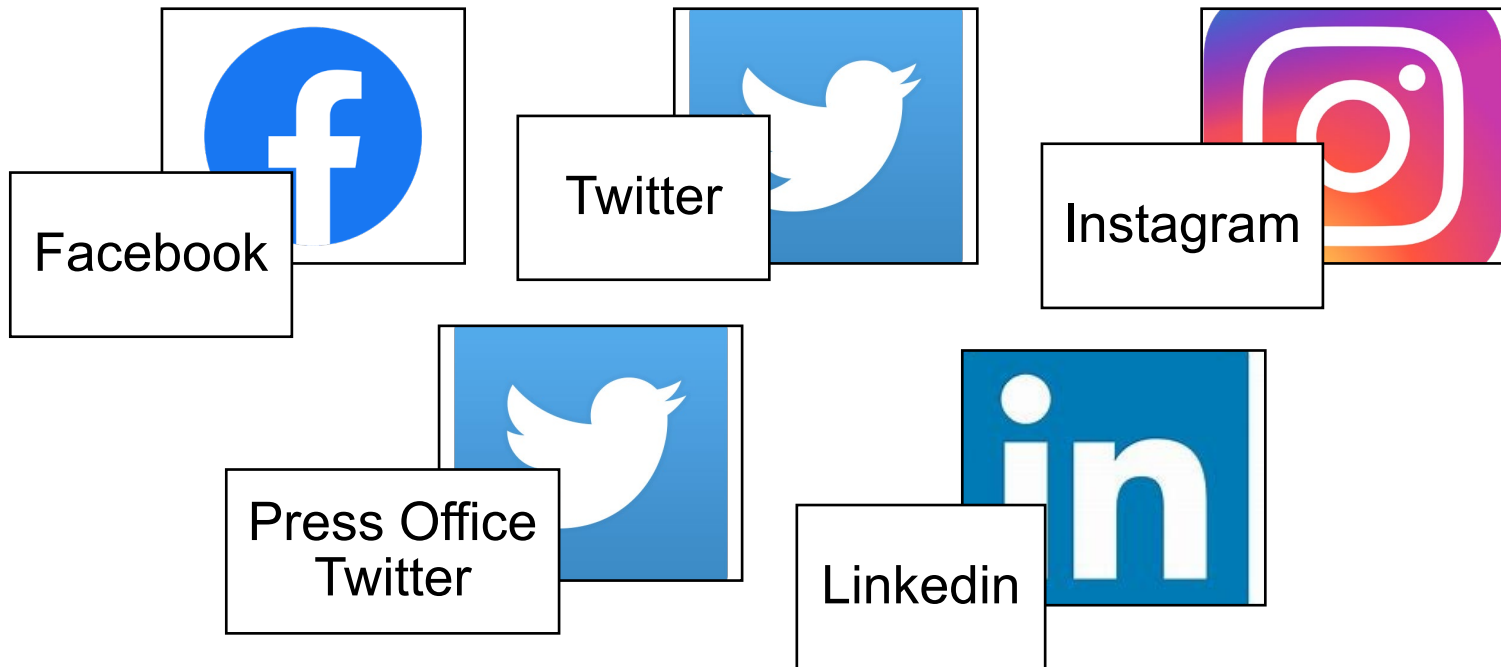
Cameras and microphones will  
be turned off for 15 minutes

# **Social Media Plan for engaging with disabled passengers**



West  
Midlands  
Trains

# Our social media presence



# What we're doing already

- Responding to recent website audit by The Shaw Trust with plans to achieve Web Content Accessibility Guidelines (WCAG) by the end of the year.
- Putting together a social media plan for engaging with disabled passengers
- Including accessibility information when referring to rail replacement buses



# Making our social media accessible

## Using alt text and image descriptions



*Alt text: A West Midlands Railway train at Bromsgrove station*

## Limiting the use of emojis

‘What a great achievement ☆☆☆☆’,

## Using CamelCase when needed

This helps screen readers to correctly read a hashtag.

**#WestMidlandsTrains**

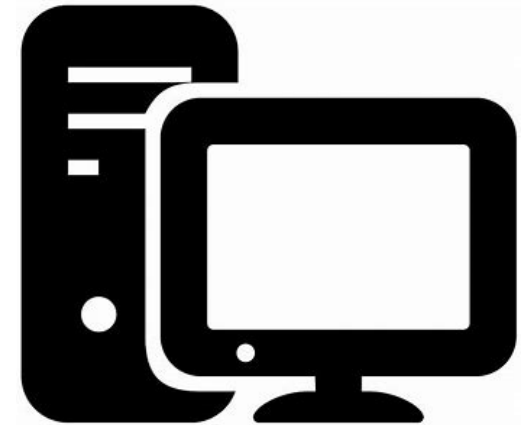
# Making social media accessible

- Not using **coloured text** to indicate meaning
- Avoiding saying 'click here'
- Checking colour contrast on graphics
- Using subtitles in videos when needed



# How we interact with passengers on social media

- Passengers want to book assistance
- Responding to failed assistance and contacting control to book taxis or on board staff to provide assistance
- First point of contact for customers wishing to contact us via other channels
- Passing on comments to relevant teams



# Promoting our services

Passenger Assist

Staff training

New trains and on-board accessibility features

Station improvement work and existing accessibility features

Accessible Travel Policy in various formats

Stakeholder Equality Group

Helpful cards and lanyards

Disabled persons rail card

COVID – face covering exemptions

Disability Confident committed and Investors in Diversity accreditation

# Key dates

15 <sup>th</sup> – 21 <sup>st</sup> March	• Neurodiversity Celebration Week
2 <sup>nd</sup> April	• World Autism Awareness Day
4 <sup>th</sup> – 9 <sup>th</sup> May	• Deaf Awareness Week
21 <sup>st</sup> – 27 <sup>th</sup> June	• Learning Disability Week
21 <sup>st</sup> Sept	• World Alzheimer's Day
4 <sup>th</sup> Oct	• World Dyslexia Awareness Day
2 <sup>nd</sup> Nov	• Purple Tuesday
3 <sup>rd</sup> Dec	• International Day of Persons with Disabilities



Disability charity fundraising at our stations

Testimonial cards from our staff on how taking part in accessibility training has challenged their thinking

**Further ideas for accessibility posts**



Meet the accessibility team Q&A to highlight what we're doing to improve accessibility

Branded images to highlight invisible disabilities.



Case studies on disabled passengers and staff to share their experiences

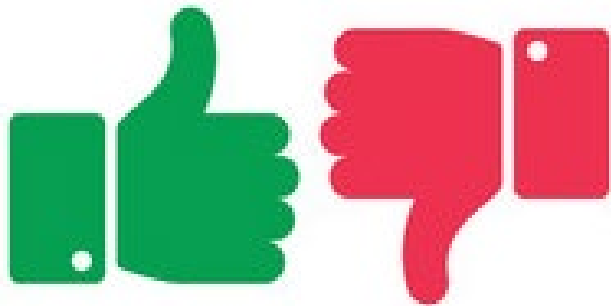
## Further ideas for accessibility posts



Discussing invisible disabilities with employees / passengers side by side, challenging perceptions



# Measuring our success



- Social media enquiries responded to within 30 mins\*
- Ongoing feedback to and from SEG meetings based on our performance
- Setting up a Customer Experience Steering Group

\*this may be extended in times of disruption

# Two main questions:

1. What is your experience of engaging with our social media channels?
  - What do you like?
  - How could we improve this?
2. What do you think of the ideas put forward for promoting our services and marking special dates?



Please raise your hand or put your answers in the chat if you would like to contribute

# Accessibility Training Update



West  
Midlands  
Trains

# Accessibility Training

- First e-learning module now available to over 1000 staff – head office and station staff.
- On board staff will be receiving training this Spring.
- Over **20%** of management and head office staff completed within first 10 days.



## ACCESSIBILITY MATTERS



Part 1: An introduction to Accessibility Matters

About 15 mins



eLearning

Restart

Review

## ACCESSIBILITY MATTERS



Part 2: The social model of disability

About 10 mins



eLearning

Restart

Review

## ACCESSIBILITY MATTERS



Part 3: Barriers to access and inclusion

About 15 mins



eLearning

Restart

Review

## ACCESSIBILITY MATTERS



Part 4: Railway regulations and their impact

About 10 mins



eLearning

Restart

Review

## ACCESSIBILITY MATTERS



Part 5: Test your knowledge!

About 10 mins



eLearning

Start lesson



**4.6 / 5 star  
user  
rating**

# Accessibility Matters - structure

Module 1

**Why  
disability  
equality  
matters**

Available now on  
The Platform

Module 2

**Passenger  
Assist  
matters**

Available from  
early March  
onwards

Module 3

**Providing  
an  
accessible  
and  
inclusive  
service**

Available from  
Easter onwards

**Diversity  
Impact  
Assessment  
training**

Spring 2021  
onwards

# Member Updates

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



West  
Midlands  
Trains

# Upcoming meetings



- Thursday 8 April
- Thursday 10 June
- Online via zoom
- 1pm – 3pm

Any questions or feedback please contact:

**Rebecca Preece**

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

07583 017619