Motability

# User Insight:

## Involving disabled people in reviewing our innovation priorities

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# Executive summary

Motability, the charity, established an innovation function in 2020 with two initial priorities following targeted research. Three years later, Motability's Innovation Team embarked on a review of these priorities. As part of this work, Motability enlisted the support and expertise of disability-led marketing and research specialists Purple Goat to conduct user insight using a mixed methods approach. The mixed methods approach included establishing an Experts by Experience (EBE) panel to co-design the review's strategy to engage and involve disabled people and to reach out to the wider population of disabled people; through roundtable discussions and interviews as well as a survey, Motability and Purple Goat aimed to gain an understanding of how disabled people, internal, and external stakeholders view innovation at Motability.

Working in collaboration with the Innovation Team, Purple Goat designed and carried out online surveys aligned with the priority review's core aims and objectives and delivered detailed analysis on the research findings.

Uncovering answers and perspectives, this engagement exercise was a great opportunity for Motability to gain quantitative and qualitative insights into the views on existing accessible transport priorities from all three audiences, while also involving a broad range of stakeholders in cementing, refining and evolving the direction of Motability's future innovation.

## Headline findings

The findings confirmed that the innovation team's priorities from 2020-2023 resonated well with disabled people, highlighting the importance of actively involving them in the development of moving forward to ensure that Motability's future innovation priorities are co-created, representative and measurable.

We learned that disabled people want to travel independently as possible. Apps especially with real-time information can provide helpful reassurance, enabling their journeys to be as predictable as possible whilst minimising anxiety and softening the burden of exhaustive travel planning. Additionally, there is a clear need to enhance education and support for transport staff to consistently and respectfully meet the diverse needs of disabled individuals, particularly when there are in the moment service changes i.e. changes to train times, platform departures or cancellations, and a need for staff to take a pivotal role in ensuring a smooth onward journey. Lastly, transparency and community engagement will create a sense of ownership and enable disabled people to actively participate further in supporting the Motability Innovation Team make significant progress in advancing accessible transport.

# Research objective

In the past, user insight at Motability has been provided mainly through disabled people participating in research commissioned by the charity or for communications or marketing purposes, through beneficiaries sharing their stories and experiences in the form of one-off case studies. Since the Innovation Team was set up in 2020 there has been a keen and growing interest to explore options for engaging disabled people in more involved, in depth and user-led ways.

To inform the innovation priorities review, Motability and Purple Goat set out to establish an Expert by Experience (EBE) task and finish group to advise and steer the Innovation Team on the design and delivery of its user insight strategy for the 2023 innovation priorities review.

Purple Goat supported Motability to recruit, manage and coordinate a group of people with lived experience that made up the EBE panel, alongside and separate to, the disabled people that took part in the central survey, roundtable discussions and one-to-one interviews.

## User insight methodology

The study aimed to deliver a user insights strategy that obtained diverse perspectives from a representative sample of disabled people and also the views of a small set of key internal and external stakeholders whilst working in collaboration with the EBE panel throughout the process to inform the research strategy and subsequent research design for the Priorities Review for 2023.

# Survey methodology

We designed and analysed three different online surveys with the number of responses broken down as follows:

### Disabled people

For the survey targeted to disabled people, a broad variety of disabilities were represented to reflect the diversity of the disabled population. The sample included current Motability Scheme customers, charity beneficiaries, and Non-Motability Scheme customers across the UK living in both urban and rural locations.

- We conducted a survey of 750 diverse, disabled people to gain granular understanding of how the community views innovation at Motability and accessibility within the transport industry.
- The 750 figure was split with 300 current Motability Scheme customers and 450 Non-Motability Scheme customers from across the UK.
- Out of the 300 current Motability Scheme customers, there are 34.33% beneficiaries (or 103 respondents), who receive a grant from of Motability the charity to support their access to the scheme.

### Internal and external stakeholders

- We conducted 2 additional surveys with internal stakeholders at Motability and external stakeholders engaged by the Motability's Innovation Team to understand their view of innovation and how they currently work with the Innovation Team.
- The internal stakeholder survey gathered insights from 66 respondents across different Motability teams.
- The external stakeholder survey received 12 respondents from other organisations working in the disability or transport sector.

## Appendix of questions set

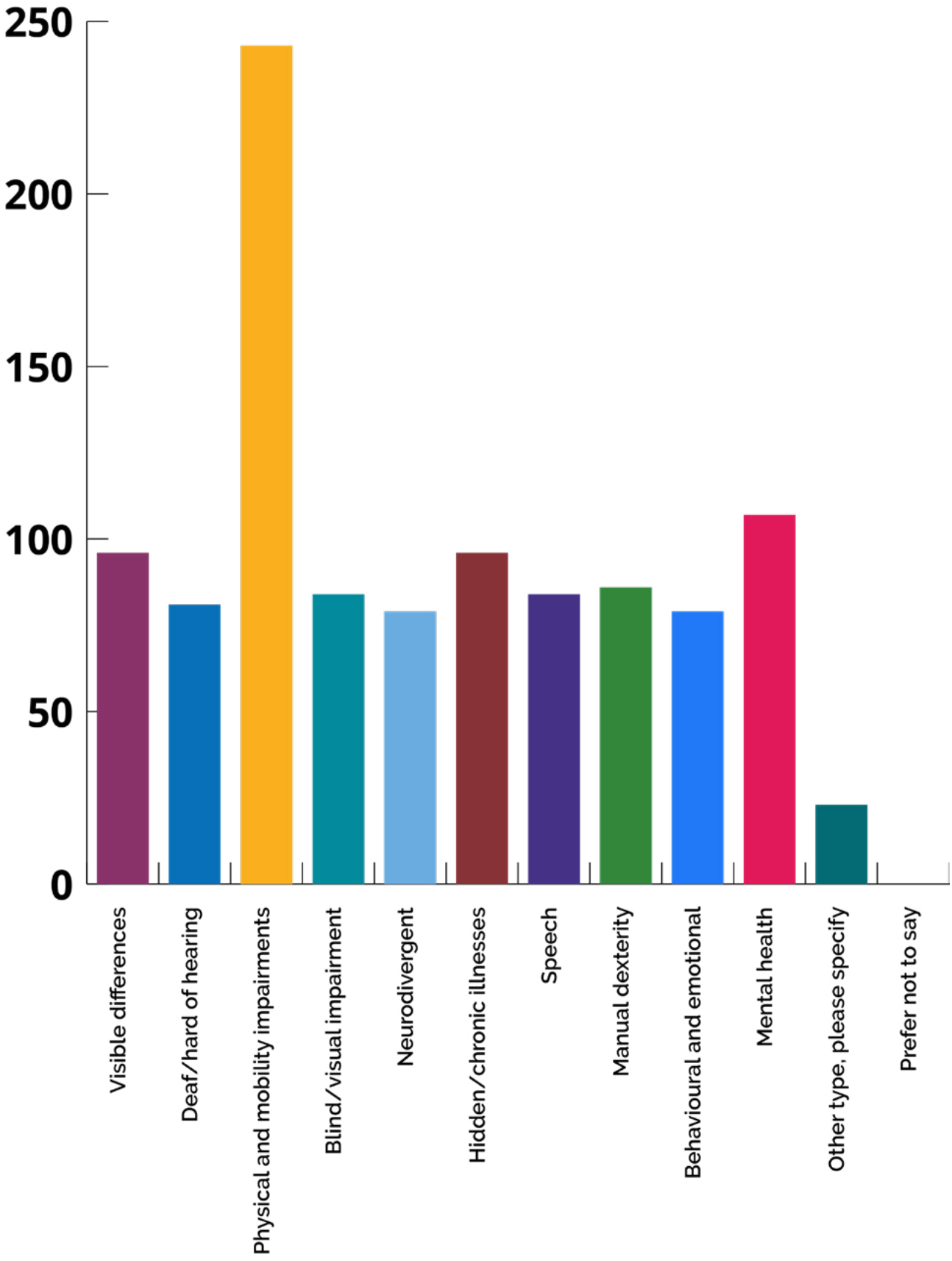
### Disability impairment breakdown

Responses were received from participants identifying as disabled across the below different categories:

- Visible Differences
- Deaf/Hard of Hearing (HoH)
- Physical and Mobility
- Blind/visually impaired
- Neurodivergent
- Hidden/chronic conditions
- Speech impairment
- Manual Dexterity
- Behavioural and Emotional
- Mental Health
- Other
- Prefer not to say

However, the external stakeholder survey only had 1 respondent, while the internal stakeholder survey had 7 respondents identifying as disabled. A snowball recruitment approach was taken to collect survey responses from internal and external stakeholders therefore a representative sample of internal and external stakeholders was not built into the research design.

# Disability impairment breakdown



# Transport today

The insights from the range of audiences across all three surveys helped to identify specific potential areas of focus on accessible transport today.

The categories explored through the survey, roundtable and interviews included:

- **Disabled peoples' modes of transport and their frequency of use**
- **Disabled peoples' accessibility and convenience ratings across transport modes**
- **Disabled peoples' ratings on affordability, disability awareness and staff assistance across transport modes**

## Key Findings

### Modes of Transport and Frequency of Use

**Disabled people decide on their mode of transport based upon accessibility, control, convenience and personal circumstances**

Among disabled people, 'Buses' emerged as the most commonly used mode of transport (mean score of 88%), followed closely by 'Taxis/Private Hire (Uber)' (mean score of 81%). Respondents reported using most modes of transport 2-3 times a week or once a week, except for 'Air/Plane', which was utilised less than once a year by the majority. 'Light Rail (Tube)' exhibited similar usage rates across rural and urban locations, with the highest frequency of once a week.

The roundtables showed a diverse range of perspectives on the preferred mode of transport used by individuals. Some of the respondents had experienced difficulties and anxiety while using public transport, and generally opted to use personal vehicles to maintain a sense of control.

Other respondents utilise various modes of transport based on the specific need or the option which is closest to home or most convenient, depending on where they need to get to. Overall, the responses reflect individual preferences based on factors such as accessibility, control, convenience, and personal circumstances.

*"I use car, pushbike, train and planes. Pretty much all the transport services that's available as and when the need requires, but each one comes with its own experience."*

*- CHRIS LINNIT*

It would be valuable for the Innovation Team to conduct further research, investigating participants' transport preferences to delve deeper into what makes a transport experience negative or more challenging. It may help to use some of the keywords the participants addressed such as 'control', 'convenience' and 'flexibility' which were associated with positive experiences of transport to make tangible changes.

We offered the following options in the surveys to determine participant locations:

- Large city
- Small city
- Town
- Village
- Rural
- Other
- Don't know

Those residing in 'Rural' settlements, typically used public transport a lot more with 20% of people using trains 4-6 times a week which is more than double the other settlement types. 'Village' and 'Town' seemed to be the settlement types that used public transport the least.

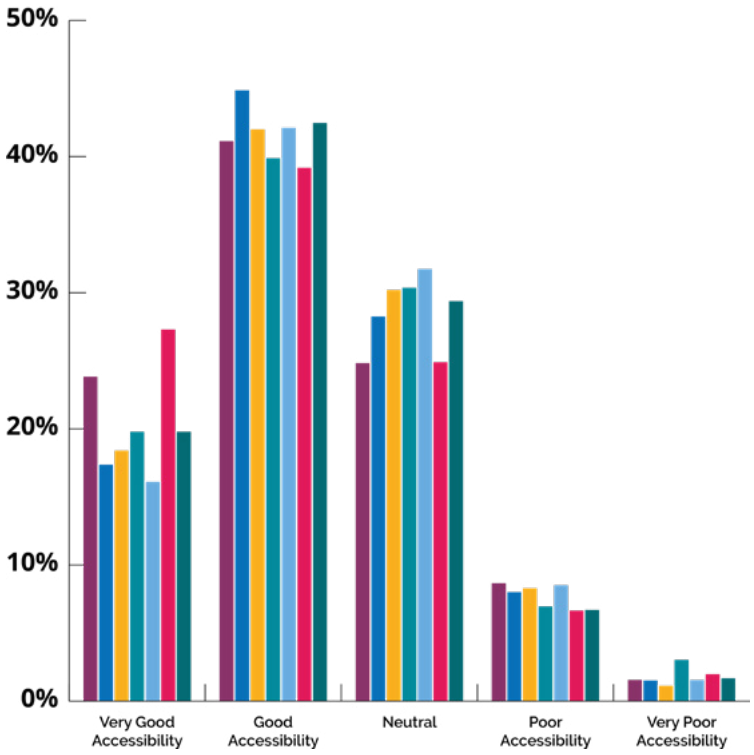
**Motability Scheme customers with adapted vehicles still choose to use public transport**

Current Motability Scheme customers also had a very similar public transport usage to non-Motability Scheme customers, but grant beneficiaries use public transport considerably more often than non-beneficiaries, except for 'Air/Plane. Given that Motability Scheme customers have access to adapted vehicles perfectly fit for their needs through the scheme but still choose to use public transport is interesting and a topic that Motability should definitely delve deeper into through further user insight work across a diverse range of disabled people.

## Accessibility, Convenience and Affordability

The highest net ratings of accessibility below illustrates the diversity of needs of the disabled population and the varying levels of accessibility of different transport modes. Those with visible difference and those with mental health conditions state that buses are most accessible for them. Deaf people or those that are Hard of Hearing, identifying as neurodivergent or having a hidden or chronic impairment said that taxi or private hire vehicles were most accessible for them. Those with physical/mobility impairments, those identifying as Blind or visually impaired, people with manual dexterity related impairment or other impairment type told us that Air/plane was most accessible for them. Those identifying as Blind or visually impaired and those with speech impairments said that coaches are most accessible to them. People with behaviour/emotional impairment types said that they find trams to be the most accessible transport mode. Interestingly, no impairment group ranked trains to be the most accessible transport mode, which chimes with the significant number of roundtable and interview responses, which raised the large number of challenges that disabled people experience using trains.

***Please rate the overall accessibility of the public transport that you use…***




**Highest net rating of accessibility**

- **Visible Differences** - Bus (70%)
- **Deaf/HoH** - Taxis/Private Hire (71%)
- **Physical and Mobility** - Air/Plane (53%)
- **Blind/VI** - Coach & Air/Plane (70%)
- **Neurodivergent** - Taxis/Private Hire (73%)
- **Hidden/Chronic** - Taxis/Private Hire (66%)
- **Speech** - Coach (76%)
- **Manual Dexterity** - Air/Plane (83%)
- **Behavioural and Emotional** - Trams (61%)
- **Mental Health** - Bus (64%)
- **Other** - Air/Plane (63%)

**Bus** **Coach**
**Train** **Light Rail (Tube)**
**Trams** **Taxi/Private Hire (Uber)**
**Air/Plane**

**Disabled survey respondents had a positive to neutral perspective on the accessibility across transport modes, however roundtable and interview participants experienced many difficulties and felt stigmatised seeking transport support and assistance**

Disabled people generally held a positive to neutral perspective on the accessibility of the public transport they use. ‘Buses’ and ‘Taxis/Private Hire (Uber)’ received the highest ratings for good accessibility, with ‘Taxis/Private Hire (Uber)’ also obtaining the highest rating of 27% over 23% for ‘Buses’. ‘Buses’ also received the highest net score as an affordable mode of transport, while ‘Air/Plane’ was deemed the most unaffordable. Females consistently rated transport as less affordable compared to male participants. Compared to disabled respondents, both internal and external stakeholders often selected

'neutral' on how they rated the accessibility of various transport modes, suggesing a limited understanding of this from a lived experience perspective.

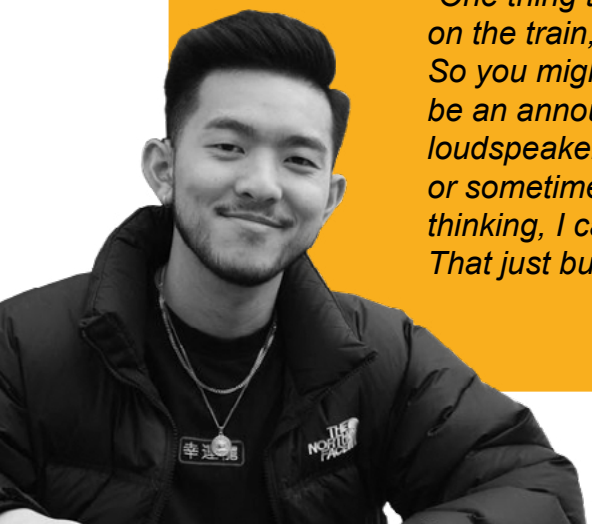
The responses provided by the participants during the roundtables, highlight common challenges faced in the context of accessible transport. One recurring theme which the participants were unanimous on is the need for improved physical accessibility, such as step-free access and the availability of assistance. The majority of participants spoke to the embarrassment of having to ask for help, so removing the stigma of needing assistance would make a difference, removing a lot of barriers for disabled people in accessing the support they need.

*"My biggest challenge regarding accessible transport is finding someone there to be able to help you."*
*- SHAE ECCLESTON*

**Disabled people ranked a 'lack of safety' as the top current issue within accessible transport**

Disabled people ranked 'lack of feeling of safety' as the most important issue however both internal and external stakeholders ranked 'lack of feeling of safety' as least most important (out of seven multiple choice answers) based on their professional experience. This signifies that the Innovation Team's internal and external stakeholders need to improve their understanding of disabled peoples' priorities to better align themselves with disabled peoples' real life experiences.

To enhance accessible transport, Motability should work alongside transport systems to address recurring challenges highlighted by participants.



*"One thing that is difficult for me, especially for deaf people, on the train, and I think it's very, very poor, it isn't deaf friendly. So you might stop in the middle of nowhere and there might be an announcement, but the announcement comes over the loudspeaker, I can't hear that. So there may not be any subtitles or sometimes they say, "Please listen out for announcements." I'm thinking, I can't hear these announcements. So what does that do? That just builds your anxiety, doesn't it?"*

*- BENNY NGO*

It is crucial for the Innovation Team to consider non-physical barriers alongside physical ones that contribute to transport challenges. For example, focusing on improving communication channels, such as announcements, and making these accessible to disabled passengers. Furthermore, participants shared a unanimous view on the lack of communication and accommodations for disabled passengers in public transport systems. This deficiency leads respondents to prefer private or personal transport options.

**Disabled people are burdened by exhaustive travel planning and the unreliability of public transport due to unforeseen disruptions**

During the roundtables and interviews, a common concern expressed by almost all participants was the unreliability of public transport due to unforeseen disruptions, which cause anxiety and unease among participants, as they need to meticulously plan their journeys in advance.

Disabled people told us how much they value being able to travel independently and confidently; feelings of independence is linked to being reassured of a concrete journey plan, perception of safety on the transport mode, and the availability of information before and during the journey. As an example of a recent innovation in accessible transport, real-time information on transport changes has allowed easier readjustments to service changes on the journey. Ridesharing apps allow disabled people to access real-time information, especially the location of the car and whether it is following the line to the destination, thereby giving feelings of safety and confidence of traveling independently.

## Disability Awareness

**Disabled people highly value transport staff having good disability awareness and knowledge**

Good disability awareness and knowledge were considered by disabled people to be crucial across all modes of transport, with ‘Buses’ receiving the highest net score for this category. Compared to other impairment groups, those with Mobility/ Physical impairments consistently rated poor disability awareness and knowledge across all transport modes, suggesting the need for enhanced training for transport staff in supporting this community.

Through roundtable and interview discussions we heard that this lack of awareness resulted in discriminatory treatment for all impairment types, leaving many disabled people feeling apprehensive about booking assistance. However, amidst these negative experiences, there were also moments of positive realisation, where staff members demonstrated allyship. When discussing their best experiences in transport, disabled people tend to bring up positive experience with staff members, such as: a member of staff at a train station who could communicate in sign language; a bus driver asked a passenger to move a pram to make space for a wheelchair user; and a member of staff patiently explaining issues with the train and what a disabled passenger could do for changing plans.

*"One day there was a parent in the space and the bus driver asked the person to move. And I think the law is changed now where they don't have to, but for me that was a really good example of allyship and taking that energy away from me so that I don't have to constantly advocate for myself. And it just gave me a sigh of relief that I could just roll on and not have to have that confrontation. So that was one of the best ones."*

*- GEM TURNER*

It is key to acknowledge that the main barriers faced by these respondents stem from the inadequate training and awareness of transport staff. However, it is encouraging to observe instances where staff members display interest in becoming allies to the disabled community and ensuring their confident and comfortable travel experiences.

One area of innovation for Motability and others to explore is providing more comprehensive training for transport staff. This training should equip them with the necessary skills and knowledge to effectively support, communicate with, and assist disabled passengers.

The significance of disability awareness and how people's negative attitudes can make individuals feel like second-class citizens, despite there actually being accessible transportation options available at times, was palpable throughout the roundtables and interviews with disabled participants. It is essential to promote disability awareness among the transport staff and foster a culture of respect, empathy, and understanding.

**Disabled people value staff assistance in helping to navigate in the moment changes to find solutions**

Finally, there was a unanimous agreement around the challenges arising from disruptions in the transport system, including delays or incidents. The participants noted that while accessibility might not be the issue, changes in plans can significantly impact neurodivergent individuals. Positive experiences were mentioned when staff members took the time to explain the situation and find alternative solutions.

*"The common element between success and failure, between us and the transport solution, is people, that we need people. The two failings are, lack of disability awareness...And insufficient staff training."*

*- ROGER WARNER*

# Innovation team priorities

The surveys aimed to identify areas most in need of innovation and ensure that the priorities of disabled people are adequately represented. The findings in this report highlights the importance of raising awareness among Motability Scheme customers and non-Motability Scheme customers, as well as the need to include the valuable insights from diverse groups of disabled people in future projects by working in collaboration and communication with them.

The categories explored through the survey, roundtable and interviews included:

- Familiarity with Motability's Innovation Team and its work
- The areas most in need for improvement in accessible transport
- Alignment of current priorities with disabled peoples' needs'

## Key Findings

### Familiarity with Motability's Innovation Team

**Half of the disabled survey respondents were familiar with Motability's Innovation Team**

51% of survey participants expressed a fair level of familiarity with the work of Motability's Innovation Team. Among current Motability Scheme customers, 25% reported being very familiar with the team's work, while a higher percentage of non-Motability Scheme customers indicated fair familiarity (53.78% vs 48.33%) and familiarity (25.78% vs 18.33%). Notably the Speech Impairment community demonstrated the highest level of familiarity which is interesting, uncovers new perspectives and offers new information that may not have been gleaned before. Those with speech impairments can often be overlooked, making this a unique opportunity for Motability to better understand why they are so familiar.

### The need for improved accessible transport

**Disabled people, internal and external stakeholders all agree that if there were more solutions for accessible transport that disabled people having transport choices would be the most significant impact**

The top priority for disabled individuals across all survey audiences was having access to places they want to go in the transport of their choice, with 20.13% selecting this option. Internal and external stakeholders also highlighted this priority, indicating its significant impact on disabled people. The Speech Impairment and Hidden/Chronic communities voted most strongly for this option, suggesting the need to consider their perspectives when shaping initiatives undertaken by Motability's Innovation Team.

### Alignment of current priorities with disabled peoples' needs

**From 2020-2023, Motability's Innovation Team had two priorities, which were:**

1. To work with the wider disability sector to amplify the voices of disabled people to influence policy and practise for inclusive public and personal transport; to improve understanding of "what works" and influence decision-makers to ensure transport is accessible.

2. Research has shown there are major challenges for disabled people who find public transport inaccessible. We want to understand a range of possible community and door-to-door transport models to help identify solutions and review where there might be new opportunities in this area.

**A significant majority of disabled survey respondents said that the current innovation priorities align with the needs of disabled people, however roundtable and interview participants urged Motability to be much bolder in the future**

A majority (95.20%) of disabled respondents expressed that the current priorities align with the needs of the community, with over 53.20% finding them to be very representative. However, individuals aged 16-24 and 55+ were the most critical of the priorities, indicating the need for better representation of their perspectives.

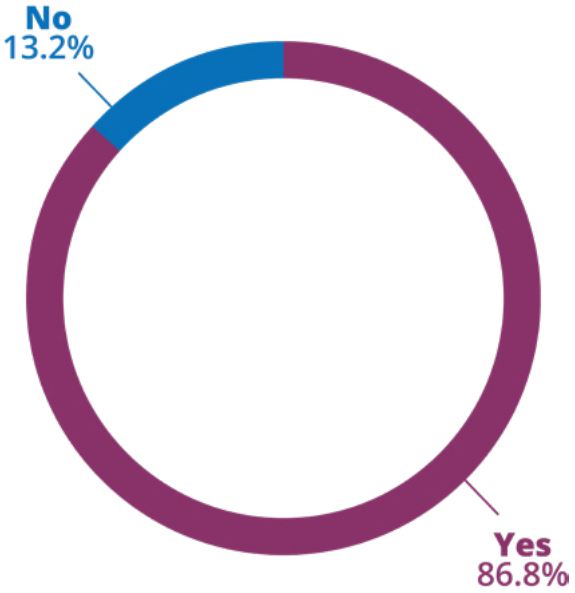
The feedback also varied across disability impairment groups with the Mobility/ Physical Impairments, Neurodivergent, Mental Health and Hidden/Chronic communities having a slightly negative perception. Current Motability Scheme customers displayed a higher level of feeling the priorities were not representative compared to non-current customers, suggesting the need to involve current scheme customers in user insights to better understand their needs.

**Disabled people expressed a strong desire to collaborate with Motability on their future innovation projects**

Some of the roundtable participants highlighted the lack of innovation in the wording of the priorities and a perceived lack of impact when reviewing the Innovation Team's priorities and felt what they were reading was generic and 'box-ticking', considering them as the baseline expectations rather than ground-breaking advancements. They questioned the intended audience of the priorities and highlighted the need for more ambitious and impactful goals to truly lead and bring about change. More broadly, the respondents communicated the need for concrete solutions, commitment, and validation rather than ambiguous statements. They urge Motability to take a bigger and bolder role in advocating for the disabled community.

Regarding priority 1, the respondents highlighted the need to recognise that disability is not a homogeneous experience, and that the diverse needs of disabled people must be understood and addressed on an individual basis. Moving on to priority 2, the participants were more supportive of this priority as it appeared to be solution-oriented.

There was a shared perspective that emphasised the importance of involving disabled individuals in the process of developing these priorities, ensuring that they are based on consistent feedback from those who frequently use various forms of both personal and public transport. Based on the findings from the survey, we know that a significant number of disabled people are willing to work more closely with Motability in future projects.

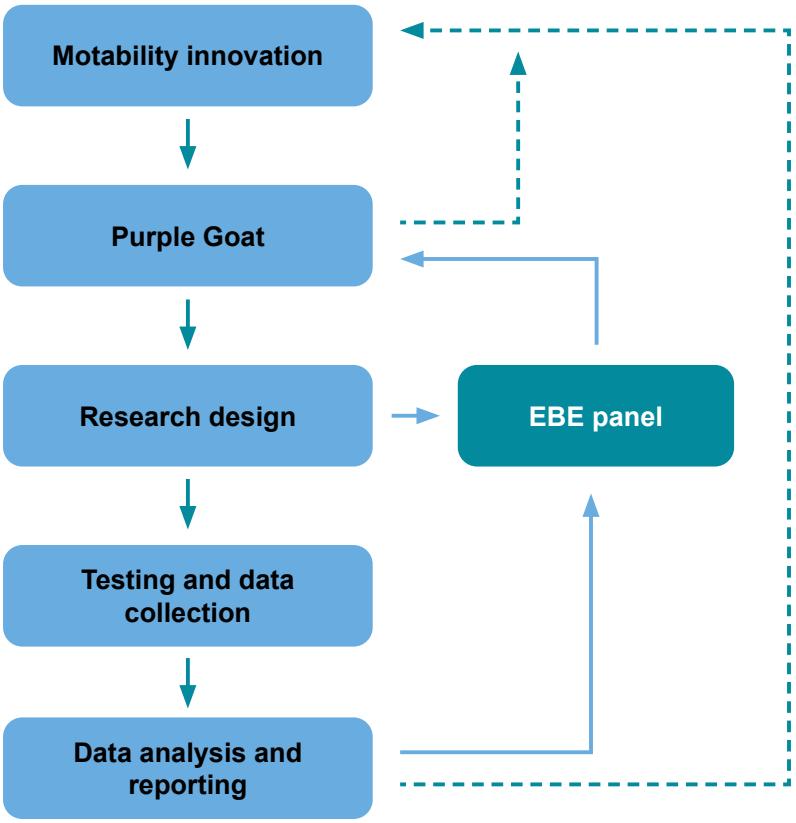



*Question: Now you have a better understanding of the work and projects the Motability the charity Innovation Team work on and with their priorities in mind, would you be open and interested in collaborating with the Motability the charities Innovation Team?*

# Working alongside the Experts by Experience panel

Working with the Experts by Experience group, we ensured that every step of the process incorporated a feedback loop to optimise and maximise output. Through a combination of in-person and virtual meetings, we engaged the EBE panel, making sure to implement key accessibility features as needed to facilitate their full participation.

Feedback from the EBE panel on inclusive language made all other research and engagement questions and methodologies easier to design and made the questions more appropriate to the wide range of audiences. By actively involving them in the project, we fostered a sense of ownership and empowerment, allowing their voices to shape the insights gathered. This collaborative approach not only enriched the project but also deepened our understanding of the challenges and opportunities faced by the disabled population. Through this feedback loop of insights, we have built a stronger foundation for ongoing inclusivity and continuous improvement.




It is important for the Innovation Team to actively engage, involve and collaborate with diverse voices of disabled people in the development of these priorities and throughout the whole process of a project. This will ensure that the priorities are an accurate reflection of disabled individuals and will be vital in gaining the support and trust of the disabled community. It is key in maintaining a proactive, solution-focussed approach in continuously reviewing and updating the priorities to ensure that they effectively meet the evolving needs of disabled people.

# Learnings and recommendations

From this study, we have gathered powerful insights from disabled people and internal and external stakeholders. As a result we have pulled out four clear and concise recommendations based on key findings below for Motability to review as part of the work to progress the advancement of accessible transport forward.

**Co-develop priorities with disabled people**

Since internal and external stakeholders' ratings on aspects of accessible transport were not necessarily reflective of disabled people's views, the findings gave further support for the importance of involving disabled people's views. Throughout the research, it was clear that all communities felt that the current priorities were representative of the community. However, it is evident from the research that disabled people desire a stronger involvement in the development of priorities with 86.8% of the disabled audience that took part in the survey, willing to work with Motability on future projects. To address this, the Motability Innovation Team could actively engage and collaborate with disabled individuals to co-develop priorities that are concise, understandable, and measurable. This inclusive approach will ensure that the priorities accurately reflect the needs and aspirations of the community and will create a sense of joint ownership and accountability.

The Motability Innovation team engaged a panel of Experts by Experience throughout this research and we recommend that the valuable and varied insights from diverse groups of disabled individuals, such as the EBE panel, are sought out and included on an ongoing basis in further work and communications.

**Ongoing transparency and community engagement**

The research emphasises the need for disabled people to be involved in Motability's journey towards an inclusive and accessible transport system.

To address this, the Motability Innovation Team should prioritise regular communication and engagement with the community. Sharing progress updates, soliciting feedback, and involving disabled individuals in decision-making processes will showcase transparency and build a stronger sense of community ownership. By actively involving the community, such as collaborating with disabled people to discuss experience of step-free access and assistance availability, and to understand how transport companies can remove the stigma associated with seeking help, Motability can ensure that its actions are aligned with their expectations and aspirations, ultimately leading to a more inclusive and accountable transport system.

**Education and support for transport staff**

Based on the survey data, it is evident that disabled people felt that there is good disability awareness knowledge to support them as this was the most highly rated category across all modes of transport however through the roundtable and interview discussions we heard from disabled people that we still have some way to go to ensure that all modes of transport are equally accessible to all impairment groups.

'Buses' attained the highest net score for good disability awareness and knowledge, reaching 63.87%. 'Trams' received the highest net score for poor disability

awareness and knowledge at 13.20%, surpassing ‘Air/Plane’ which stood at 10.40%. The Mobility/Physical Impairment communities consistently voted for the ‘Poor disability awareness and knowledge’ category across all modes of transport.

This highlights the pressing need to enhance the expertise of transport staff specifically regarding the Mobility/ Physical Impairment community. However, considering the significant number of neutral responses, implementing a comprehensive disability awareness and knowledge training program encompassing all disabilities would be beneficial in fostering a more inclusive and accessible transport network system.

One area of innovation for Motability and others to explore is developing an educational initiative in collaboration with the community. This initiative should focus on providing comprehensive training to transport staff, equipping them with the knowledge, skills, and awareness required to meet the diverse needs of disabled individuals. By improving staff awareness and understanding, the overall experience of disabled passengers can be significantly enhanced. This could include support with language, changing perceptions of what disability looks like, how diverse it is and how access needs differ for different people for all manner of reasons.

**Choice and independence**

When questioned on the desired impact indicator of the Motability innovation team’s work, disabled people, internal and external stakeholders, all highlight the same impact descriptors that they would like to see the Motability Innovation Team achieve in their next priority setting cycle. These two areas were rated highest across all three survey audiences: ‘They [disabled people] would have more access to places they want to go, in the transport of their **choice**’ and ‘Increased sense of **independence** to make their own decisions’.

Based on this finding, we recommend the Motability Innovation Team take these outcome indicators into consideration in the June priorities review.

By implementing these points of action, Motability can make significant strides towards advancing accessible transport and meeting the needs of disabled people. Co-developing priorities, enhancing education for transport staff, and delivering on transparency and community engagement will contribute to the creation of a truly inclusive and accessible transport system that meets the needs of disabled individuals, promoting independence and freedom.

# Conclusion

In conclusion, this research project has provided valuable insights and perspectives from disabled people alongside those of internal and external stakeholders regarding accessible transport and Motability.

The findings affirm that disabled individuals relate to current innovation priorities and emphasise the need for their active involvement in shaping future priorities.

It is vital to include disabled people in the development process on a consistent and ongoing basis to ensure that innovation priorities are collaboratively created, inclusive, and quantifiable. Transparency and community engagement will foster a sense of ownership and empower disabled people to actively contribute to the progress of the Motability Innovation Team in enhancing accessible transport.

Lastly, there is a notable requirement to improve education and provide support for transport and assistance staff, so they can consistently and respectfully interact and provide the diverse access needs of disabled individuals without leaving a negative lasting impact or creating more barriers to using accessible transport.

**Final statement of intent from Motability Innovation Team**

*Moving forward, we will continue to conduct further research in the areas identified for improvement. We are dedicated to involving and co-creating with disabled people to ensure that our actions result in a truly inclusive and accessible transport system. By working together, we can make meaningful progress and create a positive impact on the lives of disabled people.*

*The Motability Innovation Team remains committed to advancing accessible transport and improving the transport experiences of disabled people.*

# Appendix

**Question set for disabled audience survey**

- **Q1. Which of the following are the most important, if any, when it comes to current issues within accessible transport that need to be addressed? (Tick up to three)**
  - Lack of a feeling of safety (you feel vulnerable or unsafe when using accessible transport)
  - Lack of independence (there is not enough reliable accessible transport or support for you to feel a sense of independence)
  - Lack of available accessible transport (there is not enough readily available accessible transport that can be easily accessed)
  - Lack of consistency (For example, not every train station is accessible and there's not always help available etc)
  - Lack of affordable accessible transport (the accessible transport you have access too is expensive)
  - Lack of information when things go wrong (there is no readily available information or solutions in place if transport plans go wrong)
  - Lack of flexibility (you have to pre-book and pre-plan all of your transport. You can't just travel freely)
  - None of the above
- **Q2a. Do you currently use public transport? If so, please select how frequently, if at all, you use each of the following modes of transport:**
  - Every day
  - 4-6 days a week
  - 2-3 days a week
  - Once a week
  - Once every 2 to 3 weeks
  - Once a month
  - Once every 2 months
  - Once every 3 to 5 months
  - Once every 6 months to 11 months
  - Once a year
  - Less than once a year
  - Never
  - Don't know
  - I don't use public transport
- **Q2b. Please rate their overall accessibility of the public transport that you use:**
  - Very good accessibility
  - Good accessibility
  - Neutral
  - Poor accessibility
  - Very poor accessibility
- **Q2c. Please rate the following transport options on their overall convenience for the disabled community:**
  - Very convenient
  - Fairly convenient
  - Neutral
  - Not very convenient
  - Not at all convenient
  - Don't know

- **Q2d. Please rate the following transport options on their overall affordability for the disabled community:**
  - Very affordable
  - Fairly affordable
  - Neutral
  - Not very affordable
  - Not at all affordable
  - Don't know
- **Q2e. Please rate the following transport options on their overall staff disability awareness and knowledge to support the disabled community:**
  - Very good disability awareness and knowledge
  - Good disability awareness and knowledge
  - Neutral
  - Poor disability awareness and knowledge
  - Very poor disability awareness and knowledge
- **Q2f. Please rate the following transport options on their overall staff assistance to disabled people when using transport:**
  - Very good staff assistance
  - Good staff assistance
  - Neutral
  - Poor staff assistance
  - Very poor staff assistance
- **Q2g. Please rate the following transport options on their overall flexibility for the disabled community:**
  - Very good flexibility
  - Good flexibility
  - Neutral
  - Poor flexibility
  - Very poor flexibility
- **Q3. Do you currently have access to personal transport e.g. a family car or have access to a car through the Motability Scheme? (Tick all that apply)**
  - Yes, I have access to a personally owned family vehicle
  - Yes, I own a personal vehicle
  - Yes, I own a personal adapted cycle
  - Yes, I own a personal adapted vehicle
  - Yes, I have an adapted or converted vehicle on the Motability Scheme
  - Yes, I have a vehicle on the Motability Scheme
  - Yes, I have a mobility scooter on the Motability Scheme
  - Yes, I have a wheelchair on the Motability Scheme
  - No, I don't have access to private personal transport or transport through the Motability Scheme
  - Yes, other, please specify

- **Q4. Please rate how familiar or not familiar you think you are with the work/research that has been carried out by the Innovation team at Motability the charity**
  - Very familiar
  - Fairly familiar
  - Familiar
  - Not familiar
  - Not at all familiar
- **Q4a. What work of the Innovation Team at Motability the charity are you familiar with? (Tick all that apply)**
  - Making Electric Vehicle Charging Infrastructure more accessible (with Ricardo, OZEV, BSI, UKPN, and Designability, among others)
  - Motability's Learning and Innovation Report
  - Improving Accessibility of Taxis (with Leonard Cheshire)
  - Transforming the Minibus Driver Awareness Scheme (MiDAS) with the Community Transport Association (CTA) and Hampshire County Council (HCC)
  - Accessible Electric Vehicle Design (with Energy Saving Trust)
  - Impact of COVID-19 on Disabled People and Travel (with BritainThinks)
  - User Research: Transport Needs for Disabled People (with BritainThinks)
  - Transport Scholarships Pilot (with Coventry University)
  - Secondary Analysis of the National Travel Survey (with BritainThinks)
  - Rapid Evidence Assessment (with NatCen)
  - Economic Assessment of Wheelchair Provision (with Frontier Economics)
  - Disabled Citizens Inquiry Report (with Sustrans)
  - User Research Grants pilots
  - Evidence Centre / National Centre for Accessible Transport (NCAT; with Coventry University)
  - Extra Mile (car clubs)
  - Transport Accessibility Gap Report
  - Other, please specify
- **Q5. Have you interacted with Motability the charity's Innovation Team previously, or have you been on a Motability-funded program before? If so, please select one of the following options that best describes your interaction with Motability:**
  - Yes, I've read publicly about the work of the Motability the charity's Innovation Team
  - Yes, I have been engaged with by Motability the charity's Innovation Team as a representative of an external organisation or external expert
  - Yes, I'm familiar with the Motability the charity Innovation Team's work as a Motability the charity staff member
  - Yes, I have taken part in research or studies funded by Motability the charity's Innovation Team
  - Yes, I took part in a study funded by Motability
  - No, I have not interacted nor heard of the Motability's Innovation team
  - Yes, other, please specify

- **Q6. If there were more solutions in Motability the charity Innovation teams two priority areas, what would be the most significant impact on you, if any?**
  - I would have more access to places I want to go in the transport of my choice
  - I would be able to access more employment opportunities
  - I would have an increased sense of independence and make my own decisions
  - I would have an increased sense of health and wellbeing
  - I would be able to visit family and friends more
  - I would be able to access more education opportunities
  - There wouldn't be the most significant impact on me
  - Other, please specify
- **Q7. To what extent do you think these priorities are representative or not representative of what the disabled community want to see innovation at Motability (the charity) focusing on at the moment?**
  - Extremely representative
  - Very representative
  - Fairly representative
  - Not representative
  - Not at all representative
- **Q8. Which of the following areas in accessible transport you think are most in need of innovation, if any? (Tick up to three)**
  - Improve journey planning by implementing real time updates on transport as well as other facilities like lifts and escalators
  - Improve accessibility of air or holiday travel and facilitate more leisure-focused travel
  - Improve accessibility of private travel options (including rental vehicles, private hire vehicles, taxis as well as ride hailing and car sharing services like Uber)
  - Improve the quality of research and evidence in relation to disability and transport
  - Improve accessibility of public transport (including improving driver/passenger attitudes)
  - Improve disabled people's access to appropriate, quality and affordable assistive equipment or technology
  - Enable better access to active travel options (including walking, cycling, and travelling with mobility aids)
  - Ensure future modes of transport, like autonomous (self-drive) vehicles and e-scooters, are accessible for disabled people
  - Champion future technology and the unlocking of potential accessibility features for disabled people
  - None of the above
- **Q9. Now you have a better understanding of the work and projects the Motability the charity Innovation Team work on and with their priorities in mind, would you be open and interested in collaborating with the Motability the charity's Innovation Team?**
  - Yes
  - No

Motability