



## Independent Disability Advisory Group

Thursday 10<sup>th</sup> August 2023

14.30 – 16.30

Attendees	
	IDAG Member (Chair)
	IDAG Member
	IDAG Member
	IDAG Member
	IDAG Member
	IDAG Member
	IDAG Member
	IDAG Member
	IDAG Member
	IDAG Member
Amy Edgar	D&I Team
Nicholas Zikpi	D&I Team
Emma Bangar	Corporate Communications
<b>Impact of display screens on trains</b>	
Amy Lincoln	Customer Experience Manager
Kevin Moore	Lead Sponsor
Alison Taylor	Customer Experience Manager
John Pizzamigilo	Senior Category Manager
Kieran Prashar	Apprentice
Cathal McMahon	PE - Vehicles
Sharon Fletcher	Project Manager
Jo Merrall	Senior Project Manager
Graeme Pate	Senior Eng
<b>Advertising on Taxi floors</b>	
Sarah Finlay	Driver and Operator Policy Manager
<b>Apologies</b>	

### 1. Minutes of the Last Meeting

 welcomed IDAG members to the meeting. Minutes approved.

### 2. Impact of display screens on trains

#### ➤ General Comments

- Screen information looked great! The information is needed as the PA is not always clear or consistent.
- IDAG member concerned about the overlap between display screens and really important public information – Suggested that TfL consider

implementing mandating a minimum border between screens, to at least create the illusion of separation.

- IDAG member expressed difficulty in trying to filter the information. Struggled to fixate on the customer information screen, as attention kept being drawn to advertising screen. This raised concerns for those who may be neurodiverse, particularly with ADHD.
- IDAG members concerned about the content shown in the advertising video. One IDAG member recorded feeling “queasy” and having increasing levels of anxiety after watching the ‘bag’ advertisement. – The same pulsing ‘bag’ advertisement put another IDAG member off balance. Moving images are not good for anyone already wobbly on their feet, who may experience the same when seeing the advertisement on the train. Visual vertigo is also very common among deaf people. This raised concerns about a possible safety risk.
- Recommendation to pilot with a ‘boring’ advertisement at first, to help customers adjust to the new displays.
- Recommendation that TfL consider using the two outer screens for the important customer information, and using the middle screen for the advertisements. – Would aid with accessibility for visually impaired people, as more likely to see the customer information on one of the outer screens.
- Would recommend TfL look at the way advertisements are shown & displayed on Japanese trains.
- Concern that the displays are TFT (thin-film transistor) screens as opposed to being OLED (organic light-emitting diode) or IPS (in-plane switching) screens. – Using TFT screens means that if a person is not sitting in the optimal position to see the display, the contrast and brightness of the screen deviates massively, heavily reducing accessibility for those with visual impairments. – Would recommend positioning screens at either end of the train, particularly by the priority seats.
- Due to using the TFT screens, when sitting directly in front of the advertising screen (with the customer information screen to the right or left), the advertising screen would appear to be much brighter than the customer information screen, particularly for those with low peripheral vision. – Recommendation to cap the maximum brightness and contrast presented on the advertisement screen.
- Recommendation to incorporate user testing with visually impaired people. Suggestion to use measures such as visual detection distance and visual recognition distance.
- Suggestion for TfL to engage with the RNIB who do a lot of work regarding web content accessibility which also translates well to printed document and customer information accessibility.
- IDAG member is happy to assist TfL with configuring the user testing.
- Refresh of adverts seem too quick. 6-8 adverts in a cycle seems excessive, and could be overwhelming. Could the refresh be reduced?
- Would recommend phasing the advertisements in, and being prepared to responsive and making changes based on customer feedback received.

- There was a suggestion that perhaps it would be useful to have visually quiet carriages e.g. the carriage which is accessible for wheelchair users, plus a carriage next to it.

### **TfL Response**

- There is a vertical thick band between the screens, to aid with spacing. Additionally, customer information will never be shown on the screens used for advertising.
- **Additional follow up information:** It is worth noting that there are no advertising screens in the areas between the doorways and the gangway on the shorter IM cars so this is an area that is “quiet” in terms of advertising screens for passengers.
- By way of a response to the idea to swap screens so the Customer Info System screen is nearer the Priority seat... This would mean swapping many screens down the whole train and is probably not viable at this stage.
- We have already swapped the position of the CIS and advert screens around opposite wheelchair spaces such that the CIS screen is nearest the door to make it easier to read from the wheelchair space. This was an improvement based on very early IDAG feedback. Each screen has associated whole life costs for maintenance, replacement and energy consumption so it may not necessarily be in TfL’s best interest to have extra (non-revenue generating) CIS screens over what we have now and the size of text on the screens has already been optimised to be readable from the furthest away position that a passenger can be from the central screen.

### **3. Advertising on Taxi floors**

#### **General comments:**

- IDAG members agreed that it is not a good idea to cover the floor of Taxis with any kind of imagery other than clear markings to show where it is safe to tread or where there are warnings for steps.
- IDAG member raised concerns of this becoming a slippery slope. The introduction of advertisements on Taxi floors could bring tactile issues, e.g., If advertising surface requires a slippery laminate; this would change the ability for people who are using canes when detecting the floor. Another concern raised for people who use mobility aids – this could potentially pose a tripping hazard if advertisers decide to use textured mats such as satin.
- Floor is a safety critical area, should be ideally not be subject to change. If floor advertisements are brought in, a whole new set of standards should be created.

- Concern over advertisements causing sensory overloads for passengers, particularly those who are neurodivergent. It's critical that cabs stay as sensory neutral as possible.
- IDAG member advised TfL to review what happened with 'Colourful Crossings' as a point of reference, as many issues will be similar.
- People with low vision or neurodivergent are likely to find the sudden sharp colour contrasts in the advertising very disorientating. The advertisement containing a lot of "sky" came in for particular criticism.
- Advertisements could confuse assistance & guide dogs which would affect their ability to perform.
- Mobility aid users could be less confident using their mobility aid – is the ground safe?
- The advertisements could make it less clear where to put their mobility aids.
- Wheelchair users could find turning more difficult as they often use the floor as reference/guidance points for turning.
- Distraction of advertisements could lead to people leaving things behind, especially visually impaired people.

### **TfL Response**

- TfL's stance is that they would prefer not to have advertisements in this particular area due to historical feedback from various impairment/disability related groups, but are using this opportunity to double check hence meeting with IDAG and reaching out to disability charities
- Feedback responses from RNIB and other stakeholder groups were sent post-meeting (attached appendix 1 – but the headlines were shared verbally during the meeting).

### **4. AOB**

- IDAG in-person Away Day scheduled for 2<sup>nd</sup> November 2023, likely to be held in TfL Stratford office (Endeavour Square)
- [REDACTED] has agreed to be Vice Chair!
- London Overground naming project – [REDACTED], [REDACTED] & [REDACTED] are leading on behalf of IDAG on this project.
- Please submit timesheets regularly, if not possible, be sure to let [REDACTED] know.
- Please try again to use Sharepoint and email [REDACTED] if there are still problems.
- Would anyone from IDAG like to be a part of TfL's response to the governments call for evidence regarding the review of the Public Service Vehicles Accessibility Regulation 2000. The call for evidence will close on September 4<sup>th</sup> 2023. – [REDACTED] (lead), [REDACTED], [REDACTED] & [REDACTED] are all interested in inputting to this.
- [REDACTED] and [REDACTED] have reviewed the impact of ticket office closures and were thanked by IDAG. [REDACTED] is considering how to involve IDAG.
- IDAG promotional internal video has been completed and a link will be shared.

- [REDACTED] is leaving TfL and everyone thanked him for his work and wished him well for the future.

## **5. Action Tracker**

- [REDACTED]: Silvertown Tunnel Shuttle Bus EQIA - Closed
- [REDACTED]: Woolwich Ferry Closure EQIA - Open