

[REDACTED] (PCO)

From: [REDACTED]@mib.org.uk
Sent: 19 November 2007 14:57
To: [REDACTED] (PCO)
Cc: [REDACTED] (PCO)
Subject: Advertising on taxi floor mats

[REDACTED]
After our discussion today I have checked in the rail vehicle and public vehicle accessibility regulations, which cover trains and buses, but there is no mention on the use of advertising on floors. However, they do state that floors should contrast with walls in order to help partially sighted people orientate themselves within the space and to reduce the likelihood of collision with the walls.

There are currently no equivalent regulations covering the design of taxis, however we would strongly recommend that taxi floors do not incorporate advertisements as these are likely to be confusing or disorientating for partially sighted people and could reduce the colour contrast between the floor and vertical surfaces of the vehicle. This could lead to collision hazards and loss of confidence in using taxis altogether. We would recommend following the spirit of the rail and public service vehicle regulations by maintaining suitable colour contrast between the floor and vertical surfaces (walls) and avoiding advertising on the floor.

Please do not hesitate to contact me should you have any queries.

Regards,

[REDACTED]
Senior Access Consultant
NRAC Consultant

JMU Access Partnership
RNIB
105 Judd Street
London WC1H 9NE

Telephone: [REDACTED]
Fax: [REDACTED]
Email: [REDACTED]@rnib.org.uk
Website: www.jmuaccess.org.uk
JMU E-mail: [REDACTED]@rnib.org.uk

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RNIB endeavours to ensure that emails and any attachments generated by its staff are free from

Gemma Jacob

From: [REDACTED]@rnib.org.uk>
Sent: 11 July 2023 18:22
To: Sarah Finlay
Cc: [REDACTED]
Subject: RE: RNIB Position on taxi floor advertising.

Dear Sarah

Thanks for your emails. The short answer is that we are not aware of an organisational position on taxi floor advertising, and we think that there may be limited evidence on this to inform a view. However, having discussed this with colleagues today, we think it could be confusing for guide dogs – when sat or lying in a taxi – or for someone experiencing Charles Bonnet syndrome or anyone else who is neurodiverse. These were factors in our objection to rainbow crossings replacing traditional zebra crossings.

I hope that is useful.

With best wishes

[REDACTED]

[REDACTED]

Interim Head of Policy and Public Affairs
RNIB (Royal National Institute of Blind People)
[REDACTED]@rnib.org.uk

R N I B



See differently

Facebook: <http://www.facebook.com/rnibuk>
Twitter: <https://twitter.com/RNIB>

From: Sarah Finlay [REDACTED]@tfl.gov.uk>
Sent: 10 July 2023 13:04
To: [REDACTED]@rnib.org.uk>
Cc: [REDACTED]@rnib.org.uk>; [REDACTED]@rnib.org.uk>; [REDACTED]@rnib.org.uk>
Subject: RE: [EXTERNAL] RE: RNIB Position on taxi floor advertising.

Some people who received this message don't often get email from [REDACTED]@tfl.gov.uk. [Learn why this is important](#)

CAUTION: External. Do not click links or open attachments unless you know the content is safe.

Thank you,

I am happy to set up a meeting either in person or via Teams if you wish to discuss.

Kind regards,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS



Travel Safe. Save Lives

TfL RESTRICTED

From: [REDACTED]@rnib.org.uk>

Sent: 10 July 2023 12:12

To: Sarah Finlay [REDACTED]@tfl.gov.uk>

Cc: [REDACTED]@rnib.org.uk>; [REDACTED]@rnib.org.uk>; [REDACTED]

[REDACTED]@rnib.org.uk>

Subject: RE: [EXTERNAL] RE: RNIB Position on taxi floor advertising.

Hi Sarah,

Apologies. I passed this on, but didn't receive a reply. I am copying [REDACTED]
[REDACTED], our Head of Policy and Public Affairs, to see if she can please cast any
light on this. I am not aware of any policy on this.

Thank you,
[REDACTED]

From: Sarah Finlay [REDACTED]@tfl.gov.uk>

Sent: 10 July 2023 11:28

To: [REDACTED]@rnib.org.uk>

Cc: [REDACTED]@rnib.org.uk>; [REDACTED]@rnib.org.uk>

Subject: [EXTERNAL] RE: RNIB Position on taxi floor advertising.

Importance: High

Some people who received this message don't often get email from [REDACTED]@tfl.gov.uk. [Learn why this is important](#)

CAUTION: External. Do not click links or open attachments unless you know the content is safe.

Hello [REDACTED],

Hope this finds you well. Just resending in case the email was missed in your inbox.

Could you please acknowledge receipt of this email and advise whether you are able to assist in this matter?

Kind regards,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

From: Sarah Finlay
Sent: 23 June 2023 12:47
To: [REDACTED]@rnib.org.uk' [REDACTED]@rnib.org.uk>
Subject: FW: RNIB Position on taxi floor advertising.
Importance: High

Hello [REDACTED],

Hope this finds you well and I apologise for the unsolicited email. I have received an automated reply from [REDACTED] and wonder whether you can assist in her absence. Please refer to the email chain below.

If you would like to discuss further, please let me and provide a couple of dates and times that is convenient to you.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

From: Sarah Finlay
Sent: 23 June 2023 12:27
To: [REDACTED]@rnib.org.uk>
Cc: [REDACTED]@rnib.org.uk>
Subject: FW: RNIB Position on taxi floor advertising.
Importance: High

Hello [REDACTED],

Further to my email below, I am sorry to chase but are you able to provide a response please? If you would like to discuss, I am happy to arrange either an in person meeting or a Teams call for a convenient time to you (preferably next week). Please let me know.

Have a lovely weekend.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

From: Sarah Finlay
Sent: 13 June 2023 10:30
To: [REDACTED]@rnib.org.uk>
Cc: [REDACTED]@rnib.org.uk>; Alex Moffat [REDACTED]@tfl.gov.uk>
Subject: RE: RNIB Position on taxi floor advertising.
Importance: High

Hello [REDACTED] and [REDACTED] a,

Hope this finds you both well.

I wonder if you can assist. Further to our meeting back in June 2018 and email trial below the same company is challenging TfL again to allow advertising on the floors of taxis.

They have again submitted the letter they received from [REDACTED] (New Business Manager) on behalf of RNIB on 17 January 2017 (attached) as evidence that advertisements in this area will not have a detrimental effect on passengers that may live with impaired vision.

Following our meeting, RNIB were looking to provide us with an updated position in relation to the possible effects this type of advertising method could have for people that experience sight loss. I have attached a pdf with examples of advertisements on the floor area of taxis for your convenience and review.

Could you advise whether RNIB position has changed on this point? If not, would it be possible to forward the letter stating RNIB current position as I am unable to locate this in our files – I am unsure whether this was ever finalised.

If you would like to meet and discuss further I would be happy to set up a meeting, either in person or via Teams. Please let me know if you would like to discuss.

Look forward to hearing from you in the near future.

Kind regards,

Sarah Finlay
Vehicle Policy Officer

Licensing & Regulation
Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



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EVERY JOURNEY MATTERS



TfL RESTRICTED

From: Moffat Alex (TPH)
Sent: 12 July 2018 10:22
To: [REDACTED]@rnib.org.uk>
Cc: [REDACTED]@rnib.org.uk>
Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED]

Thanks very much for responding and for the information.

I'll keep you informed of any new developments at this end.

Regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED]@rnib.org.uk]
Sent: 12 July 2018 09:28
To: Moffat Alex (TPH)
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hi Alex,

I'm very sorry for the continued delay on this. We still awaiting a position statement.

I can only apologise for the lengthy delay in confirming our position formally.

To confirm we have received no further communication from Melded Fabrics.

[REDACTED]

[REDACTED]

Network Manager - London

RNIB

Tel [REDACTED]
Mob [REDACTED]

From: Moffat Alex (TPH) [[mailto:\[REDACTED\]@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)]

Sent: 10 July 2018 13:32

To: [REDACTED]

Cc: [REDACTED]; Finlay Sarah; Moody Thomas

Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED]

Apologies if I keep asking the same questions but we are keen to draw a line under this issue.

Is it possible for you to update us regarding RNIB's latest position regarding the proposal from Melded Fabrics to install advertising material on the floor of London taxis?

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: Moffat Alex (TPH)

Sent: 27 June 2018 15:55

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED],

Hope this finds you well.

Have there been any developments at RNIB regarding advice from rehabilitation officers as laid out in your previous email?

Also, we have had no communication from Melded Fabrics since our response to them, have they been in touch with RNIB?

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW

Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: Moffat Alex (TPH)
Sent: 13 June 2018 14:07
To: [REDACTED]
Cc: [REDACTED] Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED],

Thank you for confirming RNIBs position.

I will keep you informed of any developments at our end.

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED] [mailto:[REDACTED]@rnib.org.uk]
Sent: 13 June 2018 13:58
To: Moffat Alex (TPH)
Cc: [REDACTED] Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hello Alex

To confirm our position will not change we just want to provide more detail on why our position is different from the letter provided to Melded Fabrics.

Please let me know if you do hear anything back in the meantime.

I will be in touch again soon.

Kind regards

[REDACTED]

[REDACTED]

Network Manager - London
RNIB

Tel [REDACTED]
Mob [REDACTED]

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Follow us on twitter: www.twitter.com/rnib

From: Moffat Alex (TPH) [[mailto:\[REDACTED\]@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)]
Sent: 13 June 2018 13:41
To: [REDACTED]
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hello [REDACTED],

Thanks for the message.

We replied to Melded Fabrics last week with a response to their appeal of our decision not to approve advertising placed on the floor of taxis. We have not received a response from them as yet.

As part of our response we made it clear to Melded Fabrics what the current RNIB position is regarding advertising on floors, as reflected in the discussions we had at our meeting with you and [REDACTED] on Friday 1st June, i.e. RNIB stated to TfL that they will not support or endorse the placing of advertising material on the floor of London taxis.

I do hope RNIB will not change position on this?

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED] [[mailto:\[REDACTED\]@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)]
Sent: 13 June 2018 12:29
To: Moffat Alex (TPH)
Cc: [REDACTED]
Subject: RNIB Position on taxi floor advertising.

Hello Alex

I hope you are well.

I wanted to apologise for the lengthy delay in coming back to you to confirm the current RNIB position on taxi floor advertising.

We have been checking our contractual obligations with Melded Fabrics and also seeking additional advice from rehabilitation officers. Our internal rehabilitation officer who is the RNIB national lead, is on holiday until next week. We have reached out externally to the London rehabilitation workers forum and hope to have some more information soon.

If this delay is causing any problems with Melded Fabrics please can you let me know and I'll see if we can pull something together sooner.

I expect that we will be sending two items of correspondence, one to TFL to confirm our position and one to Melded Fabrics to confirm our position.

Apologies again for the delay, please give me a call if you wish to discuss further.

Kind regards

[REDACTED]

[REDACTED]

Network Manager - London
RNIB (Royal National Institute of Blind People)
105 Judd Street
London
WC1H 9NE

[REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)

Tel [REDACTED]
Mobile [REDACTED]

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Sight loss isn't black and white - we all see things differently. Explore this spectrum of sight with #HowISee: watch our film at rnib.org.uk/HowISee

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Gemma Jacob

From: [REDACTED]@rnib.org.uk>
Sent: 11 July 2023 18:46
To: [REDACTED]; Sarah Finlay
Cc: [REDACTED]
Subject: RE: RNIB Position on taxi floor advertising.
Attachments: London Vision Report - Adversting and Taxis.docx

Hello Sarah,

Apologies for the delay in responding directly to your query.

[REDACTED] has now left the RNIB. I attach a letter from London Vision, now merged with the Thomas Pocklington Trust who also responded to this query in 2019.

Kind regards,

[REDACTED]

[REDACTED]
Senior Project Manager – Grimaldi Transition
RNIB (Royal National Institute of Blind People)
The Grimaldi Building
154a Pentonville Road
London, N1 9JE

Mob [REDACTED]
pronouns: [REDACTED]

<https://www.rnib.org.uk/>

If I'm sending this email outside of regular hours, it's because I am working flexibly. I don't expect you to read, respond, or to action it outside of your usual/regular hours

From: [REDACTED]@rnib.org.uk>
Sent: 11 July 2023 18:22
To: Sarah Finlay [REDACTED]@tfl.gov.uk>
Cc: [REDACTED]@rnib.org.uk>; [REDACTED]@rnib.org.uk>
Subject: RE: RNIB Position on taxi floor advertising.

Dear Sarah

Thanks for your emails. The short answer is that we are not aware of an organisational position on taxi floor advertising, and we think that there may be limited evidence on this to inform a view. However, having discussed this with colleagues today, we think it could be confusing for guide dogs – when sat or lying in a taxi – or for someone experiencing Charles Bonnet syndrome or anyone else

who is neurodiverse. These were factors in our objection to rainbow crossings replacing traditional zebra crossings.

I hope that is useful.

With best wishes

[REDACTED]
[REDACTED]
Interim Head of Policy and Public Affairs
RNIB (Royal National Institute of Blind People)
[REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)

RNIB

See differently

Facebook: <http://www.facebook.com/rnibuk>

Twitter: <https://twitter.com/RNIB>

From: Sarah Finlay [REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)>

Sent: 10 July 2023 13:04

To: [REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)>

Cc: [REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)>; [REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)>; [REDACTED]

[REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)>

Subject: RE: [EXTERNAL] RE: RNIB Position on taxi floor advertising.

Some people who received this message don't often get email from [REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk). [Learn why this is important](#)

CAUTION: External. Do not click links or open attachments unless you know the content is safe.

Thank you,

I am happy to set up a meeting either in person or via Teams if you wish to discuss.

Kind regards,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London

T: [REDACTED] | E: [REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)



TfL RESTRICTED

From: [REDACTED] <[REDACTED]@rnib.org.uk>
Sent: 10 July 2023 12:12
To: Sarah Finlay <[REDACTED]@tfl.gov.uk>
Cc: [REDACTED] <[REDACTED]@rnib.org.uk>; [REDACTED] <[REDACTED]@rnib.org.uk>; [REDACTED] <[REDACTED]@rnib.org.uk>
Subject: RE: [EXTERNAL] RE: RNIB Position on taxi floor advertising.

Hi Sarah,

Apologies. I passed this on, but didn't receive a reply. I am copying [REDACTED], our Head of Policy and Public Affairs, to see if she can please cast any light on this. I am not aware of any policy on this.

Thank you,
[REDACTED]

From: Sarah Finlay <[REDACTED]@tfl.gov.uk>
Sent: 10 July 2023 11:28
To: [REDACTED] <[REDACTED]@rnib.org.uk>
Cc: [REDACTED] <[REDACTED]@rnib.org.uk>; [REDACTED] <[REDACTED]@rnib.org.uk>
Subject: [EXTERNAL] RE: RNIB Position on taxi floor advertising.
Importance: High

Some people who received this message don't often get email from [REDACTED] <[REDACTED]@tfl.gov.uk>. [Learn why this is important](#)

CAUTION: External. Do not click links or open attachments unless you know the content is safe.

Hello [REDACTED]

Hope this finds you well. Just resending in case the email was missed in your inbox.

Could you please acknowledge receipt of this email and advise whether you are able to assist in this matter?

Kind regards,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

From: Sarah Finlay
Sent: 23 June 2023 12:47
To: [REDACTED]@rnib.org.uk' [REDACTED]@rnib.org.uk>
Subject: FW: RNIB Position on taxi floor advertising.
Importance: High

Hello [REDACTED],

Hope this finds you well and I apologise for the unsolicited email. I have received an automated reply from [REDACTED] and wonder whether you can assist in her absence. Please refer to the email chain below.

If you would like to discuss further, please let me and provide a couple of dates and times that is convenient to you.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

From: Sarah Finlay
Sent: 23 June 2023 12:27
To: [REDACTED]@rnib.org.uk>
Cc: [REDACTED]@rnib.org.uk>
Subject: FW: RNIB Position on taxi floor advertising.
Importance: High

Hello [REDACTED],

Further to my email below, I am sorry to chase but are you able to provide a response please? If you would like to discuss, I am happy to arrange either an in person meeting or a Teams call for a convenient time to you (preferably next week). Please let me know.

Have a lovely weekend.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk

TfL RESTRICTED

From: Sarah Finlay

Sent: 13 June 2023 10:30

To: [REDACTED] <[REDACTED]@rnib.org.uk>

Cc: [REDACTED] <[REDACTED]@rnib.org.uk>; Alex Moffat <[REDACTED]@tfl.gov.uk>

Subject: RE: RNIB Position on taxi floor advertising.

Importance: High

Hello [REDACTED] and [REDACTED]

Hope this finds you both well.

I wonder if you can assist. Further to our meeting back in June 2018 and email trail below the same company is challenging TfL again to allow advertising on the floors of taxis.

They have again submitted the letter they received from [REDACTED] (New Business Manager) on behalf of RNIB on 17 January 2017 (attached) as evidence that advertisements in this area will not have a detrimental effect on passengers that may live with impaired vision.

Following our meeting, RNIB were looking to provide us with an updated position in relation to the possible effects this type of advertising method could have for people that experience sight loss. I have attached a pdf with examples of advertisements on the floor area of taxis for your convenience and review.

Could you advise whether RNIB position has changed on this point? If not, would it be possible to forward the letter stating RNIB current position as I am unable to locate this in our files – I am unsure whether this was ever finalised.

If you would like to meet and discuss further I would be happy to set up a meeting, either in person or via Teams. Please let me know if you would like to discuss.

Look forward to hearing from you in the near future.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London

T: [REDACTED] | **E:** [REDACTED]@tfl.gov.uk

TfL RESTRICTED

From: Moffat Alex (TPH)

Sent: 12 July 2018 10:22

To: [REDACTED] <[REDACTED]@rnib.org.uk>

Cc: [REDACTED] <[REDACTED]@rnib.org.uk>

Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED],

Thanks very much for responding and for the information.

I'll keep you informed of any new developments at this end.

Regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED] [mailto:[REDACTED]@rnib.org.uk]
Sent: 12 July 2018 09:28
To: Moffat Alex (TPH)
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hi Alex,

I'm very sorry for the continued delay on this. We still awaiting a position statement.

I can only apologise for the lengthy delay in confirming our position formally.

To confirm we have received no further communication from Melded Fabrics.

[REDACTED]

[REDACTED]
Network Manager - London
RNIB
Tel [REDACTED]
Mob [REDACTED]

From: Moffat Alex (TPH) [mailto:[REDACTED]@tfl.gov.uk]
Sent: 10 July 2018 13:32
To: [REDACTED]
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hi Tricia,

Apologies if I keep asking the same questions but we are keen to draw a line under this issue.

Is it possible for you to update us regarding RNIB's latest position regarding the proposal from Melded Fabrics to install advertising material on the floor of London taxis?

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: Moffat Alex (TPH)
Sent: 27 June 2018 15:55
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED]

Hope this finds you well.

Have there been any developments at RNIB regarding advice from rehabilitation officers as laid out in your previous email?

Also, we have had no communication from Melded Fabrics since our response to them, have they been in touch with RNIB?

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: Moffat Alex (TPH)
Sent: 13 June 2018 14:07
To: [REDACTED]
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hi [REDACTED],

Thank you for confirming RNIBs position.

I will keep you informed of any developments at our end.

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED] [mailto:[REDACTED]@rnib.org.uk]
Sent: 13 June 2018 13:58
To: Moffat Alex (TPH)
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hello Alex

To confirm our position will not change we just want to provide more detail on why our position is different from the letter provided to Melded Fabrics.

Please let me know if you do hear anything back in the meantime.

I will be in touch again soon.

Kind regards

[REDACTED]

[REDACTED]
Network Manager - London
RNIB
Tel [REDACTED]
Mob [REDACTED]

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Follow us on twitter: www.twitter.com/rnib

From: Moffat Alex (TPH) [mailto:[REDACTED]@tfl.gov.uk]
Sent: 13 June 2018 13:41
To: [REDACTED]
Cc: [REDACTED]; Finlay Sarah; Moody Thomas
Subject: RE: RNIB Position on taxi floor advertising.

Hello [REDACTED]

Thanks for the message.

We replied to Melded Fabrics last week with a response to their appeal of our decision not to approve advertising placed on the floor of taxis. We have not received a response from them as yet.

As part of our response we made it clear to Melded Fabrics what the current RNIB position is regarding advertising on floors, as reflected in the discussions we had at our meeting with you and [REDACTED] on Friday 1st June, i.e. RNIB stated to TfL that they will not support or endorse the placing of advertising material on the floor of London taxis.

I do hope RNIB will not change position on this?

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED] [mailto:[REDACTED]@rnib.org.uk]
Sent: 13 June 2018 12:29
To: Moffat Alex (TPH)
Cc: [REDACTED]
Subject: RNIB Position on taxi floor advertising.

Hello Alex

I hope you are well.

I wanted to apologise for the lengthy delay in coming back to you to confirm the current RNIB position on taxi floor advertising.

We have been checking our contractual obligations with Melded Fabrics and also seeking additional advice from rehabilitation officers. Our internal rehabilitation officer who is the RNIB national lead, is on holiday until next week. We have reached out externally to the London rehabilitation workers forum and hope to have some more information soon.

If this delay is causing any problems with Melded Fabrics please can you let me know and I'll see if we can pull something together sooner.

I expect that we will be sending two items of correspondence, one to TFL to confirm our position and one to Melded Fabrics to confirm our position.

Apologies again for the delay, please give me a call if you wish to discuss further.

Kind regards

[REDACTED]

[REDACTED]
Network Manager - London
RNIB (Royal National Institute of Blind People)
105 Judd Street
London
WC1H 9NE

[REDACTED] [@rnib.org.uk](mailto:[REDACTED]@rnib.org.uk)

Tel [REDACTED]
Mobile [REDACTED]

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--

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RNIB Registered Charity Number: 226227



supporting blind and
partially sighted people

John Mason
Director Taxi and Private Hire
4th Floor Yellow Zone
Palestra
197 Blackfriars Road
Southwark
London SE1 8NJ

6th September 2010

Dear John

Re Visual contrast of taxi flooring

Thank you for your letter dated 27th August 2010. To confirm, our view regarding advertising on the floor of taxis is that it must be approached with extreme caution.

It would be difficult to set a list of criteria to be followed in order to produce an accessible advert as a lot would depend on the images and patterns used. A 50mm visually contrasting band at least 50mm wide around the outside of the entire advertisement to give a contrast against all adjacent surfaces would certainly help. Lighter-coloured, relatively plain images in general should not create too many problems for people with sight loss using taxis, however, we cannot see and approve every new image planned for use in floor advertising and therefore cannot provide blanket approval.

The particular example shown to us by [REDACTED] on 27th July was a simple picture in a predominantly light finish which provided good visual contrast with the dark grey interior of the vehicle and is unlikely to be confusing to people with sight loss.

We therefore informed [REDACTED] that the particular advertisement was not likely to be a problem and confirmed that in writing to him and yourself. Adverts with a similar design could also be acceptable although we would preferably want to see them first.

In terms of the future of advertising on taxi floors in general, RNIB are happy to advise, if a limited selection of advertisements were proposed, on colour and content, supported by a small user trial with partially sighted participants.

Yours sincerely

[REDACTED]
Senior Access Consultant
RNIB Access Consultancy Services

Email: [REDACTED]@rnib.org.uk
Telephone: [REDACTED]

Gemma Jacob

From: [REDACTED]@alzheimers.org.uk>
Sent: 18 August 2023 16:51
To: Sarah Finlay
Subject: RE: Advertising in taxis

Hi Sarah,

I do apologise for the delay in getting back to you. I've spoken to my colleague [REDACTED] and he said that due to time constraints, feedback on the advertising in taxis was requested via email after the People's Panel meeting. I chased [REDACTED] again today and he said that he hadn't received any comments so far. I'm sorry this is the case and I'm disappointed as I was led to believe it would be on the main agenda.

I was hoping we would be able to get the opinions of people affected by dementia, however I do have a comment from a member of staff at Alzheimer's Society which may be helpful in the absence of other feedback. Michael Wortley, Involvement Lead, saw the images and said: *In terms of some feedback. I would say the floor adverts are a definite no. For anyone with visuospatial difficulties these would make it difficult to enter and exit the taxis. Some may even become distressed, especially if there are animals, water or sky, or busy patterns in the images. We often use taxis when involving people, as using the underground is overwhelming for them. This could negatively impact on people using this far more accessible form of transport as well.*

Once again, please accept my apologies that we don't have any other comments to offer.

Kind regards,

[REDACTED]
Service User Involvement Officer
Time for Dementia and Involvement Team
Alzheimer's Society

Mobile: [REDACTED]

Email: [REDACTED]@alzheimers.org.uk

Working hours: Tuesday-Friday 9am-5pm. Please note that Monday is my non-working day.

Find out more: www.alzheimers.org.uk/timefordementia

Email: timefordementia@alzheimers.org.uk

Follow us on [twitter](https://twitter.com/Time4Dementia) @Time4Dementia

Alzheimer's Society is here to support anyone affected by dementia. If you need advice, please call our Support Line on 0333 150 3456 (open every day).



Alzheimer's Society
MemoryWalk

Sign up now

From: Sarah Finlay [REDACTED]@tfl.gov.uk>
Sent: Monday, August 14, 2023 1:11 PM
To: [REDACTED]@alzheimers.org.uk>
Cc: Sam Pugh [REDACTED]@tfl.gov.uk>
Subject: RE: Advertising in taxis

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Hello [REDACTED]

Hope you are well.

I am in the process of pulling together the responses from various disability groups and wondered if you could advise whether the London People's Panel meeting went ahead last week and whether "advertising in taxis" was on the agenda? If so, are you able to provide any update?

Thank you,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



From: Sarah Finlay
Sent: 01 August 2023 14:16
To: [REDACTED]@alzheimers.org.uk>
Subject: RE: Advertising in taxis

Hi [REDACTED]

Thank you for your email.

There isn't an actual deadline date, but I do need to provide a response in the near(ish) future.

Sam Pugh may be aware of this piece of work, I am in contact with another member of the accessibility team. I'm happy for this to be included the London People's Panel meeting next week. Can I check if that is the IDAG meeting on 10 Aug? If so, I have already produced slides to present at the meeting.

Kind regards,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk

From: [REDACTED]@alzheimers.org.uk>
Sent: 01 August 2023 12:08
To: Sarah Finlay [REDACTED]@tfl.gov.uk>
Subject: Advertising in taxis

Hi Sarah,

I hope you're well.

Your request for some feedback on the advertising in TFL taxis was forwarded to my team and we would be happy to provide some comments from people affected by dementia. I just had a couple of questions if that's OK. Firstly, is there a deadline by which you would like feedback by? Secondly, my colleague [REDACTED] (Dementia Friendly London Officer) is happy to include this on the agenda for his next London People's Panel meeting and said that they already have Sam Pugh (TFL rep) attending. Will Sam be aware of this work, or is it a separate project/department? Either way is fine, just thought I would ask!

Kind regards,

[REDACTED]
Service User Involvement Officer
Time for Dementia and Involvement Team
Alzheimer's Society

Mobile: [REDACTED]
Email: [REDACTED]@alzheimers.org.uk
Working hours: Tuesday-Friday 9am-5pm. Please note that Monday is my non-working day.

Find out more: www.alzheimers.org.uk/timefordementia

Email: timefordementia@alzheimers.org.uk

Follow us on [twitter](https://twitter.com/Time4Dementia) @Time4Dementia

Alzheimer's Society is here to support anyone affected by dementia. If you need advice, please call our Support Line on 0333 150 3456 (open every day).



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MemoryWalk

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<https://www.alzheimers.org.uk>

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Gemma Jacob

From: NAS Customer Relations <[REDACTED]@nas.org.uk>
Sent: 03 July 2023 11:05
To: Sarah Finlay
Cc: NAS Customer Relations
Subject: RE: Advertising on internal floor of taxis
Attachments: Sample advertisements.pdf

Good morning Sarah,
Thank you for your email.

As you already mentioned below, autistic people's experiences will vary, also including in terms of sensory processing differences.

If it helps, there is some general information on sensory processing differences in the link below, <https://www.autism.org.uk/advice-and-guidance/topics/sensory-differences/sensory-differences/all-audiences>

More specifically, the sections below will apply to your case.

Sometimes an autistic person may behave in a way that you wouldn't immediately link to sensory differences. A person who finds it difficult to process everyday sensory information can experience sensory overload, or information overload. Too much information can cause stress, anxiety, and possibly physical pain. This can result in withdrawal, distressed behaviour or meltdowns.

Sight

UNDER-SENSITIVE

- *objects appear quite dark, or lose some of their features*
- *central vision is blurred but peripheral vision quite sharp*
- *a central object is magnified but things on the periphery are blurred*
- *poor depth perception, difficulties with throwing and catching, clumsiness.*

OVER-SENSITIVE

- *distorted vision - objects and bright lights can appear to jump around*
- *images may fragment*
- *easier and more pleasurable to focus on a detail rather than the whole object*
- *has difficulty getting to sleep as sensitive to the light.*

In order to fully answer your question with regards to the specific adverts, we would need to consult with a few autistic people for example, organise a focus group which is something we have done before for a variety of different products. There would be a cost associated to this.

I hope this is helpful, if you need anything else at all, please let me know.

Kind Regards

[REDACTED]
Customer Relationship and Sales Manager

Pronouns: [REDACTED]
Monday – Friday 8:30 – 16:00

Tel: [REDACTED]
National Autistic Society

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www.autism.org.uk

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From: Sarah Finlay <[REDACTED]@tfl.gov.uk>
Sent: 13 June 2023 16:57
To: The National Autistic Society [REDACTED]@nas.org.uk>
Subject: Advertising on internal floor of taxis

Dear NAS,

My name is Sarah Finlay and I work for Transport for London in the Vehicle Policy Team of Licensing & Regulation (previously Taxi & Private Hire). We have been approached by a company wishing to use the interior floor area of taxis as an advertising medium.

To give a little background, they approached us initially in 2017/2018 with their proposal which we rejected due to it not complying with our guidelines and concerns in relation to people that live with sight loss. TfL has not previously permitted the placing of advertising material on the floor of London taxis, in common with other TfL modes of public transport in London. The reasons for this are primarily safety related where we have concerns as to the potentially distracting and negative impact floor advertising may have on passengers, including passengers with a range of disabilities, as they orientate and manoeuvre themselves and travel inside the passenger compartment of a taxi.

They appealed our decision at the time and due to COVID it has taken a little while for them to come back again but they are requesting we review our decision and consider their proposal again. Their proposal this time comes in three elements, however, in terms of floor advertising it has not changed.

The advertisements submitted in their proposal are quite large and bright for the small enclosed area which raises concerns in regards to people who experience neurodiverse conditions and/or sight loss in particular.

While I understand the autistic spectrum is wide ranging, would it possible for NAS to review the sample advertisements attached and provide a view identifying any concerns or impacts that is felt may be encountered by disabled passengers living with an autism spectrum disorder should a change to our current policy was implemented granting approval for this type of advertising to proceed in London taxis. If you require any further information/clarification please let me know or if you would like to discuss, I would be happy to set up a meeting either via Teams or in person.

Look forward to hearing from you.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



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www.autism.org.uk

Gemma Jacob

From: [REDACTED]@disabilityrightsuk.org>
Sent: 08 August 2023 15:51
To: Sarah Finlay
Cc: [REDACTED]
Subject: FW: Advertising in taxis
Attachments: Sample advertisements.pdf

Importance: High

Hi Sarah,
Thank you for contacting us. We would suggest that you consult with Disabled taxi users.

Our view is that adverts on the floor would pose problems for people with neurological conditions, people with dementia, people with sight loss and neuro diverse people. These impairment groups are likely to find patterns, words, pictures and colours on the floor, very confusing and disorientating.

In terms of Disabled people in the London population, it is at minimum around 20%. The level of taxi use is likely to be higher, as many Disabled people in the impairment groups I mentioned, won't drive.

Kind regards
[REDACTED]

[REDACTED]
Head of Policy

Mobile: [REDACTED]



Disability Rights UK | Plexal, 14 East Bay Lane, Here East, Queen Elizabeth Olympic Park, Stratford, London E20 3BS | www.disabilityrightsuk.org | Registered charity number: 1138585



From: Enquiries <Enquiries@disabilityrightsuk.org>
Sent: Monday, August 7, 2023 12:36 PM
To: [REDACTED]@disabilityrightsuk.org>; [REDACTED]@ntlworld.com>
Subject: FW: Advertising in taxis
Importance: High

Hello [REDACTED]
A request for consultancy from Transport for London.
Thanks.
[REDACTED]

From: Sarah Finlay [REDACTED]@tfl.gov.uk>
Sent: Wednesday, July 26, 2023 4:46 PM
To: Enquiries <Enquiries@disabilityrightsuk.org>
Subject: Advertising in taxis
Importance: High

My name is Sarah Finlay and I work within the Vehicle Policy Team in Transport for London, Licensing & Regulation (Taxi and Private Hire).

We have been approached by an advertising agent who are requesting a change to our current guidelines to allow the placing of advertisements on the floor of taxis.

I am approaching various organisations to obtain their views on this proposal and how their proposal may effect passengers living with certain disabilities such as sight loss and/or neurological experiences. I have attached samples of the advertisements that formed part the proposal and would appreciate your views in relation to any negative or positive effects that may be experienced.

I also understand figures were provided by your organisation in 2010 that advised approximately 20% of Londoners lives with some type of disability. Are you able to confirm whether this figure is still correct, and if not provide updated figures please?

Look forward to hearing from you and appreciate your help in this matter.

Kind regards,

Sarah Finlay
Vehicle Policy Manager
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



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Gemma Jacob

From: Alex Moffat
Sent: 31 May 2018 09:38
To: [REDACTED]
Subject: RE: Advertisements on the floor of London taxis

Hello [REDACTED],

Good to see that other colleagues support the points you raised previously.

As you know, we have also have concerns over the potential impact of the advertising images on all passengers, fully sighted or with impaired vision.

In regard to guide/assistance dogs, it would be useful to conduct research into any potential adverse effects to the dogs from images on the floor mats and any adverse effects to the dogs (and passengers) of the texture of the material, e.g. is it slippery, shiny, etc.

However, at this point of the process, where the manufacturer of the floor mats is threatening legal proceedings against us and we are finalising our response to their claims, it is not possible for us to investigate that particular aspect further.

Once these pressing legal matters are finalised I would definitely be very interested in investigating those points.

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: [REDACTED]@guidedogs.org.uk]
Sent: 31 May 2018 07:53
To: Moffat Alex (TPH)
Subject: RE: Advertisements on the floor of London taxis

Alex,

Further to my last e-mail: I have spoken to colleagues in our research team on this subject. They agree with my previous points, more especially around the potential impact of this type of advertising on people with some degree of useful sight.

The dog issue is some what more complex, as no work to date has been done by us on this specific topic.

In general terms: their thoughts are, that a dog may be initially confused or concerned by this type of flooring, but would not necessarily be adversely affected by its visual appearance, although we think testing

this out would ultimately give a more definitive answer. Their grater concern would be in relation to the texture of the floor.

If laying advertising on the floor made the surface more shiny and slippery, this may more significantly affect the dogs confidence in getting in to a taxi, more so if the floor was wet.

If the advertiser has an example vehicle they would like to try in a non-scientific test, I am sure with notice we could look at this issue with some of our dogs.

Please do get back to me if you would like to progress this.

██████████.
Policy Business Partner (Travel & Mobility)
The Guide Dogs for the Blind Association
Tel: ██████████
website: www.guidedogs.org.uk

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Follow us on Twitter: www.twitter.com/guidedogs

From: Moffat Alex (TPH)
Sent: 11 May 2018 10:05
To: ██████████
Subject: RE: Advertisements on the floor of London taxis

Hello ██████████,

Very good points raised regarding tonal contrasts on public service vehicles and train services which echo our approach to accessibility features within the passenger areas of London taxis.

I must say, this is the first time that potential distraction problems to guide or assistance dogs has been raised with us and it would be good to explore that potential issue regarding the design of taxi. Happy to discuss this further.

I have attached two examples of images of the advertising material proposed to be placed on the floor of taxis:



Look forward to any comments you may have.

Kind regards,

Alex

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED]@tfl.gov.uk

From: Moffat Alex (TPH)
Sent: 10 May 2018 11:56
To: [REDACTED]
Subject: Re: Advertisements on the floor of London taxis

Hello [REDACTED],

Thank you for your comments, very interesting.
I'm out of the office today but tomorrow I will send you some images of the proposed advertising and respond fully to your comments.
Thanks again.
Alex

Sent from my iPhone

On 10 May 2018, at 07:52, [REDACTED]@guidedogs.org.uk> wrote:

Alex,

My thoughts are below. Happy to discuss if you need to follow this up?

Possible issues with advertising on the floor of taxis related to vision impaired people.

These thoughts are anecdotal, based on knowledge of mobility issues for blind and partially sighted people.

Guide Dogs thinks It is important for vehicles in public service to have, wherever possible, a consistent colour and tonal contrast. This is to aid people with useful colour and light perception to differentiate elements of the environment. For example: the PRM-TSI which governs the accessible characteristics of a rail vehicle, would require external doors to have a definable colour and/or tonal contrast to the exterior of the rail vehicle.

PSVAR for buses would also require elements like seating, the floor and other infrastructure to be tonally contrasting, so that individuals can locate a seat or a grab rail. Therefore, adding the addition of advertising, which is likely to

be colourful or visually busy to the floor of taxis, may confuse people with a degree of useful vision when trying to determine the layout of a taxi using what little sight they have.

It may also create some problems for guide or other assistance dogs. They may be confused by the colourful or busy nature of the floor, and may need encouraging to get into a vehicle with it.

Lastly for now: would this possibly be the short end of the wedge. Once advertising is allowed on the floor, might advertisers look to an internal rap for the interior of the vehicle?

[REDACTED].
Policy Business Partner (Travel & Mobility)
The Guide Dogs for the Blind Association
Tel: [REDACTED]
website: www.guidedogs.org.uk

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Follow us on Twitter: www.twitter.com/guidedogs

From: Moffat Alex (TPH) [REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)>
Sent: 09 May 2018 08:28
To: [REDACTED] [@guidedogs.org.uk](mailto:[REDACTED]@guidedogs.org.uk)>
Subject: RE: Advertisements on the floor of London taxis

Thank you [REDACTED], look forward to your comments.

Regards,

Alexander Moffat
Vehicle Policy Manager
Transport for London - Taxi and Private Hire
230 Blackfriars Road, London, SE1 8NW
Tel: [REDACTED]
Mobile: [REDACTED]
[REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)

From: [REDACTED] [\[mailto:\[REDACTED\]@guidedogs.org.uk\]](mailto:[REDACTED]@guidedogs.org.uk)
Sent: 08 May 2018 21:33
To: Moffat Alex (TPH)
Subject: RE: Advertisements on the floor of London taxis

Alex,

Will give this attention on Thursday, so will come back with my thoughts.

[REDACTED].

Policy Business Partner (Travel & Mobility)

The Guide Dogs for the Blind Association

Tel: [REDACTED]

website: www.guidedogs.org.uk

Join us on Facebook: www.facebook.com/guidedogsUK

Follow us on Twitter: www.twitter.com/guidedogs

From: Moffat Alex (TPH) [REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)>

Sent: 08 May 2018 17:27

To: [REDACTED] [@guidedogs.org.uk](mailto:[REDACTED]@guidedogs.org.uk)>

Subject: Advertisements on the floor of London taxis

Hello [REDACTED],

Thank you for taking the call earlier this afternoon.

As discussed, we have been approached by an advertising company who wish to place advertising material on the passenger compartment floor of London taxis. TfL have not previously allowed advertising in that area of the taxi because of concerns regarding the potential negative impact to passengers.

TfL take the position that it is essential that passengers, including passengers with a range of disabilities, can enter a taxi, orientate themselves and be transported in comfort and security within the taxi passenger compartment using the existing conspicuous markings without navigating other additional distractions.

As discussed with you, we are contacting various disability representative organisations to garner their opinions/comments regarding the placing of advertising in the passenger compartment of taxis; with a particular emphasis on the potential impact of this proposal on the well-being and safety of the people those organisations represent.

Thank you again for talking with me earlier and I look forward to any comments you may have on this proposal.

Kind regards,

Alex

Alexander Moffat

Vehicle Policy Manager

Transport for London - Taxi and Private Hire

230 Blackfriars Road, London, SE1 8NW

Tel: [REDACTED]

Mobile: [REDACTED]

[REDACTED] [@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)

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The Guide Dogs for the Blind Association

Tel: [REDACTED]

Email: guidedogs@guidedogs.org.uk

Website: <https://www.guidedogs.org.uk>

Registered Office: Hillfields, Burghfield Common, Reading, Berkshire, RG7 3YG.

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Gemma Jacob

From: [REDACTED]@btinternet.com>
Sent: 29 June 2023 09:19
To: Sarah Finlay
Cc: [REDACTED]
Subject: Re: RE: Advertising on internal floor of taxis

Importance: High

Hi Sarah

Apologies for the delay in replying. I've had a very busy week.

I think there are some significant risks associated with this form of advertising, specifically using the floor space. Many older people and younger people with mobility, visual and other types of challenge will be acutely aware of the surface that they are stepping onto or walking on. They will already be cautious and wary of uneven surfaces and trip hazards. The images shown will exacerbate that caution and potentially make people more anxious. For anyone with cognitive or visual impairment (and older people may experience a combination of different types of disability-related challenge), the adverts could be extremely confusing.

IDAG has commented in the past on colourful crossings and on proposed big moving image adverts at the bottom of escalators in the underground, which raise some similar issues. The minutes of meetings addressing these could be useful for your consultation and some of my colleagues on IDAG have more technical expertise in neurodiversity and visual and cognitive impairment. This might be a topic worth bringing to IDAG.

Best wishes

[REDACTED]

Sent via BT Email App

From: Sarah Finlay [REDACTED]@tfl.gov.uk>
Sent: 23 June 2023 16:07:31 BST
To: [REDACTED]@btinternet.com>
Cc: IDAG [REDACTED]@tfl.gov.uk>
Subject: RE: Advertising on internal floor of taxis

Hello [REDACTED]

Hope this finds you well. I wrote to IDAG a couple of weeks ago seeking their views on a proposal we have received which would require a change to our advertising policy.

We are seeking views from various organisations to enable us to make an informed and appropriate decision to ensure that all passengers that use taxis are treated fairly and that such a policy change would not pose an unintentional risk to people that may live with a disability or dementia.

I would be very grateful if you provide a view on this topic. I have attached a copy of some of the adverts contained within the application.

Thank you for your help in this matter.

Kind regards,

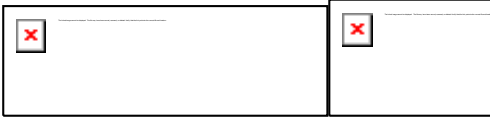
Sarah Finlay

Vehicle Policy Officer

Licensing & Regulation

Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

From: Sarah Finlay

Sent: 13 June 2023 15:37

To: [REDACTED]@tfl.gov.uk [REDACTED]@tfl.gov.uk>

Subject: Advertising on internal floor of taxis

Dear IDAG,

My name is Sarah Finlay and I work in the Vehicle Policy Team of Licensing & Regulation (previously Taxi & Private Hire). We have been approached by a company wishing to use the interior floor area of taxis as an advertising medium.

To give a little background, they approached us initially in 2017/2018 with their proposal which we rejected due to it not complying with our guidelines and concerns in relation to people that live with sight loss.

TfL has not previously permitted the placing of advertising material on the floor of London taxis, in common with other TfL modes of public transport in London. The reasons for this are primarily safety related where we have concerns as to the potentially distracting and negative impact floor advertising may have on passengers, including passengers with a range of disabilities, as they orientate and manoeuvre themselves and travel inside the passenger compartment of a taxi.

They appealed our decision at the time and due to COVID it has taken a little while for them to come back again but they are requesting we review our decision and consider their proposal again. Their proposal this time comes in three elements, however, in terms of floor advertising it has not changed.

The advertisements submitted in their proposal are quite bright which raises concerns in regards to people who experience neurological issues and sight loss in particular.

Is it possible for IDAG to review the sample advertisements attached and provide a view to me identifying any concerns or impacts is felt may be encountered by disabled passengers if a change to our current policy was implemented granting approval for this type of advertising to proceed in London taxis.

If you require any further information/clarification please let me know or if you would like to discuss, I would be happy to set up a meeting either via Teams or in person.

Look forward to hearing from you.

Kind regards,

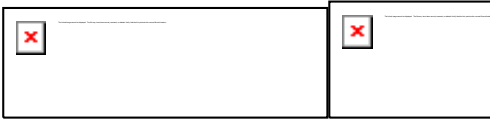
Sarah Finlay

Vehicle Policy Officer

Licensing & Regulation

Transport for London

T: [REDACTED] | E: [REDACTED]@tfl.gov.uk



TfL RESTRICTED

This message has been scanned for malware by Forcepoint. www.forcepoint.com

From: Sarah Finlay [REDACTED]@tfl.gov.uk>
Sent: 23 June 2023 13:06
To: [REDACTED]@mencap.org.uk' [REDACTED]@mencap.org.uk>
Subject: FW: Advertising on internal floor of taxis

Hello [REDACTED]

I hope this finds you well and I apologise for the unsolicited email. I am unsure whether you are the correct person to contact in relation to this matter, if you are not I would appreciate whether you can redirect to the relevant person.

We are keen to provide a decision in the not too distant future and your views on this would be greatly appreciated. If you, or your colleagues would like to discuss further please let me know.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED][@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)



TfL RESTRICTED

From: Sarah Finlay
Sent: 13 June 2023 17:16
To: [REDACTED]@mencap.org.uk' [REDACTED][@mencap.org.uk](mailto:[REDACTED]@mencap.org.uk)>
Subject: Advertising on internal floor of taxis

Dear MENCAP,

My name is Sarah Finlay and I work for Transport for London in the Vehicle Policy Team of Licensing & Regulation (previously Taxi & Private Hire). We have been approached by a company wishing to use the interior floor area of taxis as an advertising medium.

To give a little background, they approached us initially in 2017/2018 with their proposal which we rejected due to it not complying with our guidelines and concerns in relation to people that live with sight loss and other disabilities.

TfL has not previously permitted the placing of advertising material on the floor of London taxis, in common with other TfL modes of public transport in London. The reasons for this are primarily safety related where we have concerns as to the potentially distracting and negative impact floor advertising may have on passengers, including passengers with a range of disabilities, as they orientate and manoeuvre themselves and travel inside the passenger compartment of a taxi.

They appealed our decision at the time and due to COVID it has taken a little while for them to come back again but they are requesting we review our decision and consider their proposal again. Their proposal this time comes in three elements, however, in terms of floor advertising it has not changed.

The advertisements submitted in their proposal are quite large and bright for the small enclosed area which raises concerns in regards to people who experience neurodiverse conditions such as ASD and ADHD.

While I understand the spectrum for these conditions are wide ranging, would it possible for MENCAP to review the sample advertisements attached and provide a view identifying any concerns or impacts that is felt may be encountered by disabled passengers living with a neurodiverse condition should a change to our current policy was implemented granting approval for this type of advertising to proceed in London taxis.

If you require any further information/clarification please let me know or if you would like to discuss, I would be happy to set up a meeting either via Teams or in person.

Look forward to hearing from you.

Kind regards,

Sarah Finlay
Vehicle Policy Officer
Licensing & Regulation
Transport for London
T: [REDACTED] | E: [REDACTED]@tfl.gov.uk

