



## **Blackpool Transport - Accessible Customer App**

### **Who we are**

A local, award-winning bus and tram operator serving the Fylde Coast with a high frequency bus network linking Lytham, St Annes, Blackpool, Bispham, Fleetwood, Cleveleys and Poulton. The network is a cost-effective way of travelling around the Fylde Coast area, with high visibility, accessible, environmentally friendly buses and easy to follow timetables to make your journey easy and pleasurable. The Blackpool tramway runs for 11 miles along the coast using modern, light rail trams.

### **Overview and objectives**

Around a third of our customers travel by using the Blackpool Transport mobile app. We have a 50/50 split between local users and those who are visiting the resort on holiday.

Working with Disability First and acquiring funding with them, we identified an opportunity to further improve the accessibility of our mobile app to include BSL video, venue accessibility info and further information.

We felt that improving this information would benefit those who have a disability and would make their journeys and experiences more enjoyable.

### **Approach**

Working with Disability First we identified and categorised the information held on our 'things to do' section of the mobile app about venues in the resort.

We then identified potential obstacles to those who wanted to visit these venues, improving the seamless offering of our accessible services with further accessibility information regarding their destination.

### **Results**

Following the categorisation of venues listed on our website and within our mobile app, we then worked in house and with Disability First to identify and include individual accessibility info.

Examples such as adding BSL videos of the venues description, easy read versions and venue facilities were added to the listings providing a connected experience between travel means and destination offerings.

Venue facilities were added in a clear and concise manner with information gathered in regard to ambulant toilets, parking, wheelchair access and hearing loop systems to name a few.

### **Conclusion**

With the assistance of Disability First and our mobile app development team we launched the additions to our Things to Do section in 2018. Feedback following the launch was positive with customers benefiting from the ability to not only plan their journeys but their experience at their destination too.

As the addition was funded, we've learnt that in future aspirations, we can identify key communications channels to increase our accessibility information and that of resort partners to further benefit our customers.