9th November 2021

The Access Association

Transport for London's (TfL) journey to create a Design for the Mind Publicly Available Specification (PAS)

Presented by Simone West, Inclusive Design Advisor at Transport for London

Overview

- Why TfL felt it was important to sponsor a Design for the Mind PAS
  - Influences leading towards PAS
  - Examples of how TfL have addressed some of the barriers experienced by customers

- The PAS process, from a sponsor's perspective

TfL Influences



2016 - BSI and Helen Hamlyn research - As part of the research a walk and talk was carried out at Euston Station, representing a busy transport hub.

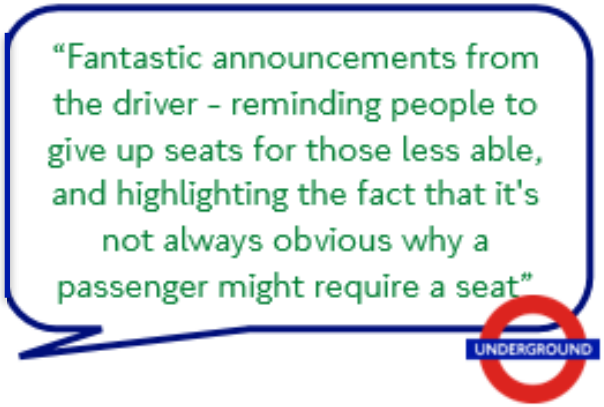
2018 - BSI BS8300

Incorporates high level recommendations but recognises that further work is needed.

What our customers and stakeholders tell us

- Access forum
- The Independent Disability Advisory Group (IDAG)
- Valuing people – Cognitive learning differences
- Wider London surveys – My London Journey
- Youth panel
- Representative stakeholder organisations
- Local consultation and engagement
- Complaints

TfL influences





Examples of changes made by TfL



Please offer me a seat (Pomas)

Survey of 15,000 customers – 1:4 felt awkward offering their seat

2016 - look up campaign and **please offer me a seat badge** to assist a very wide range of people with hidden disabilities.

Approximately 84% of badge wearers have hidden disabilities.



Examples of changes made by TfL

Developing better signage and wayfinding

Working with people with Dementia and representative organisations to improve signage



Current issues



Colourful crossings

September 2021 - Research completed
October 2021 – Pause on roll out of colourful crossings, interim guidance and a commitment to do more research and develop guidance.

The PAS process, from a sponsor's perspective

Speak to BSI and agree the best format and understand costs. Why a PAS?:

- PAS = Publicly available specification;
- A PAS is a first step towards a formal standard;
- A PAS is produced quickly, with a technical author, steering group and a wider invited review panel;



The PAS process, from a sponsor's perspective

- 2018 - Obtain funding from TfL
- 2020 - Obtain match funding:

  Buro Happold – Technical Author
  Forbo Flooring
  BBC Workplace



- March 2020 – BSI Project Manager, Sponsors and Technical Author met
- Sponsor signs off initial report covering the title, scope and schedule



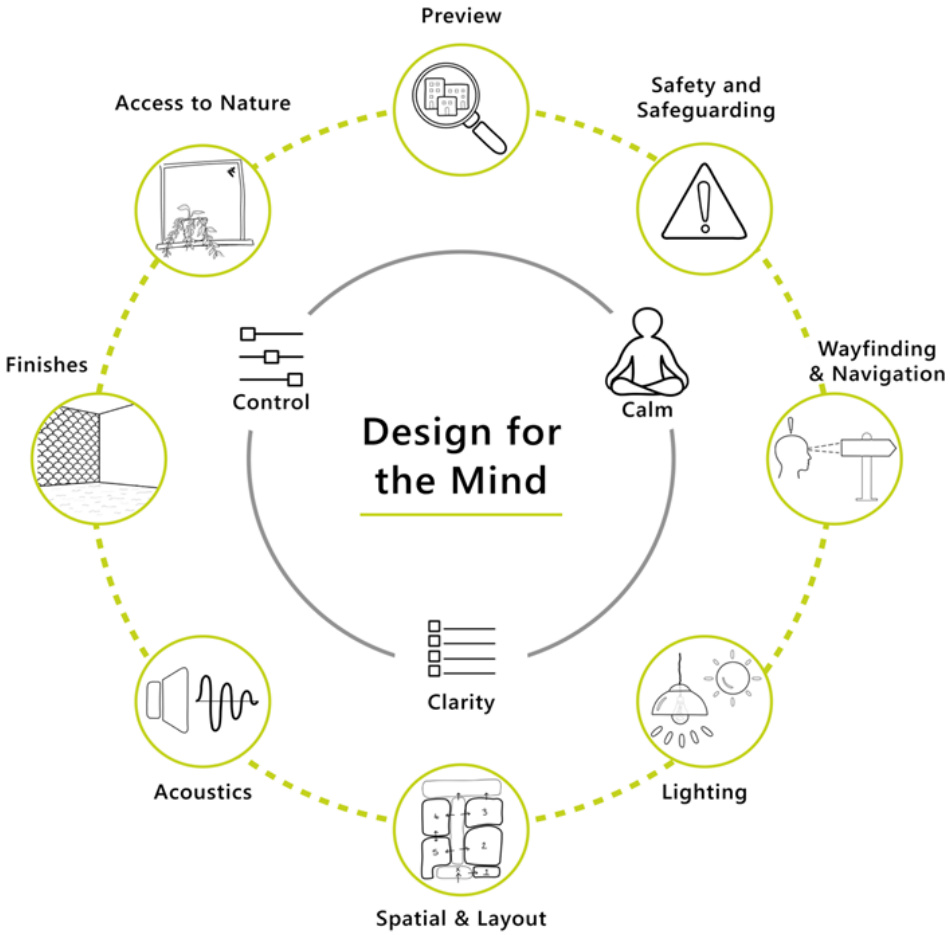
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The PAS process, from a sponsor's perspective

- There follows a process of review, consultation and sign-offs with final publication anticipated Spring 2022



PAS 6463 Design for the Mind



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