# **Challenge Three: Access to Information**

*(Including Personalisation of Travel Information)*

### **Document Intent**

This document sets out the third challenge in our programme. It explains the barriers disabled passengers face in accessing travel information, the opportunities for innovation, and what we are (and are not) looking to fund. It is intended to guide applicants in shaping proposals.

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### **1. Overview**

Clear, accurate, and accessible information is essential for independent travel. Disabled passengers often face barriers in receiving and using travel information, both when planning a journey and while travelling.

We want to improve how travel information is provided — making it more reliable, standardised, and personalised to accessibility needs. This will help passengers travel with greater confidence, clarity, and control.

### **2. The Challenge**

**Question:** How might we personalise and improve access to live travel information so that disabled passengers can travel with greater confidence, clarity, and control over their journeys?

### **3. Evidence from Disabled People**

Disabled passengers experience barriers in accessing the right information at the right time:

* **Inaccessible announcements**: audio inside vehicles or at stops may be unclear or missing; visual displays can be unreadable.
* **Unclear procedures**: passengers are unsure about how the accessibility service works across different transport operators. This makes it difficult to know what information provision to expect when using a service.
* **Accessibility-specific information**: updates on features like lifts, ramps, or toilets are often unreliable or missing when wider travel information changes.
* **Standardised formats**: current approaches often fail to meet the needs of vision-impaired or neurodivergent users.
* **Technology gaps**: apps and travel platforms rarely account for accessibility needs, and current technical solutions are limited.

Uncertainty about travel information significantly impacts confidence and decision-making, with some passengers avoiding journeys altogether.

These findings are from ncat Research: visit the below links to access the resources

* [Resource Collection](https://www.ncat.uk/projects/the-resource-collection/)
* [Transport Barriers Database](https://www.ncat.uk/what-we-do/transport-barriers-database/)
* [Understanding and Identifying Barriers to Transport](https://www.ncat.uk/projects/understanding-and-identifying-barriers-to-transport/)
* [Translating Research Into Design Challenges](https://www.ncat.uk/projects/translating-research-into-design-challenges/)
* [all ncat Projects](https://www.ncat.uk/what-we-do/projects/)

### **4. Opportunities**

We are looking for projects that:

* Use **digital solutions** to provide personalised accessibility information before and during journeys (e.g., sensors showing real-time availability of toilets, changing places, or wheelchair spaces).
* Improve **wayfinding and navigation** through better audio announcements, visual displays, or detailed landscape information (e.g. steps, slopes, gradients).
* Deliver **standardised, accurate, and reliable real-time updates** tailored to passengers’ needs (e.g. integrating accessibility data from local transport authorities into widely used apps).

### **5. Requirements**

* Projects must directly address the challenge.
* All projects should reduce, not increase, the responsibility placed on passengers (e.g. avoiding excessive journey planning time).
* Projects must comply with UK accessibility laws and guidance (Equality Act 2010, Inclusive Mobility, BS 8300).

### **6. Out of Scope**

We will not fund solutions that focus on:

* Vehicle interiors or major station infrastructure redesigns
* National-level transport policy or operator network changes
* Ticketing systems or fare reform
* Smartphone-only solutions without physical or multi-sensory alternatives
* Assistive technology requiring high levels of training or assuming digital literacy
* Solutions that increase the burden, time, or responsibility on passengers