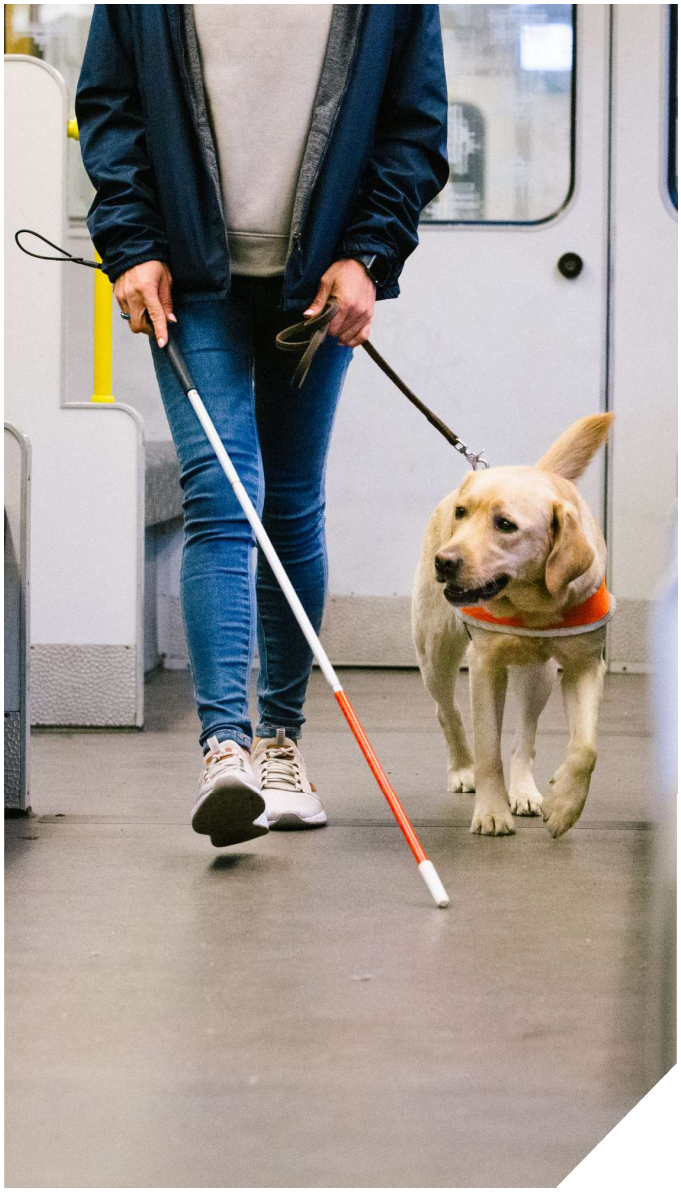
IPSOS & OPEN INCLUSION: BUILDING ACCESSIBLE JOURNEYS TOGETHER

Key Takeaways



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BUILDING ACCESSIBLE JOURNEYS TOGETHER

A morning of collaboration

On 9th November 2026, Ipsos partnered with Open Inclusion to invite Transport Industry professionals and individuals with accessibility needs to come together for a panel discussion and roundtable workshop at the Wellcome Collection.

The day focussed on sharing experiences of travel, organisational challenges and ambitions, and coming together to share ideas for a better and more inclusive future of transport.

We're sharing 5 key takeaways from the event here.

The key message of the day was that: 'accessible transport is not about providing special experiences. **It is about creating more consistently reliable, dignified, and efficient journeys** so that everyone can more confidently take the journeys they wish, to participate fully in society.'



5 Key Highlights from the discussions

1. Accessibility is About Confidence, Not Just Access

Participants highlighted that the decision to travel is often shaped by their journey confidence which is impacted by more than the fundamental physical accessibility. Previous experiences, uncertainty about support, and concerns about what happens when things go wrong can all prevent journeys from happening. Improving journey accessibility and confidence for disabled travellers means consistently providing journeys people trust and feel confident making.

2. Hidden Barriers Create Hidden Demand

Many accessibility challenges never appear in operational data because they result in journeys that are abandoned before they begin. The group emphasised the importance of understanding the latent demand of those who don't travel but would like to, unreported poor experiences, and the administrative burden associated with arranging accessible travel. These hidden barriers affect not only disabled passengers but many other travellers as well.

3. Accessibility Must Be Seamless Across the Whole Journey

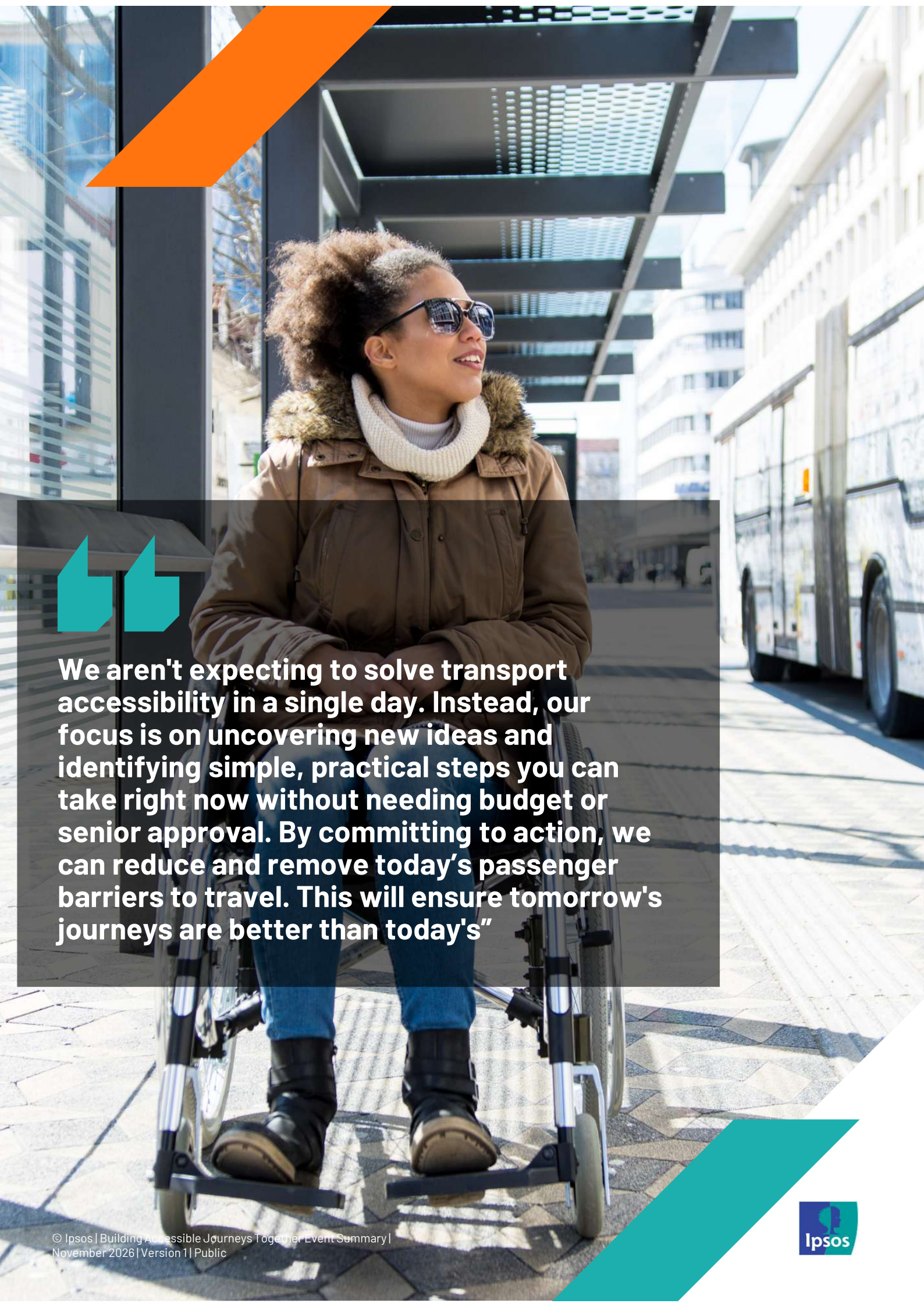
Passengers experience transport as one journey, not a series of separate services. Repeatedly sharing information, inconsistent processes between operators, and uncertainty due to disruptions, outages, or at hand off points create friction and undermine confidence. There was strong support for more integrated, personalised experiences where accessibility needs are recognised and supported more seamlessly throughout the journey.

4. Technology and Data Are Powerful Enablers, but People Matter, Too

Better use of data, real-time information, and integrated systems could significantly improve accessibility and reduce effort for passengers. However, technology alone is not the solution. Empathy, staff confidence, capability, and a culture of inclusion (supported by management and metrics) remain essential to delivering consistent and supportive experiences.

5. Better Insights and More Confidence to Transition From Insight to Action

Disability inclusive research practices inform more complete, accurate and valuable data, customer feedback, and richly detailed lived experiences to learn from and inform better decisions. Better insights improve decision confidence and also motivate measurable change through collaboration, inclusive design, shared best practice, and accountability. Success should ultimately be judged by whether more people travel, travel more confidently, and have better experiences.



We aren't expecting to solve transport accessibility in a single day. Instead, our focus is on uncovering new ideas and identifying simple, practical steps you can take right now without needing budget or senior approval. By committing to action, we can reduce and remove today's passenger barriers to travel. This will ensure tomorrow's journeys are better than today's"

THANK YOU

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