

# Equality Impact Assessment (EIA)

Station Reform – Ticket Offices

Note: this is a live document and will continuously change with ongoing consultation.

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## 1. Introduction

<b>Name of project and brief description</b>	Station Reform – a 21-day public consultation on the potential closure of station ticket offices, and employees moving out to public areas of the station to provide ticket advice as well as support to customers with accessibility needs.
<b>Objective of project</b>	<p>As part of industry reforms, a 21-day public consultation has been launched which could see the closure of a number of ticket offices across the network as staff move out from behind the counter.</p> <p>As part of the reforms, station employees will take on new multi-skilled Customer Ambassador roles at stations to provide advice about the best and cheapest fares, as well as support customers with accessibility needs.</p> <p>20 stations are subject to the public consultation for Avanti West Coast.</p> <p>Avanti West Coast managed stations:</p> <ul style="list-style-type: none"><li>• Birmingham International</li><li>• Carlisle</li><li>• Coventry</li><li>• Crewe</li><li>• Lancaster</li><li>• Macclesfield</li></ul>

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	<ul style="list-style-type: none"><li>• Oxenholme Lake District</li><li>• Penrith North Lakes</li><li>• Preston</li><li>• Rugby</li><li>• Runcorn</li><li>• Stafford</li><li>• Stockport</li><li>• Stoke-on-Trent</li><li>• Warrington Bank Quay</li><li>• Wigan North Western</li></ul> <p>Network Rail managed stations where Avanti West Coast is the lead retailer:</p> <ul style="list-style-type: none"><li>• London Euston</li><li>• Manchester Piccadilly</li><li>• Birmingham New Street</li><li>• Glasgow Central</li></ul> <p>We want to ensure our plans are inclusive of all customers. We will engage with disabled groups throughout the consultation through our accessibility panels, both national and regional. We will collect feedback from our Accessibility Facebook group as well as sending out information to customers who have booked Passenger Assistance through the above stations in the last two months.</p>
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	This continual feedback will shape this document as we identify risks, opportunities and mitigations throughout the consultation stage.
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## 2. Impacts on customers with Protected Characteristics

Impacts have been recorded below. As the project progresses, more impacts may be identified which will be added to the tables below. Impacts and mitigations may also change in detail as more information is discovered. Once worked through, owners of each impact and mitigation will be named with a target date and delivery date for each mitigation. Progress of these mitigations will be monitored through project reviews throughout the process.

Characteristic	Impacts	Mitigation
<b>Disability</b>	Ticket offices are a known space for passengers to find staff and receive assistance, not just for purchasing tickets. This could result in passengers not receiving the support they need leading to them no longer choosing to travel by rail.	<ul style="list-style-type: none"> <li>• Staff will remain visible around the station and able to support customers</li> <li>• Review signage for Passenger Assistance</li> <li>• Review meeting point locations and equipment at stations</li> </ul>

	Some customers do not use mobile devices and may not be comfortable using Ticket Vending Machines (TVMs).	<ul style="list-style-type: none"> <li>• Multi-skilled staff available to help customers use TVMs</li> <li>• Colleagues able to sell tickets via portable machines if ticket not available on TVMs</li> <li>• User trials into accessibility taking place for TVMs, website and app to inform potential improvements</li> </ul>
	Ticket offices have hearing loops installed at counters.	<ul style="list-style-type: none"> <li>• If there is a lot of background noise, staff can support customers and take them to a quieter area to communicate</li> <li>• Review the requirement for induction loops and innovations designed for larger areas (concourses)</li> </ul>
	This project may lead more customers to use the TVMs. TVMs may not be accessible for some disabled customers, including those with visual impairments.	<ul style="list-style-type: none"> <li>• Staff are available around the station to support customers.</li> <li>• User trials into accessibility taking place for TVMs, website and app to inform potential improvements</li> <li>• Colleagues able to sell tickets via portable machines</li> <li>• Tickets can be bought via a telephone call to a Contact Centre</li> </ul>
	The physical design of TVMs makes it difficult for wheelchair users to get close to machine.	<ul style="list-style-type: none"> <li>• Improvements already made to ensure action buttons are at the bottom of the screen to ensure wheelchair users are able to use the TVMs</li> <li>• Staff available around stations to support customers</li> <li>• Other channels such as apps and telephony are available</li> </ul>

	Customers (including autistic customers) are confident in their routine which could mean purchasing from the same people/windows in ticket offices.	<ul style="list-style-type: none"> <li>• Strong communication campaign to ensure customers know of the alternative booking channels available as well as clear instructions of how to use TVMs</li> <li>• Staff able to support customers to buy tickets</li> </ul>
	Guide dogs are trained to go to the ticket office.	<ul style="list-style-type: none"> <li>• Staff are aware of the need to be alert to any customers that may need support</li> <li>• Targeted communications to specific disability groups to support new processes</li> <li>• Review of Passenger Assistance meeting points around stations</li> </ul>
	Some disabled people may be more likely to use cash instead of cards as this is seen as easier than card payments.	<ul style="list-style-type: none"> <li>• At least one cash TVM will be available at each station</li> </ul>
	Railcards aren't available at the station.	<ul style="list-style-type: none"> <li>• Disabled Persons Railcard already has to be applied through post or online to prove eligibility</li> <li>• We will review access to Railcards</li> </ul>
	Changes will need to be made to our Accessible Travel Policy.	<ul style="list-style-type: none"> <li>• Changes to be made in collaboration with the Office of Rail and Road (ORR).</li> </ul>
<b>Age</b>	Elderly customers may be more likely to want to use cash and less likely to use digital devices.	<ul style="list-style-type: none"> <li>• At least one TVM at every Avanti West Coast location will accept cash</li> <li>• Colleagues able to sell tickets via portable machine</li> </ul>

<b>Marriage and Civil Partnership</b>	Not impacted	N/A
<b>Pregnancy and Maternity</b>	Not impacted	N/A
<b>Race</b>	For many of our customers, English is not their first language. Using the ticket office can be seen as the easiest option to buy tickets and get the information they need.	<ul style="list-style-type: none"> <li>• Ticket websites and apps available in other languages</li> <li>• TVMs have language options for ease of use</li> <li>• Colleagues able to support use of TVMs and provide information</li> </ul>
<b>Religion and belief</b>	Not impacted	N/A
<b>Sex</b>	Not impacted	N/A

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<b>Sexual Orientation</b>	Not impacted	N/A
<b>Gender Reassignment</b>	Not impacted	N/A

### 3. Positive impacts on customers with protected characteristics

Characteristic	Positive impacts
<b>Disability</b>	<ol style="list-style-type: none"> <li>1. Customer Ambassadors are proposed to be trained in Passenger Assist, making the process more robust and reliable.</li> <li>2. Staff more flexible to address specific needs of customers (e.g. being able to move around stations with the customer) than they would be when behind counter in ticket office.</li> </ol>



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<b>Age</b>	As above
<b>Marriage and Civil Partnership</b>	As above
<b>Pregnancy and Maternity</b>	As above
<b>Race</b>	As above
<b>Religion and belief</b>	As above

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<b>Sex</b>	As above
<b>Sexual Orientation</b>	As above
<b>Gender Reassignment</b>	As above

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## 4. Consultation

It is important the representatives are consulted for each protected characteristic group where a potential negative impact has been identified. These representatives will be able to give expert feedback using their lived experience. Consulting disabled groups should take place at an industry level to ensure consistency. For any feedback or issues that result in more consultation needed, this should take place for the issue specifically (e.g. consulting with a specific disability group). Consultation should take place further throughout the process as more issues and opportunities are discovered. These meetings should be recorded using the table below.

Consultee	Protected characteristic	Comment raised
Accessibility Panel	Disability	
Regional Accessibility Panels	Disability	
Accessibility Facebook group	Disability	