



## People



### Awareness, training and support

## Key actions



Support all staff to become Dementia Friends.

Appoint a senior-level Dementia Friends champion.

Identify which roles need further training to build on Dementia Friends – [dementiafriends.org.uk](http://dementiafriends.org.uk)



Incorporate Dementia Friends into inductions, graduate schemes and disability awareness training for new and existing bus drivers.

Ensure all staff demonstrate and champion inclusive values – raising awareness for dementia and other conditions.



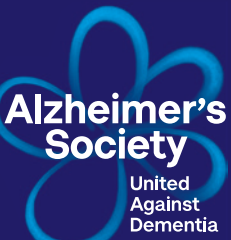
Ensure that your policies and procedures include dementia and key staff guidelines (for example, a Carers' Policy and flexible working) are promoted to all employees especially those who could benefit.

Find out more about how policies and procedures can support your employees – [alzheimers.org.uk/business](http://alzheimers.org.uk/business)

Find out more about training and consultancy – [alzheimers.org.uk/training](http://alzheimers.org.uk/training)

## Dementia-friendly bus travel

Supporting passengers and employees affected by dementia



As a bus operator, you can make a huge difference by committing to become more dementia-friendly in three areas:



People



Process



Place

## Process



### Customer support, information provision and signposting

## Key actions



Produce accessible versions of timetables, both online and offline.

Highlight and where possible, announce bus stops along routes and inside buses. This extra support can act as a reminder for passengers with a wide range of disabilities.

Dementia is classed as a disability within the Equality Act 2010, under which bus organisations have a legal duty to their passengers.



Provide regular training for staff on accessibility features on buses and in depots.

Advertise the great work you're doing to groups who might benefit. That way people affected by dementia will be aware of the accessibility features on board. They can feel confident drivers will be able to support them, in accordance with the Equality Act 2010 and other regulations.



Join the growing number of bus organisations who are championing accessibility schemes.

Guarantee access to travel for wheelchair users or commit to providing affordable travel options such as carers' card schemes and promoting regional schemes run by local government.



Make sure passengers and employees know where to turn for more support:

**Alzheimer's Society support line**  
**0333 150 3456**

[alzheimers.org.uk/get-support](http://alzheimers.org.uk/get-support)

## Join us to unite against dementia.

You can help make the bus industry more dementia-friendly.

For more information and support for bus companies, staff and drivers:

Email [programmepartnership@alzheimers.org.uk](mailto:programmepartnership@alzheimers.org.uk)

Website [alzheimers.org.uk/bus](http://alzheimers.org.uk/bus)

## Place



### Physical environment, bus design and community engagement

## Key actions



When designing a new fleet, build in accessibility by including features such as 'stop' buttons that are accessible from all seats, clearly visible, and in a contrasting colour.

Starting with dementia-friendly audits of existing fleets, getting input from people with dementia will provide robust evidence for change.



Create long-term positive impact for passengers and reduce pressure on drivers by designing buses with enough space for both a buggy and a wheelchair.

Find out more about how places and spaces can support passengers with dementia – [alzheimers.org.uk/business](http://alzheimers.org.uk/business)



Improve both rural and urban bus stops by providing adequate shelter and seating, removing out of use bus stops and displaying clear signage if any routes have been changed.



Implement low floors on buses more widely to enable people with dementia and other disabilities to get on the off the bus more easily.

Focus on better lighting and reduce reflective surfaces that can cause confusion for people with dementia.

# What does dementia-friendly bus travel look like?

For the bus industry, becoming more dementia-friendly means:



## Help with everyday challenges Be part of the change!

People with dementia face challenges with memory, thinking, concentration and language. This makes it more difficult for them to do everyday tasks we might take for granted and to engage with their community.

Being able to travel by bus can be a key factor in helping people with dementia retain their independence and live well.

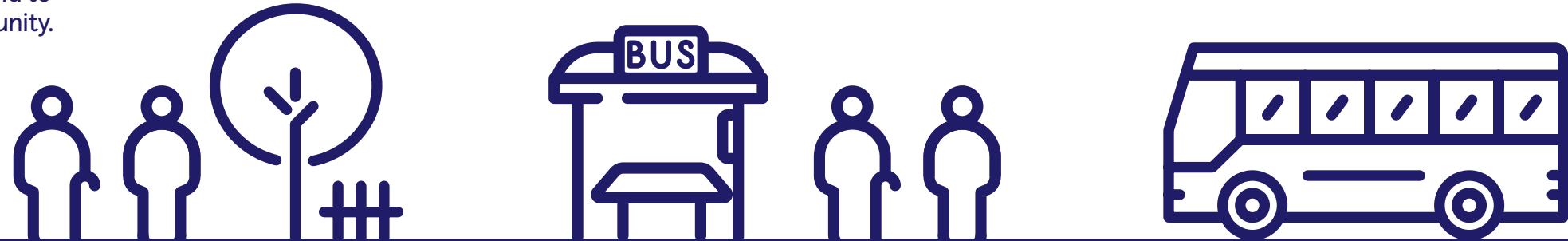
## Accessible bus travel benefits all


Ensuring your bus services are dementia-friendly will have a positive impact on the wider society, as well as your business.

## A growing sector

Older people are spending their money across the economy and transport is one of the top three growing sectors for older consumers (ILC, 2019).

Less than half (47%) of people living with dementia, feel a part of their community.




 Small actions can demonstrate an understanding of how dementia affects someone and their needs as a bus user. This could include:


- making it easier for someone to board the bus
- being patient while they find their bus pass
- waiting for them to sit down before driving.

 Dementia Friends is an initiative that can improve awareness and understanding of dementia across the organisation. Sign up today at [www.dementiafriends.org.uk/register-partner-admin](http://www.dementiafriends.org.uk/register-partner-admin)

 Be aware of how the physical environment in travel hubs can affect people living with dementia. Help to make your public spaces more user-friendly.

Find out more at [alzheimers.org.uk/business](http://alzheimers.org.uk/business)

 Reach out to everyone living with dementia or with caring responsibilities including staff, volunteers and customers.

 Focus on improved accessibility when creating new fleets. Making changes for people affected by dementia makes life easier for everyone including people with a range of other long-term conditions. Examples of this include grab bars, more obvious stop buttons and clearer priority seating.

## What people with dementia have told us

We asked people with dementia what mattered most to them and what they thought bus companies should know about dementia.



‘I’m not trying to be awkward! My speech is sometimes affected so it’s really reassuring when staff are patient and let me ask my question.’



‘Disabilities can be invisible and knowing a bus driver understands that when I get on a bus, makes all the difference!’

  
**1 million+**

By 2021 it’s expected over 1 million people in the UK will be living with dementia.

  
**Two-thirds**

of people with dementia live in the community.

  
**4 out of 5**

of the general public agree that transport should be made simpler so people with dementia can travel more easily.



‘I’m still me!’