

How do we know that equity is (or is not) being achieved?

Why is equity important?

- ❑ Because it relates to many societal goals and reflects our own views
- ❑ Because we need travel behaviour change from all types of customer to reach Net Zero
- ❑ Because transport operators need all the revenue they can get post-Covid

What is the challenge?

- ❑ Three types of exclusion customers face:
 - ❑ **Physical** exclusion because they cannot access a vehicle, station or mode – either all the time or for particular trips
 - ❑ **Social** exclusion because they are made to feel unsafe by the system design or by other customers
 - ❑ **Digital** exclusion because they do not have, or are not confident to use, smartphones and digital tools
- ❑ These exclusions disproportionately affect women, older people, those on lower incomes and LGBT+

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What needs to be done?

- ☐ Put inclusion and accessibility at the start and the heart of any new project
- ☐ Dig into the data
 - ☐ Disaggregated – qualitative and quantitative
 - ☐ Speak to people with lived experiences
 - ☐ Who is not giving you data, and why?
- ☐ Gap analysis
- ☐ Stakeholder engagement from the start
- ☐ Representative teams
- ☐ Monitor and evaluate progress

What is KPMG already doing?

- ☐ Building Equality Impact Assessments into business case development
- ☐ Training on disability equality and other upskilling
- ☐ Advising clients on how to drive adoption of new technology through inclusion