

# FORSTER

**GOJO Public Transport Campaign  
for the  
Disability Rights Commission**

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The image shows the interior of a public transport vehicle, likely a bus or train. The seats are upholstered in a vibrant, multi-colored patterned fabric. The walls are painted a bright yellow. A small blue sign with a white icon is visible on the wall. The floor is made of dark, textured material. The overall lighting is somewhat dim, typical of an indoor vehicle.

# GOJO

A campaign to encourage young disabled people to increase their use of public transport

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# Research

*“Twice as many young disabled people lack confidence using public transport than non-disabled peers.”*

**Research by the Disability Rights Commission, 2006**

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# Objectives

Increase **confidence levels** and **journeys taken**  
on public transport by disabled people aged 16 – 25

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- Increase **awareness about new rights in discrimination law** affecting public transport
- Increase **traffic to relevant information points** on travel/disability issues

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**Stage one:  
understanding the  
audience and issue**

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HOLLYOAKS



# Barriers and exchange

## Costs/barriers

- Public transport is scary
- I don't know local routes
- Transport operators won't help me
- I don't know any other's who do it

## Benefits

- We can provide advice to make it less frightening
- GOJO can provide you with all the local info you need
- Transport operators are now obliged to provide you with support
- The GOJO online community can help you share travel stories

**Stage two:  
developing the intervention**

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# Research that informed the intervention

- A number of research participants wouldn't describe themselves as 'disabled'
- Many young people felt that public transport staff were unfriendly and unhelpful
- Many had suffered negative experiences on public transport in the past – unsafe, unreliable etc

# How we used this

## Youth Focus

- Messages and activity were ‘youth focused’ and didn’t include direct reference to disability
- No reference to DRC ownership
- Photography used disabled and non-disabled models
- Event guides were relevant to young people, but contained detailed disability information
- Street marketing activity targeted all young people
- Much activity had digital focus, appealing to young audiences

# Addressing issues head on

## Transport providers

- Produced materials specifically for transport providers, liaising with them closely on content
- Ensured transport providers made aware of their responsibilities under the new legislation

## Young disabled people

- Video diaries on website and case studies in print materials of young disabled people having a positive public transport experience
- Humour and style wherever possible!

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# **Stage three: delivering the intervention**

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# Strategy – using our findings

- Create a youth brand (not a disability campaign)
- Avoid 'Government' association
- Bring in partners – transport, charities, leisure
- Communicate a 'reassurance' message to parents and carers
- Work regionally – to ensure effective evaluation of outputs and outcomes
- Support both transport operators and young disabled with information about disability discrimination legislation

# What we did

- Created a youth brand
- Integrated regional campaigns
- Created an on-line community
- Transport stakeholder engagement and support
- Evaluation of outputs and outcomes with both youth audience and transport stakeholders

# Brand development

- Tested several routes with focus groups
- Collated results
- Presented results to DRC
- Finalised creative look and feel for campaign brand

# Brand development



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# The final brand

*“(GOJO) really stands out, it **jumps out** at you and you want to find out more...”*

*“It looks like an album cover, a club flyer... whatever it is it’s **good stuff.**”*

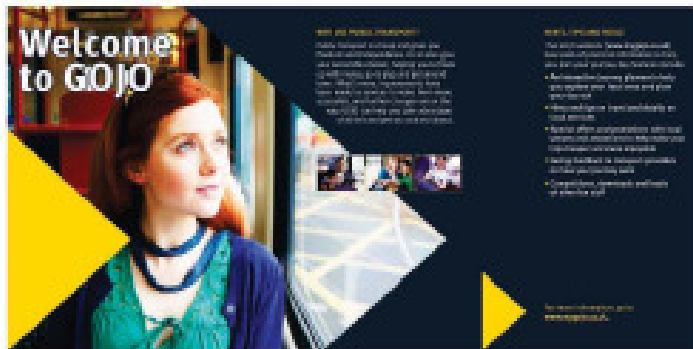
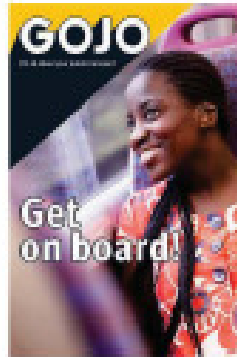
*“It’s good to show happy people but you’ve got to be careful, it’s not really what it’s like on a bus - people never really smile.”*

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# GOJO

It's all about your public transport

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# Intervention development

- Creating an online community
- Driving traffic to the GOJO website
- Media relations
- Street marketing
- Stakeholder and partnership activity

# [www.mygojo.co.uk](http://www.mygojo.co.uk)

- To engage the audience and drive traffic
- To create an online community

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**Welcome to GOJO**

Public transport can be challenging at times, particularly if you have difficulties or fears about using it. GOJO is a new campaign to help you get the best out of public transport and be more independent. GOJO can help you take control of your journeys so they involve less hassle and get you to where you want to go.

So get on board, give it a go and tell us all about it.

Change text size: Colour:

**Get up and go!**

Search  **GO**

- Home
- Out and About
- Journey Planning
- Fan Stuff
- News
- Your Rights
- Useful Links
- Mail

Competitors Videos City Attractions P&I

Accessibility Options About GOJO Tell a friend about GOJO Site Policy

**GOJO**

Change text size: Colour: Search

- Home
- Out and About
- The Longest Weekend
- Event Guides
- Send us your Travel Diaries
- Special Offers
- Journey Planning
- Fan Stuff
- News
- Your Rights
- Useful Links
- Mail

## Out and About

### More control, more independence

GOJO wants you to take more control and be more independent by using public transport. We want you to get out and about and have fun from now until The Longest Weekend of the year - that's the weekend with the most daylight hours, from the Summer Solstice on Thursday June 21 to Sunday June 24 2007.

Think of the possibilities. The freedom and the independence. On your own or with your mates, public transport can be safe and enjoyable and can be made to work for you. So why not give it a go?

**GOJO wants you to get out and about, try a few journeys and tell us what you think.**

This section gives you travel ideas, hints and tips about how to get the most out of public transport. Use the links below to click through to the relevant pages:

**The Longest Weekend: ideas for fun and travel around the Summer Solstice**

**Event Guides: what's going on in your local area**

**Travel Diaries: your public transport stories, thoughts and comments**

**GOJO**

Change text size: Colour: Search

- Home
- Out and About
- Journey Planning
- Fan Stuff
- News
- Your Rights
- The Law
- Help and Advice
- Contact Transport Operators
- Useful Links
- Mail

## Your Rights

You may have heard about recent changes in law giving disabled people new rights on public transport.

Under the Disability Discrimination Act (DDA), if you have difficulties using public transport, you should be entitled to request and expect to be treated. If a bus, train or tram service proves difficult for you to use, transport providers are now be obliged to make "reasonable adjustments" - such as removing or changing whatever is causing you problems.

**The Disability Discrimination Act offers protection to everyone living with a disability or a long-term health condition. However, it's important that you're clear what this means with regard to public transport.**

The DDA covers active discrimination on the grounds of disability. So, if you find a public transport service difficult to use because of a disability or condition that you have, then you have the right to take treatment and could seek action in order to secure it. In the other hand, your train is simply late or delayed, you are not entitled to any protection under the DDA, and registering complaints with official disability bodies on such matters is probably a waste of time (yours and theirs). When it comes to public transport, it's important to distinguish between genuine difficulty and discrimination, and everyday inconveniences that we all experience from time to time.

In this section we provide key information on the Disability Discrimination Act and your rights. Use the links below to click through to the relevant pages.

**The Law: the DDA and who it covers**

**GOJO**

Change text size: Colour: Search

- Home
- Out and About
- Journey Planning
- Fan Stuff
- News
- Your Rights
- Useful Links
- Transport Links
- Transport Forums
- Useful organisations
- Mail

## Useful Links

In this section we have compiled a wide range of Useful Links that can assist you in making the most of public transport.

- Transport Links
- Transport Forums
- Useful Organisations

Use the form to tell us and other users about other websites that you find useful.

### 9 comments on "Useful Links"

**1 Rachel Milward Says:**

Transport for London - you can click boxes to indicate what you need when planning a journey (e.g. no stairs, wheelchair access) no more than 5 minutes of walking is great. It's just a shame that the tube is so awful.

May 26, 2007 at 8:30am

**2 Rachel Milward Says:**

26 MAY 2007 8:30am



*“ The first thing that is noticeable about the website is just how **accessible** and **user friendly** it is. It is refreshing to see such an accessible site.”*

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# my.gojo.co.uk

- Out and about  
(event guides, travel diaries, special offers)
- Journey planning  
(route planner, help with planning, hints & tips)
- Fun stuff  
(Who's who game and comedy clips)
- News
- Your rights
- Useful links
- Poll

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# Revolve around the audience

To engage with the audience and get them to the key information, such as information on rights and transport routes, we wanted to communicate with them via familiar routes

- Video diaries and comedy clips on YouTube
- GOJO page on MySpace

# Stakeholder engagement, street marketing, media

**Our objective for other marketing activity was to drive young people to the website**

- Intensive integrated activity in five cities
  - chosen because of the high number of young disabled people, coupled with good transport networks
- Engaged local transport providers
- Engaged youth groups, schools & colleges, charities
- Partnerships with local businesses

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# Launch in five regional cities

- Launched in Exeter, Nottingham, Manchester, Newcastle and Sheffield
- Street marketing: GOJO bus and bus stops
- Campaign collateral
- Abnormally Funny People performed on buses
- Regional media campaign

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...and want control, freedom and independence? Then you need GOJO. [www.mygojo.co.uk](http://www.mygojo.co.uk)

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It's all about your public transport

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It's all about your public transport

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[www.mygojo.co.uk](http://www.mygojo.co.uk)



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# Transport stakeholders

- Needed to understand their obligations under the disability discrimination legislation
- Easy briefing materials for all levels of staff
- Links with local disability charities for further information

# Transport stakeholders

***Very useful.** This accords with our own message to drivers.*

Trent Barton

*GOJO leaflets and posters...complemented our existing training materials and **fitted well** within our organisation.*

Virgin Trains

*The posters and leaflets are **fantastic** and just what we need for staff*

First South Yorkshire

*It is a **good scheme** and NCT looks forward to continued support of GOJO.*

NCT

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# Transport stakeholders



24 out of the 25 main transport operators in our target regions signed up to GOJO and distributed more than 27,000 leaflets to staff and 30,000 postcards to customers

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# Youth disability stakeholders

Over 240 national and local charities, FE colleges and universities received campaign information, with over 12,000 merchandise packs distributed

Over 40 charities covered the GOJO launch in their websites and newsletters

***“Public transport is an issue for young disabled people, which is why we are backing GOJO...we hope this campaign can make a difference to our disabled students.”***

Nottingham Trent University  
Student Union

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# Stage four: evaluating and learning

# Evaluation techniques for GOJO

- Media evaluation – print and online
- Post campaign online survey
- Pre and post campaign qualitative research with target audience
- Pre and post campaign qualitative research with transport stakeholders

# Outputs

**Nearly 11,000**

of the primary target audience directly received campaign packs via stakeholder groups

**24 out of 25**

transport operators in target areas took part in the campaign

**More than 100**

pieces of media and online coverage

**More than 28,000**

sessions on the GOJO website over 11 weeks

Reached

**110,000**

**to 140,000**

disabled people aged 16 to 25

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# Outcomes

Post-campaign survey.....

**62%** said GOJO had influenced them a little and 8% said it had **influenced them** a lot

**35%** said GOJO made them **more confident** about taking a journey/more journeys on public transport

**15%** said GOJO has **given them the confidence to take a journey** on public transport they wouldn't otherwise have made

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***“Because of the GOJO campaign we are planning several trips in the summer holidays with young people on public transport.”***

Tameside Youth Service

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***“I liked the useful websites and contact numbers... often I don’t know what to do if I am unhappy but now I might do something about it.”***

Post campaign survey comment

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***“I found out about this website through a friend and it is really helpful. It has made me more aware of the options I have and my rights.”***

Online survey comment

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***“I have never travelled  
to London by myself – but  
now I would like to try.”***

Post campaign online  
survey comment

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# For discussion

- Making the activity sustainable
- Rolling out to further regions
- Social marketing lessons
- Learnings for other campaigns
- Maintaining online activity

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