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INTEGRATION FOR ALL:

Ensuring Inclusive Access to Shared Transport in the UK's Digitally Driven Transport Future

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1 Abstract

As integration in transport advances, digitalisation is an essential feature to enable users to navigate a joined-up system and provide more efficient services for users. However, it also risks excluding certain user groups. Existing research on the inclusivity of the digitalisation of transport finds minimal focus on emerging modes such as shared transport, that often rely on digital platforms. This paper has reviewed the existing hire systems for 54 shared transport schemes in the UK and developed a measure of inclusive digital access for the 49 schemes hireable via a mobile application. The analysis identifies 41% of shared transport schemes are hireable via online-only systems. Furthermore, of the schemes hireable via a mobile application, none of the applications are fully inclusive. This study identifies a range of barriers that can prevent individuals from accessing shared transport services in the UK. These barriers demonstrate that a number of user groups could be excluded from accessing shared transport services, including those who are digitally excluded, have lower incomes, or low digital literacy. Although shared transport aims for widespread appeal, it appears to be inadvertently excluding a large proportion of people, often those who would benefit most from increased mobility and transport options. This may harm the wider promotion of sustainable transport and shared transport modes as alternatives to private car use. Significant changes must be implemented to ensure that every shared transport service is accessible to all, aiding the successful integration of people, policy and places through the digitalisation of transport services.

2 Introduction

2.1 Overview and Scope

As integration in transport advances, digitalisation is an essential feature to enable users to navigate a joined-up system and provide more efficient services for users. Innovations include journey-planning applications, real-time alerts, and Mobility as a Service (MaaS). Whilst these advances benefit integration of people, places, and policy, they also risk excluding certain user groups.

Some research exists on inclusive transport digitalisation of public transport, but minimal research on new forms like shared transport. These often use digital platforms for hiring, payment, and vehicle access, which can exclude some users. This paper explores how digital shared transport can integrate people, policy, and places while avoiding the exclusion of different user groups.

2.2 Aim and Objectives

This paper aims to review the existing hire systems for shared transport modes, and develop a measure of inclusive digital access for the modes hireable via a mobile application.

The objective of the study is to provide a set of evidence-based recommendations to ensure shared transport in the UK successfully integrates policy, places and people in a digitalised transport future.

2.3 Research Questions

The question this research paper intends to answer is *'What is the impact of the digitalisation of hire systems in shared transport and how can they be designed and regulated to integrate people, places, and policy, whilst meeting the needs of different user groups?'*, by investigating:

1. What are the key drivers and barriers to inclusivity in digital hire systems?
2. How do current hire systems vary across UK shared transport operators, and what proportion are digital only or offer offline alternatives?
3. To what extent do transport hire apps for shared transport in the UK meet inclusivity requirements?

2.4 Definitions

The following definitions clarify key terminology used in this report.

- **Digitalisation:** The shift from offline to online services. For example, this can be the move from printed tickets to digital tickets bought through an application or website; and,
- **Hire:** In this report, 'hire' means both the process of hiring and booking a service.
- **Shared Transport:** Shared transport refers to a range of services used by multiple riders, including Demand Responsive Transport (DRT), micromobility options such as e-scooters and bikes, shared cars, and shared rides (Sprei, 2018).

3 Literature Review

Transport Integration

Transport integration results in different transport modes working together for a smoother and efficient system (Moshe and Banister, 2010). It combines multiple modes of transport to improve the user's journey in terms of time, cost, comfort, safety, accessibility, and convenience (Designing Buildings, 2022). With travel an essential part of everyday life, integrating different transport modes is imperative to ensure seamless journeys. Transport integration also supports a modal shift towards sustainable transport modes, reducing reliance on the private car and lowering associated greenhouse gas emissions (ESCAP, 2024).

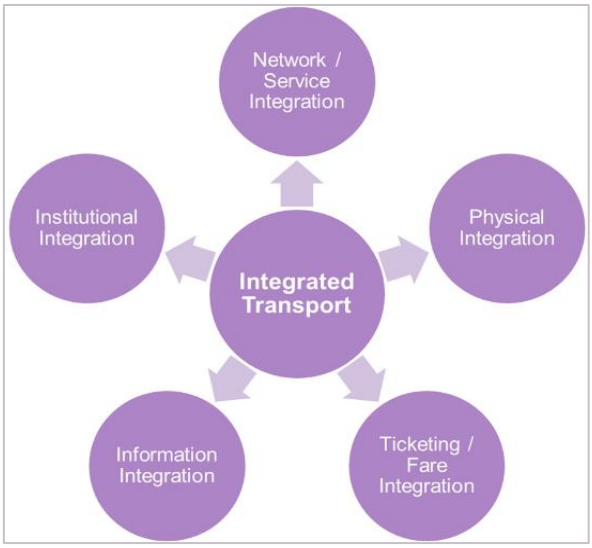


Figure 1: Components of an Integrated Transport System - Adapted from (Asian Development Bank, 2023)

To create a successful integrated transport system that connects people, places, and policy, there are several key components, as shown in **Figure 1**. These include the integration of transport routes, timetables, physical infrastructure, ticketing methods, information provision, and institutional bodies (Asian Development Bank, 2023).

Barriers to providing an integrated transport system include, disconnect between multiple independent operators, lack of financial investment, and technological barriers where ticketing / information systems may not allow for interoperability (ESCAP, 2024).

Transport Digitalisation

Digitalisation is essential to enable users to navigate a joined-up system, through innovations such as journey planning applications and real-time travel alerts. Digitalisation increases convenience and also boosts reliability by providing location-based journey data, allowing users to track service status and location (Distec Publishing, 2023).

Transport digitalisation provides data on travel patterns. This can inform transport policies, future services, safety, and help manage competing demand (Tradebe, 2024; Advancing Public Transport, 2024). However, it also raises the risk of cyber threats, which could impact operations (INDIMO, 2022).

Digital Inclusivity

Although digitalisation has its benefits, its' future trend raises the question of whether digital-first approaches can support integration across policy, places, and people, or whether they risk excluding vulnerable users (Durand and Zijlstra, 2020).

> *'Digitalisation can be part of the solution to transport disadvantage, but it can also be part of the problem' (Durand et al., 2021)*

Barriers impacting the ability to access digital services, as identified through literature are as follows:

- **Low digital literacy** or **lack of confidence** using digital services can exclude users from digital services, particularly when services seem complex or key information is hard to find (Nesterova, Goodman-Deane, & Bradley, 2021). Even digitally confident users may struggle if an update causes errors or the system goes down (Firth, 2024).

- Absence of **online connectivity**, through minimal connection in rural areas or lack of a mobile data plan, especially in areas without free public Wi-Fi can exclude users from accessing online based digital services (Velega et al., 2012). In 2023, 1 in 6 Londoners were unable to buy a transport ticket because they couldn't use or didn't have access to a smartphone or internet connection (Yonder & London Travel Watch, 2023).
- **Socio-economic barriers** affect access to digital transport services for potential users with limited access to digital payment methods (INDIMO, 2022; Goodman-Deane et al., 2022).
- Lack of **access to hardware**, such as a mobile phone, can also impact someone's ability to access digital services (Bradley et al., 2022).
- **Shortage of inclusivity features** provided within transport applications impacts the ability for some users to access the digital service (Stepīte, 2025). Delaere et al., (2024) found that, in discussions with developers, operators, and policymakers, there is an awareness of the need for inclusive design, but few actionable steps are taken.

This evidence highlights that the digitalisation of transport services can exclude a wide range of user groups. These include older adults and digitally excluded households, people on lower incomes, rural residents, people with disabilities, and non-native speakers (Martinez et al., 2024, GOV.UK, 2025 and Velaga et al., 2012). **Figure 2** summarises key user characteristics affecting digital interface use.

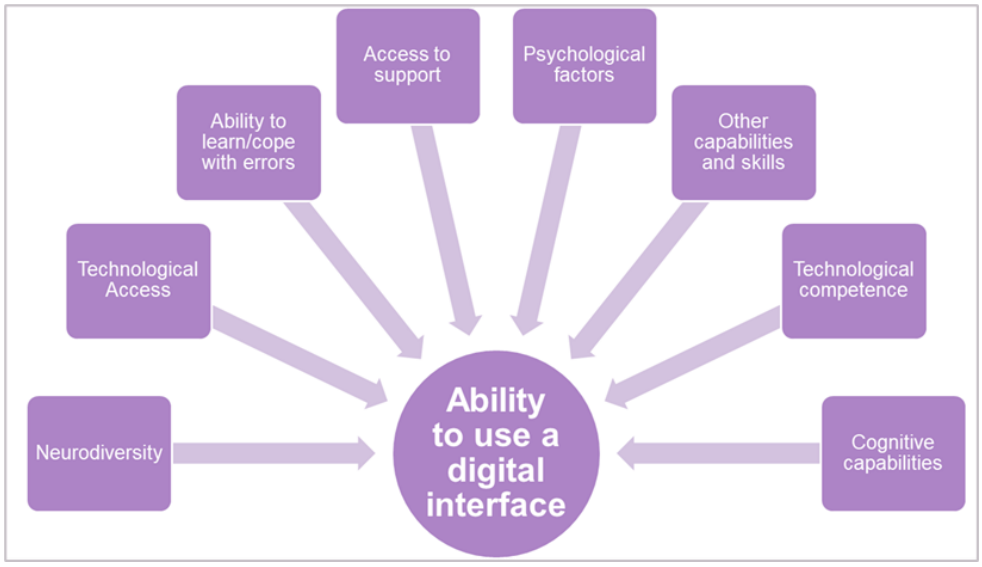


Figure 2: User characteristics that affect an individual's ability to use a digital interface. Adapted from (Goodman-Deane et al., 2020)

'Services that aspire to be inclusive as possible need to offer non-digital mediation to reduce exclusion' (Bradley et al., 2022)

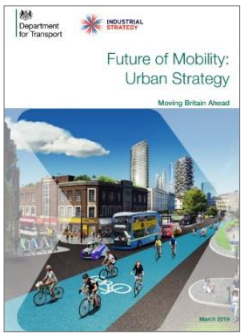
The implications of the exclusion created by the digitalisation of transport services extend beyond technology, impacting people's ability to access work, education and healthcare opportunities (Durand et al., 2021). Suggesting that achieving successful integration among people, places, and policy requires a more inclusive approach, particularly in the context of transport digitalisation. Furthermore, the need for inclusivity in transport is recognised within UK government policy, which raises the question of why there are still inequalities in access (Department for Transport, 2018).

Some research exists on the inclusivity of transport digitalisation, but emerging modes such as shared transport receive little attention. They rely on digital platforms for hiring, payment, and access, which can exclude some users (Durand and Zijlstra, 2020). Hiring and payments are the second-highest barrier for disabled people using shared transport such as DRT or micromobility hire (National Centre for Accessible Transport, 2024).

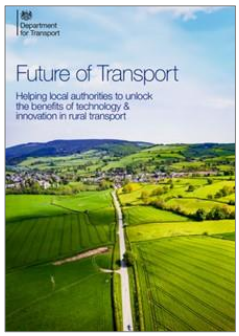
3.1 Policy Context

Transport policy is increasingly emphasising the role of innovation, data, and technology to improve mobility, whilst simultaneously promoting inclusive access. However, the extent to which these aims are realised in practice, particularly in shared transport modes, remains unclear.

Shared transport is recognised in UK policy key to reducing vehicle congestion and emissions (Department for Transport, 2021b). It is promoted as sustainable, flexible, low-carbon alternatives to private cars (Shaheen, Cohen and Zohdy, 2016). It is prioritised within the sustainable user hierarchy, which promotes sustainable transport over the use of the private car (Woodward, 2021). CoMoUK (2024) estimated that 1.8 billion car kilometres could be reduced each year due to car clubs, and that 408 kilotonnes of CO_2 emissions could be reduced ever year due to bike share schemes.

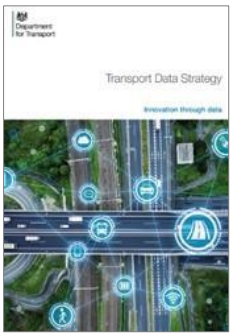


Future of Mobility: Urban Strategy (2019)



Future of Transport: Supporting Rural Transport Innovation (2023)

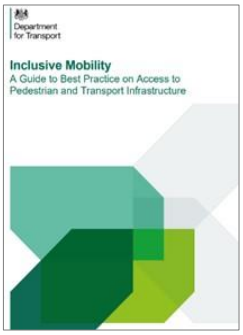
Transport Artificial Intelligence Action Plan (2025)



Transport Data Strategy: Innovation Through Data (2023)

Inclusive Transport Strategy (2021)

Public Sector Equality Duty (2011)



Inclusive Mobility (2021)

Digital Inclusion Action Plan: First Steps (2025)

Upcoming Integrated National Transport Strategy

Llwybr Newydd: Wales Transport Strategy (2021)

Figure 3: Policy Documents Reviewed

The review of ten UK policy documents (shown in **Figure 3**) found that, whilst UK transport policy aims to drive digitalisation and innovation for efficiency and sustainability, it overlooks inclusive digital access. Most policy documents focus on physical rather than digital barriers, with few practical measures for those digitally excluded.

3.2 Gaps in Literature

Whilst there is existing literature on digitalisation in transport and inclusive transport more broadly, there is a notable gap in research investigating the inclusivity of transport hire apps, as well as a lack of research on the inclusivity of hire methods for shared transport modes. To address these gaps, this paper aims to investigate the inclusivity of hire systems for shared transport services in the UK.

Furthermore, the existing policy landscape in the UK appears fragmented and lacks a clear focus on the inclusivity of a digitally driven transport future. The upcoming Integrated National Transport Strategy presents an opportunity to bridge these gaps and embed digital inclusion principles into future transport planning and regulation. By bridging the gaps, it offers the opportunity to deliver inclusive digital transport systems that successfully connect all people, places, and policy.

4 Methodology

4.1 Shared Transport Hire Methods

In total, 54 shared transport schemes were assessed for their hire methods, identified from the CoMoUK website (CoMoUK, n.d.). The schemes included 31 DRT services, 10 bike share schemes, five e-scooter trials, seven car share schemes and one ride share scheme. The shared transport schemes reviewed in this study are presented in **Table 1**.

Table 1: Reviewed Shared Transport Schemes

Mode	Scheme Name
 **DRT**	Book-a-bus, Call Connect, itravel, Flexibus, Flexibus+, Go-Too, Go2, Go2Gate, Hertslynx, IndiGo PLUS, IndiGo, Just Go, Katch, Local Link, Novus Flex, MK Connect, Moorlands Connect, Nottsbus, Phone'n'Ride, Pickmeup, WestGo, Teviot Taxi DRT, FYT Bus, Surrey Connect, Tees Flex, The Robin, Tiger on Demand, West Midlands Bus on Demand, WESTLink, Worcestershire on Demand and Fflecsi.
 **Bike Share**	Bolt Bikes, Dott Bikes, Forest Bikes, Lime Bikes, Glasgow Cycle Hire Scheme, Santander Cycles, Swansea University Cycles, London Santander Cycles, West Midlands Cycle Hire Scheme , Voi Bikes, Hi-Bike, App-Bike and Beryl Bikes.
 **E-Scooter**	Neuron, Dott, Voi, Beryl and Lime.
 **Ride Share**	Liftshare
 **Car Share**	Co Wheels, Enterprise Car Club, Hiya Car, Zipcar, LEAP Car Club, Zimbl and Turo.

Services identified as no longer operational and DRT services, that upon review, were found to be Community Transport services were also removed from the analysis.

Furthermore, initial research found that over 60 community-shared transport schemes were operational at the time of data collection. Given the diversity of offerings and the difficulty the researcher would face in accessing every platform, the category of community operations was excluded from the research. This ensured that the plethora of small community-operated schemes did not skew the research findings.

The data was collected using a comprehensive table in Microsoft Excel that included a review of the shared transport type, the scheme's location (s), area type, available hire methods, and accepted payment methods. The data recorded for each scheme is presented in **Table 2**. The methodology for determining the area type has been described further below.

Table 2: Shared Transport Hire Method Data Collection

Shared Transport Type	Hire Methods		Payment Type
DRT **Bike** **E-Scooter** **Ride Share** **Car Share**	Online	Application Website Email	Card Cash Both
	Offline	Telephone In-Person	

The area classification was determined using published datasets for England and Wales (ONS Geography, 2024), Scotland (Scottish Government, 2023), and Northern Ireland (NISRA, 2015). Due to differences in the area classification types utilised by each nation, the area types were merged into four simplified categories to enable a comparative analysis, as presented in **Table 3**. Areas that include 'nearer' are within a 30-minute drive to the nearest urban centre, whilst areas that are 'further' are over a 30-minute drive to the nearest urban centre.

Table 3: Merged Area Types

Nation	Area Type Merged			
	Urban Nearer	**Urban Further**	**Rural Nearer**	**Rural Further**
England and Wales	Intermediate Urban: Nearer Urban: Nearer	Intermediate Urban: Further Urban: Further	Majority Rural: Nearer Intermediate Rural: Nearer	Majority Rural: Further Intermediate Rural: Further
Scotland	Large Urban Areas Other Urban Areas	-	Accessible Small Towns	Remote Small Towns Remote Rural Areas
Northern Ireland	Urban	Mixed Urban / Rural	Accessible Rural	Rural

The area type for schemes operational across multiple locations was recorded for the most common classification.

4.2 Shared Transport Application Inclusivity Checklist

In total, 43 applications were reviewed and scored based on their inclusion criteria. The apps selected for review were identified through the shared transport hire methods review as those that provide an application-based hire system; these are presented in **Figure 4**.

The inclusivity checklist was developed to capture key user-facing features that influence whether an application can be accessed and used by multiple user groups. It was primarily developed based on recommendations from existing literature (Yonder & London Travel Watch, 2023, Bizgan, Hollings and Reynolds, 2020, Innovate UK KTN, 2023, Public Transport and Shared Mobility EGUM Subgroup, 2022, Delaere et al., 2024 and Ramírez-Saiz et al., 2025), relevant guidance from UK policy (such as Inclusive Mobility) and accessibility guidelines (Department for Transport, 2018, Stepīte, 2025, NDL, 2024, Government Digital Service, 2016, Gov.UK, 2017 and Passenger, 2019).

A multi-criteria analysis scoring assessment was developed to score each application, as presented in **Table 4**. Other accessibility features that involve an element of subjectivity, such as the simplicity of the text and clear buttons, were included in this review qualitatively. Using the scoring presented below, the highest possible score for each application is seven.

Table 4: Shared Transport Application Inclusivity Checklist Scoring

Nation	Area Type Merged			
	Urban Nearer	**Urban Further**	**Rural Nearer**	**Rural Further**
England and Wales	Intermediate Urban: Nearer Urban: Nearer	Intermediate Urban: Further Urban: Further	Majority Rural: Nearer Intermediate Rural: Nearer	Majority Rural: Further Intermediate Rural: Further
Scotland	Large Urban Areas Other Urban Areas	-	Accessible Small Towns	Remote Small Towns Remote Rural Areas
Northern Ireland	Urban	Mixed Urban / Rural	Accessible Rural	Rural

Although formal accessibility guidance, such as the Web Content Accessibility Guidelines (WCAG 2.2), provides comprehensive technical requirements, an audit against these guidelines requires specialist software and trained professionals to conduct it reliably, which the researcher was unable to undertake.

All application testing was conducted using an iPhone 16. This device was selected as it represents one of the more recent smartphone models that supports the latest accessibility features.

Because car shares schemes require an ID check/vetting process, they were reviewed based on the content available without requiring an account. Zipcar and Zimbl were inaccessible were not reviewed as part of this study.

Serco does not provide a standalone application; rather, it provides apps for each scheme (Santander Cycles and West Midlands Cycle Hire Scheme). The Santander Cycles application was reviewed, as it was assumed that both apps will provide the same functionality.

Dott, Voi, Beryl and Lime share the same application for their respective bike share and e-scooter schemes. As such, for the analysis, the researcher has considered hiring a bike and an e-scooter through the same application separately to allow comparison across all modes.

Both the Flexibus and Teviot Taxi DRT services are booked via the Ride Pingo application, and as such, the application review for both schemes has been combined to avoid duplication.

Example observations from the application review are presented in **Appendix C**.

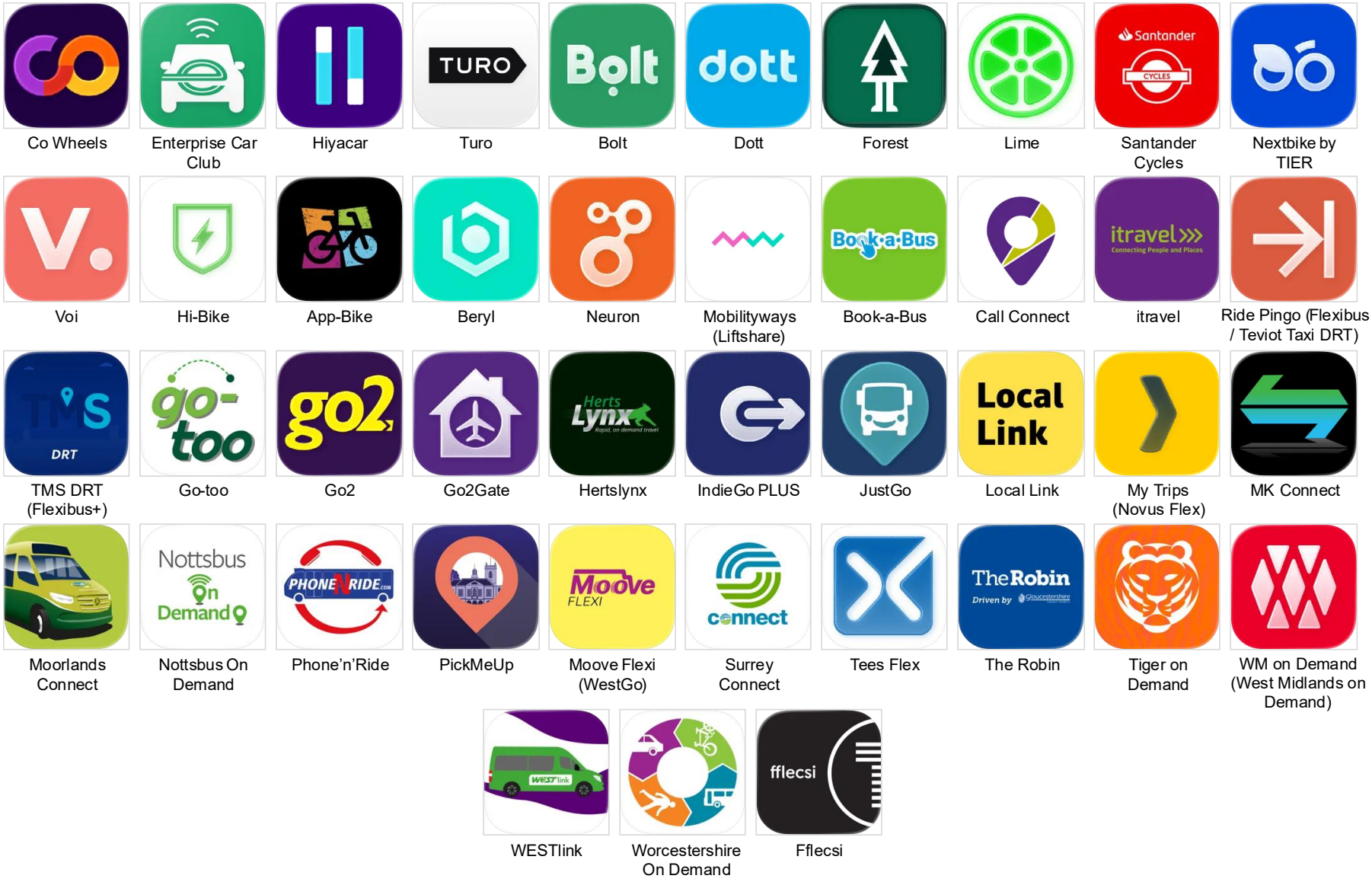


Figure 4: Shared Transport Apps Reviewed

5 Key Findings

The key findings are derived from an analysis of quantitative data collected in Microsoft Excel, and this chapter presents a series of descriptive statistics.

5.1 Shared Transport Hire Methods

The full data table completed as part of the shared transport hire methods review has been included in **Appendix A**, whilst the key findings of the review have been presented below.

Table 5 shows that a third of shared transport modes can only be booked via an app. All e-scooters and 90% of bike share schemes are application-only, compared to just 6% of DRT and none of the ride or car share services.

Table 5: Distribution of Hire Methods by Shared Transport Mode

Hire Methods	DRT	Bike	E-Scooter	Ride Share	Car Share	All Modes
Application Only	2 (6%)	9 (90%)	5 (100%)	- (0%)	- (0%)	**16 (30%)**
Application or In-Person	- (0%)	1 (10%)	- (0%)	- (0%)	- (0%)	**1 (2%)**
Application or Telephone	14 (45%)	- (0%)	- (0%)	- (0%)	- (0%)	**14 (26%)**
Application, Telephone or Website	10 (32%)	- (0%)	- (0%)	- (0%)	2 (29%)	**12 (22%)**
Application or Website	1 (3%)	- (0%)	- (0%)	1 (100%)	4 (57%)	**6 (11%)**
Telephone Only	3 (10%)	- (0%)	- (0%)	- (0%)	- (0%)	**3 (6%)**
Telephone, Email or Website	0 (0%)	- (0%)	- (0%)	- (0%)	1 (14%)	**1 (2%)**
Telephone or Website	1 (3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	**1 (2%)**

Whilst three car-share schemes offer telephone bookings, two (Enterprise Car Club and Zip Car) charge extra for this service.

Overall, 41% of the examined shared transport modes are hireable online-only, 6% offline-only, and 54% via both, as shown in **Figure 5**. All e-scooter and ride-share schemes are online-only. Most bike share (90%) and car-share (57%) schemes are also online-only. In contrast, just 10% of DRT schemes are online-only.

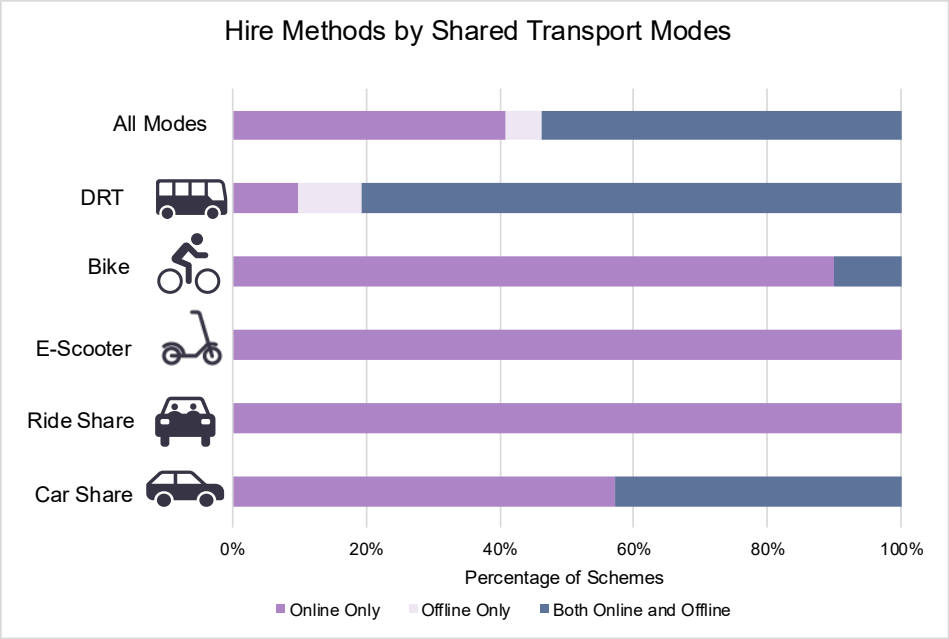


Figure 5: Hire Methods by Shared Transport Mode

Figure 6 shows that most shared transport modes available online primarily serve urban areas. All online-only DRT, e-scooter, ride-share, and car-share schemes focus on these areas, whilst 11% of online-only bike-share schemes serve rural and nearby areas. Of the shared transport schemes available to hire online and offline, most also serve urban areas. For example, 100% of bike- and car-share schemes predominantly serve urban areas. However, only 52% of DRT services available via both methods serve urban near areas, with the rest covering rural near (28%) and rural far (33%) areas. DRT services available via offline-only methods are mostly in rural areas (67% rural near, 33% rural far).

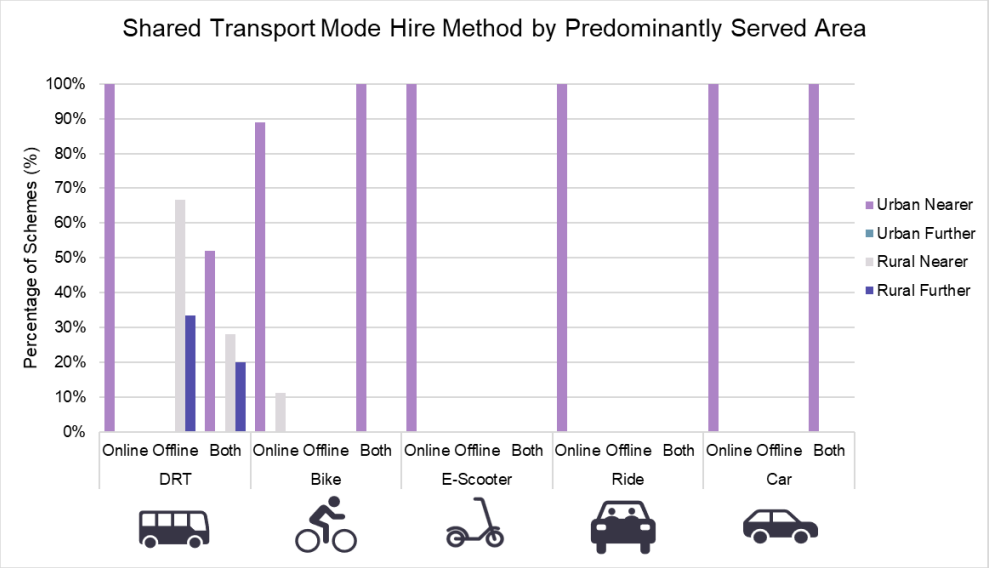


Figure 6: Shared Transport Mode Hire Method by Predominantly Served Area

Table 6 shows that that, overall, the majority of shared transport schemes accept only card payments (61%). In total, 39% of shared transport schemes accept both cash and card payments. Micromobility (e-scooters and bikes) and car-share schemes only accept card payments, while ride-shares accept both. Most DRT services (65%) accept both, with the rest accepting card-only payments (35%).

Table 6: Payment Type by Shared Transport Mode

Shared Transport Mode	Payment Type (%)		
	 Card Only	 Cash Only	 Both
DRT	35%	0%	65%
Bike	100%	0%	0%
E-Scooter	100%	0%	0%
Ride Share	0%	0%	100%
Car Share	100%	0%	0%
All Modes	61%	0%	39%

5.2 Application Inclusivity Checklist

The full data table completed as part of the shared transport hire methods review has been included in **Appendix B**, whilst the key findings of the review have been presented below.

Table 7 presents the inclusivity scores for each application. It shows that the scores range from 4 to 6.5, with no applications receiving a 'perfect' score of 7. Applications that scored the highest (6.5) are Forest, Voi and itravel. Applications that scored the lowest (4) are Mobilityways, Neuron and TMS DRT.

Table 7: Shared Transport Hire Application Inclusivity Scores

Shared Transport Type	Application Name	Total Score (0-7)
Car	Co Wheels	4.5
Car	Enterprise Car Club	5
Car	Hiya Car	5
Car	Turo	5.5
Ride	Mobilityways	4
Bike	Bolt	5.5
Bike	Dott	5.5
Bike	Forest	6.5
Bike	Lime	6
Bike	Nextbike	6
Bike	Santander Cycles	6
Bike	Voi	6.5
Bike	Hi-Bike	4.5
Bike	App-Bike	4.5
Bike	Beryl	4.5
E-Scooter	Neuron	4
E-Scooter	Dott	5.5
E-Scooter	Voi	6.5
E-Scooter	Beryl	4.5
E-Scooter	Lime	6
DRT	Book-a-bus	5
DRT	Call Connect	4.5
DRT	itravel	6.5
DRT	Ride Pingo	6
DRT	TMS DRT	4
DRT	Go-too	4.5
DRT	Go2	4.5
DRT	Go2Gate	5.5
DRT	Hertslynx	6
DRT	IndieGo PLUS	5
DRT	JustGo	5
DRT	Local Link	5
DRT	My Trips	5
DRT	MK Connect	4.5
DRT	Moorlands Connect	5
DRT	Nottsbus On Demand	5
DRT	Phone'n'Ride	5
DRT	Pickmeup	5
DRT	Moove Flexi	5
DRT	Surrey Connect	6
DRT	Tees Flex	5
DRT	The Robin	6
DRT	Tiger on Demand	4.5
DRT	WM on Demand	5
DRT	WESTLink	5
DRT	Worcestershire on Demand	5
DRT	Fflecsi	5

Figure 7 shows that ride-share has the lowest average score of 4.0, whilst bike share has the highest average score of 5.6. It also shows that the average score across modes is 5.0 or higher.

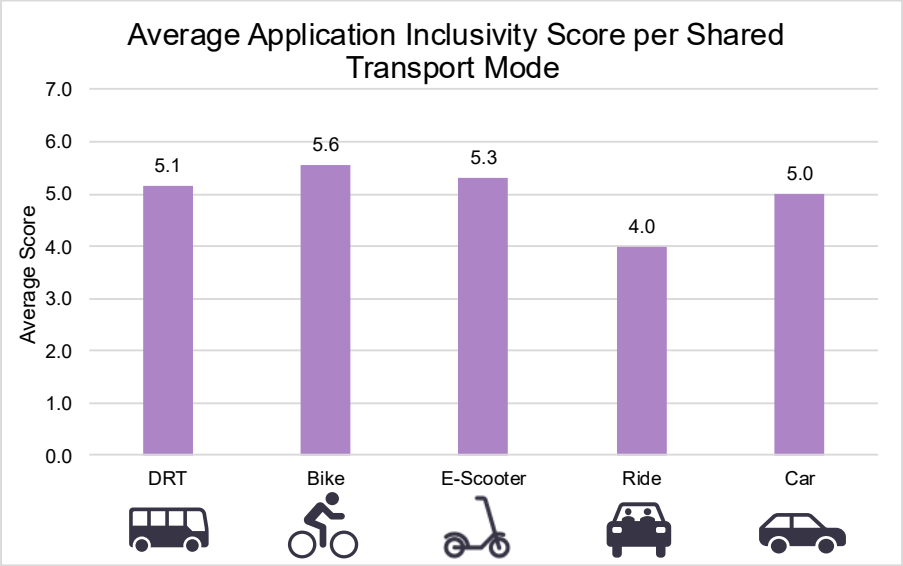


Figure 7: Average Application Inclusivity Score per Shared Transport Mode

Figure 8 shows that, overall, the two highest-scoring inclusivity measures are screen magnification compatibility and high-contrast / colour-clarity alterations, with 100% of applications tested being compatible. Screen reader compatibility is the lowest-scoring measure, with only 23% of applications being fully compatible.

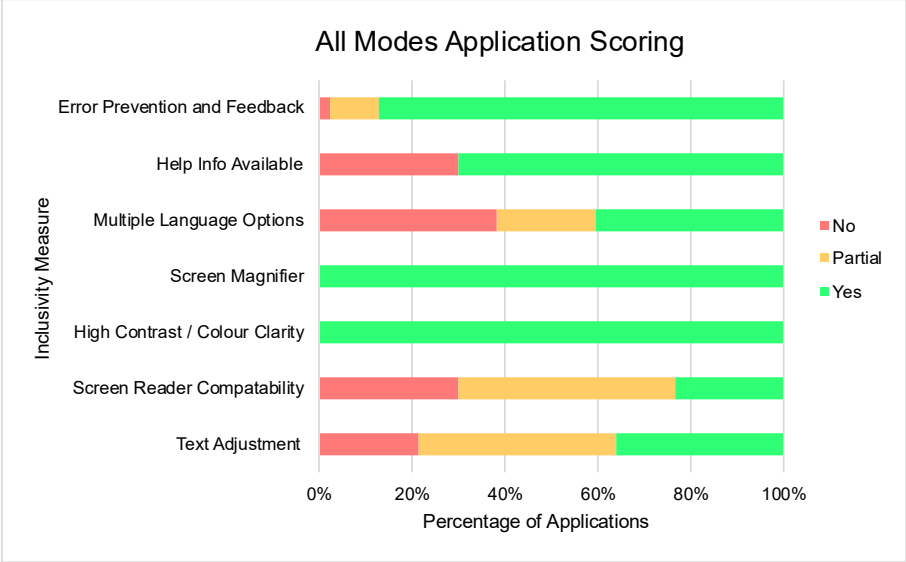


Figure 8: Application Scoring by Measure for All Modes

Figure 9 presents the scoring for each shared transport mode individually. The highest and lowest proportions of applications that are fully compatible with each inclusivity measure are outlined as follows:

- Text adjustment: 52% of DRT applications, 0% of e-scooters, ride-shares and car-shares;
- Screen reader compatibility: 40% of e-scooters, 0% of ride-shares;
- High contrast / colour clarity: 100% for all modes;
- Screen magnifier: 100% for all modes;
- Multiple language options: 60% of bike and e-scooter applications, 0% for ride- and car-shares;
- Help info available: 100% of car-share applications, 0% of ride-shares; and,
- Error prevention and feedback: 100% of ride-share applications, 75% of car-shares.

Figure 9: Application Scoring by Measure for All Modes Individually

Regarding the qualitative section of the app inclusivity review, the majority of applications were observed to provide clear text. A number of applications lacked clearly labelled buttons, and some used universal symbols that may not be clear to all users. Furthermore, many of the applications did not provide a tutorial to help new users use the application to hire the service.

6 Discussion

Hire Methods

Overall, 41% of all of the modes are hireable via online-only methods. The provision of a hire system accessible only online has the potential to exclude a number of users from accessing the service, literature highlights that the lack of digital hardware, low digital skills or lack of confidence can exclude users from accessing digital services (Bradley et al., 2022, INDIMO, 2022 and Durand et al., 2021). In the UK, 15% of adults lack the digital skills to complete fundamental tasks for accessing online services and would therefore be excluded from using these online hire services (Lloyds Bank, 2025). In relation to the lack of digital hardware, 3% of adults in the UK do not own a mobile phone (Goodthingsfoundation.org, 2024), which means that those individuals would struggle to access the 30% of services that are only available via a mobile application and therefore would be excluded from utilising the service.

In relation to the 30% schemes hireable only via a mobile application, a study by Bradley et al., (2022) found that in all three countries surveyed (Germany, Italy and the UK), similar schemes excluded a significant number of people from accessing the service.

Three of the reviewed car-share schemes allow users to hire a car via a telephone call, two of those services (Enterprise Car Club and Zip Car) incur additional charges for users wishing to hire the service on the phone, which therefore disadvantages those potential users who have a preference of using a telephone to access to a scheme. Participants of a MaaS trial in the UK raised concerns about the accessibility of an online platform and highlighted that it would be reassuring to have a telephone option for those who are less digitally confident (Bizgan, Hollings and Reynolds, 2020).

The literature highlights that lower-income individuals may struggle to access online services due to a lack of a mobile data plan in areas where free public Wi-Fi is unavailable, and therefore may struggle to use online-only shared transport services. In particular, 9% of adults in the UK struggle to afford mobile data plans (Goodthingsfoundation.org, 2024). This study found that of the services available only via mobile application (30%), the majority (88%) are micromobility services (bikes and e-scooters). It is important to note that micromobility is often described as a flexible and affordable service (Local Government Association, 2023), which highlights how digital exclusion can significantly limit the accessibility of services that are otherwise promoted as affordable.

In relation to socio-economic barriers, the lack of digital payment methods can exclude potential users from schemes that accept only card payments (INDIMO, 2022; Goodman-Deane et al., 2022). In 2024, it was found that 0.9 million adults in the UK did not have a bank account (FCA, 2025). This study found that, among the reviewed schemes, 61% accept only card payments, which accounted for 35% of DRT schemes, 100% of micromobility schemes, and 100% of car share schemes. As such, it is reasonable to assume that adults without bank accounts would be excluded from using these schemes.

The lack of internet connectivity, which can be associated with limited mobile data / broadband in rural areas, can also prevent users from accessing digital services. In particular, rural participants in a MaaS trial expressed concerns about its ability to operate in areas with poor signal / data coverage (Bizgan, Hollings, and Reynolds, 2020). This research found that among hireable schemes available via online-only modes, 5% serve rural areas (all of which were bike-share schemes), which may encounter connectivity issues.

Inclusivity Features

From a review of schemes hireable via a mobile application, none of the applications had a ‘perfect’ inclusivity score. For example, many of the applications did not have full screen reader or text adjustment compatibility, which can risk excluding users with visual impairments. Participants of a MaaS trial with visual impairments highlighted that online platforms should be compatible with voice-over software and provide customisable text (Bizgan, Hollings and Reynolds, 2020). Furthermore,

several of the tested applications did not offer multiple language options, potentially excluding non-native speakers from accessing these schemes (Expert Group for Urban Mobility, 2022).

When reviewing sites, several schemes stated in their website's accessibility features section that they were currently working towards compliance with WCAG 2.2 standards within their applications.

Currently, the Equality Act (2010), does not require private sector organisations to comply with WCAG 2.2 standards; this obligation applies only to public sector bodies (Buckwell, 2024). As such, whilst several private schemes may be making efforts to improve accessibility, they are not legally bound to meet these standards before releasing their applications to the public.

Additionally, a number of reviewed applications were noted to be complex to operate and lack a tutorial explaining how new users can operate the application to hire the service. Literature highlights that users may be excluded from digital services if they are perceived as complex or if information is difficult to locate (Nesterova, Goodman-Deane Bradley, 2021).

7 Conclusion and Recommendations

7.1 Conclusion

This paper aimed to answer the question *'What is the impact of the digitalisation of hire systems in shared transport and how can they be designed and regulated to integrate people, places, and policy, whilst meeting the needs of different user groups?'* by investigating the barriers to digital hire systems, how current hire systems vary for shared transport operators in the UK and whether hire applications meet inclusivity requirements.

Existing research on the inclusivity of the digitalisation of transport finds minimal focus on emerging modes such as shared transport, that often rely on digital platforms. Furthermore, the existing policy landscape in the UK is fragmented, with limited focus on the inclusivity of a digitally-driven transport future. The upcoming Integrated National Transport Strategy presents an opportunity to bridge these gaps and embed digital inclusion principles into future transport planning and regulation.

This study has identified a range of barriers that can prevent individuals from accessing shared transport services in the UK. These barriers demonstrate that a number of user groups could be excluded from accessing shared transport services, including those who are digitally excluded, have lower incomes, or low digital literacy. Although shared transport aims for widespread appeal, it appears to be inadvertently excluding a large proportion of people, often those who would benefit most from increased mobility and transport options. This may harm the wider promotion of sustainable transport and shared transport modes as alternatives to private car use. Significant changes must be implemented to ensure that every shared transport service is accessible to all, aiding the successful integration of people, policy and places through the digitalisation of transport services.

7.2 Recommendations

As a result of the policy review, data collection and analysis, this study has developed a set of key recommendations to ensure that shared transport in the UK can successfully integrate policy, places and people in a digitalised transport future. The recommendations are presented in **Figure 10**.

App Inclusivity

- The Government should enforce a requirement for all shared transport hire applications, whether operated by public or private bodies, to be fully accessible and WCAG 2.2 compliant prior to public release.
- Shared transport operators should be required to publish a detailed accessibility statement, outlining the measures taken to achieve compliance with WCAG 2.2 and detailing any remaining limitations.
- Hire applications should offer multiple language options, based on thorough engagement in the proposed service area to identify the languages spoken locally.
- Shared transport operators should provide clear and easy-to-follow application tutorials, ensuring the hire process is straightforward for all users.
- Shared transport operators should work closely with local authorities, policy makers, community groups and technology providers to co-design solutions that are both practical and inclusive.

Hire Methods

- Shared transport operators and local authorities should provide accessible training programmes, workshops, or online resources to help users improve their digital literacy skills.
- Shared transport operators should offer an offline alternative, such as a telephone option, for hiring services. This alternative should be provided at no additional cost to the user.

Payment Methods

- Where feasible to do so, shared transport operators should provide the option to pay using both cash and card methods.

Figure 10: Study Recommendations

7.3 Study Limitations

The limitations of this study are outlined below:

- Community-operated shared transport schemes were not included in the review, so the results may not reflect the inclusivity of all such schemes in the UK;
- The study does not fully capture the spatial variation across a large operating area; its findings are indicative of the most-served area types only;
- The inclusivity review did not do a full check against WCAG 2.2 guidelines due to a lack of specialised software, so some accessibility issues may not have been identified; and,
- Hire applications were tested only on an iPhone; experiences on other phones were not evaluated.

7.4 Further Research Opportunities

Further research opportunities are outlined below:

- Conduction of surveys to assess user perceptions of shared transport scheme hire systems and to identify any barriers encountered by users; and,
- Undertake research on community-operated shared transport schemes to compare hire methods and identify differences from other schemes.

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Appendix A: Shared Transport Hire Mode Review Full Data Table

Shared Transport Type	Operator	Scheme Name	Location	Census Area Type	Merged Area Type	App	Telephone	Email	Website	In-Person	Combinations	Payment Method	Booking Method Type
Car	Co Wheels	Co Wheels	Multiple - Across the UK	Urban: Nearer	Urban Nearer	x			x		App, Website	Card	Online Only
Car	Enterprise Car Club	Enterprise Car Club	Multiple - Across the UK	Urban: Nearer	Urban Nearer	x	Possible but extra charges will occur as this is predominately an emergency line		x		App, Telephone, Website	Card	Both
Car	Hiya Car	Hiya Car	Multiple - Across the UK	Urban: Nearer	Urban Nearer	x			x		App, Website	Card	Online Only
Car	Zipcar	Zipcar	London	Urban: Nearer	Urban Nearer	x	Possible but may incur additional charges		x		App, Telephone, Website	Card	Both
Car	LEAP	LEAP Car Club	Lochwinnoch and Linwood	Large Urban Areas	Urban Nearer		x	x	x		Telephone, Email, Website	Card	Both
Car	Zimbl	Zimbl	Banbury, Oxfordshire	Urban: Nearer	Urban Nearer	x			x		App, Website	Card	Online Only
Car	Turo	Turo	Multiple - Across the UK	Urban: Nearer	Urban Nearer	x			x		App, Website	Card	Online Only
Bike	Bolt	Bolt Bikes	London	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Dott	Dott Bikes	Colchester, West of England (Bristol, Bath and South Gloucestershire)	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Forest	Forest Bikes	London	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Lime	Lime Bikes	London, Nottingham, Milton Keynes	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Nextbike by TIER	Glasgow Cycle Hire Scheme, Santander Cycles, Swansea University Cycles	Glasgow, Stirling University, Milton Keynes, Uxbridge and Swansea	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Serco	London Santander Cycles, West Midlands Cycle Hire Scheme	London, West Midlands (Birmigham, Coventry, Sandwell, Solihul, Stourbridge, Sutton Coldfield, Walsall and Wolverhampton)	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Voi	Voi Bikes	Cambridge, Liverpool, Oxford, Peterborough, Portsmouth, Southampton, Isle of Wight, Edinburgh and London	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Bike	Hi-Bike	Hi-Bike	Inverness , Fort William	Other Urban Areas	Urban Nearer	x				x - tap fob / member card on handle bars	App, In-Person	Card	Both
Bike	App-Bike	App-Bike	Eastbourne, Chichester & Forest Row, Saffron Walden, Houghton Regis, Bidwell & Biggleswade, Seal Bay, Billing Aquadrome & Hayling Island holiday resorts, Waterbeach, Alconbury Weald, Leiston, Totnes and University of Hertfordshire	Majority Rural: Nearer	Rural Nearer	x					App	Card	Online Only
Bike	Beryl	Beryl Bikes	Belfast, Bournemouth, Christchurch, Poole, Brighton and Hove, Cornwall, Dorchester, Weymouth, Portland, Dorset, Eastleigh, Guildford, Hereford, Hertsmere, Leeds, Norwich, Plymouth, Stevenage. Watford and Worcester	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
E-Scooter	Neuron	Neuron	Newcastle	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
E-Scooter	Dott	Dott	Nottingham, Milton Keynes, Harlow, Colchester, Braintree, London, West of England	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
E-Scooter	Voi	Voi	Cambridgeshire, London, Slough, Buckinghamshire, Isle of Wight, Portsmouth, Southampton, Oxford, Cheltenham, Gloucester, Northamptonshire and Liverpool	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
E-Scooter	Beryl	Beryl	Norwich, Bournemouth, Christchurch and Poole, West Midlands	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
E-Scooter	Lime	Lime	Milton Keynes, London, Greater Manchester	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
Ride	Mobilityways	Liftshare	Multiple - Across the UK	Urban: Nearer	Urban Nearer	x			x		App, Website	Both	Online Only
DRT	The Routing Company and WeDRT	Book-a-bus	West Sussex	Majority Rural: Nearer	Rural Nearer	x	x				App, Telephone	Card	Both
DRT	Padam Mobility	Call Connect	Lincolnshire	Majority Rural: Further	Rural Further	x	x		x		App, Telephone, Website	Card	Both
DRT	itravel	itravel	Cheshire and West Cheshire	Intermediate Urban: Nearer	Urban Nearer	x	x		x		App, Telephone, Website	Both	Both
DRT	The Routing Company and WeDRT	Flexibus	East Sussex	Intermediate Rural: Nearer	Rural Nearer	x	x				App, Telephone	Both	Both
DRT	Central Connect	Flexibus+	Norfolk	Intermediate Rural: Further	Rural Further	x	x				App, Telephone	Both	Both
DRT	Via and TSS	Go-Too	Nantwich	Urban: Nearer	Urban Nearer	x	x				App, Telephone	Card	Both
DRT	Via and GoCoach	Go2	Kent - Sevenoaks and Ebbsfleet Valley	Urban: Nearer	Urban Nearer	x					App	Both	Online Only
DRT	Heathrow Airport	Go2Gate	Dedworth	Urban: Nearer	Urban Nearer	x					App	Card	Online Only
DRT	Padam Mobility	Hertslynx	Hertfordshire	Urban: Nearer	Urban Nearer	x	x		x		App, Telephone, Website	Card	Both
DRT	Stagecoach and Liftango	IndiGo PLUS	Stratford, Hatton and West Warwick	Intermediate Rural: Nearer	Rural Nearer	x	x				App, Telephone	Card	Both
DRT	T J Travel and LA Travel	IndiGo	Atherstone, Coleshil and Rugby	Majority Rural: Nearer	Rural Nearer		x				Telephone	Card	Offline Only
DRT	Liftango and Go Ahead	Just Go	North Lincolnshire (Scunthorpe, Brigg, Winterton, Epworth, Crowle and Barton-upon-Humber)	Intermediate Rural: Nearer	Rural Nearer	x	x				App, Telephone	Card	Both
DRT	East Suffolk Council	Katch	Framlingham, Campsea Ashe, Snape, Wickham Market	Intermediate Rural: Further	Rural Further		x		x		Telephone, Website	Both	Both
DRT	Trapeze and Nexus	Local Link	Greater Manchester	Urban: Nearer	Urban Nearer	x	x		x		App, Telephone, Website	Both	Both
DRT	Vectare and Padam Mobility	Novus Flex	New Lubbesthorpe and Leicester	Intermediate Urban: Nearer	Urban Nearer	x	x		x		App, Telephone, Website	Both	Both
DRT	Via	MK Connect	Milton Keynes	Urban: Nearer	Urban Nearer	x	x		x		App, Telephone, Website	Card	Both

DRT	Via and ACT	Moorlands Connect	Buxton, Leek, Cheadle and Ashbourne	Intermediate Urban: Nearer	Urban Nearer	x	x		App, Telephone	Both	Both
DRT	Via	Nottsbus	Nottinghamshire (North Ollerton, South Ollerton, Mansfield, West Rushcliffe, South Newark, Newark, Central Rushcliffe)	Majority Rural: Nearer	Rural Nearer	x	x		App, Telephone	Both	Both
DRT	Via	Phone'n'Ride	North East Lincolnshire	Urban: Nearer	Urban Nearer	x	x		App, Telephone	Both	Both
DRT	Via and Carousel Buses	Pickmeup	High Wycombe	Intermediate Urban: Nearer	Urban Nearer	x	x		App, Telephone	Both	Both
DRT	Moove Flexi and West Coast Motors	WestGo	Campbeltown or Dunoon	Remote Small Towns	Rural Further	x	x		App, Telephone	Both	Both
DRT	Teviot Taxi	Teviot Taxi DRT	Scottish Borders	Accessible Rural	Rural Nearer		x		Telephone	Both	Offline Only
DRT	Padam Mobility and Solent Future Transport Zone	FYT Bus	Isle of Wight	Intermediate Rural: Further	Rural Further		x		Telephone	Both	Offline Only
DRT	Padam Mobility	Surrey Connect	Surrey	Urban: Nearer	Urban Nearer	x	x	x	App, Telephone, Website	Both	Both
DRT	Via and Stagecoach	Tees Flex	Redcar, Cleveland, Hartlepool, Darlington and Stockton	Urban: Nearer	Urban Nearer	x		x	App, Website	Card	Online Only
DRT	Padam Mobility	The Robin	Gloucestershire	Intermediate Urban: Nearer	Urban Nearer	x	x	x	App, Telephone, Website	Both	Both
DRT	Vectare	Tiger on Demand	West Huntingdonshire, Fenland, East Cambridgeshire and South Cambridgeshire	Majority Rural: Nearer	Rural Nearer	x	x	x	App, Telephone, Website	Card	Both
DRT	Via and WeMove	West Midlands Bus on Demand	Coventry	Urban: Nearer	Urban Nearer	x	x		App, Telephone	Both	Both
DRT	Via	WESTLink	West of England, outside of Bristol and Bath city centres	Intermediate Urban: Nearer	Urban Nearer	x	x	x	App, Telephone, Website	Both	Both
DRT	Via and Diamond	Worcestershire on Demand	Worcestershire	Majority Rural: Nearer	Rural Nearer	x	x		App, Telephone	Both	Both
DRT	Via and local bus operators	Fflecsi	Various in Wales	Majority Rural: Further	Rural Further	x	x		App, Telephone	Both	Both

Appendix B: Application Inclusivity Checklist Full Data Table

Shared Transport Type	Operator	Scheme Name	Text Adjustment	Screen Reader Compatibility	High contrast / colour clarity	Screen Magnifier	Multiple Language Options	Help Info Available	Error Prevention and Feedback	Other Notes - clear buttons / text
Car	Co Wheels	Co Wheels	NO - Whilst the text on the map updates with some text alterations such as larger text size, the buttons do not.	PARTIAL - Works with text reader but some buttons do not read aloud / do not ready aloud in the right order.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - support is available on the app	YES - Error Prevention available	It is not clear how to book a car on this app, no tutorial is provided - may be locked behind a log in? Was able to search as a guest, some features may be locked behind a login.
Car	Enterprise Car Club	Enterprise Car Club	PARTIAL - text adjustments do work but not on all content.	PARTIAL - Works with the text reader but not all content.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	PARTIAL - Supports a minimal number of languages	YES - support is available on the app	PARTIAL - on the log in screen if the username or pass is wrong it does show an error but an error is not shown if the username / password is not filled in, the button is simply greyed out.	Some features locked behind a login which requires validation and ID check. Just tested the features I could based on what I could access. Not clear if a tutorial is provided. Buttons are clearly labelled.
Car	Hiya Car	Hiya Car	NO - Text alterations don't work	YES - Works with a text reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - support is available on the app	YES - Error Prevention available	Was able to search as a guest, some features may be locked behind a login. Not clear if a tutorial is provided. Buttons are clearly labelled. Text seems clear and easy to understand.
Car	Zipcar	Zipcar	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features are locked behind a log in / validation wall so unable to test. There is also no information online about what accessibility features the app supports.
Car	Zimbl	Zimbl	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features locked behind log in / validation	Features are locked behind a log in / validation wall so unable to test. There is also no information online about what accessibility features the app supports.
Car	Turo	Turo	PARTIAL - text adjustments do work but not on all content.	PARTIAL - Works with the text reader but not all content.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	PARTIAL - Supports a minimal number of languages	YES - support is available on the app	YES - Error Prevention available	Was able to search as a guest, some features may be locked behind a login. Not clear if a tutorial is provided. Buttons are clearly labelled. Text seems clear and easy to understand.
Bike	Bolt	Bolt Bikes	NO - Whilst the text on the map updates with some text alterations such as larger text size, the buttons do not.	PARTIAL - The app does work with screen reader but some buttons do not work such as the rides or schedule buttons	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - supports a wide range of languages available on the Iphone	YES - support is available on the app	YES - Error Prevention available	Buttons on the main tool bar are labelled with text and clear icons. The menu button uses the widely used 'hamburger' icon but is not labelled. Text appears to be concise and straight to the point, describing to the reader what to do. Not a lot of jargon. No tutorial provided
Bike	Dott	Dott Bikes	NO - Whilst the text on the map updates with some text alterations such as larger text size, the buttons do not.	PARTIAL - The app does work with screen reader but some buttons do not work such as with the 'get started' button	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - supports a wide range of languages available on the Iphone	YES - support is available on the app	YES - Error Prevention available	Not all buttons are clearly labelled. Text appears clear and lacks jargon. No tutorial provided.
Bike	Forest	Forest Bikes	YES - Text sizes and other alterations such as bold change on the app.	PARTIAL - Works with text reader but there are some buttons on the key hot bar buttons that don't have any text and are therefore not read aloud.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - supports a wide range of languages available on the Iphone	YES - support is available on the app	YES - Error Prevention available	Buttons use universal icons, however they are not clearly labelled and are not picked up by text reader. Text appears to be clear and free of jargon, No tutorial provided.
Bike	Lime	Lime Bikes	PARTIAL - Bold text alterations work but text size doesn't change on the app	PARTIAL - Works with text reader but some buttons do not read aloud / do not ready aloud in the right order.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - supports a wide range of languages available on the Iphone	YES - support is available on the app	YES - Error Prevention available	Buttons on the main window are not labelled and therefore not clear, however, they do use universal symbols. Text appears to be clear and free of jargon. No tutorial provided.

Bike	Nextbike by TIER	Glasgow Cycle Hire Scheme, Santander Cycles, Swansea University Cycles	PARTIAL - Text size increases but other alterations such as bold don't work	PARTIAL - Works with text reader, but some buttons are not read aloud	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - supports a wide range of languages available on the Iphone	YES - support is available on the app	YES - Error Prevention available	Buttons are labelled clearly. Text appears to be clear and jargon free. No tutorial provided
Bike	Serco	London Santander Cycles, West Midlands Cycle Hire Scheme	YES - Does not work with the iPhone changes but the app does provide its own changes.	PARTIAL - Works on the menu screen but not the main screen.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	PARTIAL - not a lot of languages available.	YES - support is available on the app	YES - Error Prevention available	Most buttons clearly labelled, menu button uses universally recognised hamburger icon. No tutorial provided.
Bike	Voi	Voi Bikes	PARTIAL - Text size increases but other alterations such as bold don't work	YES - Works with a text reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - supports a wide range of languages available on the Iphone	YES - support is available on the app	YES - Error Prevention available	Buttons are clearly labelled. Text seems clear and lacks jargon. No tutorial provided.
Bike	Hi-Bike	Hi-Bike	YES - Text sizes and other alterations such as bold change on the app.	PARTIAL - Works on the menu screen but not the main screen.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	PARTIAL - Supports a minimal number of languages	NO - there is a button which takes you to the website and describes how it works but no help / support available within the app	PARTIAL - Some error prevention available, but not on the first screen that asks for a mobile number, an incorrect number can be added.	Not all buttons are clearly labelled. Text appears clear and lacks jargon. No tutorial provided.
Bike	App-Bike	App-Bike	PARTIAL - Text size increases but other alterations such as bold don't work	PARTIAL - Works on the menu screen but not the main screen.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	PARTIAL - Supports a minimal number of languages	NO - Help button not available on the app	YES - Error Prevention available	Buttons are clearly labelled - menu uses hamburger icon Text seems clear and lacks jargon. No tutorial provided.
Bike	Beryl	Beryl Bikes	NO - Text alterations don't work	YES - Works with a text reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	PARTIAL - Supports a minimal number of languages	NO - Help button not available on the app	YES - Error Prevention available	PROVIDES TUTORIAL Some buttons labelled whilst others are not. Text appears to be clear and free of jargon.
E-Scooter	Neuron	Neuron	NO - Text adjustments do not work.	PARTIAL - Some content works with the iPhone screen reader but some doesn't.	YES - Yes works with colour filters on Iphone and colour invert	YES - works with iPhone magnifier	PARTIAL - Supports a minimal number of languages	Yes - Help info and support available through app	NO - Error prevention not available. Buttons are greyed out till certain requirements are met but no explanation provided.	A lot of text when first introduced to the app which may be confusing, for some users . Most buttons are clearly labelled, however, some are not. No tutorial provided.
E-Scooter	Dott	Dott	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	
E-Scooter	Voi	Voi	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	
E-Scooter	Beryl	Beryl	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	
E-Scooter	Lime	Lime	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	Same as the bike app so combined	
Ride	Mobilityways	Liftshare	PARTIAL - Text adjustments only work on some of the content.	PARTIAL - Works with text reader, but some buttons are not read aloud	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	NO - Help button not available on the app	YES - Error Prevention available	Main window when first open app states that the app is optimised to ensure all features are usable and accessible. No tutorial provided, app is not clear how to book car share ride.
DRT	The Routing Company and WeDRT	Book-a-bus	PARTIAL - Text size increases but other alterations such as bold don't work	PARTIAL - Some content works with the iPhone screen reader but some doesn't.	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - multiple language options available	NO - No help / support provided on app.	YES - Error Prevention available	No tutorial provided upon opening, can navigate to it on the app though Buttons on the main menu are not all labelled. Text appears to be clear and easy to understand.
DRT	Padam Mobility	Call Connect	PARTIAL - Text size increases but other alterations such as bold don't work	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - support is available on the app	YES - error prevention available,	No tutorial provided upon opening, Buttons on the main menu are clearly labelled but the menu icon uses the classic hamburger symbol and is not labelled. Text appears to be clear and easy to understand, not a lot of jargon
DRT	itravel	itravel	PARTIAL - text changes to bold but size changes don't work	YES - Works with a screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Provides a number of languages	YES - support is available on the app	YES - Error prevention available.	No tutorial provided on opening, text is clear and easy to understand, buttons appear to be clearly labelled
DRT	The Routing Company and WeDRT	Flexibus	YES - Text sizes and other alterations such as bold change on the app.	YES - Works with a screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - support is available on the app	YES - Error prevention available.	No tutorial provided on opening, text is clear and easy to understand, buttons appear to be clearly labelled
DRT	Central Connect	Flexibus+	PARTIAL - text changes to bold but size changes don't work	PARTIAL - Some bits work with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	NO - No help info is provided on the app	YES - Error prevention available.	App appears to be simple to operate. Buttons are clearly labelled.

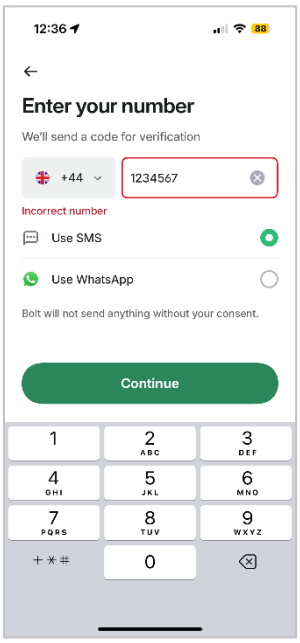
DRT	Via and TSS	Go-Too	YES - Text sizes and other alterations such as bold change on the app.	PARTIAL - Some bits work with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	YES - works with iPhone magnifier	NO - Only English provided.	NO - button takes you to contact but no help info available	YES - Error prevention available.	No tutorial provided. Buttons clearly labelled and text is clear
DRT	Via and GoCoach	Go2	YES - Text sizes and other alterations such as bold change on the app.	PARTIAL - Some bits work with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	YES - works with iPhone magnifier	NO - Only English provided.	NO - button takes you to contact but no help info available	YES - Error prevention available.	No tutorial provided. Buttons clearly labelled and text is clear
DRT	Heathrow Airport	Go2Gate	PARTIAL - text changes to bold but size changes don't work	YES -Works with screen reader	YES - Yes works with colour filters on Iphone and colour invert	YES - works with iPhone magnifier	YES - Provides a number of languages	NO - button takes you to contact but no help info available	YES - Error prevention available.	No tutorial provided. Buttons clearly labelled and text is clear
DRT	Padam Mobility	Hertslynx	PARTIAL - text changes to bold but size changes don't work	PARTIAL - Works with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Provides a number of languages	YES - There is support and help provided on app	YES - Error prevention available.	Buttons appear clearly labelled, text is clear. No tutorial provided.
DRT	Stagecoach and Liftango	IndiGo PLUS	NO - Text does not change	YES -Works with screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Lots of languages provided on the app	NO - No help info is provided on the app	YES - Error prevention available.	Set up process is difficult, need to verify email and then refresh app Most buttons are labelled and clear. Text is clear. Tutorial process not provided on app but is via email
DRT	Liftango and Go Ahead	Just Go	NO - Text does not change	YES -Works with screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Lots of languages provided on the app	NO - No help info is provided on the app	YES - Error prevention available.	Set up process is difficult, need to verify email and then refresh app Most buttons are labelled and clear. Text is clear. Tutorial process not provided on app but is via email
DRT	Teviot Taxi	Teviot Taxi DRT	Combined with the Flexibus service as the same app is used.	Combined with the Flexibus service as the same app is used.	Combined with the Flexibus service as the same app is used.	Combined with the Flexibus service as the same app is used	Combined with the Flexibus service as the same app is used.	Combined with the Flexibus service as the same app is used.	Combined with the Flexibus service as the same app is used.	Combined with the Flexibus service as the same app is used.
DRT	Trapeze and Nexus	Local Link	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	There is a registration form for accessibility needs. Most buttons are labelled and clear. Text is clear. No tutorial is provided
DRT	Vectare and Padam Mobility	Novus Flex	YES - Text sizes and other alterations such as bold change on the app.	PARTIAL - Works with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	Partial - Provides English and Welsh.	YES - There is a button that takes you to the website which provides help.	PARTIAL - It highlights that there is an error but does not describe what the error is.	Main window is not very clear - no labels just buttons that may not be clear. The side menu does have labelled buttons. No tutorial provided.
DRT	Via	MK Connect	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	PARTIAL - Some error prevention but on the first screen with the phone number, the error was not clear.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Via and ACT	Moorlands Connect	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Via	Nottsbus	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Via	Phone'n'Ride	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided - however a pop up did load when app first loaded to provide a number to call if you require accessibility requirements whilst travelling (such as wheelchair access)
DRT	Via and Carousel Buses	Pickmeup	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Moove Flexi and West Coast Motors	WestGo	PARTIAL - Text adjustments work but not on all content.	YES -Works with screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Lots of languages provided on the app	NO - No help info is provided on the app	Partial - some error prevention but on the detail screen the button is greyed out without explain the error.	Very simple app to navigate - no tutorial provided.
DRT	Padam Mobility	Surrey Connect	PARTIAL - text changes to bold but size changes don't work	PARTIAL - Works with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Provides a number of languages	YES - There is support and help provided on app	YES - Error prevention available.	Buttons appear clearly labelled, text is clear. No tutorial provided.
DRT	Via and Stagecoach	Tees Flex	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Padam Mobility	The Robin	PARTIAL - text changes to bold but size changes don't work	PARTIAL - Works with screen reader but not all does	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Provides a number of languages	YES - There is support and help provided on app	YES - Error prevention available.	Buttons appear clearly labelled, text is clear. No tutorial provided.

DRT	Vectare	Tiger on Demand	PARTIAL - Text size increases but other alterations such as bold don't work	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	YES - Provides a number of languages	NO - No help info is provided on the app	YES - Error prevention available.	
DRT	Via and WeMove	West Midlands Bus on Demand	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Via	WESTLink	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Via and Diamond	Worcestershire on Demand	YES - Text sizes and other alterations such as bold change on the app.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	NO - Only English provided.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.
DRT	Via and local bus operators	Fflecsi	PARTIAL - Text size changes and text can be adjusted to bold but this doesn't work on all content.	NO - Does not work with iPhone screen reader	YES - Yes works with colour filters on Iphone and colour invert	Yes works with Iphone magnifier	Partial - Provides English and Welsh.	YES - There is support and help provided on app	YES - Error prevention available.	Most buttons are clearly labelled, some such as the menu button are not. No tutorial provided.

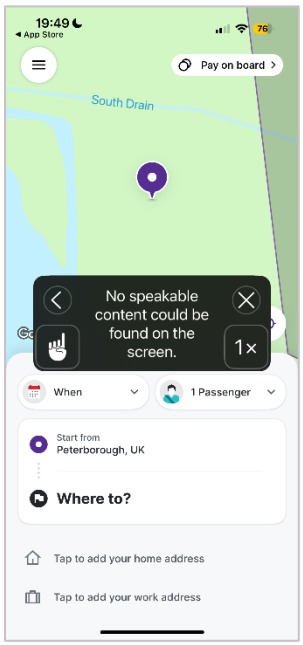
Shared Transport Type	Scheme Name	App Name	Text Adjustment	Screen Reader Compatability	High contrast / colour clarity	Screen Magnifier	Multiple Language Options	Help Info Available	Error Prevention and Feedback
Car	Co Wheels	Co Wheels	0	0.5	1	1	0	1	1
Car	Enterprise Car Club	Enterprise Car Club	0.5	0.5	1	1	0.5	1	0.5
Car	Hiya Car	Hiya Car	0	1	1	1	0	1	1
Car	Turo	Turo	0.5	0.5	1	1	0.5	1	1
Bike	Bolt Bikes	Bolt	0	0.5	1	1	1	1	1
Bike	Dott Bikes / Dott E-Scooters	Dott	0	0.5	1	1	1	1	1
Bike	Forest Bikes	Forest	1	0.5	1	1	1	1	1
Bike	Lime Bikes / Lime E-Scooters	Lime	0.5	0.5	1	1	1	1	1
Bike	Glasgow Cycle Hire Scheme, Santander Cycles, Swansea	Nextbike	0.5	0.5	1	1	1	1	1
Bike	London Santander Cycles, West Midlands Cycle Hire Scheme	Santander Cycles	1	0.5	1	1	0.5	1	1
Bike	Voi Bikes / Voi E-Scooters	Voi	0.5	1	1	1	1	1	1
Bike	Hi-Bike	Hi-Bike	1	0.5	1	1	0.5	0	0.5
Bike	App-Bike	App-Bike	0.5	0.5	1	1	0.5	0	1
Bike	Beryl Bikes	Beryl	0	1	1	1	0.5	0	1
E-Scooter	Neuron	Neuron	0	0.5	1	1	0.5	1	0
E-Scooter	Dott Bikes / Dott E-Scooters	Dott	0	0.5	1	1	1	1	1
E-Scooter	Voi Bikes / Voi E-Scooters	Voi	0.5	1	1	1	1	1	1
E-Scooter	Beryl Bikes	Beryl	0	1	1	1	0.5	0	1
E-Scooter	Lime Bikes / Lime E-Scooters	Lime	0.5	0.5	1	1	1	1	1
Ride	Liftshare	Mobilityways	0.5	0.5	1	1	0	0	1
DRT	Book-a-bus	Book-a-bus	0.5	0.5	1	1	1	0	1
DRT	Call Connect	Call Connect	0.5	0	1	1	0	1	1
DRT	itravel	itravel	0.5	1	1	1	1	1	1
DRT	Flexibus / Teviot Taxi	Ride Pingo	1	1	1	1	0	1	1
DRT	Flexibus+	TMS DRT	0.5	0.5	1	1	0	0	1
DRT	Go-Too	Go-too	1	0.5	1	1	0	0	1
DRT	Go2	Go2	1	0.5	1	1	0	0	1
DRT	Go2Gate	Go2Gate	0.5	1	1	1	1	0	1
DRT	Hertslynx	Hertslynx	0.5	0.5	1	1	1	1	1
DRT	IndiGo PLUS	IndieGo PLUS	0	1	1	1	1	0	1
DRT	Just Go	JustGo	0	1	1	1	1	0	1
DRT	Local Link	Local Link	1	0	1	1	0	1	1
DRT	Novus Flex	My Trips	1	0	1	1	0.5	1	0.5
DRT	MK Connect	MK Connect	1	0	1	1	0	1	0.5
DRT	Moorlands Connect	Moorlands Connect	1	0	1	1	0	1	1
DRT	Nottsbus	Nottsbus On Demand	1	0	1	1	0	1	1
DRT	Phone'n'Ride	Phone'n'Ride	1	0	1	1	0	1	1

DRT	Pickmeup	Pickmeup	1	0	1	1	0	1	1
DRT	WestGo	Moove Flexi	0.5	1	1	1	1	0	0.5
DRT	Surrey Connect	Surrey Connect	0.5	0.5	1	1	1	1	1
DRT	Tees Flex	Tees Flex	1	0	1	1	0	1	1
DRT	The Robin	The Robin	0.5	0.5	1	1	1	1	1
DRT	Tiger on Demand	Tiger on Demand	0.5	0	1	1	1	0	1
DRT	West Midlands Bus on Demand	WM on Demand	1	0	1	1	0	1	1
DRT	WESTLink	WESTLink	1	0	1	1	0	1	1
DRT	Worcestershire on Demand	Worcestershire on Demand	1	0	1	1	0	1	1
DRT	Fflecsi	Fflecsi	0.5	0	1	1	0.5	1	1

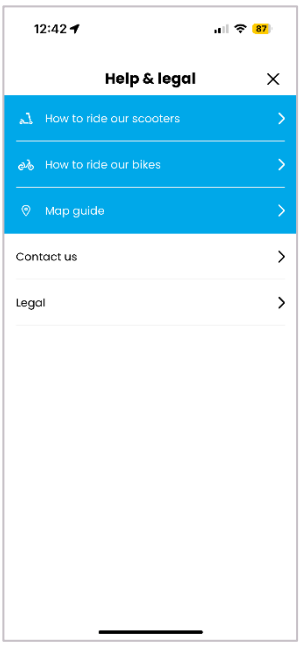
Appendix C: Application Review Observations



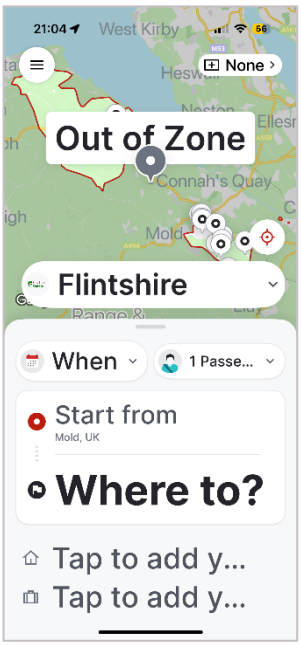
Bolt – Error Prevention



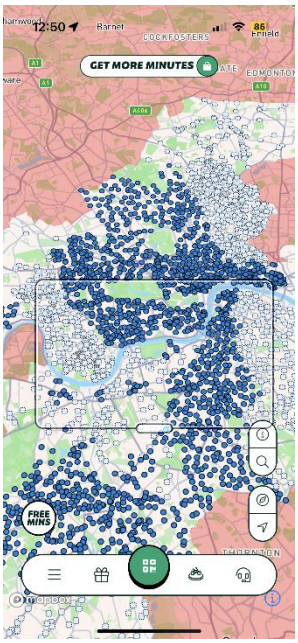
CallConnect – Screen Reader Error



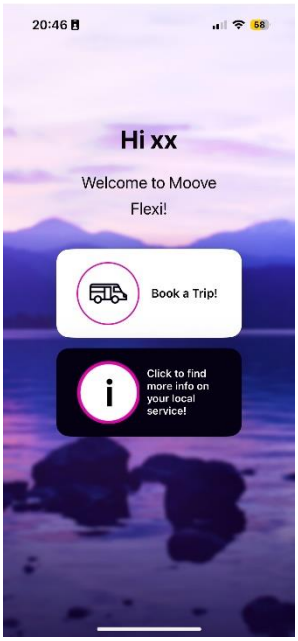
Dott – Help Information



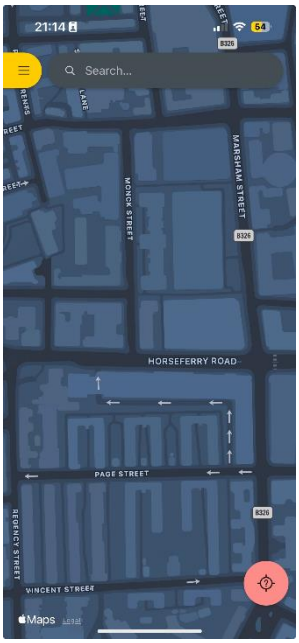
Fflecsi – Text Size Change



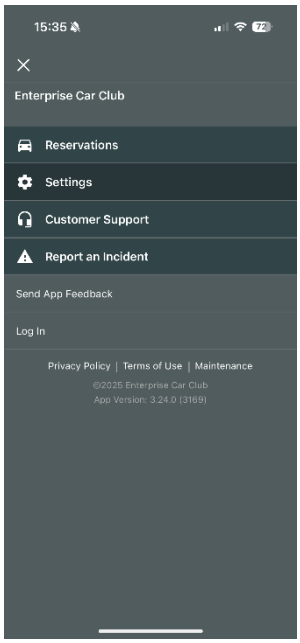
Forest – Screen Magnifier



Moove Flexi – Simple Layout



My Trip – Unclear Buttons



Enterprise – Clear Labelled Buttons