



Transport Developments Summary

Name: Keith McKenzie

Role: Community Participant and Neurodiversity Advocate

Location: Birmingham

Through my background and lived experiences as a neurodivergent, I can provide unique and valuable ideas and to improve journey and navigation experience and confidence to everyone using public transport

General Background

As a active public transport user all my life, this enables me to be aware of factors when navigating though journeys, facilities and information.

Background from other developments

Art & design

Through my art and design background I have an active interest to make sure that communication information and presentation is accessible and at the same time appealing to everyone. This includes passenger information, marketing, branding, signage, mapping, information materials & much more

Neurodiversity Awareness

As a neurodivergent public transport user I have many experiences in transport journeys both good and bad in navigating the public transport network, including accessing information & facilities. In addition this applies to using digital technology (such as ticketing information, ticket barriers and many more)

How my developments support your advocacy

As a combination of my lived experience as a neurodivergent as well as a neurodiversity advocate for over 25 years, I have strong interest to make sure that the transport system is accommodating and user friendly for neurodivergent and other passengers

Key Transport related developments

Participation

* User Group Testing

A online participation opinion survey on the transport authorities plans or encouraging opinions on improving information when using the website, digital applications, marketing and passenger information

* Suggestions on passenger information and signage

I had an opportunity to meet with Craig Shipley from the products team (in relation with passenger information) at Transport for West Midlands to share my viewpoints opinions and suggestions to improve integrated and connected transport journeys particularly in the West Midlands region and in and around Central Birmingham

* Accessibility summit

With attending the accessibility summit in Wolverhampton titled "journeys for everyone" I took part in the number of workshops which enables our voices related to journey experiences or particular plans by Transport for West Midlands and related organisations.

Continued

Key Transport related developments - Continued

Creative

* "Stop and Change" marketing and awareness proposal

The proposed marketing and awareness content against discriminatory behaviour and intolerant attitudes towards disabilities and difficulties in public transport

* "Travel with a heart" marketing proposal

A family of marketing examples on steps how everyone can make minor adjustments to improve safer travel on public transport

* Information guide for comments, complements and complaints

I developed a special project for the Worcestershire county councils public transport team to develop an information guide which makes it easy for passengers to understand the contacting procedures depending on the type of bus services (including commercial, subsidised and directly operated services by the county council).

* Marketing proposal for network in Redditch

I have used my creative background to propose to the Redditch Community Forum (A partnership by Redditch Borough Council) and Worcestershire County council how marketing and passenger to information could be improved to enhance the passenger to access the local bus network in Redditch with confidence. This is after many years of instability and decline on bus services which has led the town to be car and taxi dependent especially in the evenings.

Awareness

* Examples of my experiences along with suggestions and solutions

I have provided to the West Midlands Safer Travel Partnership examples of my lived experience and challenges when using local public transport along with suggestions and possibilities to improve the journey experience for everyone

I had a number of one to one meetings with Transport for West Midlands (West Midlands Safer Travel Partnership) and at the operators National Express West Midlands and West Midlands Trains related to my experiences and suggestions for safe and sustainable travel

(Combined creative and participation)

* Event transport guides

I provided a series of specialised guides which enable visitors to travel to and from the venue the east side rooms for the latin dancing convention Motion City jointly organised by Latinmotion (Birmingham) and Mambocity (London)

(Combined awareness and participation)

* Travel safety study

I took part in a series of studies on safer travel which was jointly arranged by West Midlands Safer Travel Partnership and National Neurodiversity Training

* Videos survey

I took part in a short interview related to safer travel matters jointly arranged by National Neurodiversity Training in association with West Midlands Safer Travel Partnership

* Education training video

I took part in a special educational video which informs transport staff and safer travel officers the challenges and boundaries on navigating the public transport in the West Midlands region along with suggestions and possibilities

Continued

Impact and reach

- Communities reached

Transport for West Midlands

National Express West Midlands (the operator is to be renamed West Midlands bus limited from November 2026)

West Midlands Trains (The operator to be renamed as Great British railways in the West Midlands in future)

United Response

National Neurodiversity Training

Worcestershire Country Council - Public Transport team

Organisations engaged

Transport Focus

Network Rail - Soon to be part of Great British Railways

Bus Users UK

NCAT: National Centre of Accessible Transport

West Midlands Rail Executive

Online developments

You can explore the variety of transport related development by visiting the special index page of my website

Digital portfolio

My interactive digital portfolio can be available during meetings (either in person or via video calls through desktop devices or online conferencing appointments.)

Please use the contact details to arrange a meeting to view my digital portfolio.

Project pages

Select the development title to access the information online

(Participation related)

* Suggestions on passenger information and signage

I had an opportunity to meet with Craig Shipley from the products team (in relation with passenger information) at Transport for West Midlands

<https://keithmckenzie.dudaone.com/transport-participation-to-improve-connected-journeys>

* Accessibility summit

With attending the accessibility summit in Wolverhampton titled "Journeys for Everyone" organised by Transport for West Midlands and related organisations.

<https://keithmckenzie.dudaone.com/transport-accessibility-summit>

Continued

Project pages

Creative related

(Creative related)

* **The "Stop and Change" marketing and awareness proposal**

The proposed marketing and awareness content against discriminatory behaviour and intolerant attitudes towards disabilities and difficulties in public transport

<https://keithmckenzie.dudaone.com/stop---change-project>

* **Travel with a heart Marketing proposal**

A family of marketing examples on steps how everyone can make minor adjustments to improve safer travel on public transport

<https://keithmckenzie.dudaone.com/travel-with-a-heart>

* **Information guide for comments, complements and complaints**

I developed a special project for the Worcestershire County Council's public transport team

<https://keithmckenzie.dudaone.com/choose-how-you-move>

* **Marketing proposal for network in Redditch**

I have used my creative background to propose to the Redditch Community Forum and Worcestershire County council how it can improve passenger confidence

<https://keithmckenzie.dudaone.com/transport-marketing-proposal>

Combined creative and participation related

* **Event transport guides**

I provided a series of specialised guides which enable visitors to travel to and from the venue the east side rooms for the latin dancing convention Motion City

Combined awareness and participation

* **Travel safety study**

I took part in a series of studies on safer travel which was jointly arranged by West Midlands Safer Travel Partnership and National Neurodiversity Training

<https://keithmckenzie.dudaone.com/special-transport-awareness-event-on-neurodiversity>

* **Safer Travel video interview**

I took part in a short interview related to safer travel matters jointly arranged by National Neurodiversity Training in association with West Midlands Safer Travel Partnership

<https://keithmckenzie.dudaone.com/featured-on-a-travel-safety-awareness-video>

* **Education training video**

I took part in a special educational video which informs transport staff and safer travel officers the challenges and boundaries on navigating the public transport in the West Midlands region along with suggestions and possibilities

<https://keithmckenzie.dudaone.com/travel-safety-educational-video-involvement>

Additional links

Connected Possibilities

A special insight though my perspective article going beyond Barriers (The Power of Connection & possibilities in a Neurodivergent Journey

<https://keithmckenzie.dudaone.com/neurodiversity-insight>

Continued

Downloads

Connected transport suggestions

Drawing on awareness, lived experience and design, these publications present suggestions and solutions to help create a more connected and integrated public transport system across the West Midlands metropolitan area.

<https://irp.cdn-website.com/9e71d1c6/files/uploaded/KMC+report+TfWM+info+-+signage+interact.pdf>

The online links are subject to change & alterations

For updated online link please visit my home page of my website

keithmckenzie.dudaone.com

Online links on the next page

Contact & Collaboration

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Written and developed by Keith McKenzie

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