

Naidex

Independent Living Survey 2022



Sponsored by
baa rolltz
Blue Badge Access Awards

Summary

This report conveys the results of the Independent Living Survey 2022, distributed amongst the disability community across the UK. This survey was conducted in November 2022 by Naidex, in collaboration with Rollz and Blue Badge Access Awards. The survey had 804 respondents.

Independent Living enables disabled people to achieve their goals and live their lives in the way that they choose, by providing solutions for removing the barriers to equality and inclusion, including finance, transport, mobility, sport and leisure and housing.

The results of this survey will help give us a greater insight into what is working and what needs to be improved to ensure disabled people are able to live independently.

Foreword: our sponsors

Naidex
Independent Living Survey 2022

The logo for Rollz, featuring the word "rollz" in a lowercase, white, sans-serif font.

Rollz's mission is to provide sustainable and durable solutions that help people with mobility issues continue living an active and independent life.

Rollz is dedicated to creating mobility aids that are not only functional, but also stylish and easy to use. Our rollators are designed with the user in mind, incorporating features that promote safety, comfort, and convenience. Whether it's a walker that converts into a wheelchair, or a rollator that can be used both indoors and outdoors, Rollz is committed to providing innovative tools that help people maintain their independence as their mobility needs change.

The logo for Blue Badge Access Awards, featuring a large lowercase "b" above the lowercase letters "aaa".

Blue Badge Access Awards

The Blue Badge Access Awards 2023/24, set the Gold Standard for Access in the wider hospitality sector, is on the hunt for the very best in accessibility for the disabled guest, and aims to reward hotels, restaurants, leisure and tourism venues and people that are getting 'accessibility with style' right.

The need to enjoy gatherings, events, experiences, travel should not be compromised by bad access. Of course, the cost of living crisis is having a profound effect on the disabled community – but businesses need to thrive if the economy is to recover, so forgoing two billion 'purple ££s' each month helps no-one!

The aim of our Awards is to reward good accessibility and highlight bad or non-existent access.

Distribution

In order to capture opinions and experience from the disability community, we teamed up with industry leading companies and put together a three phase marketing distribution plan.



Market research, breakdown categories and map out questions. Consult with sponsors to create targeted questions in specific focus areas.

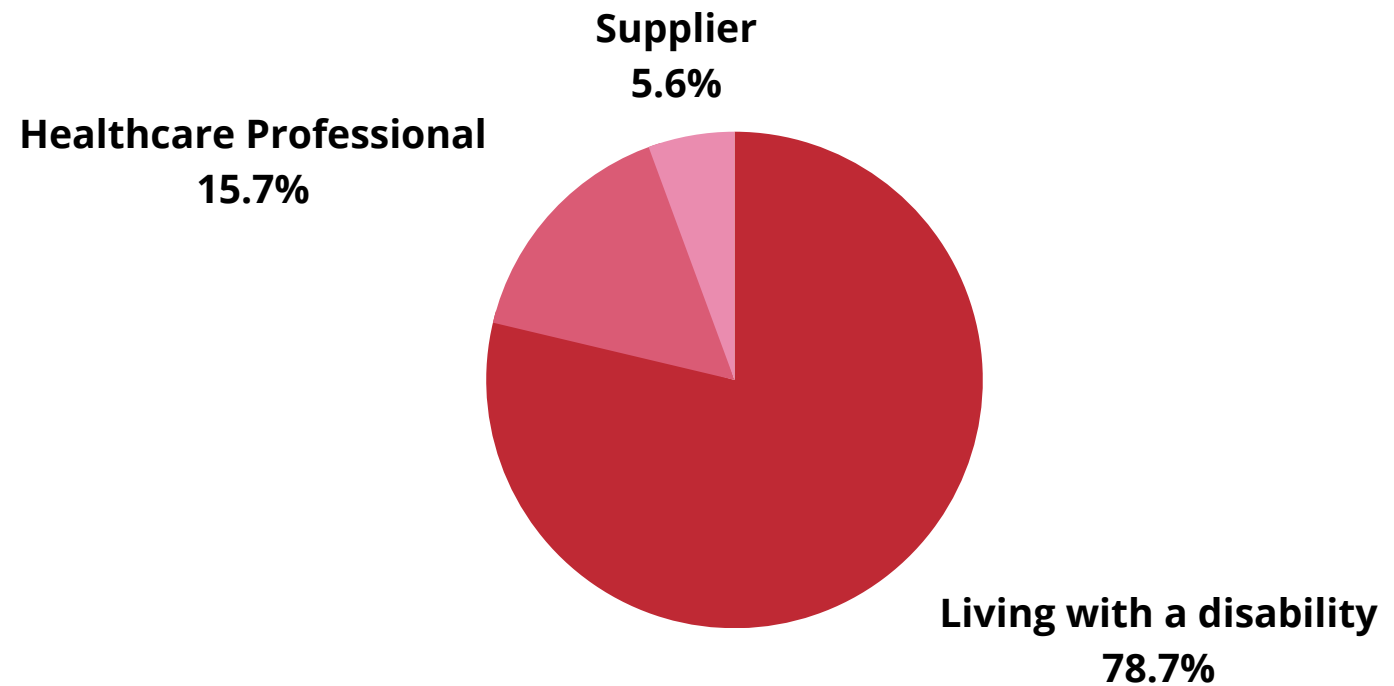
In house A/B tested emails sent, follow-up reminder emails sent, website banners live, LinkedIn group promotion, organic social media promotion.

Results collection and analysis. Followed up by calls with our sponsors and content team to plan a live session covering results at Naidex.

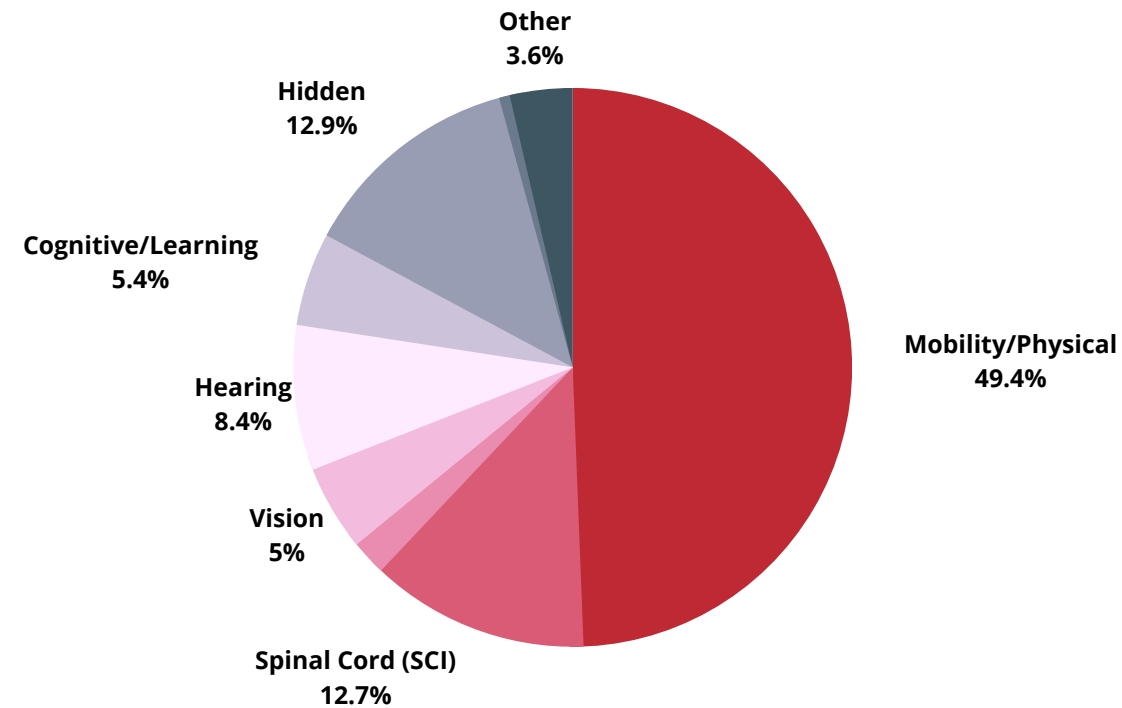
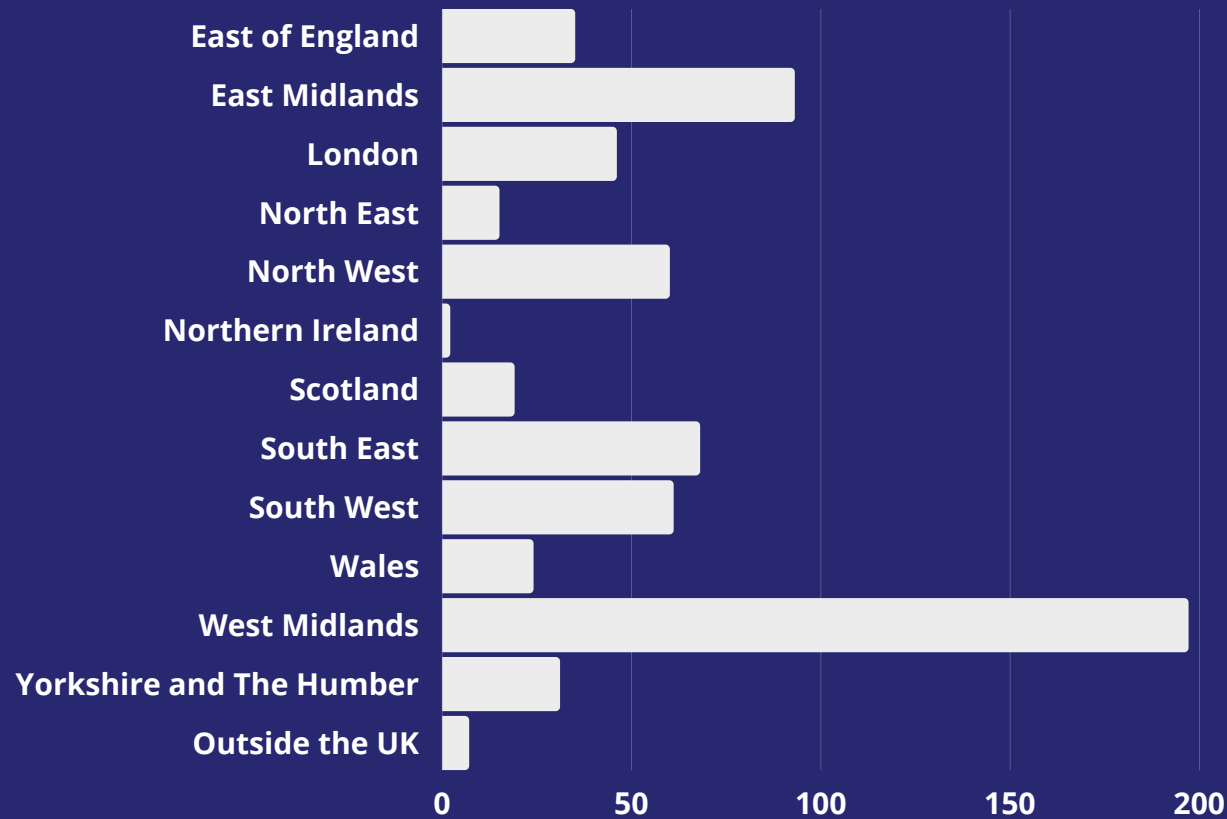
Demographics

The initial question asked 'which of the following best describes you'. The answers led to 2 streams - public and Healthcare professional/Trade.

Opening questions delved into the demographics of the participants including age, information regarding disability, job role, location type of organisation, in order to set the premise of follow-up questions.



Demographics



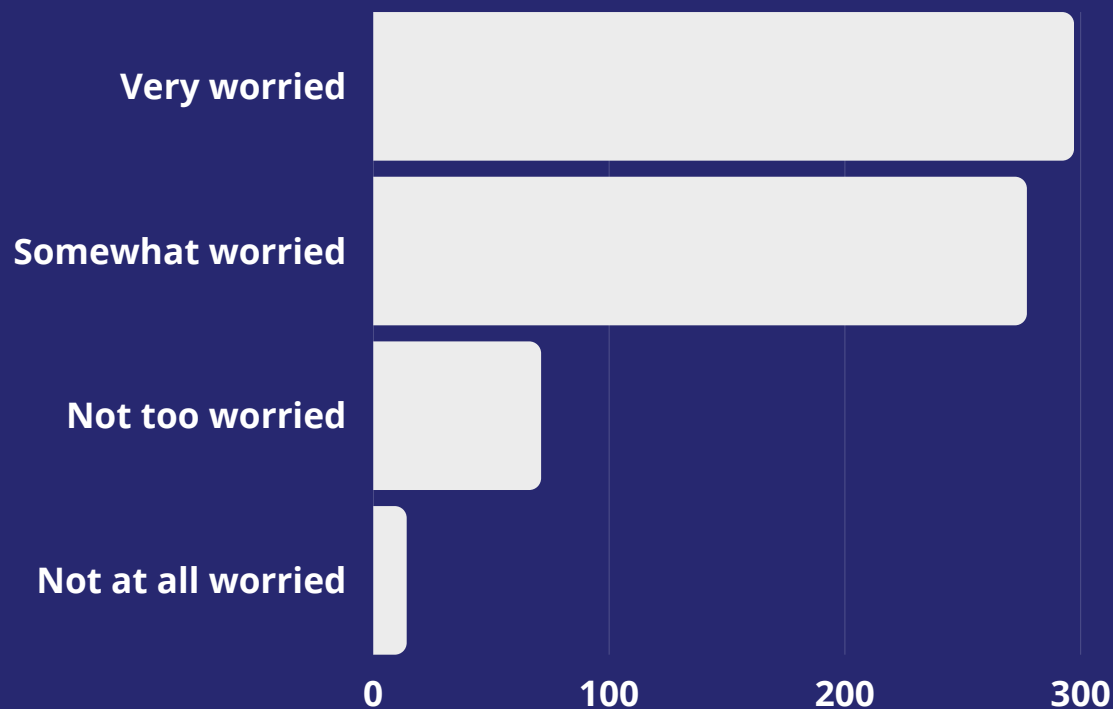
The survey remained anonymous, and participants had the option of disclosing their email before submission if they wished to be entered into the prize draw.

Section 1: Findings

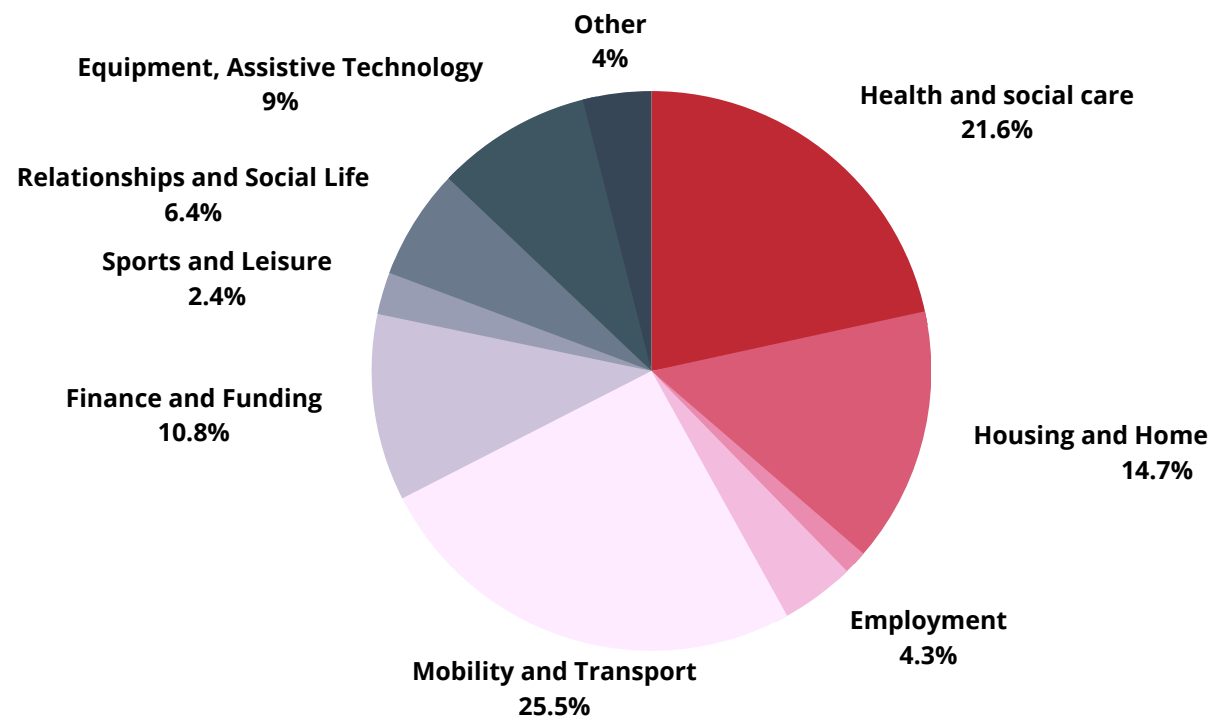
Public Track

Are you worried about the cost of living crisis?

For the public (71%) of respondents said they were either somewhat worried or extremely worried about the cost-of-living crisis.



From the areas below, which do you feel is the biggest challenge towards independent living for you personally?



The 3 biggest challenges for Independent Living were identified as Mobility and Transport, Health and Social Care and Housing and Home Adaptions.

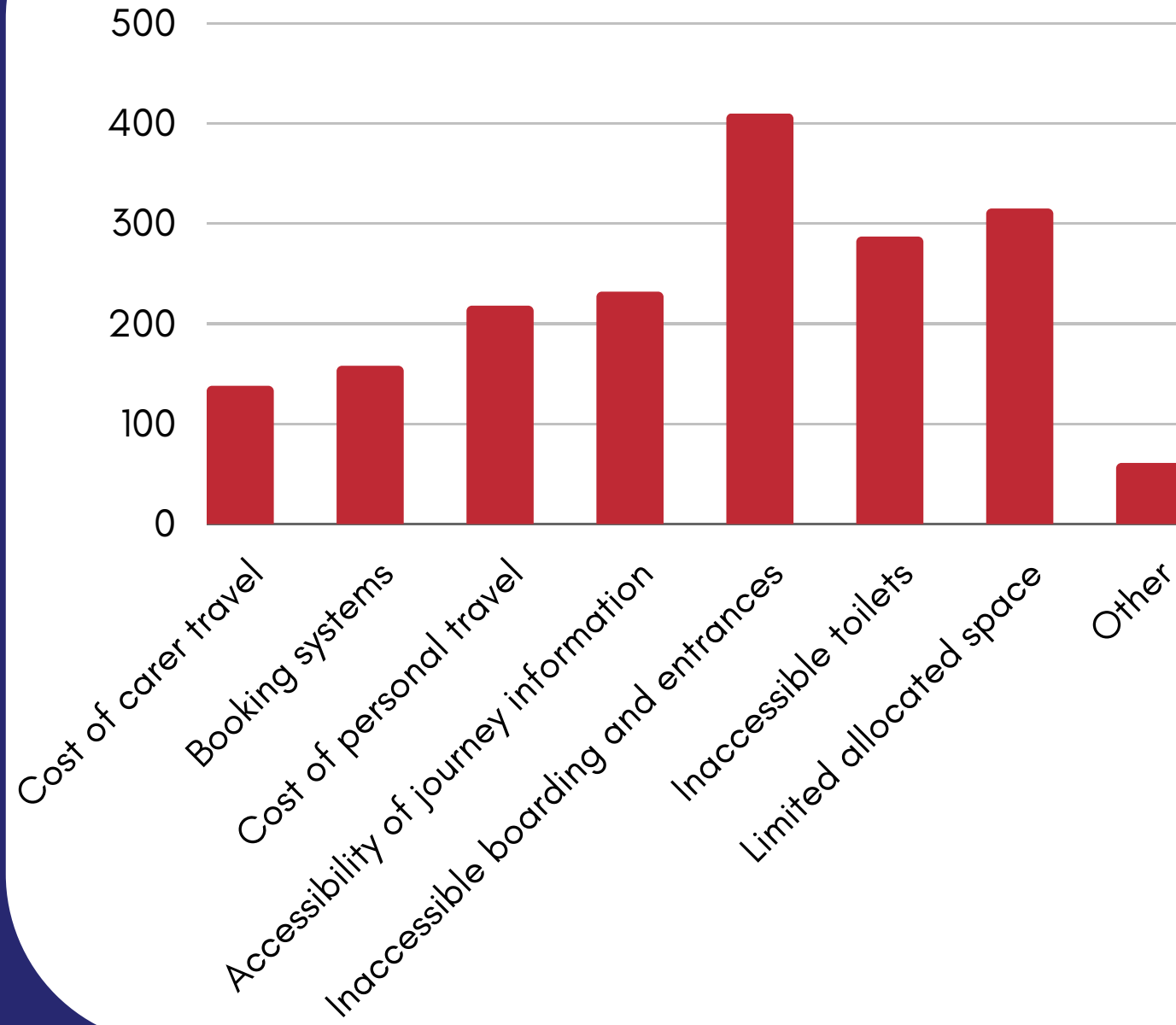
Section 1: Findings

Public Track - Mobility & Transport

Which of the challenges below do you face the most when accessing transport services?

When accessing transport services, the biggest challenges were said to be Inaccessible boarding and entrances, Limited allocated space and Inaccessible toilets.

With inaccessible boarding proving the most significant barrier to accessing public transport, it suggests that implementing practical adaptations to services would be most impactful such as designing more direct routes to access, improving staff support and providing more allocated space on the vehicles themselves.



Section 1: Findings

Public Track - Mobility & Transport

To what extent do you agree or disagree with the following statements:

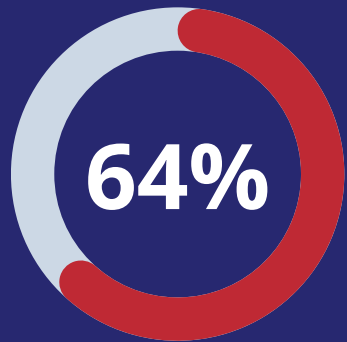
	Agree	Strongly agree	Neutral	Disagree	Strongly disagree	N/A
I feel confident that I will be correctly assessed when considering a mobility aid	25.84%	4.86%	32.67%	21.73%	11.70%	31.19%
There is adequate funding available to help purchase mobility equipment	8.21%	3.34%	20.36%	29.48%	34.19%	4.41%
It is difficult for me to visit local equipment retailers	24.77%	17.17%	30.40%	15.81%	6.53%	5.32%
I can access most venues using my mobility aid	25.68%	6.99%	25.38%	25.08%	11.40%	5.47%

Section 1 Findings

Public Track - Health & Social Care

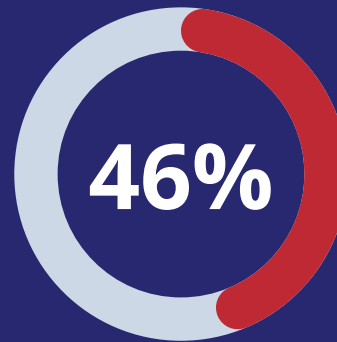
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Lack of funding is a contributor to my unmet healthcare needs



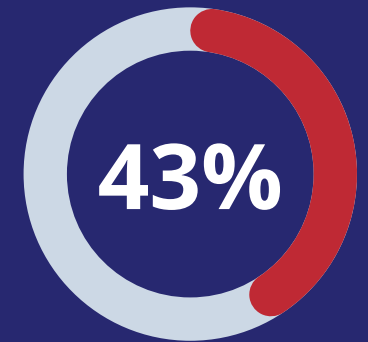
Agree

I have previously faced discrimination in a healthcare setting in relation to my disability

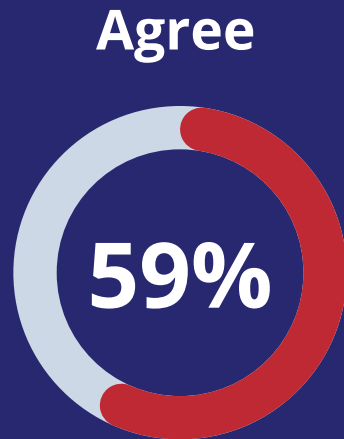


Agree

I feel I have adequate product recommendations from healthcare providers

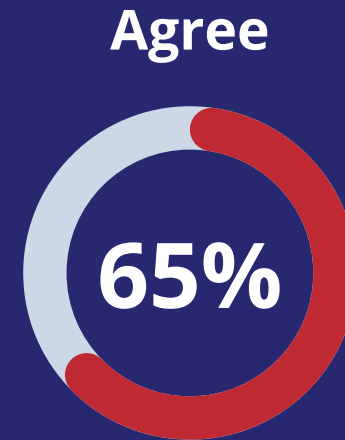


Agree



Agree

Transport services are a significant barrier for me when accessing healthcare services



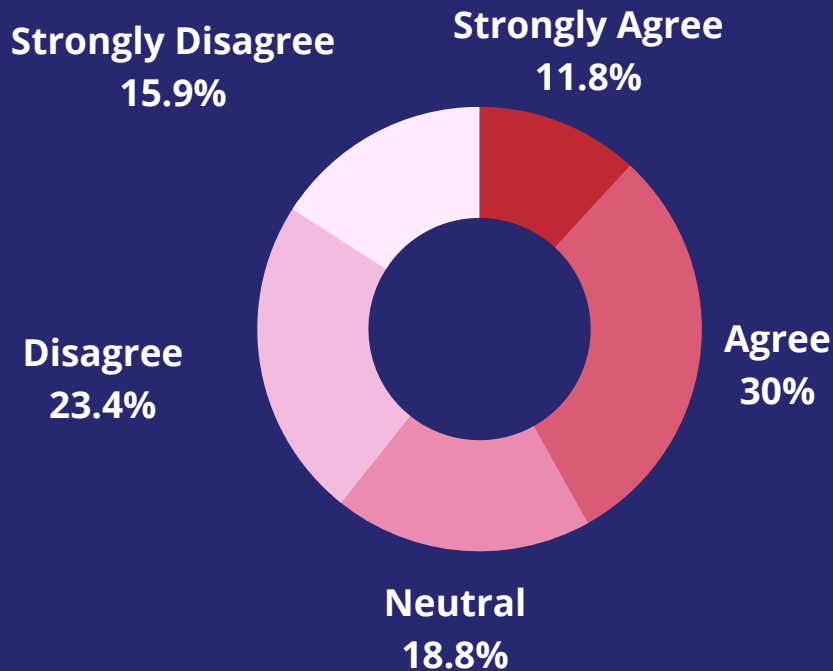
Agree

There is a lack of communication support from healthcare providers

Section 1: Findings

Public Track - Housing and Home Adaptations

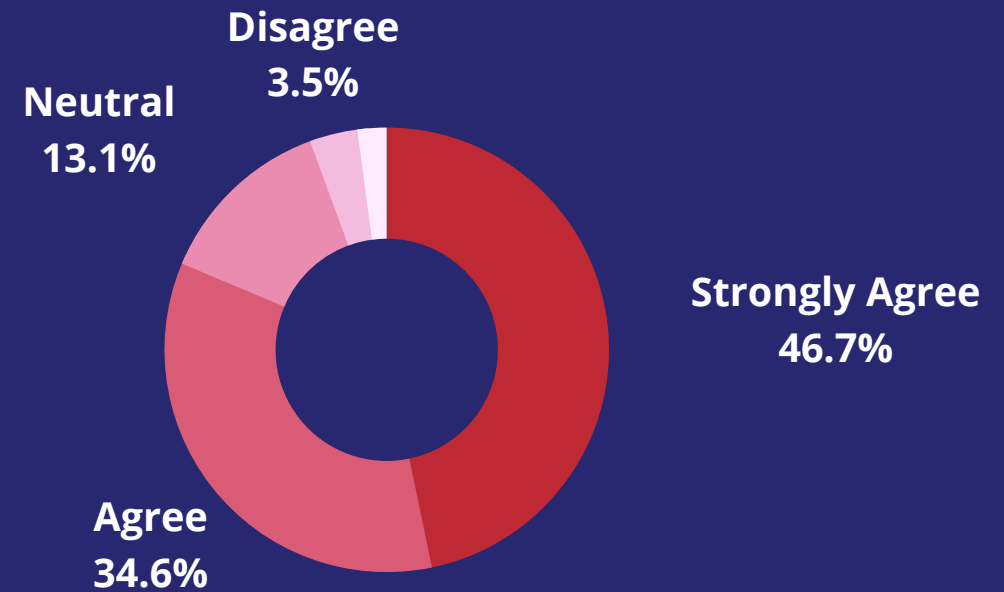
My home is adapted to meet my full requirements



The majority of respondents stated that their homes are adapted to meet their full requirements with 30% agreeing, however, 23% did disagree with the statement.

Making necessary home adaptations is not affordable

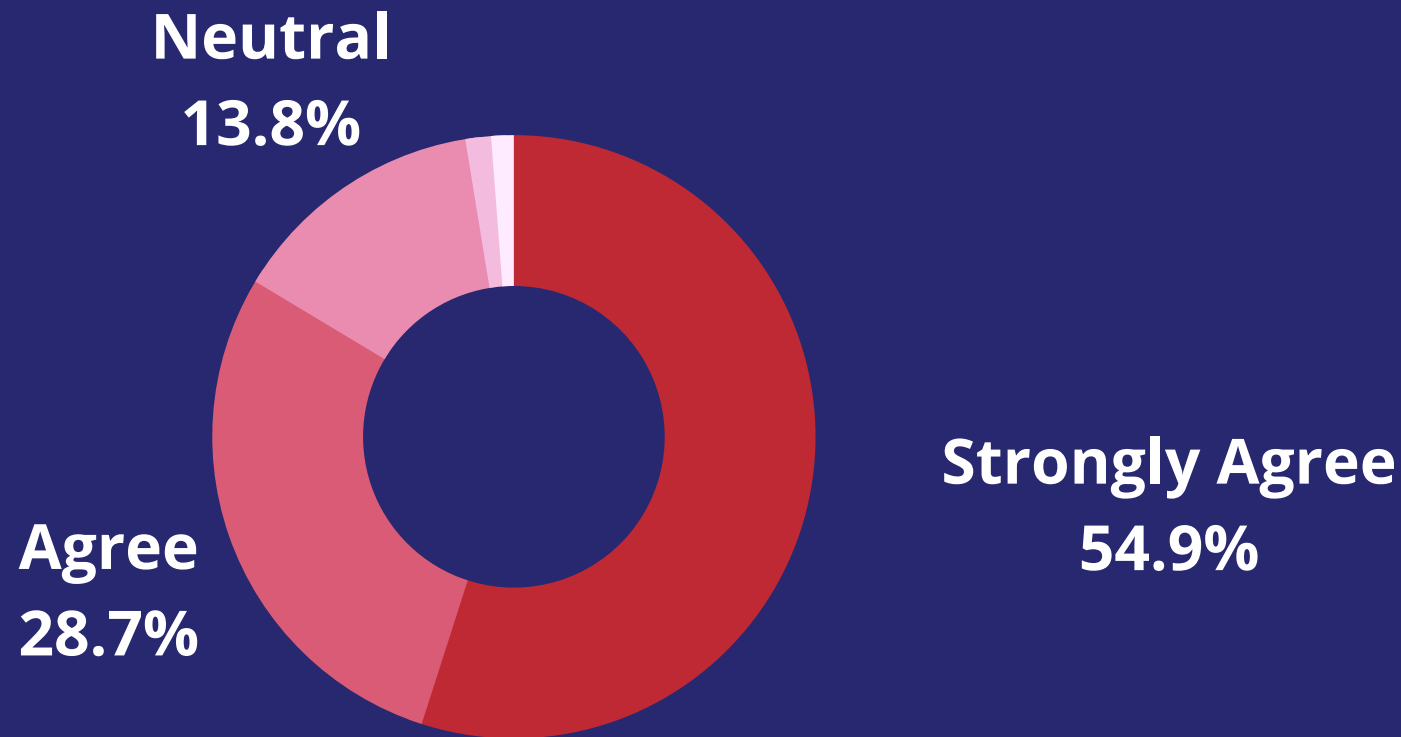
Most respondents find making necessary home adaptations is not affordable, with 47% strongly agreeing and 35% agreeing with the statement.



Section 1: Findings

Public Track - Housing and Home Adaptations

There is a lack of accessible housing being built

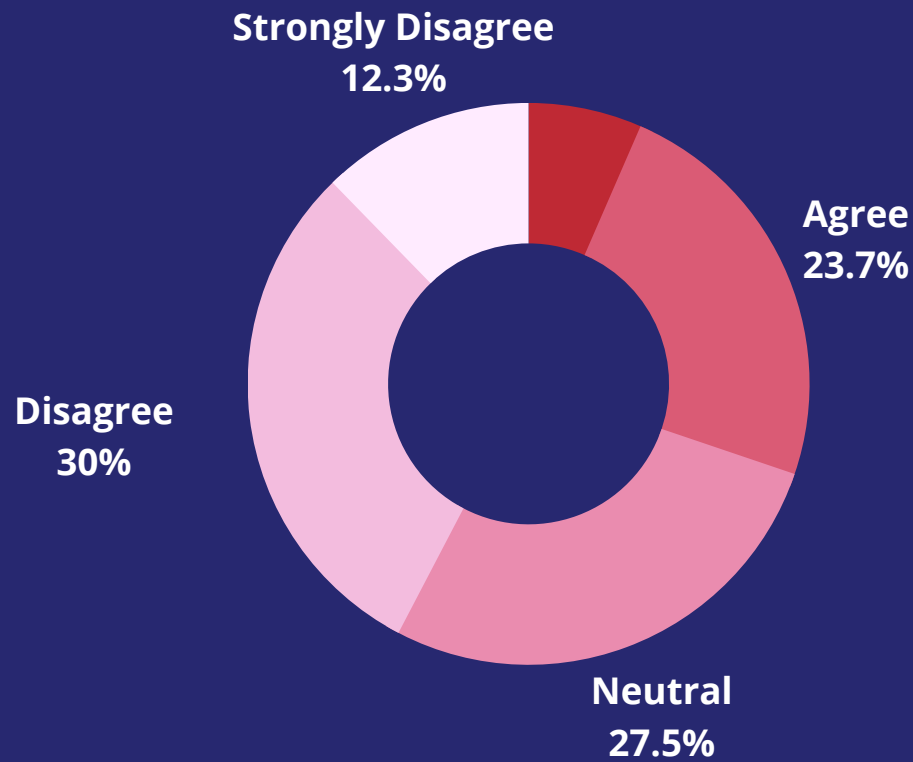


Results found that there is a lack of accessible housing being built with 55% strongly agreeing and 29% agreeing with the statement.

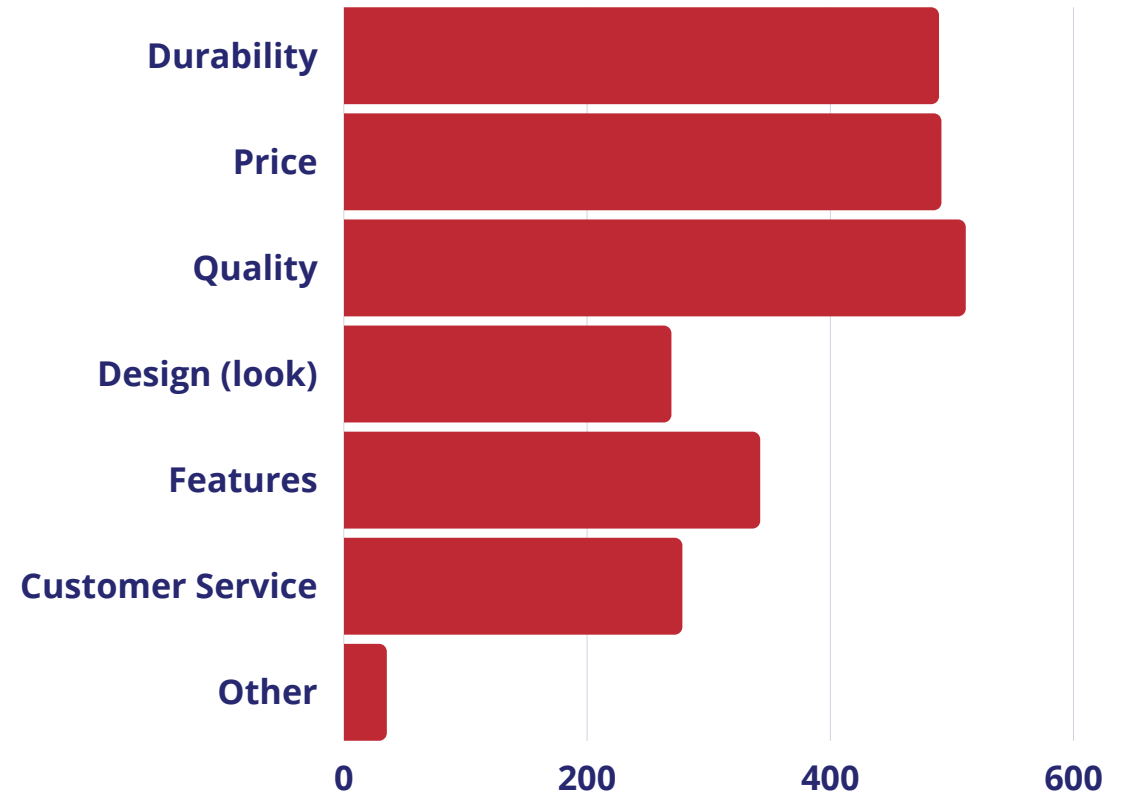
Section 1: Findings

Public Track - Finance

I feel confident in accessing of all of the disability related financial support options that are currently available to me:



What is important for you when looking for a product?

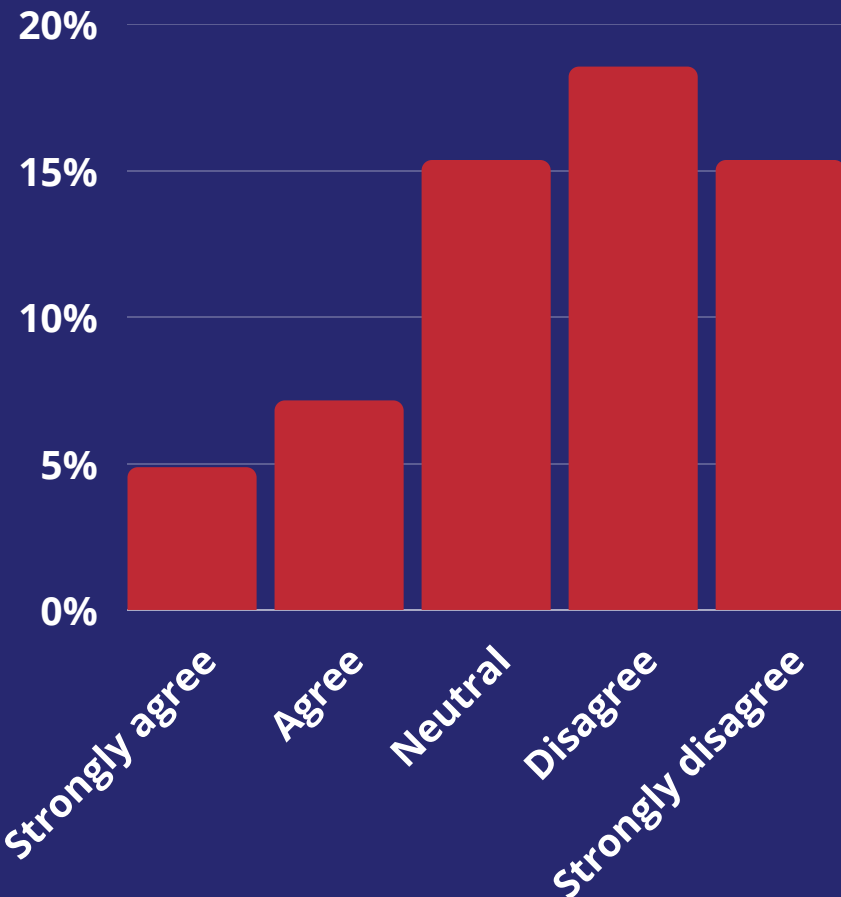


The most important things for respondents when looking for a product were identified as quality, durability and price.

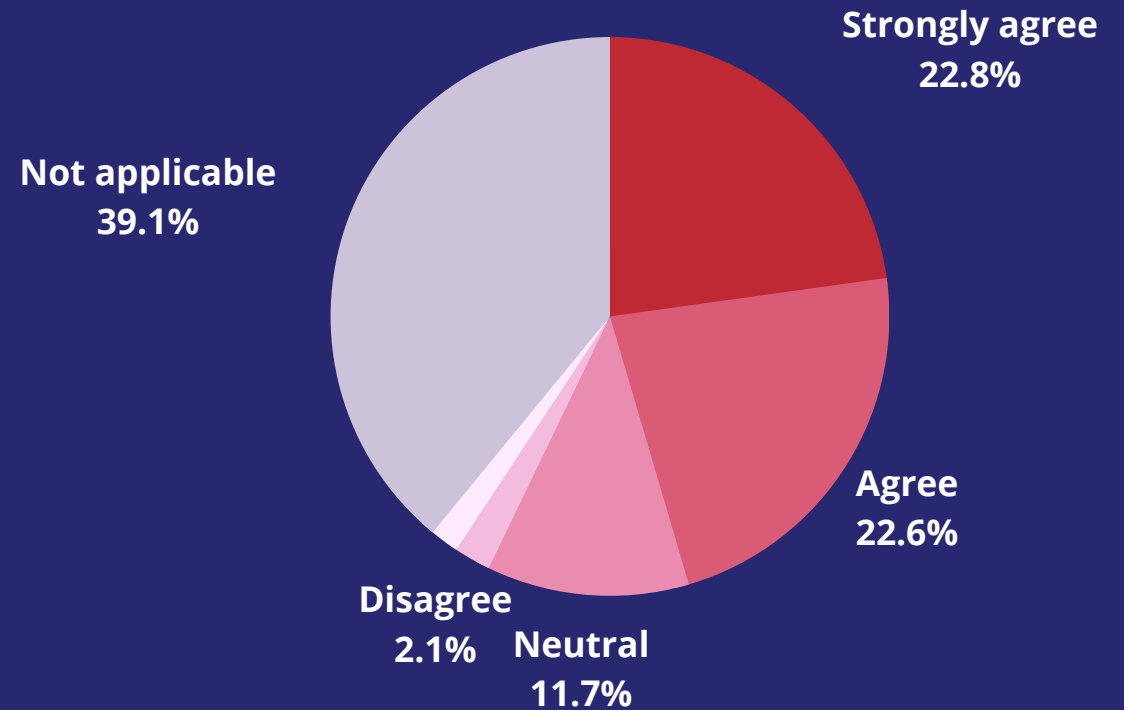
Section 1: Findings

Public Track - Education

There is adequate funding for assistive products/technology to help students with additional needs



There are an insufficient number of specialist staff members to support disabled students in schools



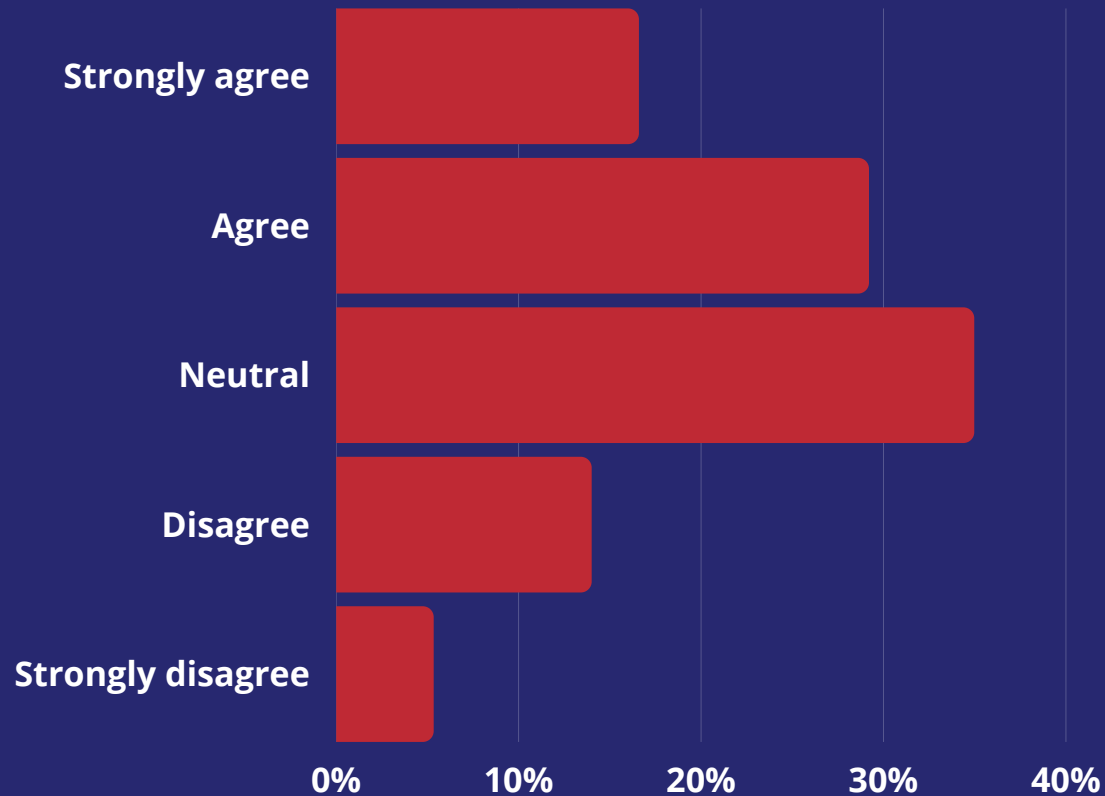
34% disagree that there is adequate funding for assistive products/technology to help students with additional needs.

46% agreed that there is a lack of specialist staff members in schools, highlighting a workforce issue.

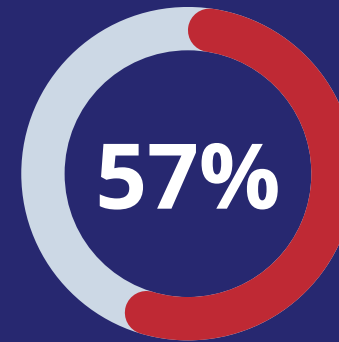
Section 1: Findings

Public Track - Employment

I would feel comfortable discussing my disability with an employer/ prospective employer.

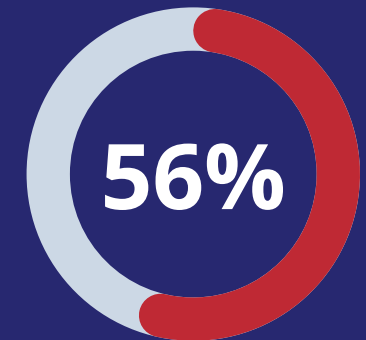


My workplace has the right equipment and infrastructure to allow me to work seamlessly



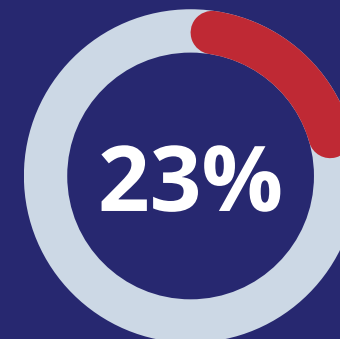
Neutral

I have the same employment opportunities as everybody else



Disagree

My place of work has an inclusive culture

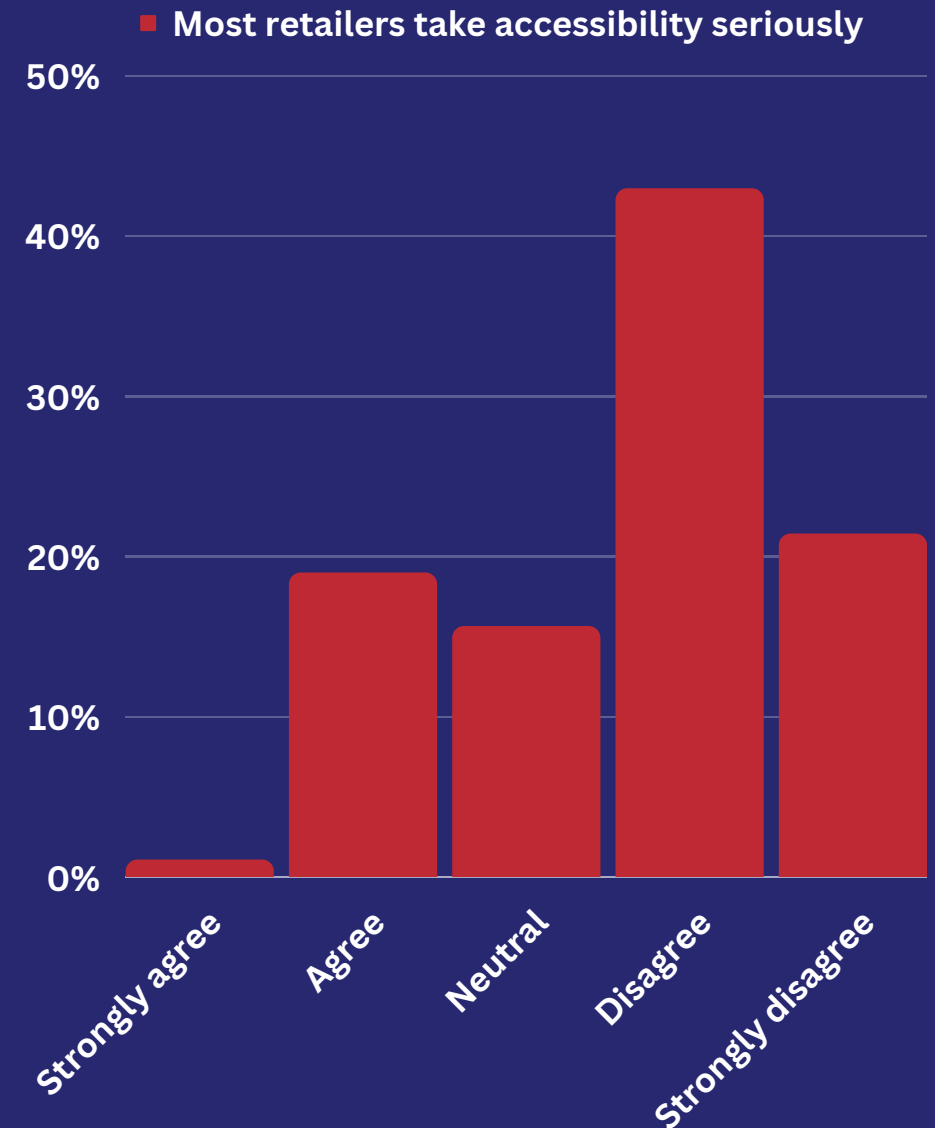
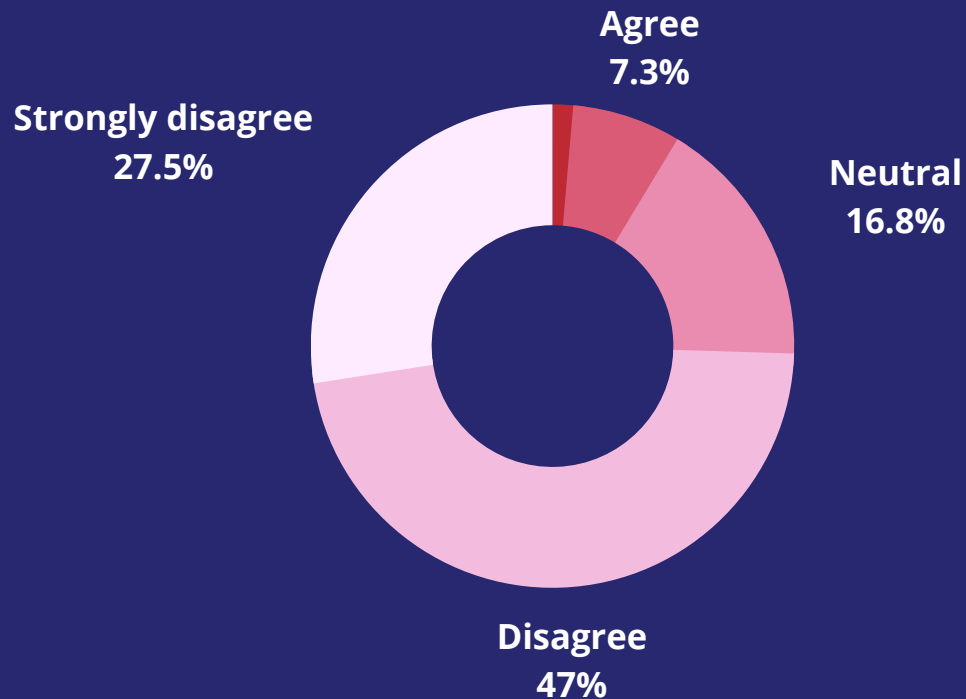


Agree

Section 1: Findings

Public Track - Lifestyle

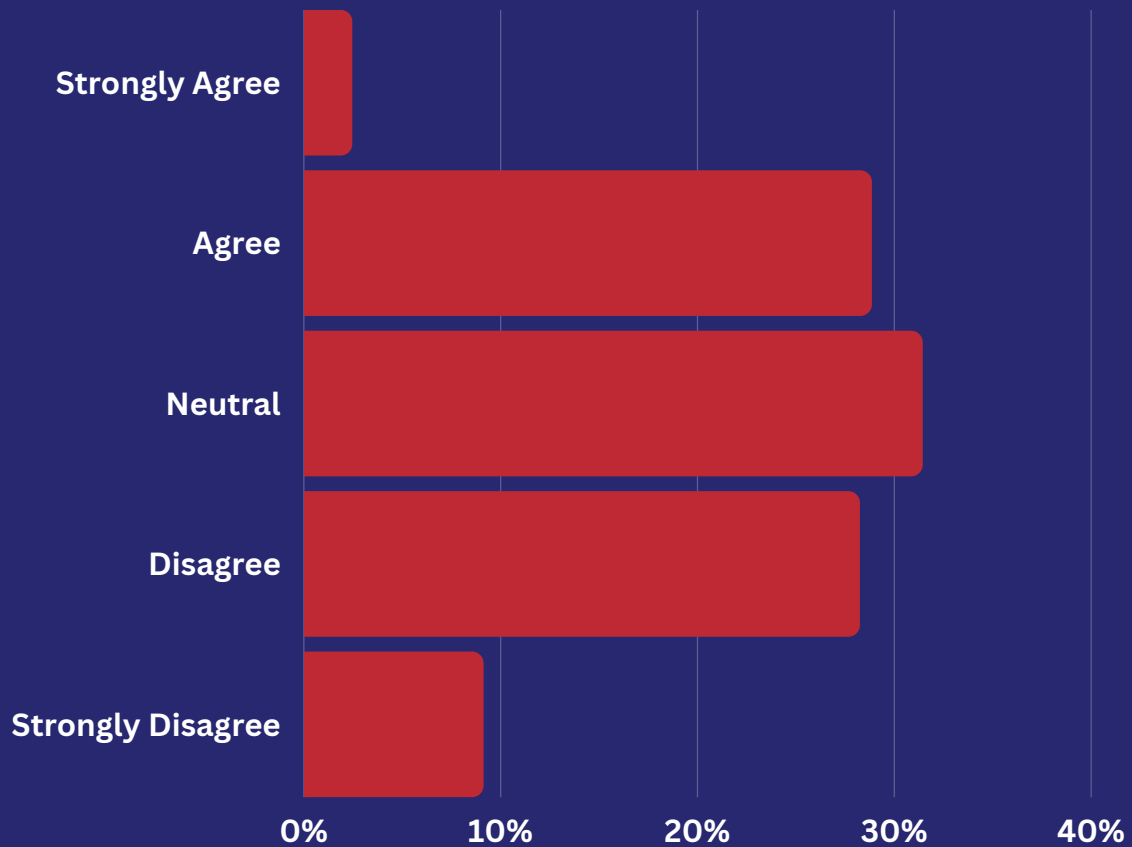
The disabled community receive fair representation in the mainstream media



Section 1: Findings

Public Track - Lifestyle

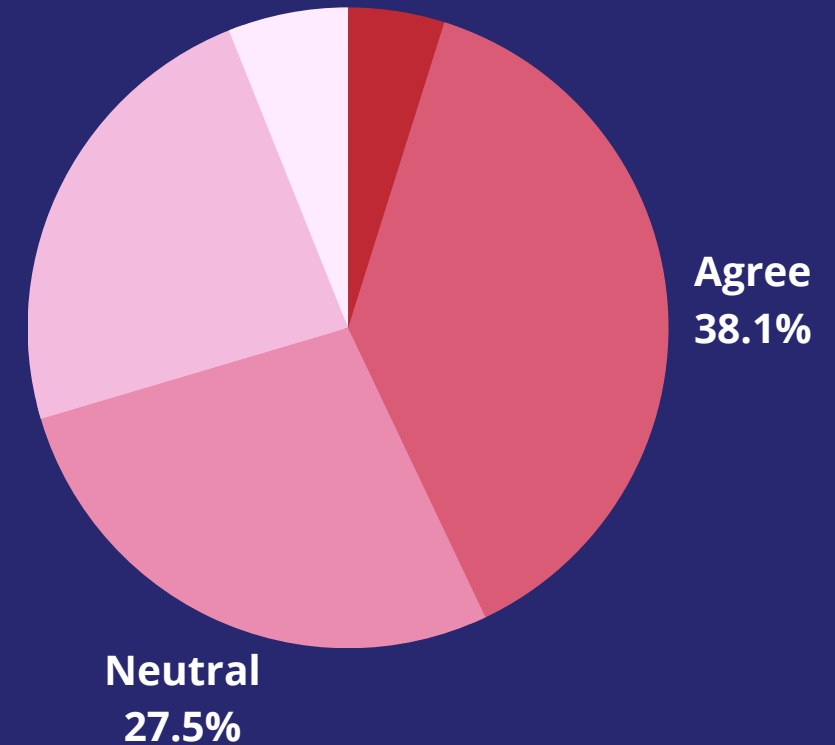
My retail experience has improved in the past 5 years



Strongly Disagree

6.1%

Disagree
23.5%



Agree
38.1%

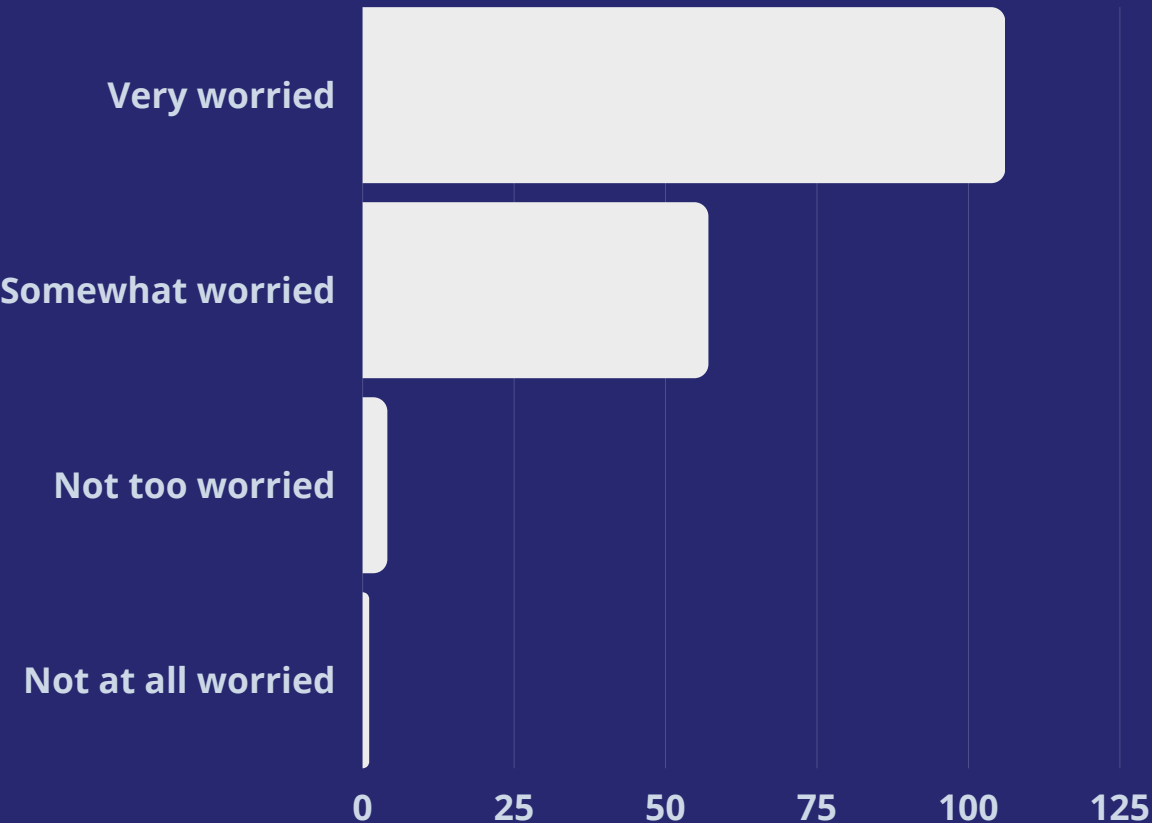
Neutral
27.5%

Most venues (eg stadiums, concert halls, cinemas, theatres) provide a good level of accessibility

Section 2: Findings

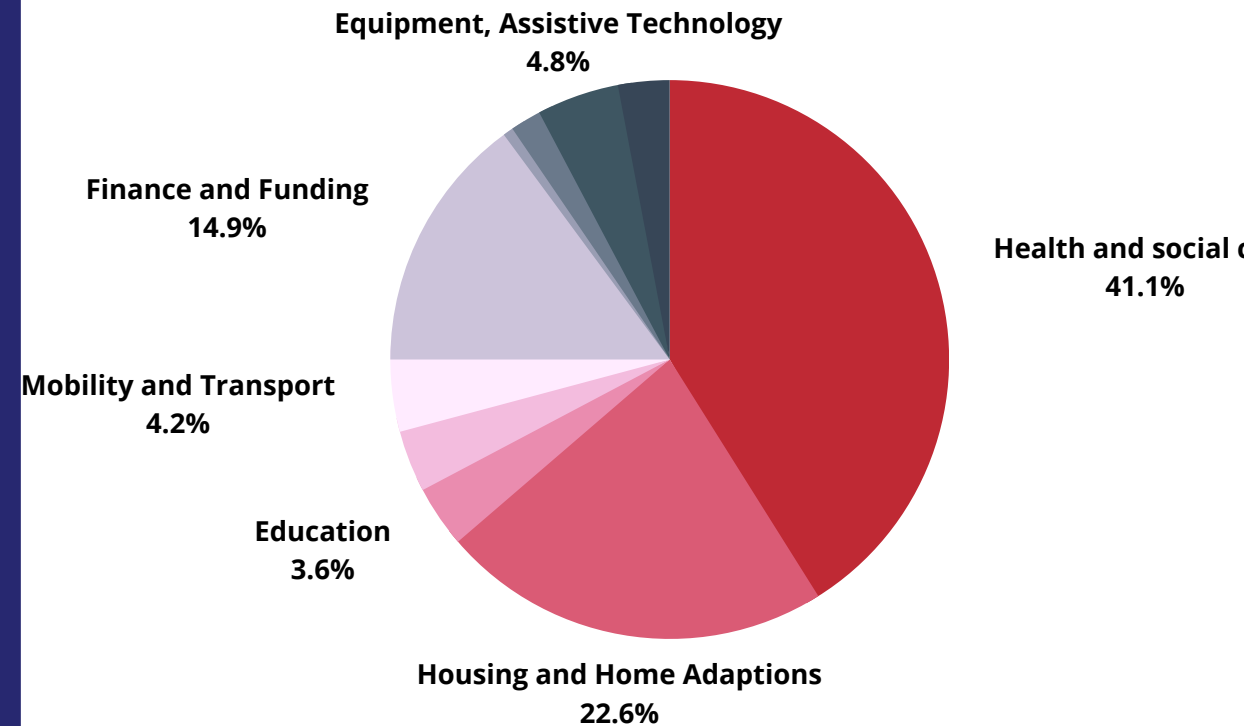
Professional & Trade Track

Are you worried about the cost of living crisis?



97% are worried about the cost-of-living crisis, identifying that it is a real issue.

From the areas below, which do you feel is the biggest challenge towards independent living?



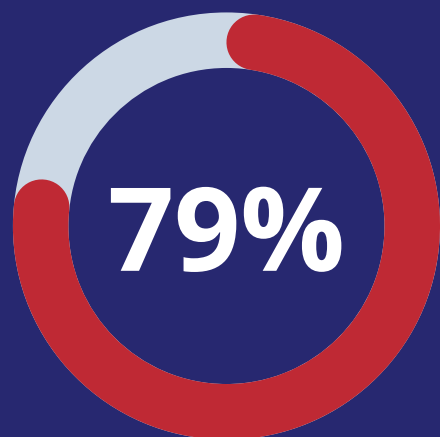
Professional and trade respondents identified health and social care, housing and home adaptions and finance and funding to be the biggest challenges.

Section 2: Findings

Professional & Trade Track - Health & Social Care

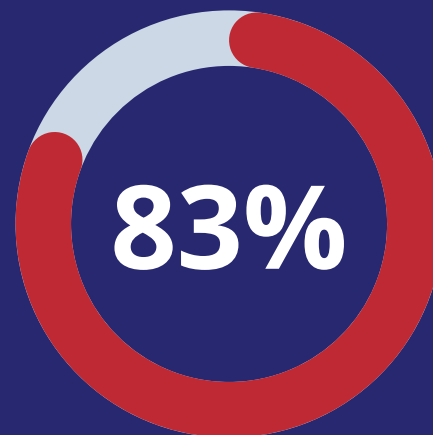
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Transport services are a significant barrier for disabled people when accessing healthcare services



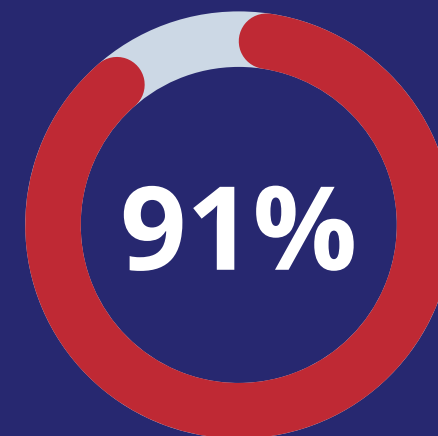
Agree

Agree



There could be more accessible methods of communication provided by healthcare professionals

Lack of funding is a contributor to unmet healthcare needs



Agree

- Transport services need to be improved for disabled people with 79% agreeing that “Transport services are a significant barrier for disabled people when accessing healthcare services.”
- Additionally, there could be more accessible methods of communication provided by healthcare professionals, with 83% respondents agreeing with the statement.
- Funding is another aspect that needs consideration, with 91% agreeing that “Lack of funding is a contributor to unmet healthcare needs.”

Section 2: Findings

Professional & Trade Track - Health & Social Care

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How would you improve the recommendation or referral process?

- Bringing together the MDT's and equipment suppliers
- The Clinicians and OTs need more time with each client. OTs are expected to see several people with complex needs in one day (they don't eat or go to the loo, due to the traffic-jams and poor routing/diary assignments), their managers are clueless to the logistics of providing a diligent, caring service.
- Have more people available to assist people with disabilities to be able to complete form and applications etc.
- More marketing about what is available
- Referral process is fine, however awareness and publicity of services available is lacking
- More follow ups, keep the client updated and give them more knowledge of what is available

Section 2: Findings

Professional & Trade Track - Finance & Funding

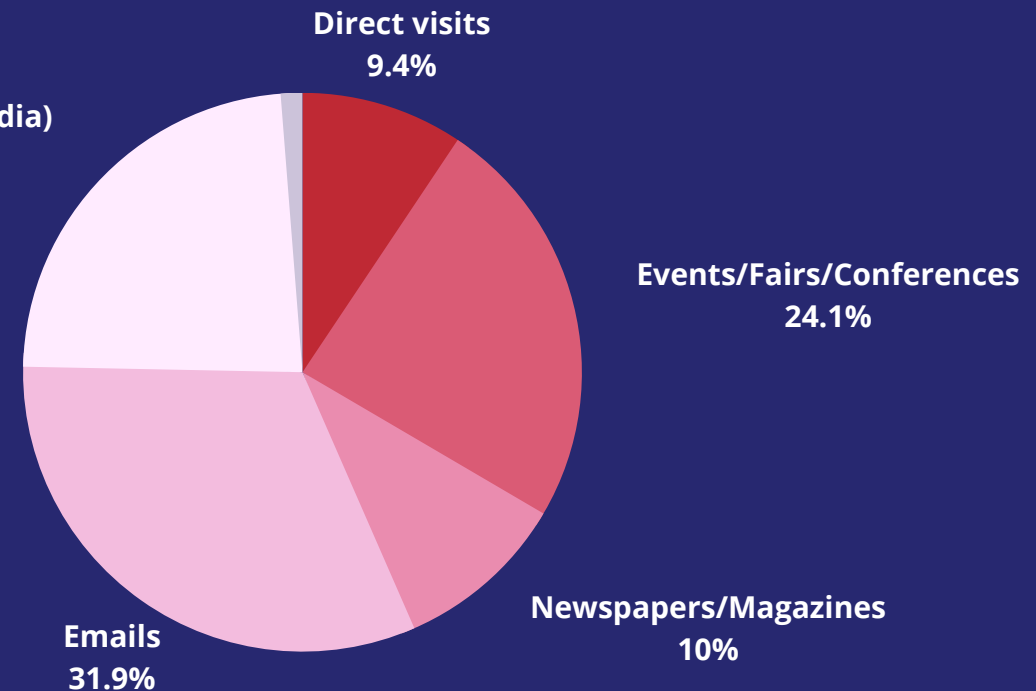
I feel confident in my knowledge of disability related financial support options that are currently available.



Majority felt neutral, which suggests there needs to be more information readily available regarding financial support.

How would you like to be informed about new products?

Email is still the best way to reach people at 32%

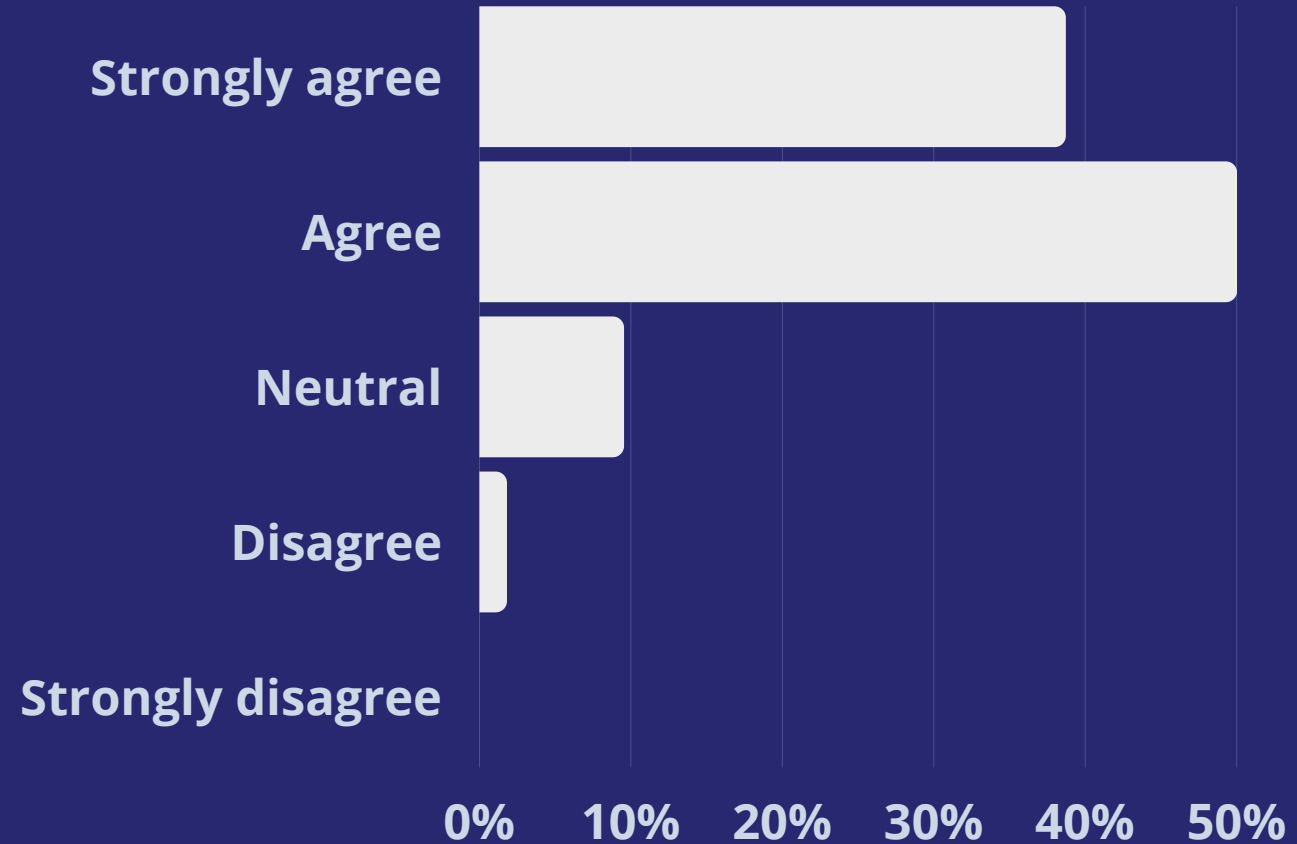


Section 2: Findings

Professional & Trade Track - Transport & Mobility

I think inaccessible transport services are having a negative impact on independent living

89% of respondents agree that “inaccessible transport services are having a negative impact on independent living.” Transport seems to be identified as a reoccurring issue that is negatively impacting the disability community, which needs addressing.

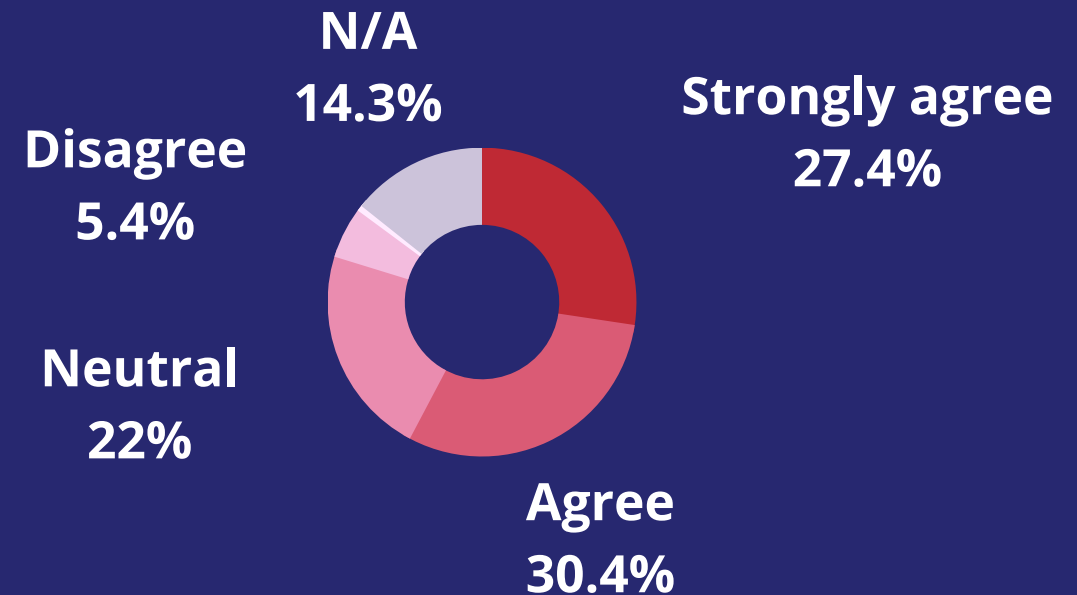
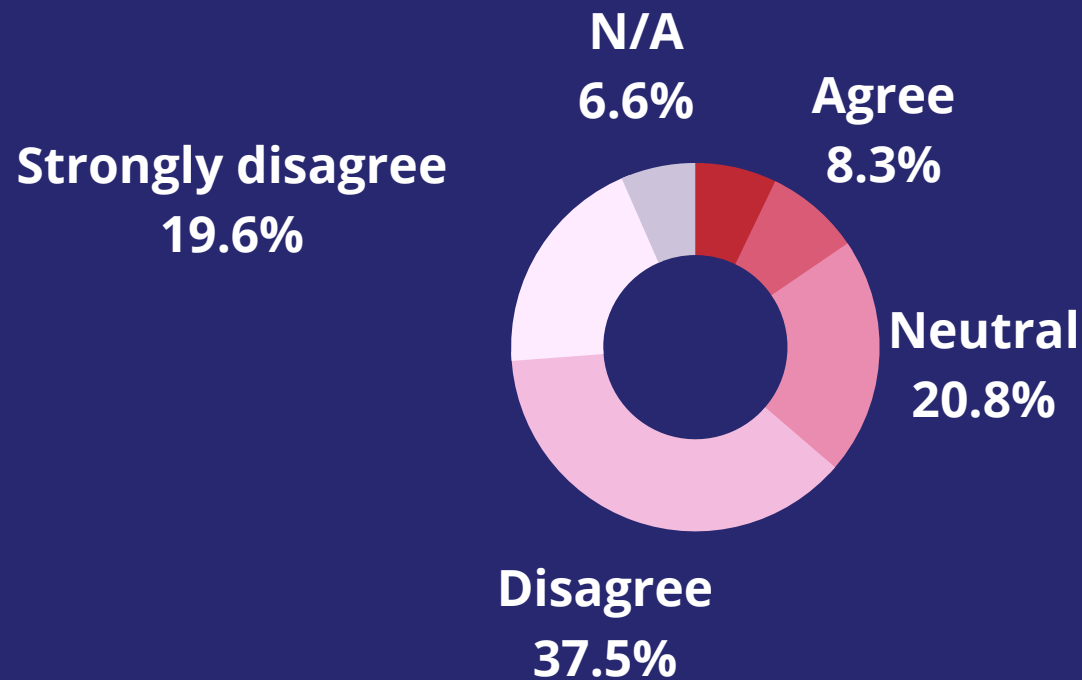


Section 2: Findings

Professional & Trade Track - Transport & Mobility

There is adequate funding available to help purchase mobility equipment

I feel confident in correctly assessing my patients/service users for an appropriate mobility aid



Section 3: Conclusion

Overall, the survey conveyed how much of an impact the cost-of-living crisis is having on the disability community, with the majority of respondents expressing significant concerns about it. In line with the cost-of-living crisis, financial stress came up as a key issue, with many people struggling to fund both mobility equipment and home adaptations (both of which are necessary for independent living). These financial challenges expand into education and work places as funding further impacts access to assistive products, technology and specialist staff to support those with additional needs.

Transport services are also identified as a significant barrier for disabled people, with inaccessible boarding and entrances, limited allocated space and inaccessible toilets proving the biggest challenges for both the public and professional/trade respondents. Improvement of public transport services is not only critical for the independence and freedom of the disability community but for their safety as well.

It is clear from the survey results that although for some, access to services has improved over the past few years, there is still a long way to go to achieve a society whereby all disabled people have the freedom to live the lifestyle they choose with independence. In the midst of a cost-of-living crisis, it is unsurprising that the most significant impact on the disability community is lack of financial security. Essential living costs are substantially higher for disabled people and the first step to improving other services such as transport, employment and healthcare is addressing this considerable pressure on the community. There is increasing demand for not only a reduction in costs for disabled people but further access to support services. The demand for governing bodies to take a more holistic approach to relieving these burdens is becoming ever more present.

We hope that Naidex can provide a platform to continue this discussion and provoke actionable change for the good of the disability community.

Section 3: Conclusion

Rollz, sponsors of the survey:

"As a manufacturer of mobility aids, it is indeed important to take note of the survey's emphasis on bringing together multi-disciplinary teams (MDTs) and equipment suppliers. Collaborating closely with MDTs can greatly enhance the overall patient or customer experience by ensuring that the most appropriate equipment is provided.

Additionally, the survey findings highlight that quality, durability, and price are the primary factors considered by respondents when selecting a product. At Rollz, we prioritize these aspects by ensuring that our rollators meet high standards of quality, have a long-lasting lifespan, and offer competitive pricing."

Blue Badge Access Awards, sponsors of the survey:

"As the report states, 'Independent Living enables disabled people to achieve their goals and live their lives in the way that they choose'. Many of us would 'choose' to travel more, spend more, stay longer – in short, spend more money – if it weren't for the token nature of much 'accessibility' infrastructure in the hospitality sector.

The need to enjoy gatherings, events, experiences, travel should not be compromised by bad access. Of course, the cost of living crisis is having a profound effect on the disabled community – but businesses need to thrive if the economy is to recover, so forgoing two billion 'purple ££s' each month helps no-one!

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