

Good practice: Cooperation with local communities in Birmingham (UK):

Whilst issuing concessionary travel passes to old people in Birmingham, the local authority found out that older people from ethnic minorities applied less than expected. It became clear that these groups often lack information on the concessionary schemes and also have language problems which hinder them from applying successfully.

Centro, the West Midlands Public Transport Authority started to cooperate with local communities like the "Heartland older people forum" in the Small Heath area. This enables the mainly Southern Asian seniors to get assistance in their mother language close to their house.

At the same time, this cooperation helps the transport authority to understand the mobility needs and issues of older people with migratory background.



Helpdesk for concessionary pass appliers in Birmingham (Photo: Centro)