



Innovations
in Dementia



Research report

Experiences of people with dementia

A trip on a Thames River Cruise

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Acknowledgements

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The Research Institute for Disabled Consumers

The Research Institute for Disabled Consumers (RiDC) is the leading expert in inclusive research involving disabled and older consumers. We are an independent, national charity with over 50 years of experience in consumer research and insight in this specialist area. We are run by, and for, people with a personal experience of disability.

Innovations in Dementia

Innovations in Dementia (ID) is a social enterprise that works with people with dementia, as partners and volunteers, to develop and test ideas that will enhance the lives of people with dementia. ID facilitates DEEP (Dementia Engagement and Empowerment Project), which brings together over 80 local groups of people with dementia across the UK

Ashford Place

Ashford Place is a charity deeply embedded in the community of North West London.

They provide practical solutions for people trapped in the interconnected web of homelessness, alcohol and substance abuse, while facilitating ground-breaking support to those struggling with mental health, dementia and age-related issues.

London Eye River Cruise

The London Eye River Cruise has been running since summer 2002 and is one of the most successful river cruises operating on the River Thames. The circular cruise, complete with live commentary departs from London Eye's pier directly underneath the lastminute.com London Eye, goes as far as Tower Bridge and returns 40 minutes later. The cruise takes in the landmarks on the river such as the Houses of Parliament, St Paul's Cathedral, The Tower of London as well as Westminster and Tower Bridges.

The boat, the Silver Bonito can carry up to 170 passengers at any one time, and has an upper deck and a lower deck meaning it is suitable in all weather conditions. The Silver Bonito is one of the few fully accessible boats on the river, with full disabled access to both decks.

Introduction

DEEP groups in London all share a desire to change their communities to make them better for people with dementia. In addition to offering support to people with dementia and their carers, many DEEP groups have experience with conducting audits of venues and services to raise awareness of access needs of people with dementia. However, during a meeting with DEEP group leads from across the UK, it became evident that individual groups can struggle to scale their insights.

This partnership project between RiDC, ID and local DEEP groups offers an opportunity to bring together and share insights from local groups in London and document best practices. In doing so, our aim is to contribute to the wide distribution of knowledge and awareness about the needs of people with dementia and the removal of barriers that prevent their meaningful participation in society.

It is important to note that this participatory research was undertaken in a spirit of collaboration with the London Eye River Cruise and was not intended to take the role of an inspection. The project aimed to empower and give a voice to members of Ashford Place undertaking the audit, as well as supporting the London Eye River Cruise in identifying and making a case for improvements as well as to celebrate successes.

The research question that guided this project was as follows:

How might local venues be made more accessible for people with dementia?

Background

Ashford Place is a charity specialising in providing practical solutions and support for people struggling with issues such as dementia.

Dementia support group and café

Every Tuesday morning from 11am-1pm, Ashford Place facilitates a group where people living with dementia, and their carers, come together to enjoy activities and discuss problems they might have or assistance they may need.

The group is attended by approximately 10 people with dementia and their carers. After a joint start, there is a separate space for carers to come together and access various professionals and gain advice in relation to health, finances and social care whilst their loved ones or those they care for enjoy activities.

Afterwards everybody can stay for lunch and attend the Dementia Café, which is an opportunity for people who live with dementia, their carers and families to gather in an informal, relaxed and friendly atmosphere and meet other people in similar circumstances every Tuesday 2-4pm.

Participatory research

RiDC visited Ashford Place several times prior to visiting the London Eye River Cruise. The first meeting focused on introducing the project to the group members and facilitators, and brainstorming possible venues and activities that individual members in the group would like to attend for their entertainment and wellbeing. At this initial meeting, there were five group members attending who had dementia, along with their family members who acted as their carers.

After our first meeting with the group, a list of activities and interests had been compiled based on the group's preferences. RiDC returned once again to discuss with the group several venue possibilities, and after a vote was put forward, the group chose the boat trip as the preferred choice. Most group members expressed how it had been a long time since they were last on a boat, and this seemed like the perfect opportunity to remedy this.

After deliberating, the group decided that they wanted to investigate ways in which they could assess the suitability of going on a boat journey for people with dementia.

The importance of peer-support

During the first visit, RiDC got a chance to sit-in on the carer's meeting. Ashford Place allows the carers to express their grievances to each other and offer support to one another, while their relatives with dementia complete activities in a separate room. One carer had this to say about their mom:

"My mom doesn't do anything when she's at home, but when she attends the group every Tuesday, she becomes alive and is willing to do whatever activity has been planned for that day."

Other carers expressed similar sentiments, with one talking about how her mother needs the company of people. One carer explained how he will sometimes play the piano at home in hopes that his wife will join along to sing, which she sometimes does, but then quickly shuts off and retreats elsewhere. However, in the group, when they watch videos of different traditional dances, she always joins in on the dance.

Later in this carer meeting, two representatives of Ashford place joined the group to offer financial, health and social care advice, discuss different activities that were taking place that week, and answer any questions or concerns the carers had. It was evident from this meeting that Ashford Place had a strong multidisciplinary approach to community-centred assistance.

All carers expressed gratitude for the role that Ashford Place plays in helping their relatives become more engaged and connected with other people, and were excited at the opportunity of getting to have a day-out with their relatives doing something fun.



Accessibility at the London Eye River Cruise

The London Eye River Cruise has several services and tools to aid in the accessibility of its boats for people living with disabilities. The following information can be found on their website¹.

Wheelchair access

Each cruise allows for a maximum of three wheelchairs, with these tickets needing to be booked prior to the trip. This helps guarantee their availability.

A wheelchair lift is available for use, however, it can only accommodate standard sized wheelchairs. This means that mobility scooters are not permitted. Alternatively, mobility scooter users can hire a wheelchair from the customer service desk, however, one may be asked to pay a deposit of £200.

The website makes it clear that if the wheelchair lift is not available, there are five steps to the lower deck and six to the top deck.

Parking

Since the visit, London Eye River Cruise have amended their website recommending that disabled people to get in contact with their customer support team to advice about parking.

Audio Systems

The London Eye River Cruise provides a hearing loop system available in various language for people with hearing impairments.

Accessible Toilets

The river cruise boats do not have accessible toilets. There is one which is advertised, located in the County Hall building opposite the London Eye, which has a ramp access to the side of the building.

Carer tickets

The London Eye River Cruise provides free carer tickets for carers of people living with disabilities. These tickets can be pre-booked.

It is important to mention that the recipient of a free carer tickets must show documentation in order to prove their carer status. This may include a blue or orange badge, a Carer's allowance letter, or an Entitlement to Disability Living Allowance letter, among others.

It is important to consider that often a carer role is an informal one, taken by a relative who may not have any of the formal documentation, but still performs all the duties of a carer.

Since all of the carers in the Ashford Place group are family members, we worked alongside the representatives of Ashford Place to draft a letter that confirms the disability of the participants and the caring role of their relatives.

¹ <https://support.londoneye.com/hc/en-us/sections/360004000212-River-Cruise-Accessibility>

What did we do?

Brainstorm activity

The first meeting with the group focused on introducing the project and brainstorming possible venues and activities that individual members in the group would like to attend for their entertainment and wellbeing. A long list emerged of attractions, things to do and places to see in London.

Participants expressed a diverse range of interests. These included a wish to go to the cinema or a concert, visit a local museum or park, and going on a boat journey.

The researchers noted that with each activity, the issue of transportation was repeatedly brought up. It became evidently clear that for people living with dementia, and their carers, the accessibility of transportation was a priority.

Group members expressed how using public transport can often be disorienting, and getting a taxi expensive. The group stressed that whatever activity was chosen, there needed to be a thorough plan for transportation.

Selecting an activity

After deliberating over the different proposed activities, the group voted on the boat trip, expressing excitement over the prospect of taking a boat journey. The group also decided that it would be nice to have a meal altogether on the day of the activity. It was estimated that around 20 people would participate in this activity, including Ashford Place facilitators and RiDC researchers.

Once the activity was decided on, the RiDC team began researching different boat trip venues across London. Three different venues were looked into, with focus put on the accessibility of the boats and the different experiences provided. Finally, the RiDC team decided on the London Eye River Cruise.

Finally, the RiDC team decided on the London Eye River Cruise. RiDC research members met with Ashford Place one last time to outline the plan for the boat journey. The group decided on what day and time would best suit them.

The group also agreed to get lunch after the boat journey, somewhere near the London Eye River Cruise venue. The group expressed a possible need for wheelchair accessible seating for some of the members, which RiDC had already taken into account when looking into the London Eye River Cruise facilities.

Selecting a date and time

The group agreed that it would be best to schedule the trip on a day that the group regularly met. Therefore it was decided that the activity would be take place on Tuesday, July 12th. The London Eye River Cruise has hourly slots, from which the group decided on joining the 12:45 departure. The group agreed to meet at Ashford Place at 11 am.

A few days prior to the trip, RiDC research members alongside Ashford Place facilitators, decided it would be best to postpone the trip due to a heat wave that was taking place in London that week. It was agreed that this weather would be putting the group members with dementia under risk, therefore the trip was moved to July 26th.

Research approach

The following approach was agreed upon in consultation with Ashford Place staff to ensure the whole experience would not be too taxing on members of the group. The scope of the visit focused on the facilities as well as staff interactions.



Group discussion

During the visit, members of the group were encouraged to share their experiences in relation to accessing the London Eye River Cruise and its facilities..



Observation

Throughout the experience, the two RiDC researchers were sensitive to participants' responses and documented these through observation, note taking and taking photographs. The researchers also listened to facilitators, which often added different perspectives and context.



Expert review

RiDC researchers and staff from Ashford Place drew from their perspectives and observations based on experience of participants with dementia and accessibility needs.

Planning a visit to the London Eye River Cruise

Booking Tickets

Tickets were booked in advance initially for July 12th. Three different types of tickets were booked: carer tickets, wheelchair tickets, and regular tickets. Both the carer and wheelchair tickets were free, aiding in a level of financial accessibility for people living with disabilities.

Tickets were booked and paid for with the assistance of customer service, who helped ensure a smooth booking process.

When the RiDC research team and Ashford Place facilitators agreed to postpone the trip, the London Eye River Cruise customer service team was immediately contacted in order to ascertain whether the date of the tickets could be changed. The London Eye River Cruise team was extremely helpful in this matter, and the ticket dates were changed to July 26th.

London Eye River Cruise Pre-Visit

Prior to visiting the London Eye River Cruise, efforts were put into ensuring the journey to and from the venue would be accessible.

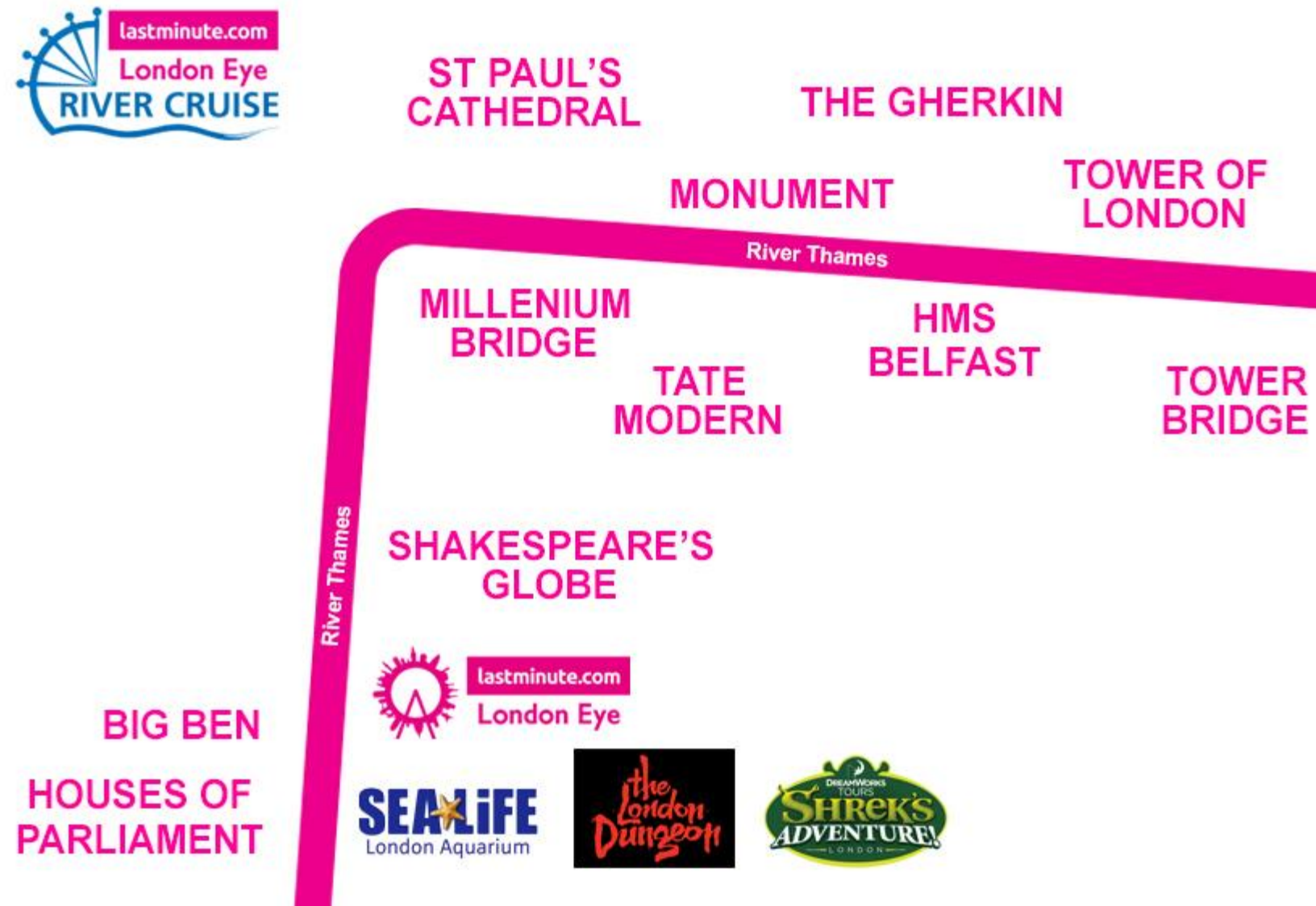
At one of the initial meetings at Ashford place, one of the facilitators proposed using 'Dial-a-Ride' as a mode of transportation for getting the group to and back from the venue. 'Dial-a-Ride' is a community transport service for people living with permanent or long-term disabilities who are unable to use public transport. Since the group expressed challenges with the use of public transport, RiDC contacted this service in order to book a van for the day of travel. It was ensured that this van would have wheelchair accessible seating.

London Eye River Cruise feedback meeting

After the visit a new meeting took place with the London Eye River Cruise, who were keen to learn from the findings of the research. During the meeting, recommendations mentioned in this report were discussed in detail.

The London Eye River Cruise team members shared many improvements that were already implemented since the visit that resulted directly from the research. Further actions were being planned and discussions highlighted how in some cases, limitations prevented following up on certain recommendations, but alternatives would be considered.

Tour route of London Eye river cruise



Cruise route

We boarded the boat at the London Eye and took a circular route down the south side of the east end of the river Thames and then at Tower Bridge we cruised up the north side.

As we passed landmarks, a live commentary was given from an expert guide who detailed relevant stories and information about the places of interest.



Image of London River Cruise (source: www.londoneye.com)

<https://www.londoneye.com/tickets-and-prices/river-cruise/#what-s-included>

Findings



What did we find out about the accessibility of having a day-out river cruise trip on the Thames for people with dementia?

This section considers the whole day-out detailing the complete journey our participants made from: meeting at Ashford Place in North West London, getting to the boat, the river cruise, a light lunch at the National Theatre, and returning to Ashford Place.

Areas of interest that this work uncovered were ...

- Getting from one place to another place
- Access
- Cruise guide commentary
- Information

Getting from one place to another place

Planning

Before the day out detailed planning was undertaken by the RiDC researchers and the dementia group coordinators from Ashford Place. Every element of the day needed to be thought through with particular notice taken of practical considerations , i.e.

- Route and access needs
- Timings
- Comfort breaks

Part of the pre-visit considerations involved organising the river cruise tickets and reserving space to sit at the National Theatre for the light lunch break. In doing this, contact was made with events staff from each of the venues.

Having staff being aware of our planned visit was enormously helpful since they were able to 'smooth' the way for us at each venue. However, it did mean our visit was not representative of a turn-up unannounced visit.

Walk through

Before the main group arrived at London South Bank, two people (one RiDC researcher, and one coordinator) went ahead and walked the route the main group would be following.

- Drop-off point to London Eye
- London Eye jetty to river boat gantry
- River boat gantry to National Theatre and back to drop-off / collection point

Tip: It is a useful exercise to walk through a proposed journey and take the perspective of the people who will be attending the event. During this walk, note should be taken of obstacles or concerns and contingencies made where possible for the group.

The route to and from the River Cruise ticket office does not fall under the responsibility of London Eye. However, we highlight some potential hazards for the benefit of other visiting groups.



Image of potential hazards for group walking between London Eye and the National Theatre

There are two hazards identified in the image, the first being the pavement drop for a tree root system and the second being the number of people on the pavement.

London South Bank is often a very busy tourist area with groups of people watching street performers or moving purposefully to their next destination. This situation does not lend itself to a relaxed journey between venues

Getting from one place to another place

Ashford Place to London Eye

A long journey could have been a potential cause of distress for the group members, the overall impression was that it was enjoyed by all. One of the carers brought a pack of sweets to share which opened up communication between everyone.

The min-bus got a little lost due to road closures, however this did not cause any anxiety to the group who were fixed on looking at the sights of London and laughing as they pretended to window shop at the fancy shops spotted in Mayfair.



Image of full mini-bus en-route to London Eye

Tip: Pre-check the route on the day of the journey for roadworks prior to starting the journey. Assure the wellbeing of group members throughout the journey, especially if delays are experienced.

Access – step up to the bus

The steps on and off the bus were a little precarious. Group members were supported by carers, group coordinators and an RiDC researcher. The yellow bar rail to hold on to whilst getting on the bus was slightly too high up to be able to reach with ease.



Grab rail to assist boarding

Wheelchair access at the back of the bus

The wheelchair user of the group said they had no issues on the trip with the wheelchair. However, the parking space for the mini-bus meant the ramp was placed by a busy road which everyone needed to be mindful of.



Wheelchair access by side of road busy road

Getting from one place to another place

London Eye drop-off point to London Eye Wharf

Prior to the visit we were made aware by the London Eye staff of a drop-off point for busses and coaches which was approximately 100 metres from the river boat wharf. Although this space is not freely available to all visitors, a call with London Eye staff can secure its use in special circumstances.

The minibus driver was allowed to park on the pavement whilst the group disembarked. Without the guidance from the staff we would not have known that this was possible and would have found parking to be problematic.

The journey to the wharf had passed fully accessible toilet facilities at the County Hall Riverside building. Time was given to allow anyone in the group to visit these before boarding the boat, since we were unsure if the toilet on the boat would be suitable for our group. Our group did not need to visit these and were happy to use the boat's facilities if needed.



Route taken from the minibus drop off point to the London Eye wharf

The journey to the wharf was very busy and all staff were alert to ensuring everyone was together in a loose group and not too disoriented by the crowds.

The wharf floats on the river and as such provides a slight moving platform to walk on. During our visit the river was calm and there was little wind so the movement was not as much as it could be on other days.

[Tip: Consider environmental factors at the planning stage.](#)
[Perhaps make people aware of the potential wharf movement](#)



Image of our group split into two smaller groups, walking to London Eye wharf

The group was given 'special' consideration and asked to queue in a separate space to the main body of people.

From here we were given priority boarding and allowed to choose our space to sit on the boat.

[Tip: Consider where to sit before boarding](#)

Getting from one place to another place

London Eye Wharf to National Theatre

The group were last to alight from the boat which meant the wharf and gantry were not so busy with other leaving passengers.

Our route to the National Theatre took us along the South Bank of the river Thames and is a notoriously busy area.

Having one of the researchers, who made the pr-visit walk-through, at the front of the group ensured certain obstacles previously identified were navigated around safely.

The time taken to do this relatively short journey of approximately 650 metres took twice as long as was forecasted on google maps (i.e 15 minutes rather than 7 minutes)



The journey from the wharf to the theatre was extremely busy with plenty of obstacles and distractions.

The obstacles identified earlier in the walk through were known and consequently avoided. This was particularly important for the wheelchair user.

What was less catered for was the number of street performers and the effect they had in distracting the group.



Image from the back of the group showing the congestion on the South Bank during our walk to the National Theatre

Tip: One of the Ashford place co-ordinators said that the use of a brightly coloured umbrella can be used as a beacon to follow in these crowded situations.

Access

The Ticket Office

The route to the river boat was via a ticket office where people queued to see a sales person. We were met by the London Eye senior PR manager who facilitated our path to the boarding gantry. This extra support is available to anyone who requires it by contacting the 'Guest Services Team' who would organise the duty manager to meet the group on the day.



The river boat ticket office.

When asked about what would happen if someone just turned up on the day without any prior notification, the duty manager pointed out that the staff have all been trained in disability awareness. Further to this, once someone has been identified with particular needs, all the staff are in contact with each other using walkie talkies and can respond accordingly.

Tip: If you have any special needs make the staff aware when pre-booking the tickets, or at the ticket office on the day of the journey.

The Wharf

This had a transfer plate between the dockside and the pontoon which although not a step, our group needed to be aware of since these can be potentially unnerving for some forms of dementia.

Tip: Any transfer plates to make highly visible, e.g. using 'day-glow' yellow stripes or similar. It was noted that the transfer plate had a red boarder painted on it.



Transfer to the pontoon from the ticket office

This section of decking was made from a metallic material which could *possibly* become slippery when wet. This potential hazard might be mitigated by extending the covering from the ticket office.

We were informed that although this has not been problematic, they are mindful of weather conditions especially on icy days. Grit buckets are on hand if and when needed.

Access

The Gantry

We were allowed to board the boat first which meant we were not justled along with the main crowd.

The gantry access on to the boat needed special attention from the helpers. It sat on the wharf on rollers which enabled it to move if the riverboat moved as from the wake of a passing boat. Our group was mindful of this and as a consequence the boarding of the river boat went smoothly.



River boat gantry on rollers

The River Boat

Knowing where to go to find our seats was equally important and we benefitted from deciding on this before we boarded. The group were happy to be below decks in the shelter. However, to reach these seats there was a need to go down some narrow stairs.

Stairs

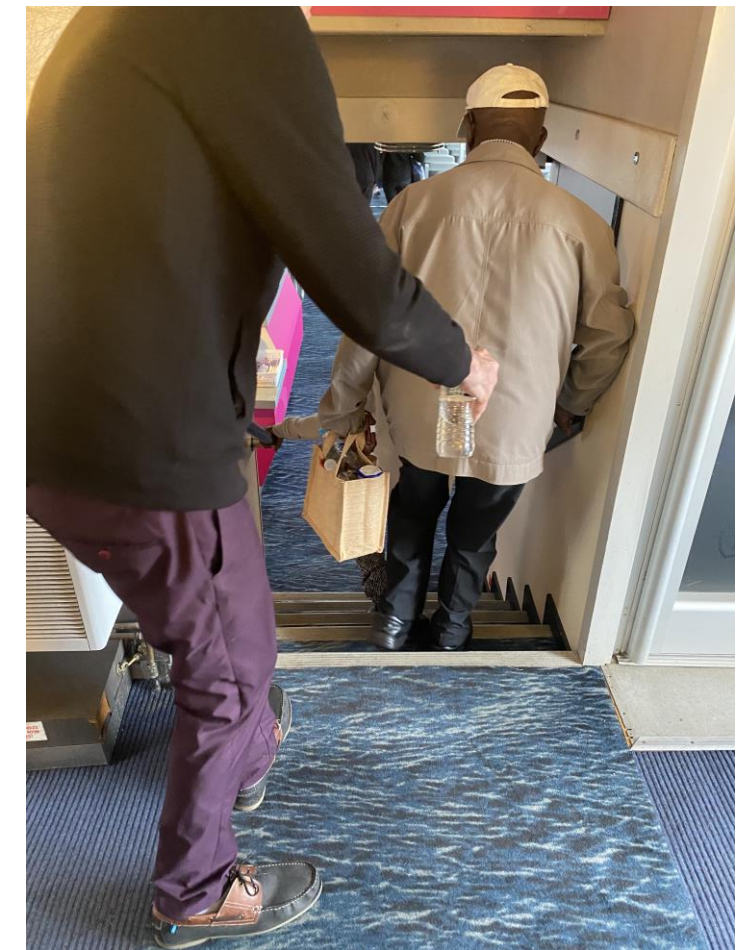
There are four or five small steps to negotiate to enter the main enclosed seating area. There were hand rails on either side to grab hold of. These steps had a small tread distance which meant we had to be mindful of placing our feet carefully when descending.

It was noted that the carpet pattern changed quite significantly (see photo opposite) which can be disorientating for some people with dementia.

London Eye said they would be mindful of carpet/flooring patterns as and when there is opportunity to make changes.

Lift

There was a lift at the back of the boat to enable passengers to go down a level, however because of its small size, it was uncertain if a person in a wheelchair could use it independently.



Steps down to the main enclosed seating area with different patterned carpet

Access

Seating

The group were the only people who chose to be downstairs. This, alongside boarding first, gave us free reign of where to sit and allowed us to spread out.

The front of the seating area offered good panoramic views of the buildings on the river bank.



Our group choosing to sit at the front

There was however a problem with the front windows which were opened. Once underway the draft through these was uncomfortable for many of our group. To close them proved difficult as they were stiff and needed quite a force to slide them shut.

There is a member of staff at the back of the below decks section who can be approached to do this.



Open front window

Most passengers seemed to favour being outside in the fresh air, which can be quite bracing especially on colder days.



Open air seating on foredeck

Tip: Advise special groups of the potential bracing conditions on deck

Cruise guide commentary

Commentary during cruise

The river cruise was supported by a live auditory commentary about the buildings, bridges and politics along the route.

Although this was entertaining for the majority of the group, people did find the speed of delivery difficult to keep up with. It should be noted though that nobody seemed to be concerned with this.

The health and safety message although rather loud, was better paced and easier to understand.

Tip: Use the health and safety message as a rough guide for pacing the commentary

A particular high point during the river cruise was the encouragement to wave to people on the bridges as the boat passed underneath. This interactivity was soundly joined in by all the group.



Our group waving to people on bridges

Tip: Consider more or different interactive opportunities for people to engage with such as 'eye spy' or 'context relevant poetry/nursery rhymes'?

It was noted later by one of Ashford Place's coordinators that this sort of event for the group should be seen in its overall experience. A combination of sensory affects to create a general ambience of well-being.

This was highlighted by one member of the group remembering two other boat trips he and his partner had taken on the Thames, saying ...

"One day out, it was good! – Just relax"

"He was funny... If he hadn't had said anything it wouldn't have been the same, but it was really funny. That made it for me, listening to him. The boat was lovely, lovely and clean, nice and bright. I loved it, loved it, all of it"

Information on website

Information available¹

The 'Accessibility Information' page on the London Eye website confirms 'The London Eye is fully accessible' and provides a link with further details specifically relating to the river boat cruise.

Wheelchair/scooter accessibility

The website states they cannot guarantee access for those who haven't pre-booked. It also outlines that they have a limit of no more than three wheelchairs for each trip. They confirm that this is the result of health and safety legislation.

It should also be noted that the website states 'The London Eye River Cruise wheelchair lift can accommodate standard size wheelchairs only'. There is a link to elaborate on this which provides specific size requirements.

Practicalities and reflections

When speaking to a wheelchair user in the group, they said they had no issues on the trip with the wheelchair. However, it should be noted that the group member was able to walk for short distances e.g. down a slope. Therefore, it is difficult to comment on the accessibility of the wheelchair lift for full time wheelchair users with carers as well as self-propelled wheelchair users.

Hard of hearing

The website confirms they have 'T Loop facilities'. This was not something we investigated on the day as no one required an audio induction loop.

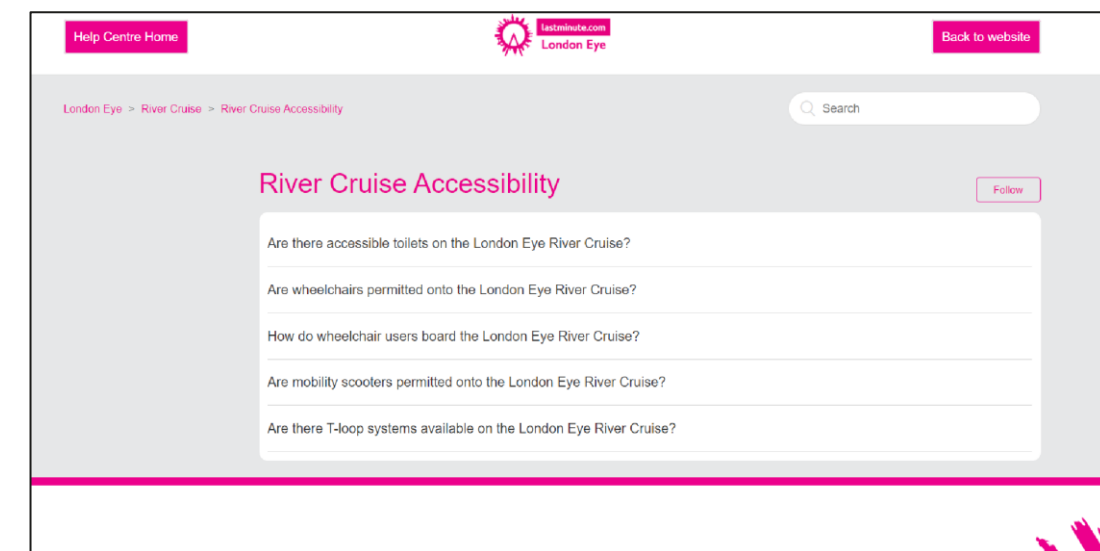
Carers

Carers can obtain free tickets for the river cruise if booked prior to the trip, subject to providing the relevant ID documents which are outlined on their website.

Website accessibility information

The website presents its accessibility information as a series of questions about:

1. Use of mobility aids (wheelchairs and scooters)
2. Access to facilities (toilets)
3. Use of assistive technology (hearing loops)



River Cruise Accessibility information

¹ <https://support.londoneye.com/hc/en-us/sections/360004000212-River-Cruise-Accessibility>

Recommendations



What else did we learn?

This section discusses suggestions and ideas to overcome challenges identified during the visit to further enhance accessibility in the following areas:

- Wheelchair access
- Ticket office to seat
- Information
- Facilities
- Other

This section also shares more general reflections and insights gained from the visit that are considered relevant to enabling people with dementia to successfully enjoy a day out on the London Southbank in the future.

Wheelchair access and information

Here are some ideas on how to improve wheelchair access for the London Eye River Cruise.

Wheelchair Access

- Consider making attendant wheelchairs available at the bottom of the gantry for people to transfer onto if needed. These would be suitable for the lift dimensions.
- Consider making a secure space available for scooters or wheelchairs that our not able to board.
- Consider reducing the £200 deposit fee for the use of the attendant wheelchair.
- Warn wheelchair users about the size restrictions of the lifts on the boats.
- Make everyone, especially wheelchair users, aware if lift is not working.

Note: London Eye are careful to inform all wheelchair bookings if there are any operational difficulties with the lift.



From ticket office to seat

Here are some ideas on how to improve the journey from the ticket office to sitting on the boat at the London Eye River cruise for people with dementia.

Pontoon

- Consider extending the overhead cover from the pontoon to the ticket office. This is to help protect the decking from being wet or icy during the winter months.
- Consider placing high visibility markings on all transfer plates between dock and pontoon, and pontoon and gantry.

On the boat

- Consider using carpeting at top of steps more consistent with the surrounding floor pattern. Avoid mat black mats since these can be challenging for some people with dementia.

Seating

- Ensure the windows at the front of the boat are easily opened and closed.

Information

Here are some suggestions on how to improve information about the London Eyes River cruise.

Commentary

- If possible, slow down the delivery pace a little of the live commentary, without losing the energy.
- Provide more opportunities for interactivity during the cruise.
- Consider giving visitors written information to supplement commentary.
- Ensure signs have strong colour contrast (avoid white on blue) and where possible chose larger font sizes to improve readability for people with sight impairments.

Website

- Provide live status information on website about life being operable.
- Provide old photographs and stories about the Thames river bank places of interest.
- Avoid using pink on grey for text, especially in the accessibility section of the website, which is difficult to read with a colour contrast of 3.42:1.
- Make the access section on the website more prominent and easier to find.

Other

Here are some further ideas on how to improve the London Eye River Cruise experience for people with dementia.

Ticketing

- Consider making proof of carer status more lenient recognising the role of partners and family.
- During booking tickets process, actively ask if anyone requires any special assistance.

Activities

- Consider developing a special river tour which is specifically designed to include more interactivity.
- Involving dementia groups in helping design the above mentioned special river cruise.

Further information

RiDC

- <http://www.ridc.org.uk/>
- <http://www.ridc.org.uk/news/improving-experiences-people-dementia-london>

Ashford Place

- <https://www.ashfordplace.org.uk/>
- <https://www.ashfordplace.org.uk/our-work/supporting-health-wellbeing/dementia-projects>

London Eye River Cruise

- <https://www.londoneye.com/tickets-and-prices/river-cruise/>
- <https://support.londoneye.com/hc/en-us/sections/360004000212-River-Cruise-Accessibility>

DEEP Network

- DEEP guides to support the involvement of people with dementia <http://dementivoices.org.uk/resources/deep-guides/>
- Inside checklist: <https://www.dementivoices.org.uk/wp-content/uploads/2017/04/Inside-checklist-VFINAL.pdf>
- Outside checklist: <https://www.dementivoices.org.uk/wp-content/uploads/2019/01/Audit-Checklist-%E2%80%93-Is-this-outside-public-space-dementia-inclusive.pdf>

Innovations in Dementia

- <http://www.innovationsindementia.org.uk/resources.htm>

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