REACT Accessibility

Bus Passenger-to-Driver Communication

Request your bus to stop!

Independent, confident bus travel for blind and partially sighted passengers. Ask the bus driver to stop for you: getting on *and* getting off.

Why it matters:

Catching a bus assumes you can see it coming and flag it down in time. When a driver can't spot you, the bus may not stop.

50%

of people with sight loss say the design of bus stops is a barrier to using the bus.

41%

struggle with finding and hailing the bus to stop.



(Sources: ncat; Campaign for Better Transport, No stopping us now: Towards accessible bus stops for all, 2026)

How it works

1 Approaching the bus stop:

REACT beacons automatically trigger audio-visual notifications of the bus stop name, helping you find your stop.

2 Choose your bus:

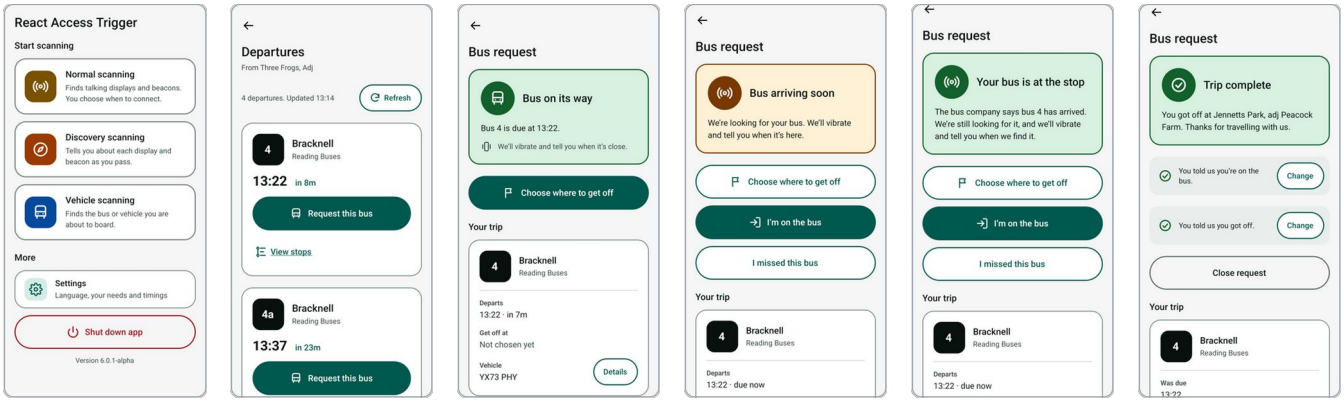
Make a request for your chosen scheduled service, telling the driver in advance that you are waiting, and get live vehicle tracking.

3 Know it's yours:

Confirms when your bus is approaching, so you can get ready, and when it arrives, for safe, correct boarding.

4 Get off at your stop:

Request your destination stop so the driver knows where to let you off, then tell us whether it all worked.



1 Home | 2 Departures | 3 On its way | 4 Arriving soon | 5 At the stop | 6 Trip complete

FOR OPERATORS, AUTHORITIES AND DRIVERS:

Better for everyone on board.

Reliable two-way communication between passenger and driver removes one of the biggest barriers to independent bus travel: signalling which bus you need and where you need to get off.

For drivers

- ✔ Notified of passenger pick-up and drop-off requirements before reaching the stop.
- ✔ No need to remember who asked to be told their destination stop.
- ✔ Reduced dependence on having to spot a waiting passenger: in poor light, hidden round a corner, or with line of sight obscured.
- ✔ Pre-emptive ramp deployment and/or appropriate clearance of the wheelchair space.

For operators & authorities

- ✔ Built on live DfT Bus Open Data Service (BODS) data.
- ✔ Works with REACT talking displays and beacons already at UK stops.
- ✔ Passenger feedback drives accessibility improvements, from the bus stop environment and passenger stop requests to on-vehicle AVA systems and beyond.
- ✔ Supports the goal of equal access to public transport by 2030 (Bus Network Accessibility Plans).

Co-designed with the people who use it

Developed with Thomas Pocklington Trust and Sight Loss Council members, with funding from ncat's Scaling Innovation Programme.

Bring accessible bus hailing to your network

Find out more	react-access.com/react-ncat-project
Passengers	Download the free 'React Access Trigger' app
Talk to us	info@react-access.com · 01293 861431

REACT Accessibility Ltd