

# Motability Foundation: Innovation Priorities, 2023 to 2026

## What informed our new priorities?



### Research

- Review of over **270 recent information sources**
- Interviews with transport experts
- Looked at how our evidence base has changed since 2020
- Identified cross-cutting themes for deeper investigation

## Priority Area 1

Finding solutions to **improve existing transport** in the areas of greatest opportunity

## Priority Area 2

Ensuring **accessibility is a key part of future transport** modes and technology

## Our Innovation Foundations



Evidence-based  
Early collaboration  
Involving disabled people  
Agile experimentation

## What informed our new priorities?



### Internal Engagement

- We sought feedback from our staff and Board of Governors
- **Opportunities to contribute** through workshops, surveys and team meetings
- Received views on our how we should work in future and the areas we should focus on

## What informed our new priorities?

### User Insight



- Focus groups, surveys and workshops with disabled people
- Established an **Experts by Experience panel** which led our research design
- Involved disabled people on key strategic questions
- Asked disabled people what they most want to see in transport

## What informed our new priorities?

### External Engagement



- Over **25 interviews with our key stakeholders**, including disability charities, disabled people's organisations, industry and Government departments
- Gained feedback on our innovation to date and where it could go in future
- Asked what accessible transport problems are most in need of innovation
- An updated innovation framework will help us develop new ideas and decide which opportunities we should pursue