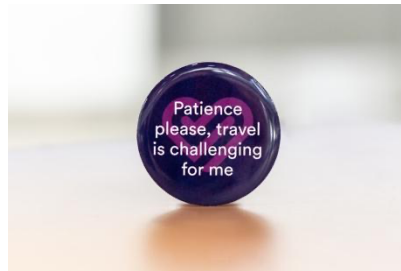


TRAINLINE AND PARKINSON'S UK LAUNCH AWARENESS CAMPAIGN FOR TRAVEL



- *Trainline has partnered with charity Parkinson's UK to develop a badge to help increase awareness among travellers of the needs of those living with Parkinson's*
- *The free badge carries the message "Patience please, travelling is challenging for me" and is available to those living with Parkinson's*
- *Research shows that 55% of Brits think having a visible badge for passengers living with Parkinson's would make them more likely to offer help, if needed*
- *Only 15% of Brits said they feel very confident about identifying symptoms of Parkinson's*

18th November 2025, London: Trainline is proud to partner with leading charity Parkinson's UK on a new campaign to make rail travel more inclusive for everyone. As part of the initiative, Trainline has launched a new badge to improve understanding of conditions like Parkinson's and encourage greater patience among passengers.

In the UK today, someone is diagnosed with Parkinson's every 20 minutes and around 166,000 people are currently living with the condition - a number that continues to rise. It's a progressive neurological condition caused by nerve cell damage that reduces dopamine levels in the brain. There are more than 40 symptoms, and each person's experience of Parkinson's is unique. This individuality means the condition is not always recognised or understood, which can lead to misinterpretation - particularly in busy travel settings.

New research from Trainline highlights why greater public understanding is needed. Confidence around recognising Parkinson's in the UK is low. Over half of people surveyed (54%¹) said they were unsure about identifying symptoms, and only 15% said they felt "very confident" in doing so. Just under one in five (18%) would recognise slow movement or unsteadiness as a possible medical condition and almost one in ten said they might mistake Parkinson's symptoms for something else entirely, like intoxication. This shows the importance of increasing public understanding, as physical symptoms such as a tremor or slower movement are more widely recognised than less visible effects such as anxiety or fatigue.

This is why Trainline has joined forces with Parkinson's UK to design a badge that helps travellers indicate when they might need extra time or support. Over half of those surveyed (55%) said a visible badge would make them more likely to offer help - proof that even small signs can spark acts of empathy.

¹ Using the inverse of those who said they were 'Very confident' or 'Fairly confident'

The simple but powerful message on the badge, *“Patience please, travelling is challenging for me”*, encourages understanding from fellow travellers by reminding people that kindness and patience can make a big difference.

Alongside the badges, Trainline is offering £10 off train travel to 500 people living with Parkinson's, helping them to stay connected with support groups, attend appointments, or visit specialist nurses.

Ben Gee is 47 and lives with Parkinson's. He said: *“Parkinson's affects everyone differently, and for me the hardest part is that people don't expect someone my age to have it. I can't always stand for long and sometimes my tremors or movements draw looks or questions. The badge takes away that ambiguity, meaning I can travel more confidently - it quietly explains what might be going on without me having to prompt the conversation. It's not just about helping people with Parkinson's, it's about helping others understand - giving them the green light to show kindness, ask questions or offer assistance - something that can change your whole journey.”*

Sarah Helppi, UK Country Director at Trainline, said: *“There is a growing need to recognise those travelling with accessibility needs, especially less visible conditions which might not be immediately apparent during everyday travel. We have worked closely with the team at Parkinson's UK and the broader Parkinson's community to develop a travel aid that enables those with Parkinson's and others to signal their needs to others in train stations and on trains. We hope to give those wearing it more confidence when travelling, while encouraging fellow passengers to be patient and considerate. The wording of the badge gives the public an active role to play - by asking for patience, it places responsibility on all of us to be more understanding. While Parkinson's UK is the first partner for the initiative, other charities and those with other conditions, who could also benefit, are welcome to adopt the badge.”*

Tom Ingram, Corporate Partnerships Lead at Parkinson's UK, said: *“Travelling can be one of the most challenging experiences for people living with Parkinson's. With more than 40 symptoms including tremor, slow movement, freezing and balance problems, navigating busy stations and boarding trains can be particularly difficult. In addition, many Parkinson's symptoms aren't visible, such as anxiety and fatigue, and a lack of understanding can lead to judgement, or a hesitation to offer help.*

We are proud to partner with Trainline who have designed this badge in consultation with the Parkinson's community. It is a significant step in creating a more inclusive travel experience and sends a clear message that a little patience can make a big difference. It empowers the public to be part of that positive change and gives more people with Parkinson's confidence on their journeys.”

The badges are now available to order for free from the [Parkinson's UK online shop](#).

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For media enquiries or imagery needs, please contact: trainlinecomms@hanovercomms.com

About the research

Survey conducted by Opinion Matters on behalf of Trainline and Parkinson's UK. Nationally representative UK adults with 2000 respondents, research conducted between 03.10.2025 - 06.10.2025.

About Trainline

Trainline is the leading independent rail and coach travel platform selling rail and coach tickets to millions of travellers worldwide. Via our highly rated website and mobile app, people can seamlessly search, book and manage their journeys all in one place. We bring together millions of routes, fares and journey times from 270 rail and coach carriers across more than 40 countries. We help our customers find the best value fares for their journey and smart, real time travel information on the go. Our aim is to make rail and coach travel easier and more accessible, encouraging people to make more environmentally sustainable travel choices.

About Parkinson's and Parkinson's UK

Parkinson's is a complex brain condition that has no cure and gets worse over time. It has over 40 symptoms, from tremor and pain to anxiety. In the UK, the current total number of people diagnosed with Parkinson's is around 166,000. Of those, 1 in 16 are under 50. And Parkinson's is on the rise. Someone is diagnosed every 20 minutes in the UK and Parkinson's UK predicts there will be 173,000 people living with the condition by 2030.

Parkinson's UK is the charity that's here to support every Parkinson's journey, every step of the way. Wherever you're from, whatever you need.

From searching for a cure and campaigning for better health and care, to funding research into groundbreaking new treatments and running life-changing support services. It's all driven by one mission: improving life with Parkinson's.

[See more facts and statistics on the Parkinson's UK website.](#)

For information and support, you can visit parkinsons.org.uk or call the free, confidential helpline on 0808 800 0303.