



Choose Freedom survey – North Liverpool

Executive Summary

BikeRight!

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The Choose Freedom project is wholly funded by Department for Transport through the Local Sustainable Transport Fund

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Key points

- Over half of respondents were in full-time work, and a further nine per cent worked part-time or were self-employed. A third were not engaged in the workforce.
- Choose Freedom's key targets to expand travel horizons and adopt active travel were met by three quarters of respondents. In addition, nearly two out of three respondents have learnt new skills and over a third are now in employment, volunteer work or training.
- The number of people cycling to work, voluntary work or college nearly doubled following their involvement with Choose Freedom. There was a corresponding decrease in car use of thirty six per cent.
- All the survey respondents had accessed one or more Choose Freedom services. Forty three per cent had received work-related travel support. Cycling-related services were most commonly accessed, with one in five respondents taking part in walking activities.
- Nearly a quarter of respondents who received a travel pass for job start, interviews or training reported that they are now employed, in volunteer work, or on a training course.
- There was a high level of interest in all future Choose Freedom activities. Forty per cent wanted more bike rides and cycle maintenance training, while a third of respondents were interested in further travel advice and community walks. Twenty eight per cent were interested in bike loans.
- Choose Freedom was most popular amongst men, and respondents (male/female) aged 30 – 60. No young people who received services from the project chose to respond to the survey. Thirteen per cent were from Black or minority ethnic communities, and nine per cent identified as disabled.

Recommendations

That until the project closure in March 2015, the Choose Freedom project:

- Continues working in partnership with local agencies and employers to maximise travel support for local residents to access work and training opportunities
- Publicises walking routes and continues to identify walking as a travel mode in personal travel plans
- Increases on-road cycle training to foster independent travel by bicycle
- Completes the programme of cycle stand installation at employment sites
- Facilitates skill and resource development with local groups to enable them to operate independently and effectively post-2015
- Links to Liverpool City Council and other key partners' initiatives promoting sustainable / active travel, especially the City Bikes hire scheme and public health initiatives
- Creates a legacy for increasing locally-based active travel by making available resources and materials which foster sustainable travel; such resources to be replicable in any neighbourhood.
- Publicises models of providing Active Travel schemes to localities offering crèche facilities



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