



Choose Freedom survey – South Liverpool

Executive Summary

BikeRight!

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Key points

- Nearly half of respondents were in full-time work, and a further twelve percent 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 four out of five respondents. In addition, four out of five have learnt new skills, a quarter are now in employment, a similar number are in volunteer work and fourteen percent have started college / training.
- The number of people cycling to work, voluntary work or college more than doubled following their involvement with Choose Freedom. There was a corresponding decrease by a third in car use.
- All the survey respondents had accessed one or more Choose Freedom services. A third had received work-related travel support. Cycling-related services were most commonly accessed, with one in five respondents taking part in walking activities.
- Half 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. Half wanted more bike rides, forty percent wanted travel advice, and a third were also interested in cycle maintenance training, community walks and on-road cycle training.
- Choose Freedom was most popular amongst women, and respondents (male/female) aged 30 – 60. No young people who received services from the project chose to respond to the survey. Nineteen percent were from Black or minority ethnic communities, and seven percent identified as disabled.
- Crèche facilities available to respondents was not sufficient to meet their aspirations for participating in the project

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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