

Tri-Freedom event – what we did

Tri-Freedom was developed two years ago to show everyone how easy it is to use sustainable transport. In 2014 we built on the previous year's experience and developed a further route from Everton through the city centre to show how easy it is to get across the city.

We decided to use the City Bikes to promote and show everyone how easy it was to access them. Everyone had a great time and could not believe how quick it was to get from Stanley Park to the Britannia pub. Prizes were awarded for individual and team finishers, and all participants received a sustainable transport goody bag. The event received good publicity in the North Liverpool Star beforehand.

Getting started

The Tri-Freedom event took place on the 11th September; the morning started off with the staff having a briefing before the event on how the event would run especially with it being in three parts. The aim was to show people how easy it is to get across the City Centre by using sustainable travel (walking, using public transport or cycling).

When the participants signed up they each received a Choose Freedom bag with a water bottle in and a Choose Freedom t-shirt, they also received a map with instructions on to help them with all three parts of the event and we also added a quiz for fun (the quiz had questions on so they could find information along the route, at the end this was put into a prize draw).

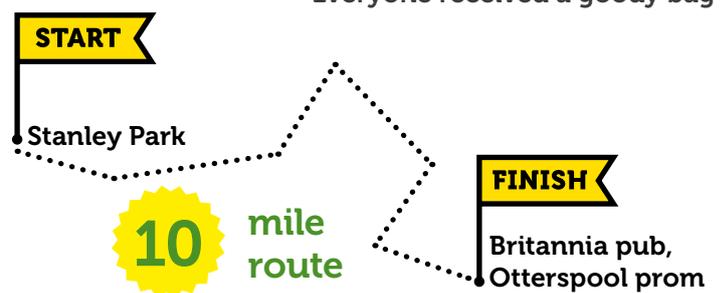
The events started off in Stanley Park where participants had to sign up for all three parts of the event, they then received the first part of their goody bag, a Choose Freedom hi-vis bag, water bottle, a map and a loyalty card. The loyalty card has space for seven stamps. This is a reward system for the participants who regularly come on our walks or bike rides, after every seven sessions they receive a prize for attending. The team decided that the participants would earn their three stamps – for walking from Stanley Park, using the train, and cycling along Otterspool prom – as this was an event, we gave them a reward for each part of the event.



Staff briefing



Everyone received a goody bag



And they're off!

32 participants signed up at different times throughout the morning and then set off on a 1.5km walk to Sandhills station, they either did it individually or as a group. The route was well signposted to the station, was all downhill and had been walked several times by staff as well as risk assessed. They were greeted at the train station by a member of staff who gave them their next goody: a saveaway ticket and instructions to the next part of the event.

Their journey took them to Moorfields station (one stop) and there they excited to walk the next part of their journey to the Pier Head.



City Bikes

As part of the Tri-Freedom event, we wanted to encourage the use of the City Bikes to show everyone how easy they were to access. It was also the first time that the staff had used them and found them fairly easy to use.

The participants made their way to the Pier Head on foot and received the next part of their goody bag: a Choose Freedom slap band and their second stamp. They finally arrived in small groups, eagerly wanting their stamp, looking for the next questions of their quiz and wanting to get on the bikes to start the next part of their journey.

The staff set about getting the helmets fitted, moving the bikes out of the dock and sizing up the seat posts so they felt comfortable along the route.

We had a participant called Kenny, who was part of the Eldonian walking group who couldn't ride a bike and really wanted to join in, so we had the trike taken down to the Pier Head so he could do the third part of the event. He had a small ride around before he started the 5 mile ride to the Britannia pub with his group. We made sure he was happy and he had others to support him along the way before starting the third part of the journey.

As the groups got bigger and more people came along, the City Bike docks started emptying, so phone calls were made to the staff to see if anyone had arrived yet so they could dock the bikes and we could take more out. Eventually we had taken all the bikes out and everyone had started their journey to the Britannia pub. It was great to see so many cyclists riding green bikes with green tops promoting sustainable transport, for us this was great publicity and sparked a great interest with the members of the public. We talked to many people telling them that 32 participants had taken part in getting across the City by sustainable transport independently by walking, using public transport and cycling and explained the reason why we were doing it.



Staff waiting for participants

"A big 'thank you' for yesterday, it was a smashing event and I thoroughly enjoyed myself. So, could you pass on my gratitude to Jo and everybody else who was involved in organising it."

— Sheila McDonald



Kenny on the trike

The finishing line

When the participants finished the final part of the route they received the last part of their goody bag: a multi tool set and their final stamp, this then entitled them to their long awaited and well deserved lunch and drink. Everyone finished the 10 mile stretch within a great time and after they finished their refreshments, we had a prize giving to celebrate everyone's achievements. The event was a great success and the whole event ran very smoothly and everyone managed to do it independently and this was something we greatly wanted to achieve this year.

Prizes were given for the best male, best female, winning group, group name, quiz winner and spot prize. All prizes were Liverpool ONE vouchers and drawn from a box so everyone had a chance to win a prize.

"A really nice day with some lovely people, hope it keeps going! A great day! Thanks to the team."

— Sandra Hurst



The winning team



Everyone on the Pier Head after they finished



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