

different thinking, growing impact

social impact summary 2017





Matt's story

Working with Jersey Mencap and LibertyBus, Matt has gained independence through using the bus

Matt now travels independently on public transport after completing travel training through the STEPS project, gaining confidence in using the service with the support of LibertyBus.

Using the public bus has enabled Matt to enjoy group projects with Jersey Mencap without relying on anyone to drive him there. His confidence has improved to the point where he has been involved with teaching support workers and clients at Jersey Mencap how to use the AvanchiCard.

'I don't have to wait for lifts now from my mum,' explains Matt. 'I like the drivers and I've taught loads of people how to use the AvanchiCard too.'

Matt's mother, Sue, has also seen the difference that using the buses has made. 'My son now regularly uses the bus – it forms a very important part of his independence and makes a positive difference to his life.'

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making a difference

LibertyBus is a social enterprise – an organisation whose defining mission is to make a positive difference to our community. We think that a bus service run purely for public benefit can improve people’s lives in a variety of ways:

- by giving better access to local facilities – or to work and education
- by helping people to remain independent or to save money
- even helping the planet by getting people out of their cars.

We don’t think that it’s good enough just to say that we help in these ways. We need to measure our social impact. To that aim, LibertyBus conducted a large scale survey of bus users in Jersey, with 1556 bus users responding.

We saw some interesting results from the survey, but the real story emerged when we looked at the experiences of different groups of people – particularly older people, disabled people, younger people and those who have just switched to using the bus.

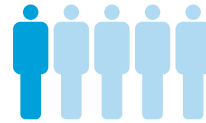
This leaflet summarises some of the results. For more details, download the full report at www.libertybus.je

...and all bus users



7 in 10

bus users said they saved money as a result of using the bus



1 in 5

bus users said that their access to essential services had improved as a result of using the bus



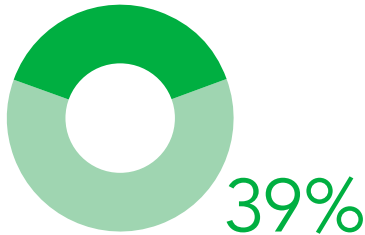
3 in 10

bus users said their social lives had improved as a result of using the bus

1556

bus users completed our survey

...and older people



of older people said their social interaction had improved because of the bus service



feel healthier

close to a third (32%) of older people said getting out and about using the bus had made them feel healthier



mobility improved

one fifth (19%) of older people said their personal mobility had improved because of the bus

...and disabled people



confidence improved

30% of disabled people also said their confidence had improved – well over double the 13% of non-disabled people who said so



access improved

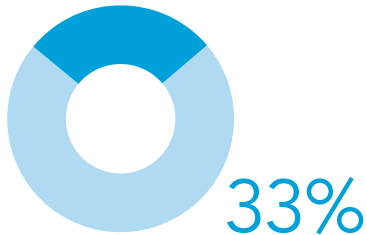
29% of disabled people – nearly one in three – say their access had improved because of the bus compared to 19% of non-disabled people



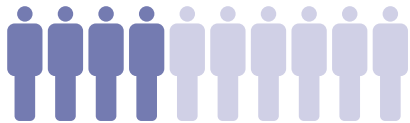
more independence

29% of disabled people also said they had more independence because of the bus service

...and young adults

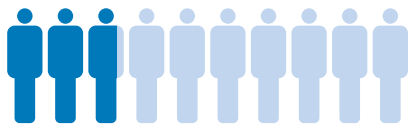


of young people said that using the bus has allowed them to access employment e.g. they could not get to their place of work without it



more independence

40% of young adults said the bus service had given them more independence



more confidence

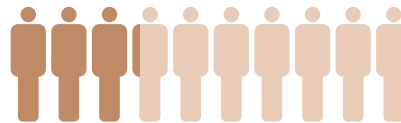
28% of young adults – well over a quarter – said using the bus service had increased their confidence

...and new bus users



82%

of new bus users said they had saved money compared to 70% of more long-standing bus users



more independence

32% of new bus users said they had more independence because of the bus service



feel healthier

26% of new bus users – over a quarter – felt healthier as a result of using the bus



about LibertyBus

LibertyBus is Jersey's bus service. Our aim is to provide the best possible service for the island – whether people are commuting to work, visiting Jersey, going shopping or just getting out and about. Our network of bus routes provides a high frequency of services to the island's main shopping centres, workplaces, beaches and visitor attractions – and our modern bus fleet offers a very comfortable and passenger-friendly ride. Most of our bus services operate daily and cover almost everywhere on the island.

LibertyBus is delivered under franchise contract to – and in partnership with – the Department for Infrastructure, States of Jersey.

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