driving change, creating impact
social impact report 2019
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LibertyBus is not a typical bus operator. We’re a social enterprise, which means that rather than making a profit for shareholders, we exist to make a positive difference in our community – running the bus service for the benefit of Jersey.

We think this is a better way of providing public services. It means we can listen more to what islanders say and make improvements to the bus service wherever we can. Since our 2017 impact report, improvements have included:

- introducing contactless payments to make using the bus even easier
- launching Route 6, connecting Jersey Hospice to the bus network
- increasing the frequency of peak time, evening and Sunday services on as many routes as possible.

The result of listening and improving is that more and more people are using the bus service: in 2018 nearly 5 million passenger journeys – an increase of 38% since we took over the service in 2013.

Our results have not gone unnoticed across the rest of the UK, with LibertyBus continuing to win national awards for excellence – in 2018, this included the top prize at the Chartered Institute for Logistics and Transport awards.

A vital factor in this success is partnership. We have worked closely with the Government of Jersey since we began the service, we are working with a huge range of Jersey’s civil society organisations to make our services more responsive for everybody and, by listening to customers, we think that the service itself is a partnership with our community.

These are fine words, but what difference do we actually make to people’s lives? Answering that question is the purpose of this report. In the same way that a mainstream company counts their money and prepares financial reports for their shareholders, a social enterprise measures the difference they have made and prepares a social impact report for their community.
what is social impact?

A social enterprise like LibertyBus exists to have a positive social impact. That sounds great, but what does it actually mean? Social impact is the positive difference that an organisation’s actions make to the wellbeing of a community or other beneficiary groups. What’s more, it has to be from something that you planned to do – rather than something unintentional.

At LibertyBus, we think that a bus service run purely for public benefit can make a real difference. We believe that we can support our community in seven main ways:

1. **access to local facilities**
   Helping people to get to the shops, doctors’ surgeries, community centres or other facilities that are important to them.

2. **physical and mental health**
   Helping people to get out and about, stay active and remain independent.

3. **family, friends and relationships**
   Helping people to stay connected with those that they care about, avoid loneliness or isolation and have a good quality of life.

4. **citizenship and community**
   Helping people to have an active role in their community – getting involved in things or volunteering.

5. **employment, training and education**
   Making sure that people can access jobs or take part in training and education.

6. **income and financial inclusion**
   Helping people to save money – or to make the money they have go further.

7. **conservation of the natural environment**
   Helping people to play their part in protecting the environment – getting people out of their cars, reducing emissions and tackling climate change.

**measuring social impact**

It’s all well and good to say that our bus service helps in these seven ways, but it’s not enough. We need to prove that this is true and measure the extent of the difference we’ve made. This is why social enterprises like LibertyBus actively measure their social impact, finding out what changed for our customers as a result of what we do.
the Jersey Impact Survey

To measure our social impact, LibertyBus commissioned Jersey-based research agency 4insight to conduct a large scale survey of bus users, asking them about what had changed in their lives as a result of using our bus service. The questions focussed on the seven areas where we try to make a difference.

The response rate was very high, with 2169 bus users responding – a 39% increase on our 2017 survey. This means we can be even more confident that the results are a good representation of our customers’ views\(^1\) and allow us to look closely at subcategories of bus users.

all bus users

Our 2017 report confirmed an unsurprising truth – when we asked if some aspect of people’s lives had improved as a result of using the bus service, the most common answer was that it had ‘stayed the same’ – after all, for many people, a bus is just a bus. The 2019 data confirms this truth too – the full data is on pages 46 and 47.

However, just as in 2017, we see several interesting impacts for bus users:

- close to three out of ten (28%) bus users said their social lives had improved as a result of using the bus
- one in five (20%) said that their access to local services had improved.

The 2017 report also established that within the overall category of ‘bus user’ there were different groups of people for whom the bus service did have a more demonstrable social impact. The same higher-impact groups were revealed in the 2019 survey:

- older people
- disabled people
- younger people
- people who’ve just switched to the bus.

In addition, the larger 2019 sample size has allowed us to explore the experiences of another higher-impact group – unemployed people.

As a consequence, the rest of this report looks at the bus service through the eyes of these five groups.

\(^1\) For the statistically minded amongst us, this level of response from bus users gives an unweighted margin of error of 2.08% at a confidence interval of 95%. As we explore sub-groups within the data, no item is presented unless it falls outside its margin for error.
80% of people who use the bus every working day said it had saved them money.

72% of all bus users said the service had saved them money.

28% of bus users said their social lives had improved.

1 in 5 bus users said their access to local services had improved.

2169 bus users completed our survey.
older people and LibertyBus

We all want Jersey to be a great place for a fulfilling, safe and healthy retirement – and a good bus service is an essential part of that. Bus services can help overcome barriers to accessing essential services, maintain older people’s independence, help to tackle loneliness and social isolation and play their part in reducing pensioner poverty through concessionary fare schemes.

Social isolation is a serious issue – research shows that loneliness has a similar negative impact on life expectancy to smoking and drinking.² Age Concern Jersey estimates that there are 4000 older people in Jersey presently living alone³ – well over a quarter (27%) of all older people on the island.

Tackling pensioner poverty in Jersey is also a priority, with Government statistics showing that 27% of pensioners are living in relatively low income households – greater than the proportion in the mainland UK (16%).⁴ As a consequence, understanding the social impact of our bus services on older people is essential. We wanted to explore if those aged over 65 felt they were getting out and about more, seeing their friends and family and saving money by using LibertyBus.

Our survey asked whether people’s access to local facilities – getting to the shops, doctors’ surgeries, hospital, church and so on – had improved as a consequence of using the bus service over the last year. These are essential ingredients for living an independent life. Our survey found that one third (33%) of concession pass holders said that their access to these facilities had improved.

One quarter (25%) of concession pass holders said getting out and about using the bus – not just staying at home – had made them feel healthier, with almost one fifth of the over 75s (18%) saying their personal mobility had improved.
helping out

The bus service – and the concessionary pass scheme – is having a positive effect on older people’s budgets. The overwhelming majority of older people surveyed (90%) said that using the bus had saved them money.

connecting people

Using the bus service has also helped older people to stay connected with friends and family. Over one third (35%) of concession pass holders said that their social interaction had improved since last year as a result of using the bus – better than the survey average of 29%.

making a difference

Our survey has revealed that significant numbers of older people are better able to get out of the house, access essential services and see their friends and family as a consequence of the bus service. This is helping older people to feel less isolated and stay healthier. The concessionary pass scheme is also actively playing its part in tackling pensioner poverty.

We believe there is still more we can do to tackle loneliness and social isolation for older people in Jersey – which is why we are working in closer partnership with Jersey’s third sector (see pages 43–45). However, we believe that the bus service is helping to create a better later life for Jersey’s older people, providing everything from an essential lifeline to the simple opportunity to catch up with friends.

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using the bus service has also helped older people to stay connected with friends and family

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3 www.itv.com/news/channel/2017-08-08/4-000-elderly-people-living-alone-in-jersey/
Key findings

- **27%**
  - of older people in Jersey live alone

- **27%**
  - of Jersey pensioners are living in relatively low income households – it’s 16% in the mainland UK

- **£**
  - 9 out of 10 older people said using the bus had saved them money

- **social life improved**
  - 35% of concession pass holders said their social interaction had improved because of the bus

- **access improved**
  - 33% of concession pass holders said their access to local facilities had improved

- **feel healthier**
  - 25% of concession pass holders said getting out and about had made them feel healthier
Barbara’s story

Barbara, 90, uses the bus nearly every day to go out for lunch with friends, shopping and to attend appointments

It’s only as Barbara has hit her 90s that she has decided she can no longer walk long distances or drive a car – but is still very active and likes to spend time with family and friends all over the island.

Every Thursday Barbara has a regular lunch date with a friend and they always like to go somewhere different and try new things.

‘We live on the Route 1 so we can go out at any time and there’s a bus along soon. We go into the bus station and then out again from there all over the island. One week we might be in St Catherine and the next week out at Jersey Pearl in St Ouen, and we like the Sir George Carteret pub too. We’ve been known to catch seven buses in one day!’

‘Other days I often get the Route 15 to visit my daughter in St Brelade or to see my friend who’s at Lakeside, or I just go into town to do some shopping or if I have a hospital appointment.

‘I do have family that can give me a lift but I don’t always like to ask and would rather be independent. With my bus pass it means I can travel on as many buses as I like without having to worry about money.’

Barbara is such a regular bus user that the drivers recognise her.

‘If I’m travelling alone that day they ask where my friend is because we’re usually together.’

She describes the bus service as a ‘God send’ and without it her busy social life would definitely suffer.

I do have family that can give me a lift but I don’t always like to ask and would rather be independent
disabled people and LibertyBus

The barriers that face disabled people affect our whole community – according to Government figures, 26% of households in Jersey contain a person living with a disability. These touch on almost every aspect of life – 28% of disabled people in Jersey say they face a lot of difficulty accessing work, 20% say they face a lot of difficulty taking part in their community. A third (32%) of disabled people in Jersey who don’t work only ever socialise within their immediate household. The level of loneliness for people in Jersey with a severe impairment is 41% greater than for non-disabled people.

These barriers can have a corrosive effect on disabled people’s life experience, their self-confidence and their ability to participate fully in society.

taking down barriers

At LibertyBus, we believe that we have a profound responsibility to play our part in taking down these barriers. As a social enterprise, we are committed to greater access for disabled people – and, as such, we must go beyond the basic provision of accessible vehicles expected in a mainstream bus operation.

This commitment takes the form of a rolling series of projects and initiatives that aim to make the bus service more accessible and welcoming for disabled people. Since the publication of our 2017 impact report, we have expanded on many of our initiatives and developed new approaches. These include:

AvanchiAccess

We have been working in partnership with the Government of Jersey to introduce a major initiative that we believe will significantly improve outcomes for disabled people – the AvanchiAccess card. It provides disabled people who are not able to drive due to a medical condition with free bus travel. To date, 526 cards have been issued, enabling 70,000 passenger trips a year.

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6 and 8 ibid
7 Jersey Health Profile 2016, States of Jersey, www.gov.je
Disability Outreach Project
We aim to have a driver team that is equipped with the knowledge and understanding to provide the highest possible standards of customer service to our disabled customers. To achieve this, we have built partnerships with Jersey Alzheimer’s, Autism Jersey and Jersey Deaf – amongst others – to train our staff in disability awareness and, wherever possible, these talks include input direct from service users.

1-2-1 programme
This provides individual support for disabled people to gain the skills and confidence to travel independently on public transport, improving confidence and life experience. Developed in partnership with the occupational therapy team at Overdale Hospital, it focuses on training and support for new wheelchair users, but has now expanded to support any disabled person who wants to travel independently.

wheelchair passports
Imagine trying to catch a bus, but there’s uncertainty that your powered scooter can be taken because of size and weight restrictions. Working with Technicare, we have introduced a scheme to pre-assess a scooter’s ‘bus-worthiness’ – our drivers know if a scooter has the purple passport sticker, it’s okay to carry the customer.

the Accessibility Card
Many disabled people have ‘hidden disabilities’ – they may be a stroke survivor, have a hearing impairment or have a learning disability. To provide the right level of service, we introduced a simple, discreet, card that allows customers to communicate any extra support needed to the driver. Over the past two years, we have been working in partnership with EYECAN, Jersey Stroke Association, the Government of Jersey Occupational Therapy and Social Services teams, and Age Concern, amongst others, on a major programme of outreach, distributing the cards to their service users – and taking down a barrier to using the bus service in the process.

confidence building
We work with Jersey Mencap, who bring their clients to the bus station to build their travel confidence by meeting our staff. We also hold regular social events, helping staff and Mencap service users feel comfortable with one another. In addition, we have extended our programme supporting Highlands College Life Skills students – vulnerable young adults aged 16–18 with learning difficulties – with weekly training to travel independently on the bus. The programme, now in its third year, has expanded to include learners from Additional Resource Centres at secondary schools.
understanding our progress

Taking down the barriers to access for disabled people in Jersey is a clear priority for LibertyBus and a genuine focus of our efforts as a social enterprise. Understanding the difference these efforts are making to the experience of disabled people could not be more important.

The scale of this year’s survey also provides a real opportunity to examine our impact more closely – looking at the experiences of disabled people who are also new bus users. This is important as it allows us to compare life for disabled people before they used the bus to their life today – assessing whether using the bus is a direct cause of seeing a life improvement.

access and mobility

Our survey showed the role of the bus service in helping disabled people to access local facilities, with well over a third (35%) stating that their access had improved as a result of using LibertyBus – compared to 19% of non-disabled people. For disabled people who are new bus users, this figure jumps to 58% saying access has improved.

Interestingly, disabled people who are new bus users also report an improvement in their ability to access employment, with 42% of this group saying so – a significantly higher proportion than for existing disabled bus users (9%).

Three out of ten (31%) disabled people also said that their personal mobility had improved – their ability to get out and about. For disabled people who are new bus users, this figure rises to well over half (54%) of respondents reporting increased mobility – more than five times the number of non-disabled people who said so (10%).

building independence

The survey explored the impact that using the bus service has had on disabled people’s independence. One third (33%) of disabled people said their independence had improved as a result of using the bus – twice the number (16%) of non-disabled people who said so. The proportion is even more striking for disabled people who are also new bus users, with two thirds (67%) reporting improved independence.
improving wellbeing and loneliness

The survey also revealed the difference the bus service is making to disabled people’s wellbeing. One in three (30%) said that their confidence had improved as a result of using the bus service – rising to 46% amongst new bus users, over three times the number of non-disabled people who said so (13%).

We also asked respondents whether using the bus service had improved their ability to cope with life’s ups and downs – a reasonable proxy for asking about people’s resilience and mental health. Well over three times as many disabled people (19%) said that it had done so when compared to the non-disabled (6%). For disabled people who are new bus users, the proportion is even more notable, with around three out of ten (29%) of this group citing an improvement.

The survey explored whether using the bus service was helping people to feel less lonely. One in five (20%) of disabled people said that it had, rising to 38% of new disabled bus users – over six times the proportion (6%) of non-disabled people who said so.

high impact policy

The survey also allowed us to explore the experience of disabled people using the new AvanchiAccess cards. Four out of ten (41%) of AvanchiAccess holders reported improved access to facilities, 52% reported improved contact with friends and family, 38% reported improved mobility, 37% said their confidence had improved, with 44% reporting improved independence. Taken together, these results suggest that the new AvanchiAccess card is already making a real difference.

making a difference

Our survey has shown that a significant proportion of disabled people have better access as a result of LibertyBus. This has come through both in practical terms – such as access to services – and in the broader implications of taking down barriers for disabled people – improved confidence, independence and resilience. These results are even more heartening in light of the figures for new disabled bus users. However, we believe there is no room for complacency and will continue to improve the transport options for those who find the bus difficult to use.
key findings

- **26%** of households in Jersey contain a person living with a disability.
- **1 in 2** disabled people using the new AvanchiAccess cards said they had more contact with friends and family because of the bus.
- **38%** of new disabled bus users felt less lonely because of the service – over six times the proportion (6%) of non-disabled people who said so.

**access improved**

58% of disabled people new to the bus – over one in two – said their access to local facilities had improved because of the service.

**independence improved**

44% of disabled people using the AvanchiAccess cards said their independence had improved because of the bus – rising to 67% for new bus users.

**confidence improved**

30% of disabled people said their confidence had improved because of the bus – rising to 46% for new bus users.

**42%** of disabled people new to the bus said their access to employment had improved.
Jordan’s story

Jordan uses the bus every day to travel to and from college, giving her the independence that she finds so important.

At 19 years old, Jordan is in the final year of the Life Skills course at Highlands College. As part of the course she completed travel training with LibertyBus and now has the skills and confidence to use the bus independently.

Prior to embarking on the training, Jordan relied on getting a lift from her mother, meaning she had to be dropped at college very early in the morning. She now uses the regular school bus service to take her from home to college and back every day.

‘Independence is very important to Jordan,’ explains her father. ‘She is nearly 20 years old now and it makes a huge difference to her confidence and self-esteem to be able to travel independently and use the regular school bus service.’

Jordan has an AvanchiAccess card so she doesn’t have to worry about having the right change for the bus and she can benefit from the free travel provided by the scheme. She is now putting the travel training skills she has learned to good use by helping to train one of her neighbours to also use the bus.

‘He is just in his first year,’ explains Jordan. ‘Because I’m leaving this year he needs to be able to use the bus on his own so I’m teaching him what to do.’

"it makes a huge difference to her confidence and self-esteem to be able to travel independently"
Young adults, those between the ages of 16–24, face a wide variety of pressures – everything from carrying on with study or starting out in work, to social and peer pressures, moving out of the family home and finding their place in the adult world.

**a real issue**

These pressures are not merely the complaints of ‘snowflakes’ – they are significant present concerns. The mental health risks associated with loneliness are well understood, yet the Jersey Opinions and Lifestyle Survey for 2018 reveals that the group of people most likely to report being lonely is not older people as one might expect, but the 16–34 age group, with 30% stating they felt lonely at least some of the time.

The self-esteem of Jersey’s young people has also been in decline from a 2002 high of just below 90% stating they had high self-esteem to just over 70% in 2016. Young adulthood in the present era can be a difficult time in people’s lives.

We believe that a comprehensive bus network can play its part for young adults. Young adults can get out and about independently, catch up with friends and socialise, and take up opportunities for work or further study. Our survey has enabled us to look at the experiences of young adults and find out how the bus service has been a part of their stories.

**confident and independent**

Our survey asked young people whether using the bus had improved their independence – a significant proportion of young adults (37%) said that it had done so. One third (33%) also said that their confidence had improved. The survey also asked whether using the bus had helped with their ability to get out and about – their personal mobility – with three out of ten (29%) young adults saying that it had. In the cases of confidence, independence and the ability to get out and about, young adults were the most likely age group to report that using the bus had led to an improvement.
work and play

Our survey asked whether the service enabled people to access work. The survey shows that almost three out of ten (28%) young adults say they rely on the bus service to be able to do so. In fact, the younger you are, the more likely it is for you to say that you rely on the bus for work – one fifth (21%) of 25–34 year olds couldn’t access work without the bus, dropping to 7% of 55–64 year olds.

Perhaps unsurprisingly, the bus service also helped young adults to socialise, with 40% saying that their ability to go out and see friends and family had improved as a result of using the bus.

less lonely

The survey also seeks to understand whether the bus service is helping to address the surprisingly high levels of isolation experienced by Jersey’s young adults. More than one in six (17%) young adults said that using the bus service had made them feel less lonely – more than any other age group. The same proportion (17%) also said that their ability to cope with life’s ups and downs had improved as a consequence of using the bus – our proxy for asking people about their mental health.

making a difference

Our 2017 report first highlighted the importance of the bus service to young adults in Jersey, results that are confirmed again in 2019. This is not only in terms of providing an essential service for a significant proportion of Jersey’s young adults to get and keep a job. It is also helping Jersey’s loneliest demographic meet up and socialise, build their confidence and feel less isolated – a significant social impact.

9
10
key findings

90% vs 70%

in 2002 90% of Jersey’s young people said they had high self-esteem but this had declined to 70% in 2016

more independence

37% of young people – over a third – said using the bus service had given them more independence

more confidence

33% of young people – a third – said using the bus service had increased their confidence

less lonely

17% of young adults said using the bus service had made them feel less lonely – more than any other age group

28%

of Jersey’s young people say they rely on the bus service to access work

1 in 3

of Jersey’s 16–34 year olds said they feel lonely some of the time
Gabriel, 16, is a student currently studying for his GCSEs, he uses the bus daily to get to school and get out and about.

Living in St Ouen, Gabriel needs transport to get to school, to work and in to town to meet friends. He is the oldest child in the family and with both parents working the bus is often his only way of getting around.

He describes the bus as ‘vital for his day-to-day life’.

‘The bus helps our whole family, not just me as an individual, as it frees up a huge amount of time that my parents would otherwise have to spend driving me and my brothers around the place.’

‘With my student card the bus is relatively cheap and there’s a stop just down the road from where I live with a service every hour. The fact that it’s a scheduled service gives me peace of mind because whilst my parents or mates’ plans might change or they get held up, that can’t happen with the bus. I’m always sure the bus will arrive so I won’t be late for school or work.’

Gabriel first started using the bus for school when he was 11 years old so he was familiar with the service – but more recently Gabriel has realised the independence he has gained not just during the week but for weekends and holidays too.

‘On turning 16 I got a weekend/after-school job and was given more freedom to visit friends and explore the island. By using the bus I don’t have to organise everything with my mum and I can go places I normally wouldn’t be able to access for lack of transport.’
unemployed people and LibertyBus

A good bus service can help to address the blight of unemployment in two main ways. The first is obvious and practical – by providing the best possible transport in a community, we can improve the ability to actually get to opportunities, bringing down a real barrier to employment.

Public transport can either help or hinder the search for work. A new study in the UK by the Joseph Rowntree Foundation has shown that poor public transport is one of the most significant barriers to employment.

The second way a good bus service can help the unemployed is less obvious, but tackles something more corrosive. By helping unemployed people to get out and about, remaining a part of the community, a bus service can protect people from the damaging loss of confidence and esteem associated with longer term unemployment.

A serious issue

Tackling the broader negative impacts of unemployment is really important. For people who are long term unemployed, study after study has shown a connection between unemployment, mental health issues and lower life expectancy. One UK study found that young men who were NEET (not in employment, education or training) were three times more likely to suffer from depression than their peers – 13% of 16–24 year olds in Jersey are NEET.

Our survey has sought to uncover whether the bus service is helping to break down the barriers to employment or training – and whether the service is helping to create connections, maintain relationships and build resilience whilst people are looking for work.

more active

Taking up volunteering opportunities and being active in the community is a common method of getting back into the world of work. Unemployed people were the most likely of any group to state that the bus service had allowed them to be active in their community, with 27% of respondents saying so.

"the bus service is providing a genuine lifeline for Jersey’s unemployed people"
Unemployed people were also the most likely group to state that they felt healthier as a result of using the bus – getting out and doing some exercise, not just staying at home, with almost four out of ten (39%) saying so.

**staying connected**

The survey also revealed that the bus service is helping unemployed people to stay connected with friends and family, preserving their relationships. Almost six out of ten (59%) of unemployed respondents said that their social interaction had improved by using the bus service.

**wellbeing and loneliness**

Unemployed bus users who completed our survey were also more likely to report improved independence (57% of respondents), confidence (57%) and greater mobility (38%) – all indirect indicators for wellbeing.

Most heartening, however, were the results for more direct questions around wellbeing. Well over a third of respondents (36%) said that they felt less lonely as a result of using the bus and, significantly, 41% said that their ability to cope with life’s ups and downs had increased – our proxy for asking about people’s mental health.

**making a difference**

Our survey has suggested that the bus service is providing a genuine lifeline for Jersey’s unemployed people, helping them to take part in their community, preserve their networks and maintain their wellbeing. However, as the sample size of unemployed people in the survey was relatively small and the survey did not explicitly explore transport barriers to employment, more research is needed before we can gain a full picture of our social impact amongst this group.

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12 Interestingly, they propose franchising for bus services, like they are in London, as part of their solution for the UK – a policy step already taken by Jersey.
**key findings**

- **13%** of Jersey’s 16–24 year olds are NEET – not in employment, education or training

- **41%** of unemployed people said their ability to cope with life’s ups and downs had increased

- **36%** of Jersey’s unemployed people said they felt less lonely because of the bus

- **59%** of unemployed people said their social interaction had improved by using the bus

- **57%** of unemployed people said using the bus had improved their confidence and independence

- **39%** of unemployed people – almost four in ten – said using the bus had made them feel healthier
Ryan’s story

Ryan is 20 years old and uses the bus service every day to access training and employment opportunities.

Last year Ryan successfully completed the Life Skills course at Highlands College, where he undertook independent travel training provided by LibertyBus. Since then he has been able to use the bus independently, giving him the freedom to go out and explore various training and employment opportunities that could lead to an exciting future.

Ryan is currently working with Jersey Employment Trust (JET), which assists young people with disabilities to find and sustain open employment.

He spends two days a week at Acorn, which is a pre-employment service designed to improve his skills and confidence as well as developing structure and routine. He is working his way through the various projects that they run including maintenance, re-use and upcycling as well as helping with pricing donated items and displaying them for sale.

Ryan has also recently enrolled on a traineeship scheme at Beresford Street Kitchen and now works three days a week in their busy café. Gabby Ellmers, Managing Director of Beresford Street Kitchen, has described Ryan as a great asset to the team:

‘He enjoys his work and loves interacting with our customers and staff. Since joining us he has already gained skills in customer service, till work and money handling, and preparing hot drinks – and he will continue to grow as he goes through the scheme.’

Ryan now has a busy working week at Acorn and Beresford Street Kitchen. Bus travel plays an essential role in his life and having his AvanchiAccess pass means he can travel for free.

The future is bright for Ryan as he aims to go on to open employment, with the bus service taking him wherever he needs to go.

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the freedom to go out and explore various training and employment opportunities

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new bus users and LibertyBus

Jersey is an island with more cars than people and a deep-seated culture of driving. Yet, there is a problem – with so many cars on the road, congestion is a real issue affecting the quality of island life. Awareness is also growing of the impact of poor air quality on people’s health, with older and younger people particularly affected. People are also rightly concerned about greenhouse gas emissions and climate change, thinking about their responsibilities to the next generation.

part of the solution

As a consequence, getting people out of their cars and onto buses, bikes or their own two feet is one of the policy priorities of our times – in Jersey and elsewhere. We’ve been making the case for the bus to islanders since we took over the service in 2013 – and we’ve grown ridership by 38%, with nearly 5 million passenger trips last year.

We think it’s a great beginning – particularly as 71% of our customers have access to a car for their journeys yet have actively chosen to use the bus – but a look out of the window onto St Helier’s roads during rush hour tells you how far we still have to go.

This means it’s vital to understand the experiences of people who have switched to using the bus – the benefits they have felt and the changes that have occurred in their lives. With this information, we can better encourage other people to make the switch – for the whole island’s benefit.

Our survey asked how long people had been using the bus service. This has allowed us to look at the difference the service has made through the eyes of people who started using the bus in the last year – new bus users.

getting on

New bus users were more than twice as likely (22% vs 10%) to say that the bus service had improved their access to employment than existing bus users, suggesting that the bus service is playing its part in helping people to get and keep a job.
a new sense of freedom

One of the main differences between new bus users and those who have been using the bus for over a year was how they felt about their independence – just under one third (31%) of new bus users said this had improved since they started taking the bus – twice the number of longstanding bus users who said so.

New bus users were also twice as likely to say that their mobility – their ability to get out and about – had improved (22% vs 11%). Similarly, new bus users were almost twice as likely to state that their confidence had improved (26% vs 14%). Taken together, these measures give a sense of increased freedom by choosing to switch to the bus.

in the money

One area where new bus users were consistent in their answers was on the topic of whether they had saved money by using LibertyBus, with 80% of new bus users saying they had done so – better even than the 71% of more longstanding bus users who also said they had saved money.

We then asked people who had said they saved money about what they spent it on. One in three bus users (29%) said that they spent the money on essentials – food and household bills being the most common items. More than one in five (23%) said that they used the money to boost their savings. However, 35% said they spend the money having fun – socialising, holidaying and other treats. It’s perhaps unsurprising that 33% of new bus users reported that their social life had improved.

making a difference

Our survey has shown significant personal benefits for people who have made the environmentally friendly and responsible choice of switching to the bus. Most new bus users feel better off, more independent – with some now able to access employment. From the experience of our new bus users, choosing the bus has been positive.
key findings

71% of our new bus users also have access to a car

+38% we’ve grown ridership in Jersey by 38%, with nearly 5 million passenger trips last year

more independence
31% of new bus users – nearly a third – said their independence had improved since they started using the service

8 out of 10 new bus users said using the service had saved them money

29% of new bus users said they spent the money they saved on essentials – food, household bills, etc

10% vs 22% new bus users were more than twice as likely as existing bus users to say the service had improved their access to employment
Tarnia’s story

Tarnia is a school teacher who recently started using the bus due to a serious illness that prevented her from driving.

In November 2018 Tarnia’s illness left her hospitalised, undergoing major surgery followed by weeks of recovery and regular hospital appointments. She was told she couldn’t drive for seven to eight weeks, leaving her feeling isolated and worried about how she was going to get to her appointments.

‘I’ve always been wedded to my car for getting around so the thought of not being able to use it was terrible.’

Tarnia had a concession pass for the bus but had rarely used it.

‘I had an appointment at the hospital and my husband was at work so he couldn’t take me. I decided to catch the bus and was surprised how easy it was. Within ten minutes I was in town and with Liberation Station being just a short walk to the hospital the journey was stress free.

‘I started using the bus more and more for appointments and as my recovery progressed I was using it to get out and about as well. What I soon began to realise was how much I enjoyed the time on the bus. I could just switch off and relax so by the time I got off I felt refreshed and re-energised. People talk about “mindfulness” and that’s just the word I would use to describe how I felt during those journeys. I started to wish the journey was longer as I wasn’t quite ready to get off when it reached the station!’

Tarnia is now able to drive again but she continues to use the bus from time to time for her ten minutes of relaxation. She may have to have surgery again in the near future but feels much happier knowing that she will be able to get around by bus.

‘My husband is due to get his concession pass soon and we’re looking forward to exploring the island together.’

"what I soon began to realise was how much I enjoyed the time on the bus"
LibertyBus and our community

LibertyBus is Jersey’s bus service – we exist for community benefit, which means being an active part of our community. This report has set out some of the aspects of this – listening to our customers and making changes to the service, working hard to make the service as accessible for all islanders as we possibly can and working in partnership with Jersey’s third sector.

However, we believe that to be a real part of our community we need to go further, taking every opportunity we can to make Jersey a better place to live, work and visit for everyone. As a social enterprise, this comes naturally – we are always thinking about how we can increase the good that we do, in all that we do. And getting involved and helping out? That’s just the Jersey way.

increasing impact

Our staff team in Jersey is actively encouraged to think about how we can help – how we can actively choose to increase our social impact. We’re taking part in a huge range of activities in the community – with our skills and expertise, with our vehicles, or just with our time and our enthusiasm.

goinging involved

Our work with the community ranges from the fun – if that’s the best way to describe our colleagues getting their kit off to fundraise for EYECAN – to the very practical – training Jersey Alzheimer’s minibus drivers to the MiDAS standard, improving road safety – to the consequential – helping Jersey Employment Trust with mock interviews. Each year brings new ideas and the pages overleaf have the space to share just a few.

//
we believe … we need to go further, taking every opportunity we can to make Jersey a better place to live, work and visit for everyone
//
**the Mencap Bus**

We have been providing minibus transport out to Mencap’s Taking Part Making Art project every week for their service users. For their return journey, we bring service users back to Liberation Station, where they can use the bus service for their journey home – helping them to practice their independent travel.

**MiDAS training**

The Minibus Drivers Awareness Scheme (MiDAS) is a nationally recognised UK standard for the assessment and training of minibus drivers. We’ve been providing the training for voluntary sector organisations in Jersey, including Jersey Alzheimer’s, Age Concern, Jersey Oxygen Therapy, Centrepoint Trust and the Good Companions Club.

**The Amazing Journey**

Working with Jersey Mencap and Autism Jersey, we have produced *The Amazing Journey: Liberty explores Jersey by bus*, which follows the journey of Liberty the cow as she travels around Jersey with her autistic cousin Daisy. The idea behind the book is to encourage young islanders with disabilities to travel independently – as well as raising funds for Jersey Mencap and Autism Jersey.

**HMP La Moye**

Offenders repair and refurbish our bus seats to build work readiness – and we provide customer service and disability awareness training.

**LibraryBus**

We are working to convert a bus into a static library for Haute Vallee school. Design and technology students from the school are assisting one of Geomarine’s structural engineers on the design, the works will be carried out by prisoners at HMP La Moye – a real community project.
We have continued to rollout our programme of disability awareness training for other organisations – including for Jersey’s taxi drivers, the Jersey Retail Association and Jersey’s Customs and Immigration staff.

**LibertyBus Uncovered**
To raise money for EYECAN, staff at Liberty Bus have been baring all for a 2019 charity calendar – with drivers, engineers, managers and customer service staff captured in all their glory.

**staff fundraising**
Our staff have been active in organising fundraising drives on their own initiative – including for Jersey Alzheimer’s, Jersey Hospice Care and Children in Need.

**Jersey Employment Trust**
We have been taking part in mock interviews to support Jersey Employment Trust clients into work.

**LibertyBike**
Our twelve Brompton folding bikes, plus a docking station, support the Government’s Sustainable Transport policy through alternative transport.

**community transport**
True to our community transport roots, we have been providing transport with and without a driver for Jersey’s voluntary sector. We’ve done trips out for Maison La Corderie, Communicare, Maison St Brelade, Abbeyfield and the Jersey Sport and Youth Service Inclusion Project. We’ve loaned vehicles to Autism Jersey, Jersey Scouts and Headway – helping them to provide their services. We’ve also provided transport for fundraising events, including for Brightly, Mencap and the Sanctuary Trust.

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14 LibertyBus’ parent, HCT Group, has been providing community transport for charities and other local groups in the UK for over 35 years as a mainstay of its social mission.
As a social enterprise, the defining mission for LibertyBus is to make a positive difference to our community – to have a social impact. 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.

To measure our social impact, LibertyBus commissioned a large scale survey of bus users in Jersey, independently conducted by 4insight. The response was very high, with 2169 bus users responding. The table opposite presents the basic results of the survey, before we looked in detail at the experiences of five particular sub-groups of bus users.

Our impact survey was conducted at the same time as our annual customer satisfaction survey, which also collects data on each respondent’s age, employment status, whether they have a disability or mobility difficulty – and a whole host of other data. The surveys together allowed us to identify groups who benefitted most from the using the bus. These groups are profiled in more detail on pages 11–41 of this report.

Please contact HCT Group if you would like the full data set that is the source for the table opposite.
To what extent has using LibertyBus had an impact on your life over the last year?

<table>
<thead>
<tr>
<th>Using the bus has...</th>
<th>improved over last year</th>
<th>less than last year</th>
<th>not applicable</th>
<th>stayed the same</th>
</tr>
</thead>
<tbody>
<tr>
<td>enabled access to local facilities e.g. shops, doctors, hospital, church etc</td>
<td>20.2%</td>
<td>1.7%</td>
<td>29.8%</td>
<td>48.3%</td>
</tr>
<tr>
<td>allowed me to access employment e.g. I could not get to my place of work without the bus</td>
<td>10.9%</td>
<td>1.6%</td>
<td>55.2%</td>
<td>32.3%</td>
</tr>
<tr>
<td>allowed me to access education or training</td>
<td>4.4%</td>
<td>1.0%</td>
<td>74.4%</td>
<td>20.2%</td>
</tr>
<tr>
<td>allowed me to be active in my community e.g. volunteering</td>
<td>8.3%</td>
<td>1.0%</td>
<td>65.2%</td>
<td>25.6%</td>
</tr>
<tr>
<td>enabled social interaction e.g. meeting with friends, going out for dinner etc</td>
<td>29.1%</td>
<td>1.8%</td>
<td>20.3%</td>
<td>48.8%</td>
</tr>
<tr>
<td>helped me to feel less lonely</td>
<td>7.7%</td>
<td>0.9%</td>
<td>70.7%</td>
<td>20.8%</td>
</tr>
<tr>
<td>helped my personal mobility e.g. ability to get out and about generally</td>
<td>11.9%</td>
<td>1.1%</td>
<td>60.6%</td>
<td>26.5%</td>
</tr>
<tr>
<td>helped me to feel healthier e.g. by getting out and doing some exercise, not just staying at home</td>
<td>14.3%</td>
<td>1.1%</td>
<td>56.4%</td>
<td>28.2%</td>
</tr>
<tr>
<td>given me independence e.g. I don’t need to rely on people for lifts</td>
<td>17.9%</td>
<td>1.2%</td>
<td>45.2%</td>
<td>35.6%</td>
</tr>
<tr>
<td>given me confidence e.g. to get around the island, or travel independently</td>
<td>14.9%</td>
<td>0.7%</td>
<td>54.8%</td>
<td>29.7%</td>
</tr>
<tr>
<td>has given me the ability to cope with life’s ups and downs</td>
<td>7.3%</td>
<td>0.7%</td>
<td>67.7%</td>
<td>24.3%</td>
</tr>
</tbody>
</table>

Has using LibertyBus saved you money?  

<table>
<thead>
<tr>
<th></th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has using LibertyBus saved you money?</td>
<td>72.2%</td>
<td>27.8%</td>
</tr>
</tbody>
</table>
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 Growth, Housing and Environment of the Government of Jersey.

about HCT Group

LibertyBus is a part of the HCT Group – a social enterprise in the transport industry, safely providing over 30 million passenger trips on our buses every year. We deliver a range of transport services – from London red buses to social services transport, from school transport to complete transport networks, from community transport to education and training. We reinvest the profits from our commercial work into further transport services or projects in the communities we serve.