



Choose how you move

# Access Fund Project summary 2017-2020

Herefordshire Council was awarded £1.5 million from the Department for Transport Access Fund for the Destination Hereford project from 2017 to 2020.

Here are some highlights from the Choose how you move campaign.



## Strong recognition of campaign and brand

46% aware logo

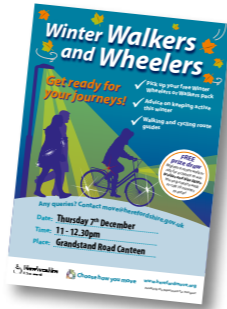
49% aware brand

87% aware Beryl Bikes



# Improving access to employment

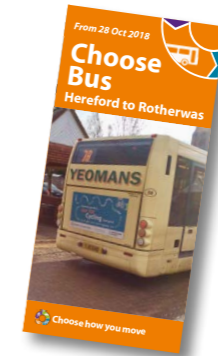
## Workplace events



Choose Day events at Hereford Enterprise Zone (HEZ) enabled us to reach many employees from local businesses and give them travel advice and free bike checks.



## Supporting Hereford Enterprise Zone (HEZ)



A sustainability event at HEZ saw the launch of the Straight Mile cycle path and a new Park & Choose site at Skylon Park to assist commuters to and from the Enterprise Zone.



**1,030** employees reached during 27 business events (18 at HEZ)

**51** Travel Fund grants approved

**212** cycle stands installed at 64 different workplaces

**874** Walking/Cycling packs given to support employees travelling to work

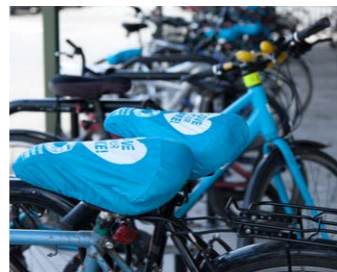
**109** new businesses joined the Travel for Work Network covering 1996 additional employees.  
**Network up to 134 businesses covering 10,000 employees)**

**81** young people helped to access work or training. 46 bikes loaned to job seekers and 32 sets of bus tickets given out to support 16+ travel to work

## Business travel grants



The cycle stands are on their way to us!  
If only everything was so simple and quick.  
**Wendy**



The Ebike has been a fantastic addition for our company  
It allows me to travel on a bike when normally I would drive  
**Invizio employee**

The ebike has offered us as a small business, a means of transport both better for the environment as well as a fitness tool for our employees.  
**Swift Tech Services**



## Into work



It is a great scheme and has really benefitted many of our young people, thank you for your understanding, flexibility and accessibility.  
**Steph**

It's a fabulous scheme that makes all the difference to people...who could not afford to buy a month of bus tickets before being paid. So this scheme really helps to get young people into work.  
**Employability & skills Coach**

## Safe urban driving courses



As a fairly new driver, I still feel quite nervous on the road so the course was a great eye opener and very helpful to help build more respect for Bicycle users and Car Drivers. I will be advocating for more people to take part.  
**2 Wheels Aware course attendee**



# Improving access to education

## Providing training and building confidence



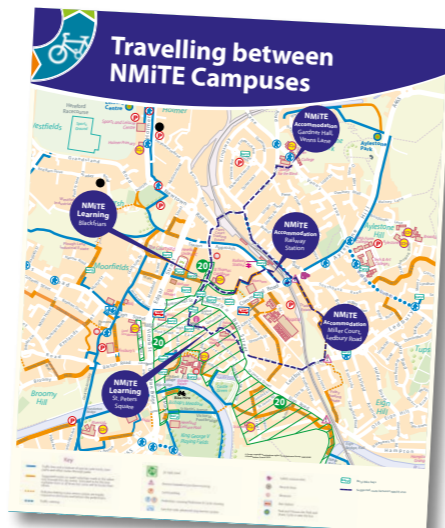
Just got back from a fantastic Level 2 bikeability day... What excellent instructors... The children gained so much from the day in terms of self confidence, bike skills, road awareness and riding ability. They were buzzing all the way home!

**Vicky**

- 98** residents have received 1:1 adult cycle training lessons
- 583** active travel activities have been delivered across schools in Hereford City
- 26,010** children have engaged in Hereford's active schools programme
- 143** commercial drivers attended HGV driver awareness courses
- 52** new/learner drivers have attended 8 cyclist awareness courses
- 25** Play on Pedals sessions

## Supporting NMiTE

Working with New Model Institute for Technology and Engineering (NMiTE) on their travel plan.



## WOW Walk to school project

- 775** pupils in 2 primary schools engaged with the 6 month pilot of a 'WOW' Walk to School project between Sept 2019 and March 2020.
- 54%** of trips were walked



# Getting Hereford active

## Motivating and supporting residents and commuters

**Get Walking Los Angeles**

See how far your feet can take you...

Boost your every day walking on our virtual tour!

...until 25 March 2020

WIN fabulous prizes

Every step you take here in Herefordshire takes you further along the free virtual walk route

- Walk to work
- Walk into town
- Hop off the bus a stop early - every step counts!

FREE sign up any time at [www.herefordwalk.org](http://www.herefordwalk.org)

I love logging my walks via my fitbit on the site and looking at the virtual walks and information as I complete the distances.

**Michelle**

I have been taking part since its inception and think it's a great motivator.

**Peter**

- 520** participants signed up to the new Get Walking website and apps.
- 816** residents participated in Nordic Walking events and led walks.
- 24** new Walk Leaders trained
- 520** Walking and cycling champions recruited

Free Learn a new skill! make new friends

### Nordic Walking

Six-week beginners courses will start in Hereford on:

- Saturdays from 9 March at 9.45am
- Tuesdays from 2 April at 6pm
- Thursdays from 4 April at 11am
- Monday from 3 June at 6pm
- Thursday from 6 June at 11am
- Saturday from 7 September at 9.45am

Book your place now! 07858 264315 info@ignite-cic.co.uk

Good way to exercise with others and discover new parts of Hereford suitable for walking

**Nordic Walker**

Seen parts of Hereford I have never seen... using the car less

**Zoe**



## Promoting healthy lifestyles - joint working with Public Health



Broad range of training and qualifications achieved...

- 160** people achieved Level 2 Healthy Living Network (HLN)
- 9** people achieved a Royal Society for the protection of Health Level 2 Understanding Health Improvement course.
- 13** people achieved a City & Guilds Level 3 Health Trainer with a further 6 people working towards the qualification.

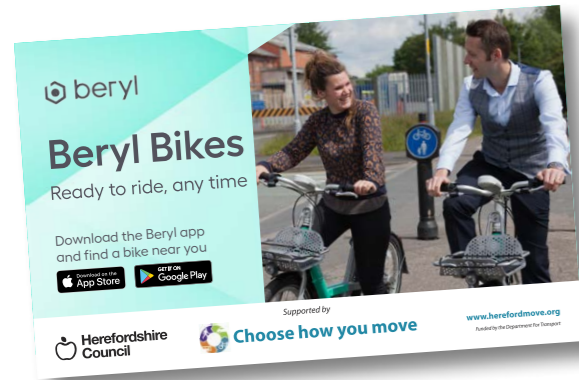
# Getting Hereford Active

## Beryl Bike hire in Hereford



It's a great scheme and lovely to see both young and old taking use of the bikes. Both my parents and brother use bikes by way of commuting around Hereford.  
**Katherine**

**186** Beryl Bikes  
**5,554** unique users  
**39,303** total trips  
**89,098** distance (Km)



## Encouraging and supporting women riders

**250** New riders recruited as well as significant numbers of returning riders joining our led rides for women.

**122** Bikes loaned to support new women riders.

I just wanted to say thank you for the lesson this afternoon. I was really nervous but it was so useful and I ended up really enjoying it!  
**Anna**

It was really enjoyable ride on Friday, on top of that, meeting new people added more joy.  
**Adult cycle lesson client who progressed onto led rides**



## Park and Cycle



I've been using the park and ride regularly over the summer months 3-5 week days and find it a great experience – no slower and less stressful than driving and great exercise  
**Park & Choose user**

## Improving the network



Great job yesterday to your guys maintaining the cycle way by Aldi in the rain... it looks great. Thank you. It does make a difference when cycling around Hereford that the pathways are well maintained.  
**Laura**

Traffic-free cycle network kept clear of vegetation and litter

## Routes to...

New signed routes to improve awareness of traffic-free paths to the Enterprise Zone and the city centre.

Five further linking routes scoped and ready to be installed



**88** new Park & Choose members signed up

**109** active Park & Choose users

# Other highlights of the project

## Get Active event showcasing walking and cycling



A variety of walking and cycling activities were available to try on the day including a wide range of accessible bicycles.

## Bike exchange

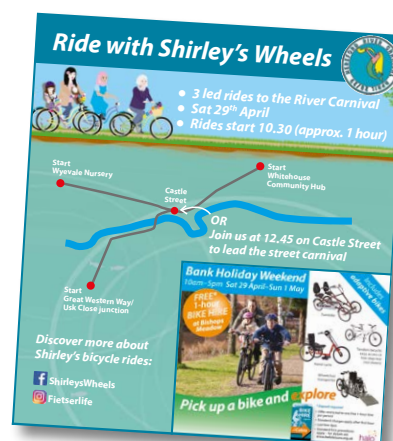
Three successful bike exchanges were held.

People donated old unused bikes, which were safety checked and refurbished.

People could swap an old bike for one of the donated bikes.



## Hereford River Carnival



The Community Bike Ambassador team organised led rides to Hereford River Carnival.

Riders joined the carnival parade through the City to promote 'led rides for women'.