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NOTICE OF MEETING

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CYCLE FORUM

will meet on

MONDAY, 9TH APRIL, 2018

At 6.30 pm

in the

COUNCIL CHAMBER - TOWN HALL, MAIDENHEAD

TO: MEMBERS OF THE CYCLE FORUM

COUNCILLORS DEREK WILSON (CHAIRMAN), LYNDY YONG (VICE-CHAIRMAN)
MALCOLM BEER, PAUL LION, DEREK WILSON (CHAIRMAN) AND LYNDY YONG
(VICE-CHAIRMAN)

SUBSTITUTE MEMBERS

COUNCILLORS WISDOM DA COSTA, SAYONARA LUXTON, MARION MILLS AND
JULIAN SHARPE

Karen Shepherd – Service Lead - Democratic Services - Issued: 28 March 2018

Members of the Press and Public are welcome to attend Part I of this meeting. The agenda is available on the Council's web site at www.rbwm.gov.uk or contact the Panel Administrator **Nabihah Hassan-Farooq** 01628796345

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AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
1.	<u>APOLOGIES FOR ABSENCE</u>	
2.	<u>DECLARATIONS OF INTEREST</u> To receive and Declarations of Interest.	5 - 6
3.	<u>MINUTES</u> To confirm the minutes of the previous meeting.	7 - 12
4.	<u>CLOSE PASS INITIATIVE</u> To discuss the above initiative.	13 - 18
5.	<u>PUBLIC BIKE SHARE</u> To discuss the above proposed bike share scheme.	19 - 28
6.	<u>CYCLING ACTION PLAN UPDATE - TASK AND FINISH GROUP</u> To receive the above update.	Verbal Report
7.	<u>A.O.B</u>	

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MEMBERS' GUIDE TO DECLARING INTERESTS IN MEETINGS

Disclosure at Meetings

If a Member has not disclosed an interest in their Register of Interests, they **must make** the declaration of interest at the beginning of the meeting, or as soon as they are aware that they have a DPI or Prejudicial Interest. If a Member has already disclosed the interest in their Register of Interests they are still required to disclose this in the meeting if it relates to the matter being discussed.

A member with a DPI or Prejudicial Interest **may make representations at the start of the item but must not take part in the discussion or vote at a meeting.** The speaking time allocated for Members to make representations is at the discretion of the Chairman of the meeting. In order to avoid any accusations of taking part in the discussion or vote, after speaking, Members should move away from the panel table to a public area or, if they wish, leave the room. If the interest declared has not been entered on to a Members' Register of Interests, they must notify the Monitoring Officer in writing within the next 28 days following the meeting.

Disclosable Pecuniary Interests (DPIs) (relating to the Member or their partner) include:

- Any employment, office, trade, profession or vocation carried on for profit or gain.
- Any payment or provision of any other financial benefit made in respect of any expenses occurred in carrying out member duties or election expenses.
- Any contract under which goods and services are to be provided/works to be executed which has not been fully discharged.
- Any beneficial interest in land within the area of the relevant authority.
- Any licence to occupy land in the area of the relevant authority for a month or longer.
- Any tenancy where the landlord is the relevant authority, and the tenant is a body in which the relevant person has a beneficial interest.
- Any beneficial interest in securities of a body where:
 - a) that body has a piece of business or land in the area of the relevant authority, and
 - b) either (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body **or** (ii) the total nominal value of the shares of any one class belonging to the relevant person exceeds one hundredth of the total issued share capital of that class.

Any Member who is unsure if their interest falls within any of the above legal definitions should seek advice from the Monitoring Officer in advance of the meeting.

A Member with a DPI should state in the meeting: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Or, if making representations on the item: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Prejudicial Interests

Any interest which a reasonable, fair minded and informed member of the public would reasonably believe is so significant that it harms or impairs the Member's ability to judge the public interest in the item, i.e. a Member's decision making is influenced by their interest so that they are not able to impartially consider relevant issues.

A Member with a Prejudicial interest should state in the meeting: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Or, if making representations in the item: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Personal interests

Any other connection or association which a member of the public may reasonably think may influence a Member when making a decision on council matters.

Members with a Personal Interest should state at the meeting: ***'I wish to declare a Personal Interest in item x because xxx'. As this is a Personal Interest only, I will take part in the discussion and vote on the matter.***

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Agenda Item 3

CYCLE FORUM

WEDNESDAY, 24 JANUARY 2018

PRESENT: Councillors Derek Wilson (Chairman) Malcolm Beer and Paul Lion

Also in attendance: Susy Shearer, Steven Shepherd, David Dyer, Graham Jones, Rosie Morton, David Lambourne and John Payne. Julian Scriven (Nextbike UK).

Officers: Gordon Oliver and Karen Shepherd

APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Yong.

DECLARATIONS OF INTEREST

None received.

MINUTES

RESOLVED UNANIMOUSLY: That the minutes of the meeting held on 4 October 2017 be approved.

PUBLIC BIKE HIRE SCHEME

The Forum received a presentation from Julian Scriven of Nextbike UK. Mr Scriven explained that bike sharing had started in the 1960s with the first recorded scheme in Amsterdam. The guiding principle of Nextbike was that cycling, and therefore bike shares, should be for everyone. Nextbike undertook a lot of promotion to non-core cyclists. Nextbike worked collaboratively with councils to discuss what would work in their area. The company was strongly focussed on innovation. It was important that a bike share scheme was also positive for those not using it; it should not be an inconvenience to others.

Nextbike had 45,000 bikes worldwide in 25 countries. The company had been founded in 2004 in Europe and had subsequently spread to the USA, UK and India. They had five existing schemes operating in the UK and five UK launches had been confirmed for the first half of 2018. Nextbike offered customised system types including station based, free floating and hybrid systems. Bikes were built to the highest European standards and would survive 10 years of use. Unlike those in London, Nextbikes held all their technology in the bike itself rather than in the terminal. This allowed for lighter on-street infrastructure and provided GPS and wifi triangulation on the bikes themselves.

Nextbike users could unlock bikes in a number of ways, using a smartphone app, via the bike computers, with a smart card and through a 24 hour customer contact centre. Geofencing technology was increasingly being used to directly control where bikes could and could be returned. Nextbike offered a 24 hour extraction of faulty bikes and bikes abandoned in appropriate places within 1 hour if in high security locations. Nextbike offered a rebalancing scheme to ensure bikes were available in the right

places at the right time. Service teams were often third sector organisations including local charities trying to get people back to work.

Mr Scriven commented that Windsor was a unique place and therefore presented challenges, including limited shared public space, a high tourist influx and legitimate security concerns. Nextbike would propose infrastructure-light docking stations for the town which would help address the space and security issues. These could be moved in 2-3 hours to accommodate events. A geofencing overlay could alert the service team, and the police if necessary, if a bike had been left somewhere other than a docking station. A tariff structure could allow for differentials between charges for tourists, residents and concessions.

In response to questions, Mr Scriven confirmed:

- Three gearing options were available (3/7/8) to deal with hilly areas.
- Areas such as the Long Walk could be defined as embargoed parking zones. It would be made clear in terms and conditions that membership would be revoked if a person cycled in an embargoed zone.
- The app could include local cycle routes.
- If a base station were removed, the app would automatically be updated.
- All bikes displayed identification numbers.
- The police would be able to move or remove bikes. The role of RBWM Ambassadors could be investigated to report / relocate abandoned bikes.
- The standard membership was £60 per year which allowed for the first half hour of each ride for free and 50p thereafter. Residents could be offered membership for £30 or less and an extended free period.
- Nextbike tried to avoid the council paying directly for any infrastructure; often sponsors could be brought on board or grant funding for sustainable transport could be utilised. Partial capital funding by Nextbike was also an option. In the long term revenue covered costs.
- A minimum density of 50 bikes was required for viability, with 100+ bikes preferred.
- Nextbike had experienced issues in Milton Keynes with vandalism of bikes, possible as there were a number of cycle routes away from main roads.
- Seasonal demand could be addressed by changing stock levels.

The Chairman thanked Mr Scriven for his presentation. He explained that the Forum had requested a presentation from another bike share provider. After that, it would consider a recommendation to Cabinet.

OPERATION CLOSE PASS

Gordon Oliver, Principal Transport Planner, explained that 'Operation Close Pass' had begun in the West Midlands. A plain clothes police rider would alert officers further along the road if a car passed them too closely. The driver would then be pulled over, presented with video evidence and offered a 10 minute educational session or points and a fine. The scheme had been successful in reducing the number of incidents and complaints. It was hoped that Thames Valley Police would be able to attend a future Task and Finish Group meeting.

David Lambourne commented that a flashing rear light even in the daytime made a great difference and people should be encouraged to use them. Susy Shearer

commented that problems often arose during commuting times. Steven Shepherd asked if TVP would accept the cyclist's own footage of close passes as evidence.

RESOLVED UNANIMOUSLY: That it be recommended that Thames Valley Police be approached to see if they would be willing to work with the council to develop and deliver Operation Close Pass within the Royal Borough; and for this to be supported by a comprehensive joint communications programme.

NCN50 MAIDENHEAD TO COOKHAM CYCLE ROUTE

Gordon Oliver explained that Route 50 between Maidenhead and Cookham had originally been planned as part of a longer route but this had been put on hold. The route include a permitted path across the Summerleaze estate. The landowner had welded bars across the gates to stop motorbikes but this had also limited access for most cycles as well as preventing access for pushchairs, wheelchairs and mobility scooters. The Rights of Way team had worked with the landowner to ensure the existing barriers were replaced with K barriers along with some surfacing improvements. Councillor Beer thanked Gordon Oliver and his colleagues for the achievement.

RESOLVED UNANIMOUSLY: That the contents of the report be noted.

CYCLING ACTION PLAN TASK & FINISH GROUP

The Chairman reported that a number of meetings had been held to identify changes needed to the Action Plan. The next meeting would take place in February 2018.

RESOLVED UNANIMOUSLY: That the content of the report be noted.

A.O.B

Susy Shearer explained that she had become aware of a conversation on social media in the last 6 months relating to the variable heights and shapes of traffic cushions in the Dedworth and Clewer areas. She had forwarded the details of problems on specific roads to Gordon Oliver. Often the road surface around the cushion was of poor quality and in need of resurfacing. Ms Shearer referred to a scheme in Galleys Road that was 15 years old but had a smooth road surface and a sinusoidal hump profile. The Chairman commented that the humps on Dedworth Road had been put in when the Tesco store had opened. They had originally been too high and an ambulance had got stranded so the height had been reduced. Cllr Lion asked if the humps were needed. There had been a history of speeding and the humps were effective in addressing this.

David Lambourne referred to the traffic calming scheme on Burchetts Green Road. He had objected to the scheme when it was proposed and had asked for gaps to let cyclists through. He had been told the humps would be kept in good condition but this had not happened; there was a particular problem with the granite setts around the humps. The Chairman suggested that Volker highways be asked to undertake an audit of the road surface.

- ❖ **Action:** Volker highways be asked to undertake an audit of the road surface on Burchetts Green Road.

Gordon Oliver confirmed that a line had been included in the 2018/19 capital programme to look at humps in the Dedworth area. Councillor Beer highlighted the need for people to look at the situation from the point of view of the cyclist. David Lambourne commented that unfortunately inspections were undertaken to the national standard of being safe for the motorist.

David Lambourne commented that to encourage people to cycle the figure of £10 per head recommended by the All Party Parliamentary Cycling Group should be recognised and applied. The government did not meet their standard but the borough should try to do so. Holland had achieved a cycle network by ring-fencing funds each year. He had stopped attending the Forum in the past because of a lack of will by the Cabinet. The current administration was spending more but not enough. The Action Plan was very good but unless funding was available it would simply be a piece of paper. Studies had shown that every £1 spent on infrastructure had a £2 health benefit. The Chairman suggested this was a national problem therefore contact could be made with the Secretary of State for Transport. Residents could also meet with Theresa May as the local MP to raise concerns. With the introduction of Community Infrastructure Levy, a parish council with an adopted Neighbourhood Plan would receive 25% of contributions to spend on local infrastructure.

Gordon Oliver referred to a communication he had received from Mike Gammage highlighting the need to understand why people did not cycle. He explained that the council undertook an annual survey that included a series of questions about cycling and went to a random sample of residents. The Chairman suggested the issue should be discussed by the Task and Finish Group.

❖ **Action:** The Task and Finish Group to consider why people did not cycle.

The Forum considered the style of cycle parking that should be installed outside the row of shops on the A4 to the east of Maidenhead. The standard in Maidenhead town centre was the fin style racks. Councillor Smith had suggested an 'M' style that would provide better physical support. Susy Shearer and Rosie Morton commented that the fin style allowed for bikes to fall over and for wheels to be vandalised. The Chairman suggested examples be sent to Councillor Smith and the Forum for feedback.

❖ **Action:** Examples of cycle parking to be sent to Councillor Smith and Forum Members for feedback

Gordon Oliver explained that there was nothing in legislation that could stop someone locking a bike to street furniture. A sign could be put up to say any bikes would be removed; this was being considered for Eton bridge. A by-law could be passed to prohibit bikes from being left in certain places. Forum members were advised to use the 'report it' function on the borough website to report bikes left locked to street furniture that had been vandalised and abandoned.

John Payne commented that he regularly cycled on the A308 to Windsor cycle path. He had reported many times that some hedges were 50% overhanging the pavement. He had been told homeowners would be asked to cut the hedges back but it did not always happen. The Chairman agreed to speak to relevant officers about the issue.

❖ **Action:** The Chairman to raise the issue of hedge-cutting on the A308 with relevant officers.

Councillor Lion raised the issue of aggressive cyclists in the pedestrian areas in Maidenhead Town Centre. The police had said they could not do anything to address the issue unless they had a witness, and that it was the responsibility of the local authority to take action. However the borough had said it was also powerless. Gordon Oliver confirmed that a traffic regulation order was in force but enforcement was lacking. There had been suggestions for the TRO to be enforced by Community Wardens, but only the police had the power to stop and fine an individual. Councillor Beer commented he was aware of cyclists on Peascod Street being prosecuted. The Chairman asked for the TRO to be included in the cycling strategy. Steven Shepherd commented that people cycled on the pavement because they felt safe; there was a wider infrastructure issue.

- ❖ **Action:** The TRO on Maidenhead High Street to be discussed by the Task and Finish Group.

Susy Shearer clarified that the feasibility study in relation to the town centre and riverside area of Windsor had been in progress for 3 months and a report would be submitted to Cabinet later in the year. The intention was to collect evidence of what people would like to see in the town centre.

The Chairman suggested that a presentation from Heathrow would be useful at a future Task and Finish group.

- ❖ **Action:** Heathrow be asked to present at a future Task and Finish Group meeting.

The meeting, which began at 6.30 pm, finished at 8.32 pm

CHAIRMAN.....

DATE.....

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ITEM: CLOSE PASS INITIATIVE

Report Author: Gordon Oliver **Position:** Principal Transport Planner

1. Purpose of the Report

- 1.1 This report provides an update on the potential for the 'close pass' initiative pioneered by West Midlands Police to be rolled out in the Royal Borough.

2. Supporting Information

Background

- 2.1 A report was taken to the cycle forum meeting on 20 January 2018 highlighting the 'close pass' initiative developed by West Midlands Police. This involves a plain clothes officer cycling a pre-determined route to identify and record on video motorists who give insufficient room when overtaking. Offending motorists are then pulled over, shown the video footage of the incident and given the option of prosecution or a short educational session.
- 2.2 In its first year of operation, there has been a significant reduction in the number of close pass incidents reported to the police and it has been linked to a 20% reduction in cyclist casualties. As a result, it has since been adopted by several other police forces across the UK.
- 2.3 The cycle forum requested that the council approach Thames Valley Police (TVP) to request that 'close pass' initiatives be rolled out to the Royal Borough. The cycle forum also asked if TVP would be prepared to prosecute drivers on the basis of video evidence of 'close pass' incidents submitted by cyclists or third parties.
- 2.4 Inspector Louise Warbrick was subsequently attended the Cycling Action Plan Task and Finish Group meeting on 22 February 2018. She confirmed that TVP do run 'close pass' operations in conjunction with Hampshire Police, and are currently targeting locations with the highest numbers of cyclist casualties - currently these are Oxford, Portsmouth and Southampton. She has provided a copy of the leaflet that they use in the roadside educational sessions with motorists (see Appendix 1). TVP is analysing cyclist casualty data in the Royal Borough to determine if it justifies a local campaign.
- 2.5 Inspector Warbrick confirmed that TVP have recently introduced a facility to allow members of the public to report a traffic incident / offence online and to submit accompanying video evidence: <https://www.service.police.uk/report/report-a-road-traffic-incident>. Although close pass incidents are not explicitly mentioned, it can be used for this purpose.
- 2.6 It should be noted that offenders must be notified of the intention to prosecute within 14 days of the date on which the incident occurred. However, footage of incidents reported after this date can still be used to support an educational intervention.

- 2.7 Through the Safer Roads Partnership contract, the council has instructed its road safety consultant, Agilysis, to develop a proposal for a campaign to promote safe and considerate overtaking by motorists when passing cyclists. This should be designed so it can support any 'close pass' operation run by TVP or as a stand-alone initiative in the event that TVP is unable to allocate resources.
- 2.8 It is suggested that this includes:
- Purchase of a close pass mat (or borrow one from TVP)
 - Production of a leaflet
 - Production of a video / other multi-media content
 - Use of the above at road show events at local business parks / shopping centres
 - Use of roadside advertising sites (e.g. bus shelter displays) that are visible to passing motorists, targeting areas with the highest number of cyclist casualties
 - Use of roadside variable message signing on the approaches to the town centres and mobile signs at high risk sites.
- 2.9 A proposal is being put together on this basis and will be considered for funding as part of the council's 2018/19 road safety education programme.

3. Recommendations

- 3.1 **It is recommended that the Cycle Forum notes the content of this report.**

Appendix 1: Thames Valley Police Close Pass Leaflet

Joint Operation Unit 'Give Space Be Safe' Campaign



How many cyclists are injured?

- **1,122 pedal cyclists have been killed or seriously injured** in Hampshire and Thames Valley during the last 3 years¹.

Who are the cyclists being injured?

- **Adult male commuters** account for 1/3 of these casualties.
- Pedal cyclists tend to be injured near to where they live.

Where are cyclists injured?

- **¼ of the pedal cyclist casualties are injured in Portsmouth, Oxford and Southampton.**
- 82% of the cyclists are injured on **urban roads.**
- 58% of the cyclists are injured **near a junction or roundabout.**

When are cyclists injured?

- 54% of the casualties are injured during the **morning and evening commute.**
- Almost all of the collisions occur in daylight or during the night on roads with street lights
- The collisions occur throughout the year with few seasonal trends

What vehicles are involved?

- Road traffic collisions where a pedal cyclist is injured nearly always involve a car or van.

What can be done to avoid these road traffic collisions?²

- 'Failed to look properly' is the most common cause of collisions
- The most important message is for all road users to be **considerate** and **respectful**, and to avoid confrontation

Motorists should

- Look properly & concentrate on the road
- Try to anticipate what other road users may do, cyclist may move out to avoid potholes or drains etc
- **Give pedal cyclists lots of room when overtaking**
- Give cyclists at least as much room as you would a car when overtaking, we recommend at least 1.5m clearance in slow moving traffic and a full car width at higher speeds
- Obey all traffic signals and road markings
- Do not overtake cyclists near a junction, pedestrian crossing, on a roundabout or at a pinch point
- Drive appropriately for the conditions

Pedal cyclists should

- Try to anticipate what other road users may do
- **Ensure they can be seen**
- **Obey all traffic signals and road markings**
- Ride appropriately for the conditions

Remember

- We all **share the road**
- We all want to reach our destination safely



¹ January 2014- December 2016

² Derived from contributory factors recorded for each collision

Joint Operation Unit 'Give Space Be Safe' Campaign



Highway Code

Rule 163

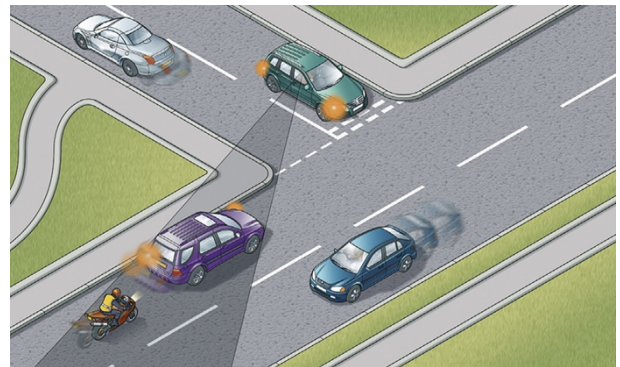
Overtake only when it is safe and legal to do so. You should

- not get too close to the vehicle you intend to overtake
- use your mirrors, signal when it is safe to do so, take a quick sideways glance if necessary into the blind spot area and then start to move out
- not assume that you can simply follow a vehicle ahead which is overtaking; there may only be enough room for one vehicle
- move quickly past the vehicle you are overtaking, once you have started to overtake. Allow plenty of room. Move back to the left as soon as you can but do not cut in
- take extra care at night and in poor visibility when it is harder to judge speed and distance
- give way to oncoming vehicles before passing parked vehicles or other obstructions on your side of the road
- only overtake on the left if the vehicle in front is signalling to turn right, and there is room to do so
- stay in your lane if traffic is moving slowly in queues. If the queue on your right is moving more slowly than you are, you may pass on the left
- give motorcyclists, cyclists and horse riders at least as much room as you would when overtaking a car



Rule 211

It is often difficult to see motorcyclists and cyclists, especially when they are coming up from behind, coming out of junctions, at roundabouts, overtaking you or filtering through traffic. Always look out for them before you emerge from a junction; they could be approaching faster than you think. When turning right across a line of slow-moving or stationary traffic, look out for cyclists or motorcyclists on the inside of the traffic you are crossing. Be especially careful when turning, and when changing direction or lane. Be sure to check mirrors and blind spots carefully.



Rule 212

When passing motorcyclists and cyclists, give them plenty of room. If they look over their shoulder it could mean that they intend to pull out, turn right or change direction. Give them time and space to do so.

Rule 213

Motorcyclists and cyclists may suddenly need to avoid uneven road surfaces and obstacles such as drain covers or oily, wet or icy patches on the road. Give them plenty of room and pay particular attention to any sudden change of direction they may have to make.

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ITEM: PUBLIC BIKE SHARE SCHEMES

Report Author: Gordon Oliver **Position:** Principal Transport Planner

1. Purpose of the Report

- 1.1 This report looks at options for public bike share and considers the potential for this to be rolled out in the Royal Borough.

2. Supporting Information

Background

- 2.1 At the meeting of 21 September 2017, the Highways, Transport and Environment Overview and Scrutiny Panel asked the Task and Finish Group established to review the Cycling Action Plan to also consider the potential for a public bike share scheme in the Royal Borough.
- 2.2 The Task and Finish Group received an introductory presentation on the different types of bike share schemes and a review of the performance of existing schemes in Reading and Slough. This was followed up by presentations from NextBike and Mobike, which are leading providers of docked and dockless bike share schemes.
- 2.3 This report summarises the work undertaken to date and considers the guidance provided by BikePlus, which is the representative body for UK bike share before making a recommendation on how to proceed.

3. The Effectiveness of Bike Share Schemes

- 3.1 The Public Bike Share Users Survey¹ shows that bike share is an effective means of getting people to start cycling / cycle more often – 66% of those surveyed started to cycle or increased the amount they cycle as a result of a bike share scheme.
- 3.2 In terms of journey purpose, the three most popular responses are:
- Commuting (21.5%)
 - Pleasure / fitness (18%)
 - Shopping (12%).
- 3.3 The survey also shows that bike share schemes are effective at encouraging more women to cycle. Women are traditionally under-represented in cycling, accounting for 25% of all cycling trips, but rising to 41% of bike share trips.
- 3.4 In terms of motivating factors, the most popular responses amongst users are – convenience (79%); fresh air and exercise (68%); and time saving (56%).
- 3.5 Bike share is often used in conjunction with public transport – 40% of respondents use bike share with the train and 25% with the bus.

¹ https://www.carplusbikeplus.org.uk/project_page/pbs-users-survey-2017/

- 3.6 Bike share can help to reduce the number of short car trips in urban areas – 23% of users previously used a car / taxi for their most frequent trip.
- 3.7 However, there is also evidence of bike share taking trips from other sustainable modes of transport – 23% of surveyed users said they previously made their trip by bus and 44% said they previously walked.

4. Bike Share Operational Models

- 4.1 There are four main operational models for bike share schemes:
 - 1. Self-service (docking stations)
 - 2. Self-service (dockless)
 - 3. Rail station hubs
 - 4. Lockers
- 4.2 **Self-Service (Docking Stations)** - The Santander Cycle scheme in London is an example of this type of scheme – this is operated by Serco. Other providers include Hourbike and NextBike. Bikes are hired from / returned to fixed docking stations at key locations and convenient intermediate points. Bikes can be returned to any dock with spare capacity. Bikes need to be regularly redistributed to ensure availability across the network. Pricing encourages short trips (e.g. 30 minutes).
- 4.3 **Self-Service (Dockless)** - This model does not have fixed locations for bikes in the same way. Bikes are fitted with GPS trackers and customers use a smartphone app to find and lock / unlock a bike. Users are provided with guidance about where to leave bikes and are incentivised to comply. Virtual docks can be set up at key locations to provide some level of certainty regarding availability of bikes, but these use GPS ring-fencing rather than physical infrastructure. Examples of operators of this type of scheme include Mobike, Obike and Ofo. Pricing generally encourages short trips (e.g. 30 minutes).
- 4.4 **Rail Station Hubs** - These are designed to provide onward travel for rail travellers to enable them to reach their final destination. Bikes are hired from and returned to any station with a hire facility. Facilities are generally staffed. Prices are more geared to all-day or even multi-day trips. Providers include Bike and Go which operates in the UK and OV Fiets, which has a national network in the Netherlands.
- 4.5 **Lockers** - These are often located at railway stations / transport interchanges and are designed to facilitate onward travel. Lockers contain folding bikes, which are space efficient in terms of storage. Bikes are hired from and returned to any locker site. Again, prices are geared to day / multi-day trips. The main operator is Brompton.
- 4.6 The table below summarises the advantages and disadvantages of each scheme type.

Table 1: Comparison of Bike Share Operating Models

Scheme Type	Advantages	Disadvantages
Docked	<ul style="list-style-type: none"> • Predictable bike locations • Supports one-way short trips • Docks act as marketing tool • Users don't need smart phones 	<ul style="list-style-type: none"> • Capital cost of docks • Planning permission for docks • May need to move docks • Can't terminate hire if dock is full • Need to redistribute bikes • Difficult to get sponsorship • Schemes often operate at a loss
Dockless	<ul style="list-style-type: none"> • Low / zero setup cost for LA • No infrastructure needed • Greater flexibility for users • App used to drive behaviour 	<ul style="list-style-type: none"> • Unpredictable bike locations • Bikes left in undesirable locations • Distribution challenges • Lacks street presence of docks • Users need smart phone & app
Station Hubs	<ul style="list-style-type: none"> • Predictable bike locations • Integrated with rail • No problems with street clutter • Users don't need smart phone 	<ul style="list-style-type: none"> • Capital cost of bikes • Caters for limited journey types • Requires space within rail station • Some require membership card
Locker	<ul style="list-style-type: none"> • Predictable bike locations • Can reserve bike in advance • Integrated with public transport • Can install in buildings / outside • Users don't need smart phone 	<ul style="list-style-type: none"> • Capital cost of bikes and lockers • Bikes not visible in locker • Caters for limited journey types • Difficult to fold / unfold bikes • Bikes do not come with locks

- 4.7 It should be noted that some providers are starting to move to a hybrid model with a mixture of docked and dockless operation. Also, some docked operations now allow bikes to be temporarily left in the vicinity of docking station if it is full.
- 4.8 Some local authorities have multiple bike share schemes (e.g. Oxford). However, BikePlus recommends that this should not be considered for towns / cities with populations of less than 150,000, although locker / rail station schemes can sometimes operate successfully alongside on-street schemes.

5. Bike Share Financial / Management Models

- 5.1 There are three distinct management models for bike share schemes:
1. **100% public** - The local authority pays all capital and revenue costs, sets the tariffs and takes the income. The operator is paid a fixed fee to run the scheme. This is the model used for the Santander Bike scheme in London.
 2. **100% private** - The operator pays all costs, sets the tariffs and takes the income. This is the model adopted by most of the dockless scheme providers.

3. **Partnership** - The local authority pays a subsidy to support the scheme, while the operator is responsible for generating commercial income through hires, advertising and sponsorship. This was the model adopted in Reading.

5.2 The table below summarises the advantages and disadvantages of each model.

Table 2: Comparison of Bike Share Financial / Management Models

Model	Advantages	Disadvantages
100% public	<ul style="list-style-type: none"> Local authority retains control over all aspects of the scheme Can be responsive to user feedback Can ensure that it is integrated with other transport elements Easy to retender the operation contract 	<ul style="list-style-type: none"> Local authority takes 100% of financial risk Local authority staff resource is needed to manage the scheme Public operations tend to be more inefficient / higher cost It is difficult for the equipment supplier and operator to share intellectual property
100% private	<ul style="list-style-type: none"> There is no initial capital cost for local authority There is no on-going public subsidy required 	<ul style="list-style-type: none"> Limited local authority control and no opportunity for income Relies on the operator's skills to secure income Low feasibility in areas without good sponsorship / advertising potential
Partnership	<ul style="list-style-type: none"> The local authority can specify the service The tender process results in competitive quotes There is limited financial risk for the local authority Possible profit share if the scheme hits its usage targets 	<ul style="list-style-type: none"> Local authority staff resource is needed to manage the contract May need on-going revenue support if sponsorship / advertising is not secured

6. Assessing Potential

- 6.1 BikePlus highlights industry research that has identified various factors as contributing to the success of bike share schemes around the world. These include **exogenous factors** that relate to the area in which the scheme operates, and **endogenous factors** that relate to the design and operation of the scheme and local transport policies and funding commitment. These are summarised in the table below. It should be noted that not all need to be present in order to have a successful scheme.

Table 2: Success Factors for Bike Share Schemes

Exogenous Factors	
<i>Diverse Markets:</i> <ul style="list-style-type: none"> Residents, commuters, visitors, students 	<i>Population:</i> Minimum of 50,000 - 100,000
<i>Employment:</i> <ul style="list-style-type: none"> High employment Large employers with split sites / sites located away from rail stations 	<i>Tourism:</i> <ul style="list-style-type: none"> Attractive destinations connected to the cycle route network
<i>Students:</i> <ul style="list-style-type: none"> A university or college campus 	<i>Topography:</i> <ul style="list-style-type: none"> Flat areas are more attractive for cycling
<i>Cycling Infrastructure:</i> <ul style="list-style-type: none"> New users want good quality, continuous, and visible cycle route network 	<i>Car Parking:</i> <ul style="list-style-type: none"> A lack of convenient or cheap car parking makes bike share more attractive
Endogenous Factors	
<i>Policy Support:</i> <ul style="list-style-type: none"> Long-term funding support Cycling infrastructure development 	<i>Integration with Other Transport Modes:</i> <ul style="list-style-type: none"> Base bikes near bus / train stations Promote on buses / trains Include bike share on city smart cards
<i>Diverse Funding Streams:</i> <ul style="list-style-type: none"> Sponsorship / advertising / membership / hire fees / local authority support 	<i>Pricing:</i> <ul style="list-style-type: none"> Set to encourage short trips (e.g. £1 for a day pass and first 30 mins. free)
<i>Density and Scale:</i> <ul style="list-style-type: none"> 300-400m between stations in a minimum area of 10km² with high footfall 10-30 bikes per 1,000 population 	<i>Partnership Working:</i> <ul style="list-style-type: none"> User groups - businesses / universities / visitor attractions Maintenance – community bike hub / local bike shop
<i>Quality Bikes:</i> <ul style="list-style-type: none"> Must be durable and practical Must be easily adjustable Must be able to carry bags / shopping Must have lights and mudguards Bespoke parts discourage theft 	<i>User Interface:</i> <ul style="list-style-type: none"> The process of locating, paying for and releasing a bike should be simple and fast Pre-registration is a barrier to usage – allow instant access where possible Smart phone / apps precludes some users
<i>Marketing:</i> <ul style="list-style-type: none"> Need a targeted marketing strategy to raise awareness and encourage take-up. 	

6.2 The following table shows how well the Royal Borough meets each of these factors.

Table 3: Assessment of RBWM against Success Factors

Criteria Met	Criteria Not Met
<ul style="list-style-type: none"> Maidenhead's population is within the recommended minimum range. 	<ul style="list-style-type: none"> Windsor's population is significantly below the minimum recommended threshold.
<ul style="list-style-type: none"> There is a diverse set of potential users, including residents, commuters, visitors and students. 	<ul style="list-style-type: none"> With the exception of Centrica and LEGOLAND, Windsor does not have any major employers outside the town centre.
<ul style="list-style-type: none"> Maidenhead has a number of business parks on the outskirts of town. 	<ul style="list-style-type: none"> There are critical gaps in the cycle route network on approaches to Maidenhead and Windsor town centres and rail stations.
<ul style="list-style-type: none"> There are cycle routes to key visitor destinations such as LEGOLAND and Windsor Great Park (although these are not continuous). 	<ul style="list-style-type: none"> Maidenhead has some hills to the north and west of the town centre, which may deter some people from cycling.
<ul style="list-style-type: none"> Windsor is relatively flat and therefore suited to cycling. 	<ul style="list-style-type: none"> Car parking is relatively inexpensive for residents, so there is no incentive to travel by bike.
<ul style="list-style-type: none"> Maidenhead Community Cycle Hub would be well-placed to assist with maintenance. 	<ul style="list-style-type: none"> Neither Maidenhead nor Windsor has a large enough high-footfall area
<ul style="list-style-type: none"> There are several potential key business partners. 	

6.3 The lack of safe cycle routes to Maidenhead and Windsor town centres and railway stations is significant, particularly in Maidenhead where the A4 and A308 represent significant barriers to cycling.

6.4 However, work is progressing to deliver the Maidenhead Station Access scheme, which includes improved connections across the A308 between the rail station and the town centre and a new cycle hub at Maidenhead Station. There may even be potential to deliver a bike share scheme as part of this project.

6.5 Also, a feasibility study and business case are being prepared for the Maidenhead Missing Links project. This aims to provide a number of critical walking and cycling routes to and through Maidenhead town centre, including a new route across the A4.

6.6 If these projects are delivered then conditions would be more favourable for a bike share scheme in Maidenhead.

6.7 Although Windsor's population is below the minimum recommended threshold, it is possible that the large number of visitors may be sufficient to sustain a scheme.

6.8 In addition to the generic factors listed in Table 3, there are several local factors that also need to be taken into account:

- The historic street layout in Maidenhead and Windsor where narrow roads and pavements make it difficult to find locations to leave bikes without obstructing pedestrian or vehicle flows.
 - Security issues in Windsor, which restricts locations where bikes can be left.
 - Major events that lead to large increases in visitor numbers on key routes for short periods (e.g. royal weddings / events, Windsor Royal Horse Show, state visits, etc).
 - Existing problems with illegal cycling activity in pedestrianised areas that could be exacerbated by a bike share scheme.
- 6.9 Conversations with bike Nextbike and Mobike suggests that they could accommodate most of these additional requirements by:
- Designing docks / parking areas away from congested areas
 - Having docks with minimal fixings that can be quickly removed for major events
 - Geo-fencing critical areas where users are unable to terminate their bike hire
 - Having a rapid response team to remove bikes left in high risk locations
 - Providing advice via smart phone apps about areas where cycling is prohibited
- 6.10 An additional factor that needs to be considered is how to cater for cross-boundary trips, particularly to Slough and Heathrow. Slough already has its own bike share scheme which is a self-service model with docking stations. However, this does not cater for cross-boundary trips, since there are no docking stations in the Royal Borough.
- 6.11 Also, Heathrow Airport is currently investigating options for a dockless bike share scheme, which could cater for cross-boundary trips to and from the airport. The Royal Borough should engage with the airport and any operator that is appointed to ensure that they are aware of the security issues in Windsor and to ensure that procedures are in place to remove bikes left in inappropriate locations. There may also be opportunities to formally extend the scheme to the Royal Borough.
- 6.12 It is worth highlighting that docked bike share schemes have struggled to be profitable. In London, despite securing a lucrative sponsorship deal and having a large user base, the Santander Cycles scheme still requires considerable public subsidy. Much of the cost relates to the need to continually redistribute bikes across the network.
- 6.13 More locally, Reading and Slough have both experienced difficulties with their cycle hire schemes. Revenue and growth have been well below target, while advertising / sponsorship have proved difficult to secure. Reading's scheme required significant subsidy in the first couple of years, but is now operating at no cost to the council. However, Slough's scheme still requires on-going revenue support. It should be noted that both towns are significantly larger than either Maidenhead or Windsor and have a larger potential user base. This serves to highlight the challenges associated with delivering a successful cycle share scheme.

- 6.14 Docked bike share schemes have traditionally required public subsidy with capital and / or revenue costs. However, increased competition from dockless schemes has forced them to be more competitive and seek to deliver schemes at zero cost. However, this is often dependent on securing sponsorship / advertising deals.
- 6.15 Dockless bike share schemes have been described as a 'game changer' with most operators choosing to assume 100% of the financial risk. However, these schemes are still in their infancy and there are concerns about their long-term financial sustainability and the potential for local authorities to have to deal with bikes being left in inappropriate locations.
- 6.16 Locker and station schemes have also enjoyed mixed fortunes, with only a handful of sites breaking even or operating at a profit.

7. Recommendations

7.1 It is recommended that the following recommendations be made to the Highways Transport and Environment Overview and Scrutiny Panel:

- **That the decision to introduce a public bike share scheme should be deferred until such time as critical links in the cycle network can be completed to improve access to Maidenhead and Windsor town centres and rail stations.**
- **That a feasibility study and financial assessment be carried out including research with potential partners, such as major employers / business parks, visitor attractions and train operating companies to gauge likely levels of interest for a local scheme.**
- **That the Council should liaise with Heathrow Airport and Slough Borough Council to explore the potential and possible options for a scheme that is able to accommodate cross-boundary cycling trips.**
- **In the event that a public bike share scheme is introduced:**
 - **That the Council should seek to avoid / minimise any financial liability for on-going revenue costs and officer time associated with managing the contract.**
 - **That any operator must be BikePlus accredited.**
 - **That clear operating guidelines be developed and agreed with the operator in advance to ensure that local requirements are met in addition to those covered by the BikePlus accreditation.**
 - **That any scheme be introduced for a trial period to evaluate its impacts.**

- **That the Council should seek to secure anonymised usage data from operators to help inform cycle network development.**

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