



Public Bike Share Schemes

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What is public bike share?

- 1 Any scheme where bikes are made available for members of the public to use
- 1 Operating models include:
 - 2 Self-service (docking stations)
 - 2 Self-service (dockless)
 - 2 Rail station hubs
 - 2 Bike share lockers



Self-service (docking stations)

- 1 Docking stations at key locations and convenient intermediate points
- 1 Docks have capacity for 5-20 bikes
- 1 Users return the bike to any dock to end the hire session
- 1 Some schemes allow bikes to be returned to nearby cycle parking stands if the dock is full
- 1 Pricing encourages short trips (30 mins), but can be hired for longer



Self-service (docking stations)

1 Pros:

- § Predictable bike locations
- § Supports one-way short trips
- § Docks act as marketing tool
- § Users don't need smart phones

1 Cons:

- § Capital cost of docks
- § Planning permission for docks
- § May need to relocate docks
- § Can't terminate hire if dock is full
- § Need to redistribute bikes
- § Difficulty getting sponsorship



Self-service (dockless)

- 1 Bike location, payment and release via a smart phone app
- 1 Bikes fitted with GPS trackers
- 1 Use of geo-fencing to:
 - 2 Avoid street clutter / obstructions
 - 2 Avoid sensitive locations
 - 2 Prevent hires ending outside an area
- 1 Free-floating schemes allow bikes to be dropped anywhere:
 - 2 Guidelines issued to users about how / where to park a bike



Self-service (dockless)

1 Pros:

- § Low / zero setup cost for LA
- § No infrastructure needed
- § Greater flexibility for users
- § App used to drive behaviour

1 Cons:

- § More difficult to find bikes
- § Bikes can be left in undesirable locations
- § Distribution challenges
- § Lacks street presence of docks
- § Users need smart phone & app



Railway station hubs

- 1 Offers onward travel for rail travellers
- 1 Provides a central location for community bike hire
- 1 Hire can be return to base or return to any station with a bike hire facility
- 1 Pricing model more geared to all-day hire than short trip
- 1 They are often staffed
- 1 Popular in Netherlands (OV Fiets)



Railway station hubs

1 Pros:

- ⌘ Integrated with rail use
- ⌘ Uses established national network
- ⌘ No problems with street clutter
- ⌘ Users do not need smart phone

1 Cons

- ⌘ Often 'back to base' only
- ⌘ Caters for limited number of journey types
- ⌘ Requires space within rail station



Bike share lockers

- 1 Often located at rail stations / other transport interchanges – facilitates onward travel
- 1 Can have multiple sites within urban area, although often only single site
- 1 Hire can be return to base or return to any locker site
- 1 Pricing more geared to all-day / multi-day hire than short trip



Bike share lockers

1 Pros:

- § Predictable bike locations
- § Can integrate with public transport
- § Folding bikes fit in a car boot
- § Can install in buildings / outside

1 Cons

- § Capital cost of bikes and lockers
- § Bikes are not visible, so less clear what is on offer
- § Folding bikes can be a challenge for new users
- § Does not cater for short journeys



Existing local scheme: Readybike (Reading)

- 1 Operator = Hourbike
- 1 Docked bike hire
- 1 200 bikes / 29 docking stations
- 1 Target market = commuters
- 1 Docking stations at rail stations, shopping centres, major employment sites and selected residential areas
- 1 Live online map of docks
- 1 Casual use / annual subscription
- 1 Subscription options for regular, occasional, businesses and students
- 1 Capital cost = £12k per dock / £550 per bike
- 1 Revenue cost = £130k for first 3 yrs
- 1 New contract in 2016: sponsorship / hires cover operating costs
- 1 Monthly monitoring report provided
- 1 Slow growth
- 1 Usage targets not achieved
- 1 Average rentals per month = 2,300
- 1 97% of subscriber trips within 30 minute free period

Existing local scheme: Slough Cycle Hire

- 1 Operator = ITS / Groundwork
- 1 Docked bike hire
- 1 60 bikes / 11 docking stations
- 1 Target market = commuters
- 1 Docking stations at rail stations, shopping centres, major employment sites, leisure centre & local centres
- 1 Live online map of docks
- 1 User must pre-register: membership card used to release the bike
- 1 PAYG / regular user subscriptions
- 1 Capital cost = £3.5k for design / £36k for dock + 18 bikes / £50k workshop
- 1 Revenue cost = £59k (year 2)
- 1 Limited sponsorship success
- 1 Monthly monitoring report provided
- 1 Poor uptake and slow growth
- 1 Usage targets not achieved
- 1 Average rentals per month = 416 (year 2)
- 1 Slough keen for shared scheme

Planned local scheme: Heathrow Airport

- 1 Heathrow looking to launch public bike hire scheme in Spring 2018
- 1 Looking at dockless scheme with circa 1,000 bikes
- 1 Target market = airport staff
- 1 Bikes are likely to find their way out of the airport as staff ride them home
- 1 Heathrow are offering to extend the scheme into neighbouring authorities at no initial capital cost
- 1 Heathrow would pay all revenue costs, including redistribution and maintenance of bikes
- 1 Geo-fencing to be used to restrict where bikes can be left
- 1 Pricing model based on 50p for 30 minutes
- 1 GPS allows bike journeys to be tracked – data can be used to inform cycle network development
- 1 Possible future consultation with users regarding cycling infrastructure needs

Alternative proposal: Nextbike

- 1 Nextbike has made an approach to RBWM
- 1 Existing schemes in Glasgow, Stirling, Milton Keynes and Bath
- 1 Would offer a mix of docked, dockless and virtual stations
- 1 Nextbike to cover initial capital costs
- 1 On-going revenue costs covered by corporate sponsorship
- 1 GPS allows bike journeys to be tracked – data can be used to inform cycle network development
- 1 Would not easily serve cross-boundary trips unless neighbouring authorities sign up



Points to consider

- 1 Who is the target market?
- 1 Do we need to cater for foreign language users?
- 1 Are hires likely to be short A-B or longer and return to base?
- 1 What are key origins / destinations?
- 1 Are we likely to have significant numbers of cross-boundary trips?
- 1 What infrastructure will be needed?
- 1 Which areas are suitable for docks / cycle parking?
- 1 Which areas need to be kept clear?
- 1 What powers will we have to deal with obstructions?
- 1 What powers will we have to ask operators to cease operations?
- 1 What safety advice will users get?
- 1 Will users be insured?
- 1 How will abandoned / defective bikes be reported?
- 1 What complaints procedures will be in place?
- 1 Ask operators to sign up to TfL code of practice.