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Guildford Town Centre Bike Share Proposal



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Benefits of Bike Share

- Improved health & well-being and air quality
- Supporting public transport - reducing car miles driven (modal shift)
- Providing improved access to jobs, education and amenities
- Developing and supporting tourism
- Visibility of the scheme:
 - Improves road safety by increasing the number and visibility of cyclists
 - Provides a demonstrable reminder of the Council's commitment to sustainable transport
 - Makes sponsorship to offset some, or all, of the ongoing running costs possible



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Current Position



- Growing in the UK
 - 17 cities and towns are currently operating a bike share
 - 17,000 bikes are shared for over 10 million trips annually
 - more than 420,000 unique users
- Sponsorship potential
- Local/volunteer maintenance & operation
- UoS in Santander Competition for a system between campuses

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Example Schemes

Supplier	Examples (details provided for town in bold)	Scheme size	Pricing		
			Duration	Pay as you ride	Subscription
NextBike	Bath	42 Stations 300 Bikes	First 30 minutes	£1	£60/year then Free
	Exeter		Every additional 30 min	£1	£0.50
	Glasgow Milton Keynes		5 – 24 hours	£10	£5
ITS*	London	11 Stations 50 Bikes	First 30 minutes	£1	-
	Slough		Every additional 60 min	£0.50	-
	Belfast		0-4 hours	-	£60/year then free
Hourbike	Liverpool	29 Stations 200 Bikes	First 5 mins	Free	-
	Oxford		First 30 mins	-	£51/year then free
	Reading Sheffield University		Each additional hour	£1	£1

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Likely Costs

- A scheme of 150 bikes and 10-15 stations could cost :
 - 100% traditional bikes
£288,000 to £370,000
 - 80% traditional and 20% electric
£360,000 to £460,000
- Operational (revenue) costs vary depending on the scheme, though it is hoped that sponsorship can cover this



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Proposed Next Steps

- Full feasibility study proposed to identify:
 - Preferred system and electric/non-electric mix
 - Likely scale and potential usage
 - Potential for sponsorship
 - Main KPIs for tender process
- Following analysis of feasibility, a tender process would be undertaken to select the supplier/partner



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Recommendation/Input from EAB

- Feasibility Study detail:
 - Demand for a public bike share scheme in Guildford
 - Should we consider courting a 'capital free' scheme (e.g. Mobike)?
 - Optimal number of bikes and docks & % of electric bikes
 - Docking site locations
 - What competition could there be to a Council scheme?
 - Ensuring compatability with other potential schemes (e.g. UoS)
 - Timing of delivery of bike share
 - What cycle infrastructure improvements would be necessary?
 - Sponsorship strategies and ongoing revenue implications
 - Benefits/disbenefits of traditional docking vs dockless/free-floating
 - Opportunities to link bike share with other corporate ambitions (e.g. docking stations that provide dual role for electric vehicle charging)
 - Any legal or liability implications of introducing public bike share

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