

*RGS Symposium -
Future of rural mobility
27 March 2024*

E-bikes outside cities - what next?

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Introduction

- What's in a name – e-bikes or micromobility?
- Potential for increased use outside big cities
- Case studies
- Suggestions

What's micromobility

- E-bikes, e-trikes, e-scooters, what else?
- What e-bikes?
 - Private e-bikes
 - E-bikeshare
 - E-cargo cycles
 - Adapted cycles



Private e-bikes

- Good for hilly areas
- Enables longer journeys (on average, 4x standard cycles)
- Helpful for disabled people as well as those with lower fitness
- Higher use by women, older people, people with health issues



Promoting private e-bikes

Cycle loans ('try before you buy')

- Over longer periods than bike share (typically 1 week – 2 months)
- Can be converted into discounted purchase
- Usually in partnership with community development bodies
- New pilots funded by DfT in 4 locations

Bike libraries

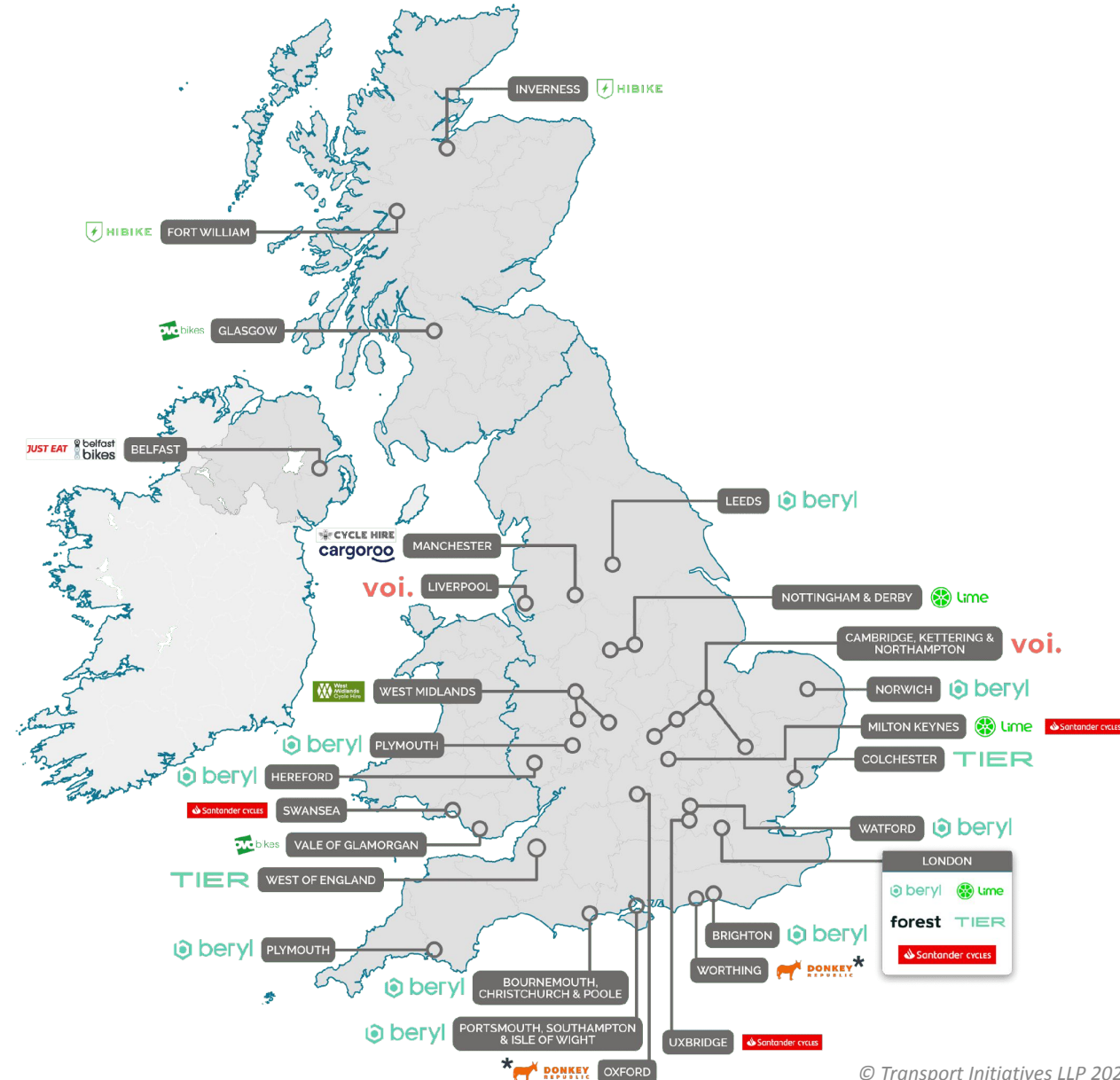
- Range of different cycles
- Static or mobile
- Way to try out different equipment
- Works alongside Bikeability cycle training

**Making
cycling
e-asier**
National e-cycle scheme

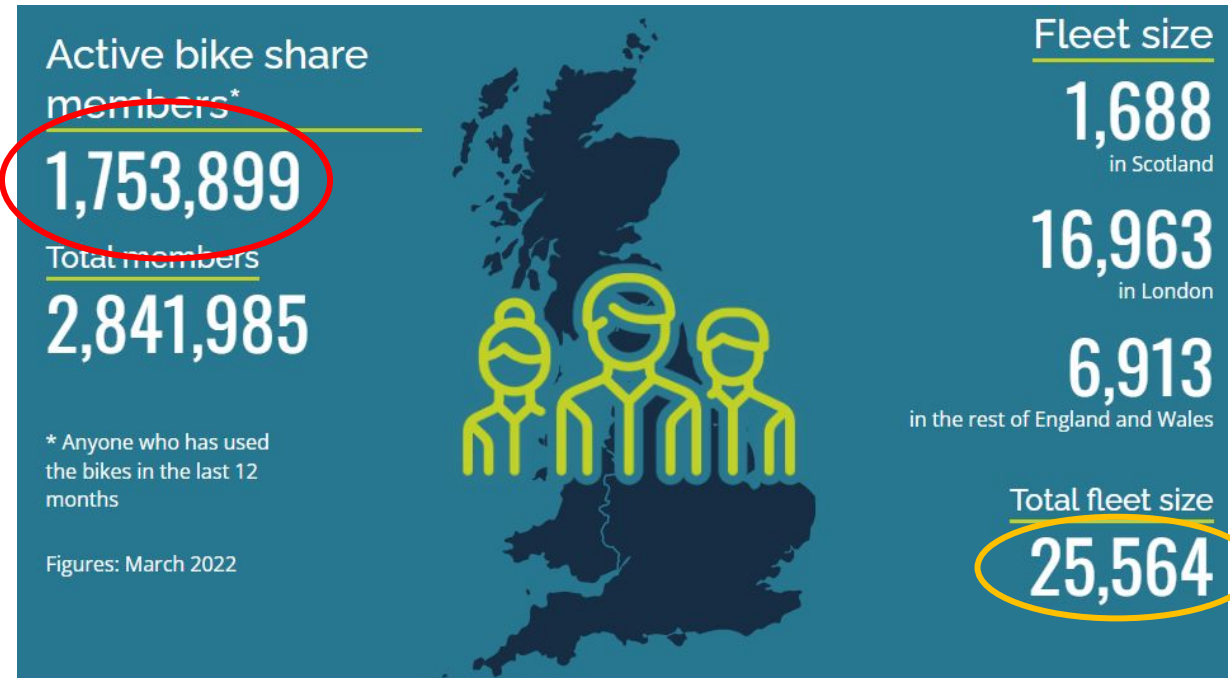


What is bike share?

- “Self-service, short-term, one-way bike rental system in public space”
- Multiple trip purposes including work, commuting, utility & leisure
- Usually with custom-built cycles, accessible to most & easy to use
- Public membership, payment & access systems
- Process to maintain & redistribute bikes
- Back-office support including registration, payments & other support



Growth of bike share

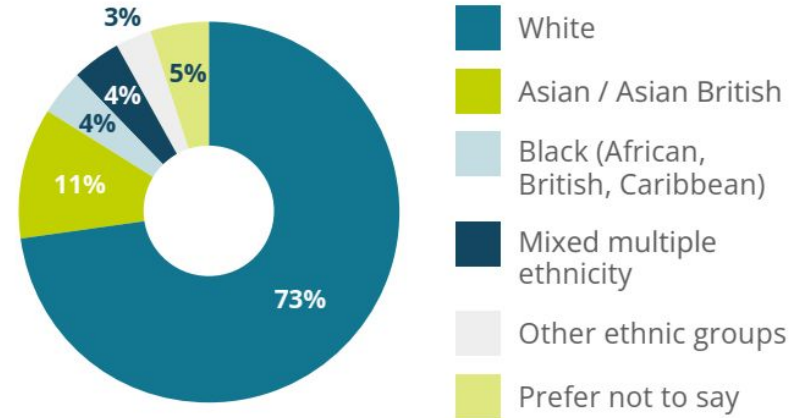
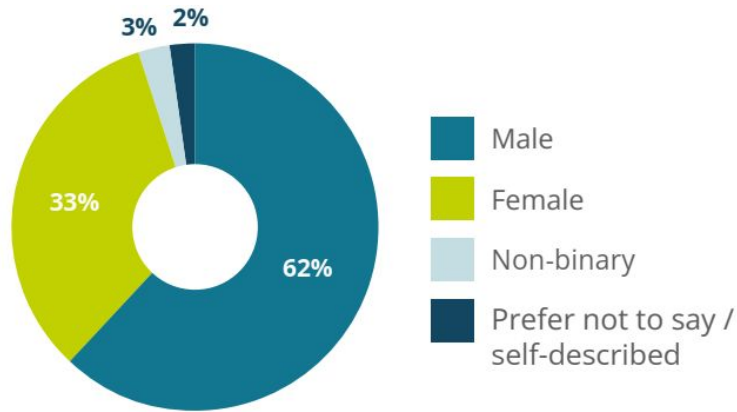


2021-22 UK bike share statistics (CoMo UK Bike Share Annual Report 2021, published May 2022)

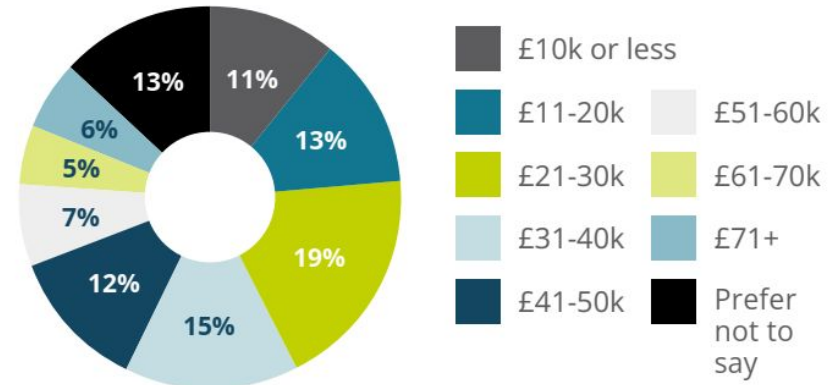
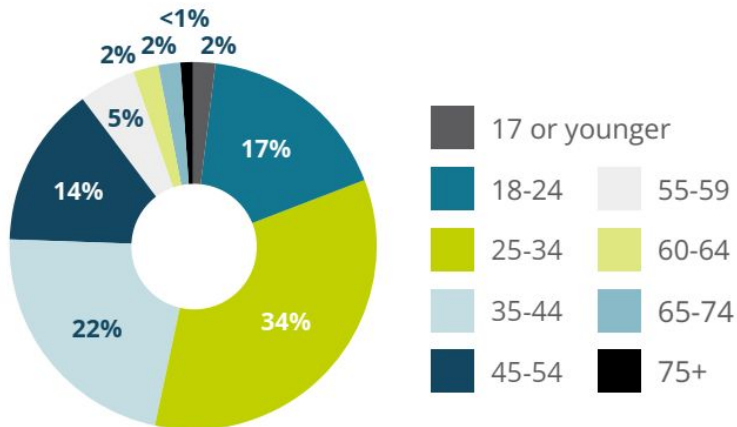


2022-23 UK bike share statistics (CoMo UK Bike Share Annual Report 2022, published May 2023)

Who uses bike share



- White
- Asian / Asian British
- Black (African, British, Caribbean)
- Mixed multiple ethnicity
- Other ethnic groups
- Prefer not to say



- £10k or less
- £11-20k
- £21-30k
- £31-40k
- £41-50k
- £51-60k
- £61-70k
- £71+
- Prefer not to say



Some key data on bike share

BIKE SHARE MOTIVATES PEOPLE TO PICK UP CYCLING



53%

of bike share users started cycling again after at least one year

7%

used bike share to cycle for the first time ever

BIKE SHARE SERVES AS AN ESTABLISHED MODE OF TRANSPORTATION



35%

use it for commuting at least once a week.

BIKE SHARE INCREASES LEVELS OF PHYSICAL ACTIVITY



84%

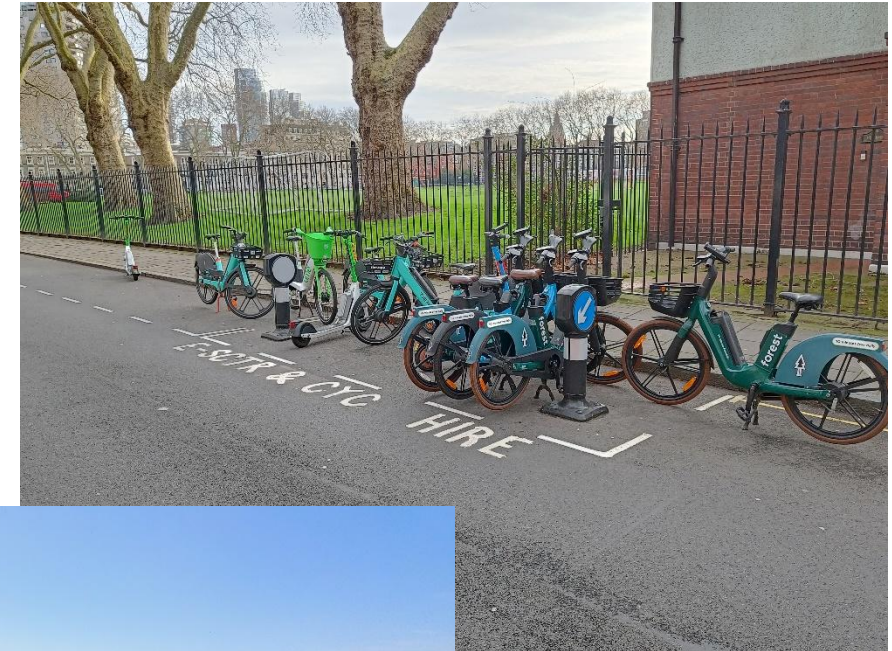
of users agree that bike share provides them with exercise

BIKE SHARE IS A COST EFFICIENT WAY OF TRAVELLING



61%

of users agree that bike sharing saves them money



What does bike share achieve

BIKE SHARE INCENTIVISES MORE FREQUENT CYCLING



66%

of users have been cycling more frequently since joining a bike share scheme

BIKE SHARE IS PART OF MULTI MODAL TRIPS



64%

of users combine bike share with other means of transport, mainly with bus or train rides

BIKE SHARE REDUCES CAR USE



37%

would have made their most common bike share trip by car (as driver, passenger, or by taxi or hire vehicle), had bike share not been available

BIKE SHARE REDUCES CARBON EMISSIONS



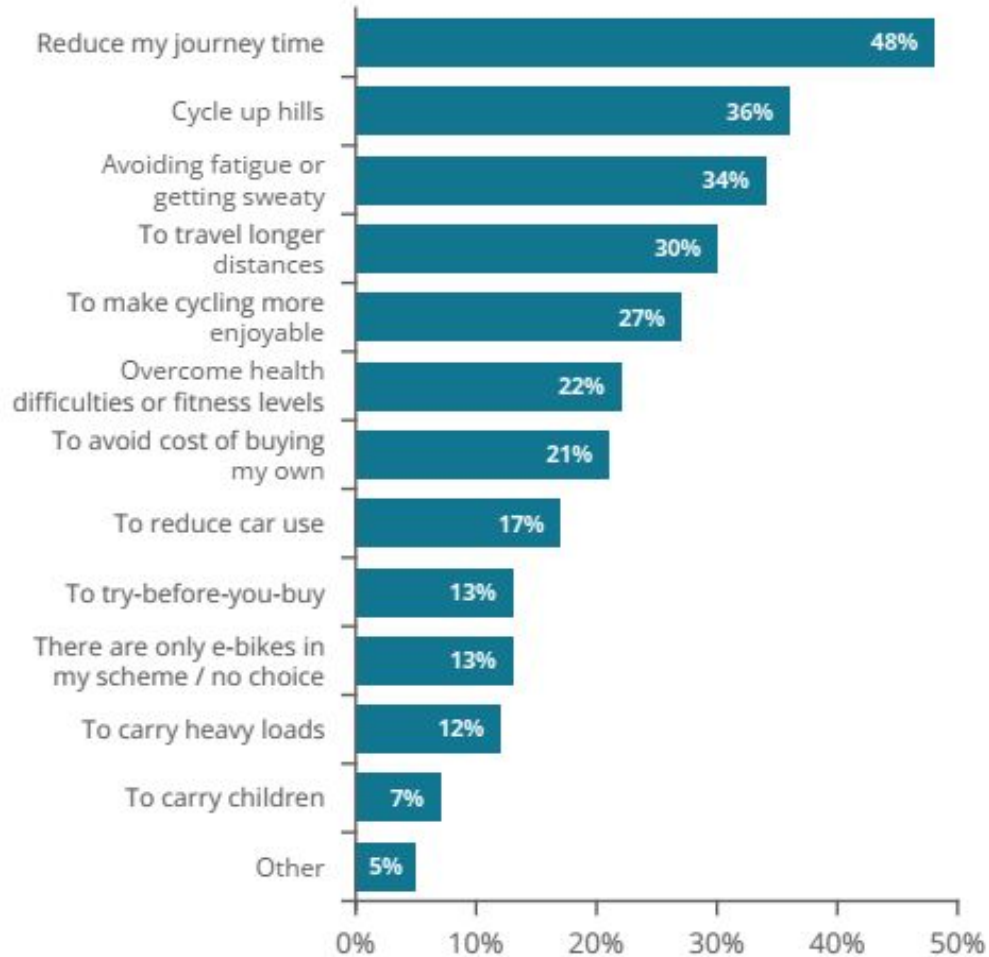
71kg

of CO₂ emissions are reduced on average by every bike share user each year as a result of the mode shift caused by shared bikes



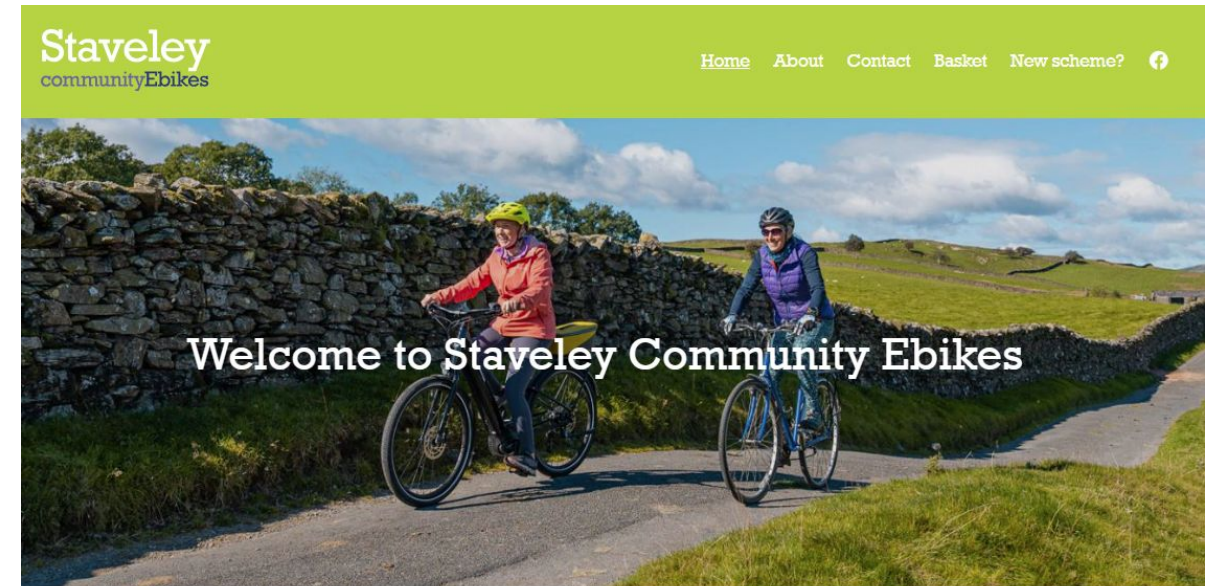
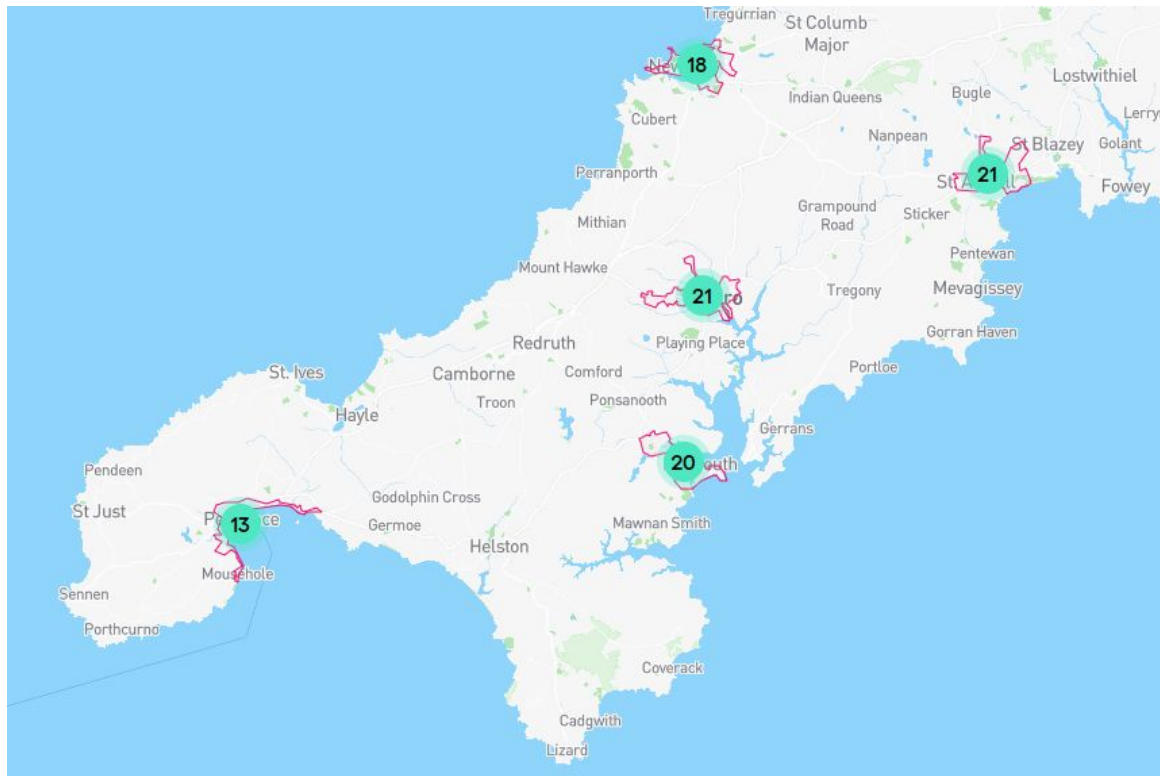
E Bikes

Which of the following reasons apply for why you use electric bikes (e-bikes) and electric cargo bikes (e-cargo bikes)?
(Tick all that apply)



Potential for increased use outside big cities

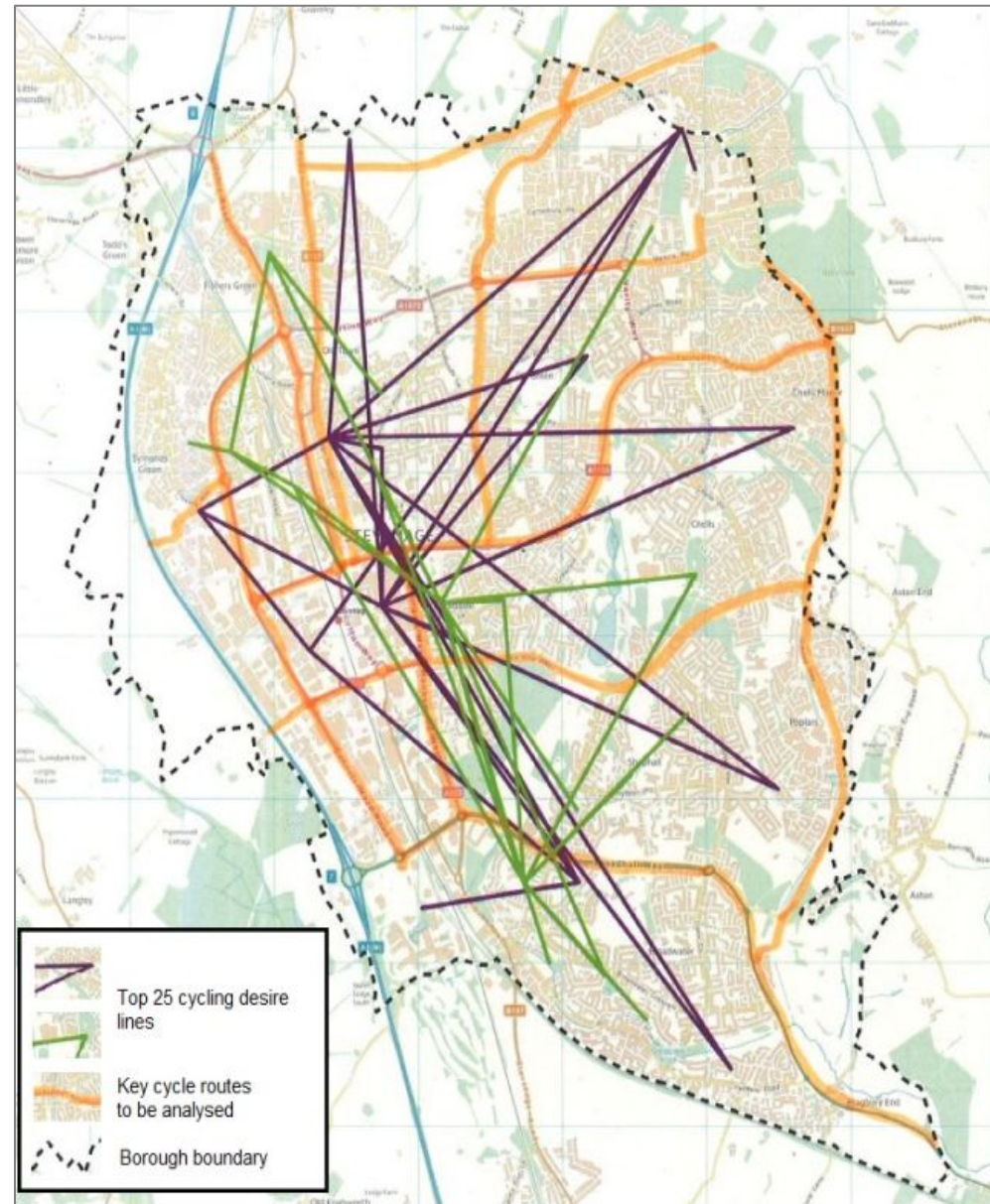
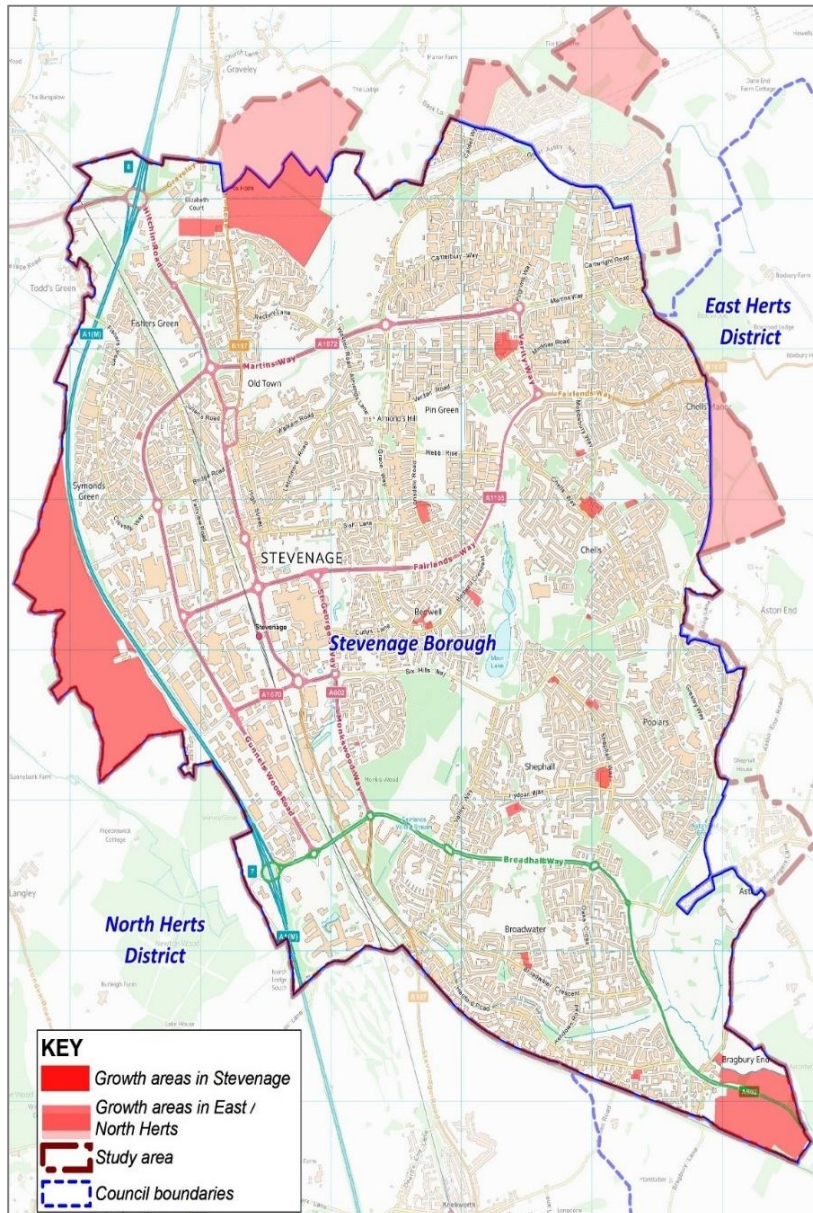
- *Medium size towns e.g. Stevenage*
- *Small town schemes e.g. Hereford (75 ebikes, 145 standard bikes, 4 cargo bikes)*
- *Multi-site county scheme e.g. Cornwall*



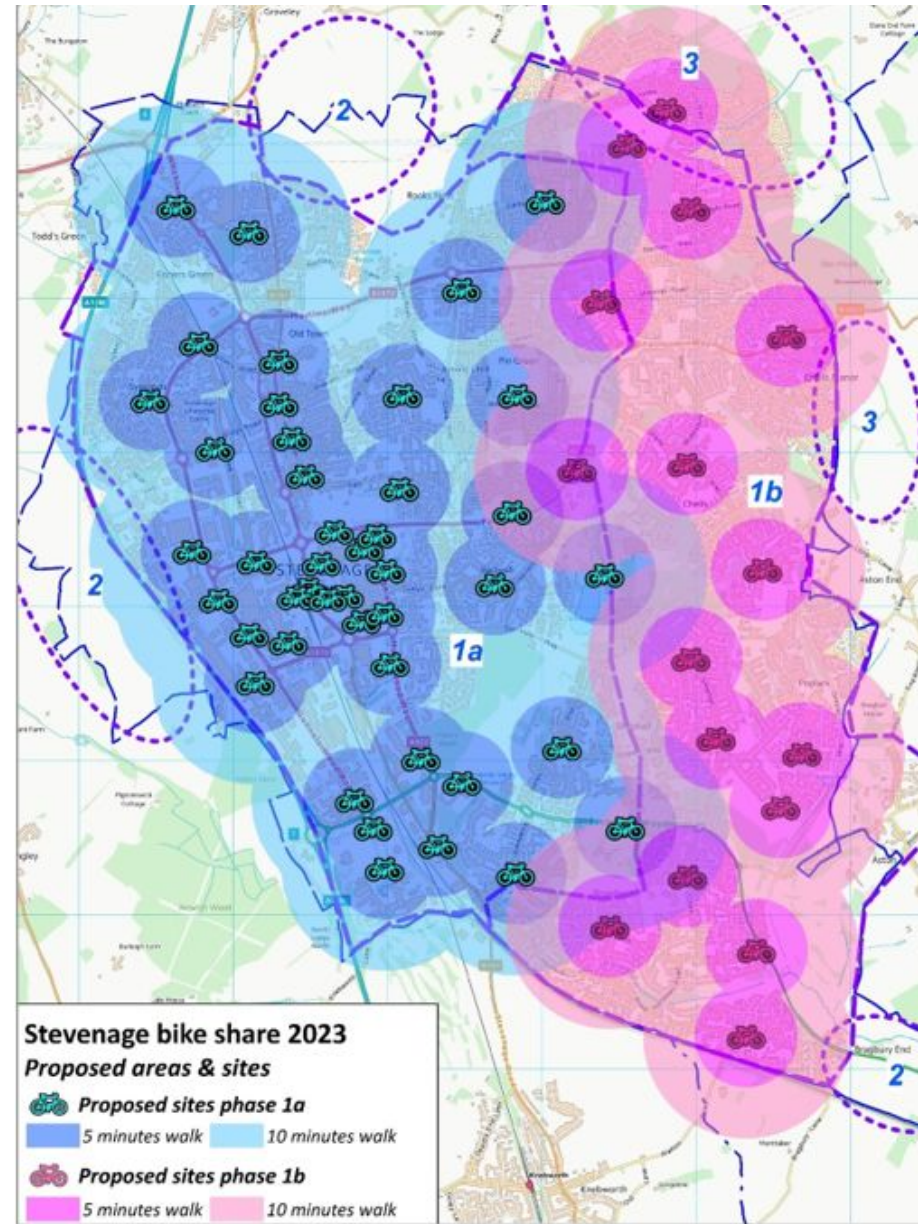
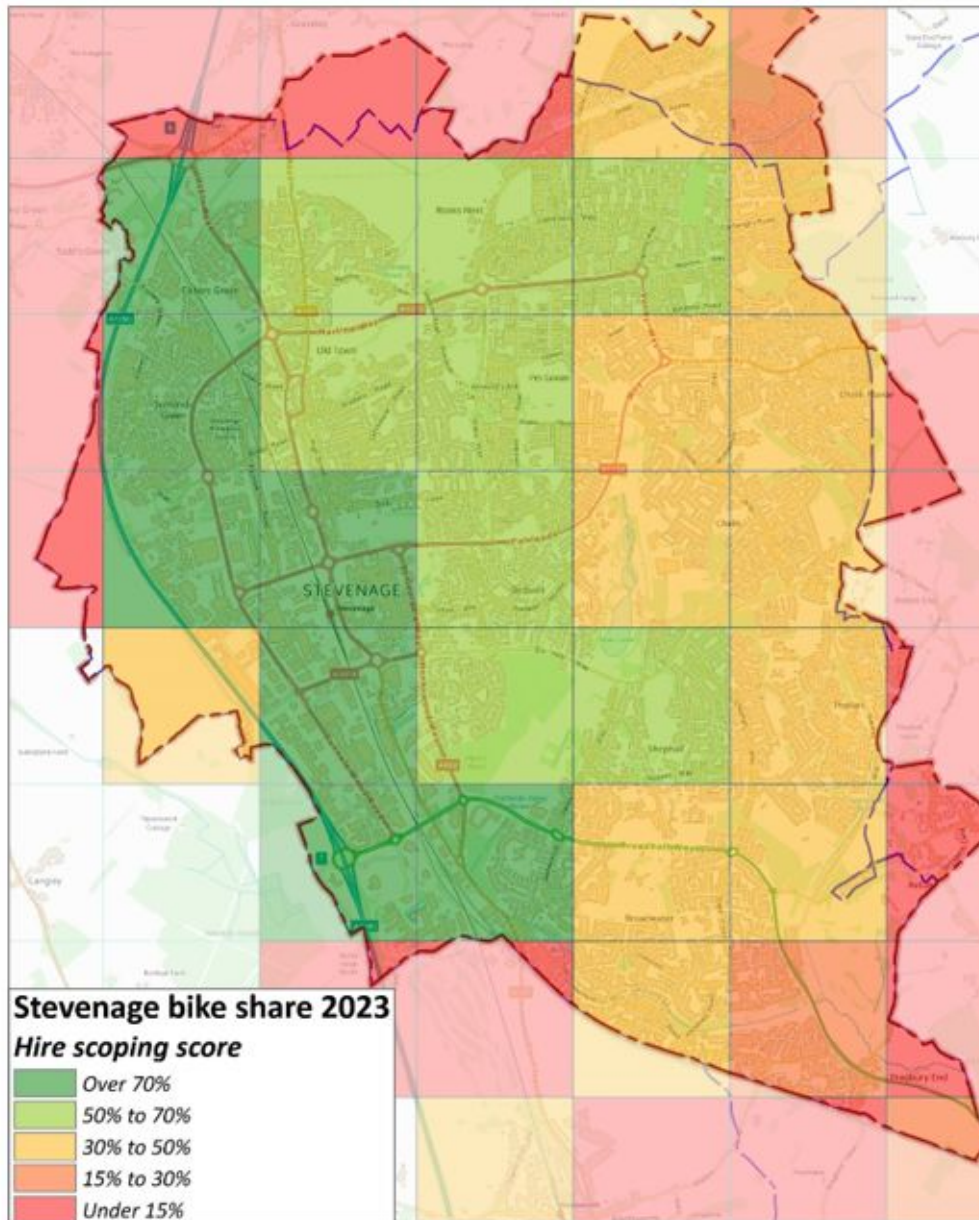
Pay-as-you-go ebikes available to rent for as little as 1 hour, 24/7, 365 days/year

- *Community schemes e.g. Staveley, Strawberry Line cycles*

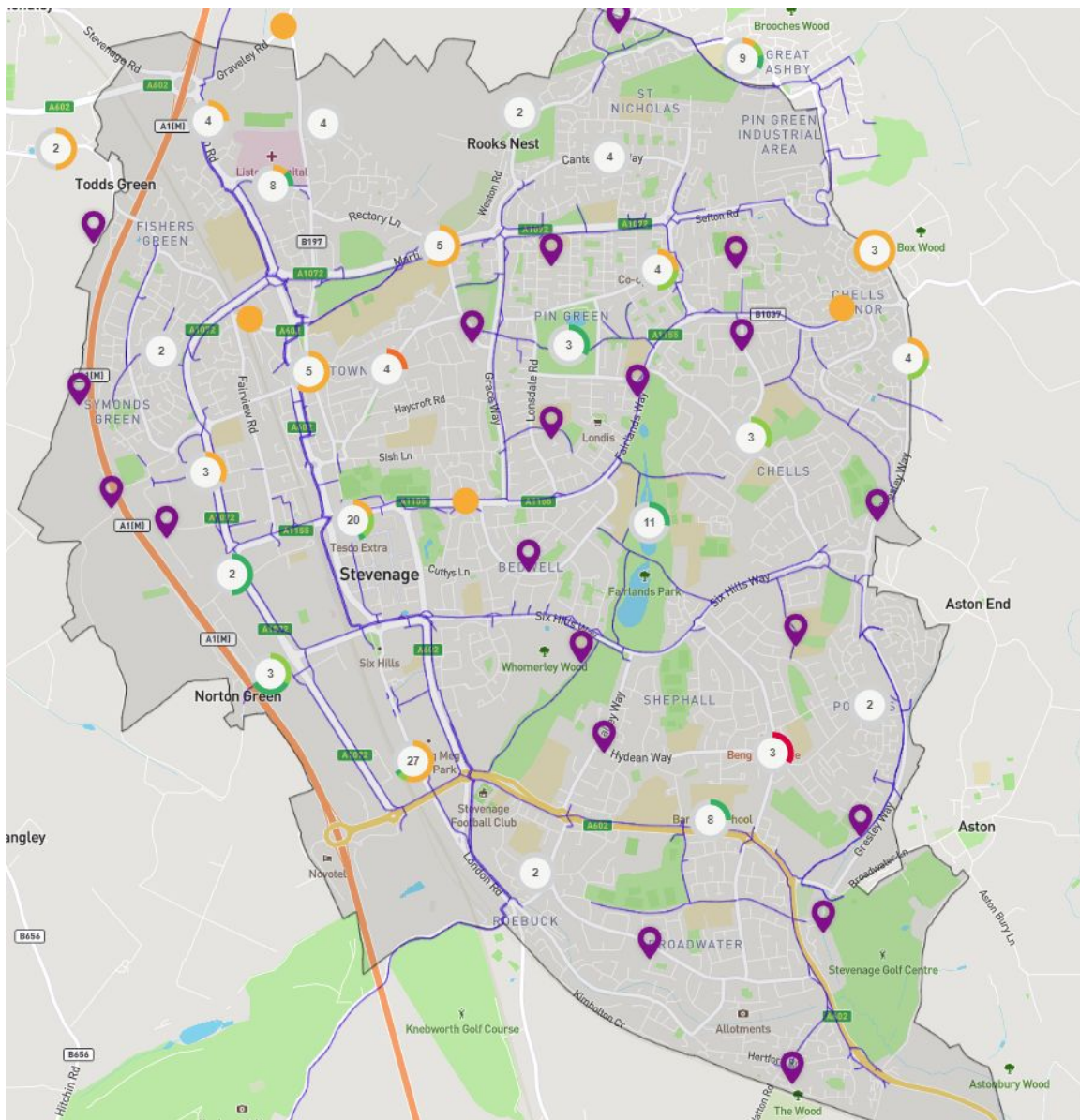
Stevenage case study



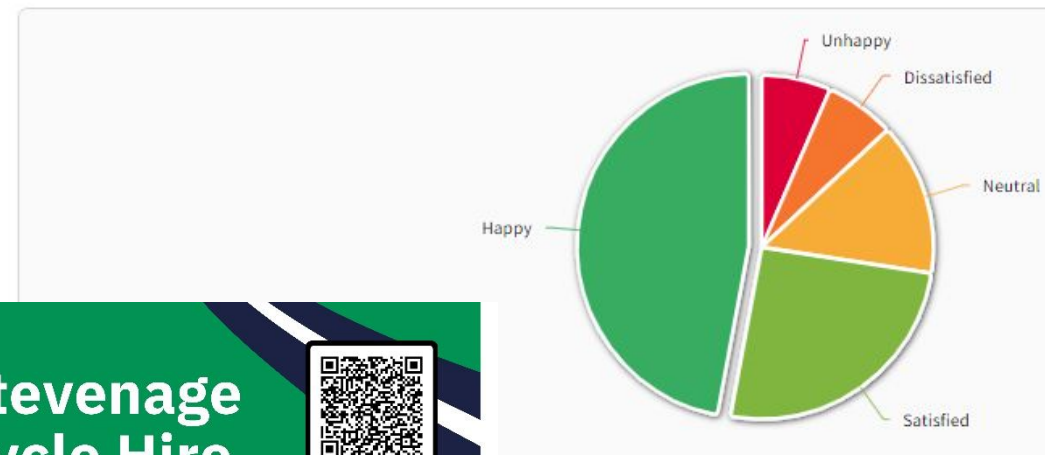
Potential for bike share in Stevenage



Potential for bike share in Stevenage



How do you feel about a cycle share scheme in Stevenage?



Stevenage Cycle Hire Community Engagement Event

Wednesday 6 September 2023
2:30 - 5pm

At Event Island, Stevenage Town Centre

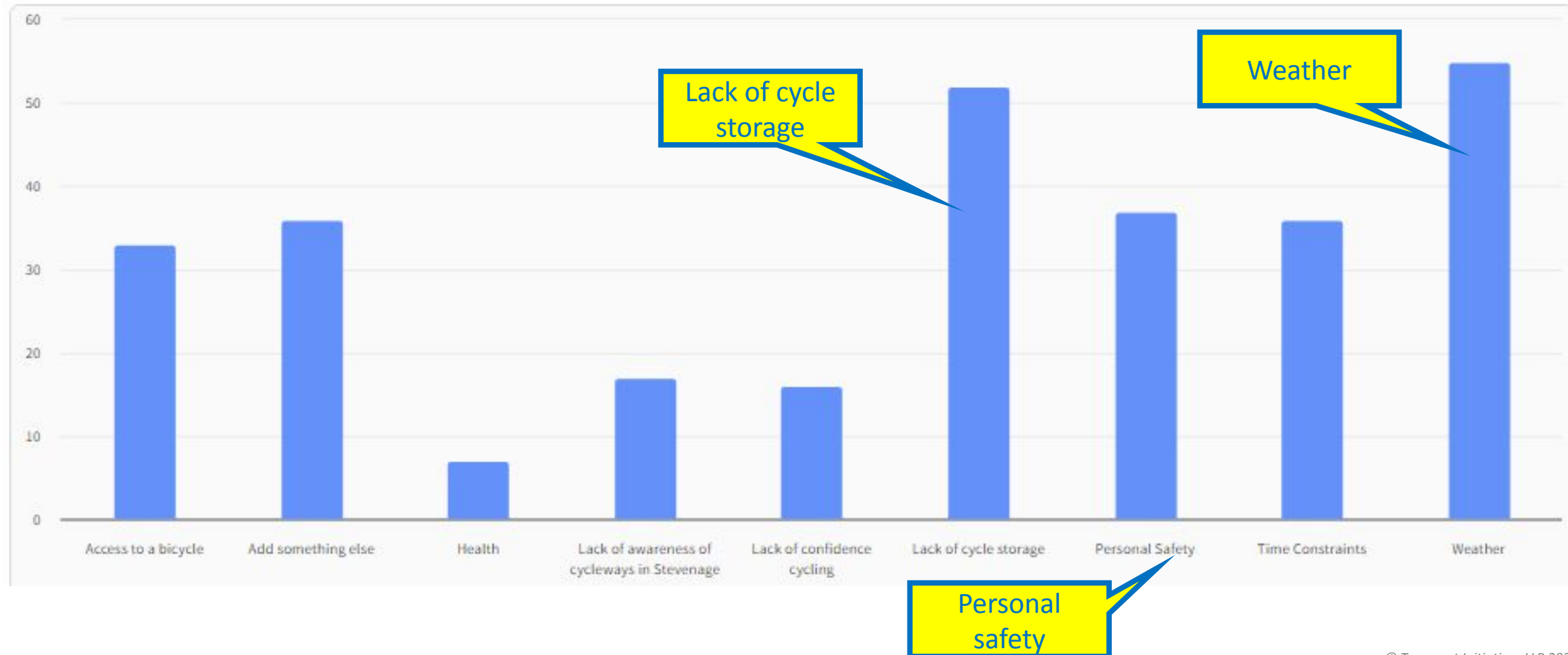
A chance for the community in Stevenage to:

- Demo a variety of cycles
- Give your views on what you'd like to see from a cycle hire scheme in Stevenage
- Meet and greet cycle hire operators including

TIER | BROMPTON BIKE HIRE | beryl

Potential for bike share in Stevenage

Is there anything that currently discourages you from cycling in Stevenage? (Please select as many as apply)



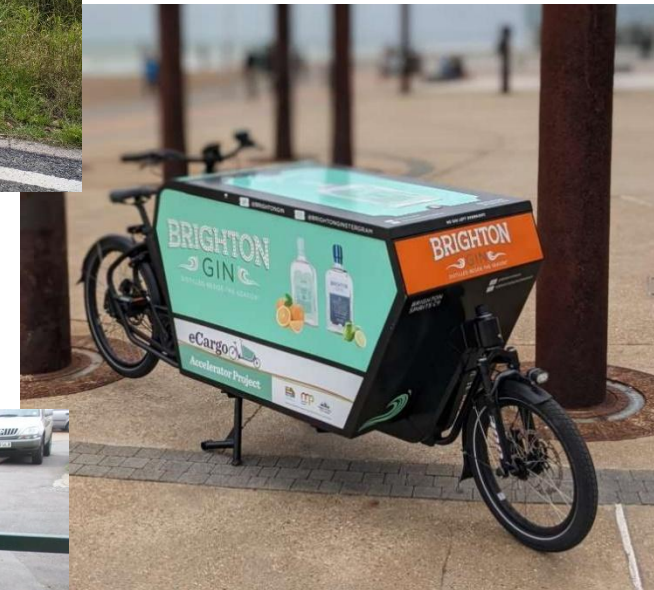
E-cargo & adapted cycles

Cargo cycles

- More sustainable than vans
- Can go where cycles can
- Good for small local businesses
- May need training
- *Examples – Cargodale, Brighton ecargo bike Accelerator*

Adapted cycles

- Helpful for wide range of disabilities
- More expensive than standard cycles
- Larger & heavier than standard cycles
– may require specialised parking
- *Examples – Wheels for Wellbeing*



Mobility hubs

- Main mobility hub
 - Bus, bike share, car club, e-cargo bike, taxi, EV charging
 - Sheltered waiting space, open social space, café / refreshment
 - Printed & real time information, totem
 - Cycle parking, bike repair stand
 - Click & collect
 - Localised provision within town/ village hub
- Possibility of co-location with community hub / other facilities



Maximising the impact of e-mobility

- Consider capital and revenue
- Operational plan is crucial
- Community support & ideally involvement
- Integration with public transport (maybe even ticketing)
- Link to new developments
- Consider other infrastructure issues
- School Streets
- Greenways
- Quiet Lanes

