

	<p style="text-align: center;"><b>Highways Committee</b> <b>20<sup>th</sup> January 2009</b></p> <p style="text-align: center;"><b>Report from the Director of Transportation</b></p>
<p>For Action Affected:</p> <p>Wards</p>	<p style="text-align: right;">Wards</p> <p style="text-align: right;">All</p>
<p style="text-align: center;"><b>Report Title: Cycle Hire Scheme</b></p>	

Forward Plan Ref: 08/09-021

## 1.0 Summary

This report seeks authority for officers to invite tenders and set up a borough wide cycle hire scheme.

The public would be able to use the facility once they register with an operator and then pay by the hour whenever they use a bicycle from one of the many proposed docking stations.

## 2.0 Recommendation

Committee authorises Transportation officers to

- 2.1. Prepare a design brief for a borough cycle hire scheme
- 2.2. Seek tenders for a borough wide (single provider) of a cycle hire scheme
- 2.3. Subject to financial approvals, appoint a preferred tender for the appropriate term of operation.

## 2.4. Detail

## 2.5. Background

A bicycle rental scheme is ideally suited for casual cyclists or a person who wants to try cycling but would lack the fitness to commit to regular pedal cycling and / or have the willingness to make a financial commitment in the form of a purchase of a bicycle.

3.2 There are currently six bike hire stations in the borough. These are Harlesden, Kenton, Stonebridge Park, Willesden, Wembley Central and Wembley Park. The latter two locations are financed through the Council travel plan and are located at Council offices. Kenton is paid for by the Northwick Park Travel Plan Group. The remaining locations are funded by the Park Royal Partnership.

3.3 The bike stations have varying levels of utilisation, and the proposed borough wide scheme will require short term investment whilst the customer base is established.

#### 3.4 The Proposed Scheme

The objective of the city bike scheme is to provide a bike that's roadworthy, and convenient. It should be easy to use and available twenty four hours a day, seven days a week. Providing a bicycle of good maintenance standard is critical in encouraging people to make more trips by bicycle. It is a convenient and cost effective option for occasional cyclists and people who do not have storage space for a privately owned bicycle.

3.5 The establishment of a bike rental network near key transport hubs will help to encourage use of public transport by creating links between the different sections of networks. Many rail and tube passengers could cut their journey times and costs by using a hire bike to switch between train and tube lines instead of using central London interchanges.

3.6 The operator will be required to provide a cycle hire facility at the following stations in Brent:

- Willesden Junction
- Kensal Rise / Kensal Green
- Willesden Green
- Kilburn
- Harlesden
- Kilburn Park
- Queens Park

3.7 Park Royal Partnership currently pays for stations in the south of the borough at Stonebridge Park, Willesden Junction and Harlesden. The Council would seek to appoint a single provider for the whole borough, through a tender

process, and work with Park Royal to ensure the boroughs preferred contractor operates all cycle stations within Brent, including those locations that have in the past been provided for through the Park Royal Partnership.

- 3.8 The operator will be required to comply with Brent Council health and safety guidance on provision of pool bikes with regard to the maintenance of the bicycles, instructions to members on safety, quality of equipment, and also satisfy the council that the bicycles are maintained by accredited cycle mechanics. The operator is to be required to have a maintenance and service record.
- 3.9 The operator will be required to ensure that all users are competent cyclists and require that users are cycle trained, and able to undertake a safety check of a bicycle prior to use and on return of a bicycle to a docking station.
- 3.10 Users of the cycle hire scheme will be required to have their own 3<sup>rd</sup> party liability insurance, or take out such cover from the operator. The operator is to have liability for theft, damage, and loss due to accident or negligence by the company or user of the bicycle, docking station, or associated equipment.
- 3.11 The operator will provide maintenance, membership and utilisation monitoring information to Brent Council at regular intervals.

#### 4.0 **Financial Implication**

- 4.1 The estimated cost of the contract is £80,000 over seven years. We expect the proposed provider to provide a business plan and evidence of experience, in establish self financing operations.
- 4.2 Under the Council's development control process, funding is received under s106 Town and Country Planning Act 1990, whereby the developer mitigates aspect of this scheme with contributions to sustainable and non-car means of travel. The Council has sufficient dedicated funding from existing development to proceed with the scheme.
- 4.3 Subject to approval, tenders are to be invited in March 2009 with a view to appointing a contractor in May and establishing and expanding operation sites from June 2009.
- 4.4 Tenderers will need to demonstrate operator experience and success in making their cycle hire scheme supporting with no ongoing maintenance subsidy, after seven years

#### 5.0 **Legal Implication**

The risk of claims arising from the scheme will be minimised by the Council's contractual requirements, which are:

- 5.1 The operator is to ensure that users are competent to ride.
- 5.2 The operator is to ensure that all users are covered by 3<sup>rd</sup> party liability insurance through their membership
- 5.3 The operator is to be liable for replacement and or repair to equipment due to wear and tear, defective nature, theft, vandalism, and general maintenance cost.
- 5.4 The appointed operator will be required to have a check and maintenance routine, and replacement schedule for parts and equipment to ensure bicycles are safe to ride. However, users will have an obligation to check the bicycles are in good repair at the point of hire.

## 6.0 **Diversity Implications**

- 6.1 The provision of a cycle hire scheme would provide a convenient, affordable and maintenance free bicycle. Low income groups would derive the greatest benefit as storage and maintenance is a barrier to cycling for these groups. Many of the stations would be situated in low income (deprived) areas.
- 6.2 The council intends to promote the service to low income groups through services such as the 'one-stop shop' and the Brent Housing Partnership.

## 7.0 **Staffing / Accommodation**

- 7.1 The tendering and management of the contract will be undertaken by Transportation staff with guidance from the Council's procurement team.

## 8.0 **Environmental Implications**

- 8.1 The scheme will contribute as part of the council's measures to reduce transport emissions in the borough and help to improve local air quality.
- 8.2 The scheme will promote the councils objective to encourage sustainable travel with benefits in reduced traffic congestions, improved levels of fitness and aforementioned improvements in local air quality.
- 8.3 The health benefits of cycling are shown to outweigh the road safety risks associated with cycling by a factor of 20:1.

## **Background Papers**

'Assessment of Bicycle Rental Systems' project no. 19570 – Optimum 2, Interreg IIIB – North-West Europe, Municipality of Ede, 2006

Memorandum on Health and Cycling, European Cyclists Federation, 2002.

**Contact Officer**

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