

REPORT TO: CITY DEVELOPMENT COMMITTEE - 22 MARCH 2010

REPORT ON: BIKE BOOST INITIATIVE IN DUNDEE

REPORT BY: DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 164-2010

1 PURPOSE OF REPORT

- 1.1 This report is to inform Committee of the Council's intention to encourage cycling through the Get Cycling Bike Boost Initiative as part of the Dundee Travel Active programme.

2 RECOMMENDATION

- 2.1 It is recommended that the Committee
- a approves the payment of a grant of £100,000 to Get Cycling to deliver their Bike Boost Initiative in central Dundee;
 - b Remits the Director of City Development, in consultation with the Depute Chief Executive (Support Services) and Director of Finance to enter into an appropriate conditional grant agreement with Get Cycling to deliver the Bike Boost Initiative.

3 FINANCIAL IMPLICATIONS

- 3.1 The Dundee Travel Active Programme originally included provision for a self service cycle hire scheme.
- 3.2 Following discussions with Scottish Government Smarter Choices, Smarter Places Programme Board, Dundee City Council has approval to spend £100,000 of the Dundee Travel Active budget on a Community Cycle Loan Scheme.
- 3.3 The above recommendation will be fully financed by Scottish Government's grant for Dundee Travel Active. It is possible that cycle hire element of the Scottish Government grant will be forfeited if not spent on activity to promote cycling in Dundee.

4 BACKGROUND

- 4.1 Dundee City Council are currently delivering the Dundee Travel Active programme. This is a £2.2 million programme from 2008-2011 to promote active travel (walking and cycling) to improve health and the environment in Dundee.
- 4.2 The project area includes the City Centre, Hilltown, Stobswell and the West End.
- 4.3 The programme includes a range of measures that are:
- Improving information on active travel options (including a website and printed materials);

- Improving infrastructure (a range of small and larger scale measures to overcome barriers to active travel); and
 - Promoting behavioural change (including personal travel planning, the development of a brand, and promotional events).
- 4.4 The programme is managed by Dundee City Council. Individual projects are managed by a variety of Council and external staff members.
- 4.5 Part of the commitment was to deliver a self-service cycle hire scheme. This scheme had the objective to promote cycle usage amongst those people that do not presently travel by active and sustainable transport modes.
- 4.6 Dundee Travel Active considered commercial offers to deliver a self service cycle hire scheme similar to the Velib scheme in Paris and Bicing scheme from Barcelona. Unfortunately the offers were unaffordable in terms of the ongoing maintenance costs. These were estimated at up to £250,000 per annum.
- 4.7 Alternative cycle hire delivery mechanisms were investigated with discussions and advice from active travel campaign groups such as Sustran and Get Cycling.
- 4.8 The outcome of this further research was that a cycle library/community cycle loan scheme would be the most affordable approach.
- 4.9 This change of delivery mechanism was agreed with the Scottish Government's Smarter Choices Smarter Places Programme Board.
- 4.10 The Get Cycling proposal for Bike Boost in Dundee is practical, deliverable, affordable and proven to work elsewhere (Appendix 1 has details of the Get Cycling proposal).
- 4.11 Approximately 200 bicycles and associated equipment (locks, lights and helmets etc) will also be purchased through Get Cycling. This is estimated to cost approximately £50,000.
- 4.12 After the initial period has been concluded in Autumn 2010, the Bike Boost approach will be assessed in terms of conversion rates.

5 POLICY IMPLICATIONS

- 5.1 This Report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

The major issues identified are:

- The Get Cycling initiative will promote cycling therefore reducing car dependence and improving air quality in line with Sustainable Transport and Travel.
- Cycling is an affordable mode of transport and the loan nature will allow all eligible citizens the opportunity to trial this mode.

6 CONSULTATIONS

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), Director of Finance and Assistant Chief Executive have been consulted and are in agreement with the contents of this report.

7 BACKGROUND PAPERS

- 7.1 Agenda Note 162 - 2008.

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Director of City Development

Neil Gellatly
Head of Transportation

NHG/ES

12 March 2010

Dundee City Council
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APPENDIX 1



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Dundee Community BikeBoost





The Community BikeBoost builds significantly on Get Cycling's expertise in running Cycling to Work and Cycling to School support programmes. The Challenge will be a programme of practical, interventional cycle support dedicated to an entire community, and tailored to that community's particular needs. It is based on the placement of quality cycles into a defined community, and will take the form of a lifestyle change challenge. The Dundee Community Bike Challenge would involve the loan of a quality cycle and equipment to 150 to 200 participants, of all ages, abilities, interests and needs.



The Community Bike Challenge is based on our highly successful workplace Cycle 50% Challenge. We have delivered this service to over twenty-five local authorities, businesses, universities, PCTs, and secondary schools and consistently achieve comes where over 70% of participants continue to cycle regularly at the end of the challenge.

The Challenge would target 2 populations within the city

-  Community groups; with the programme starting in May targeting 50 to 100 people.
-  Students; with the programme starting with new academic year in August/September.

The objective of the programme will be to get 150+ people regularly using bicycles for their commutes and local journeys.



For community groups we suggest the following system.

Targeting local community groups, wards, a particular district or an employer the participants would be challenged to make 50% of their regular local journeys by bike. They would be expected to log these journeys on our C50C website or in a diary. In return they would be supplied with a quality bike, helmet, lights and a lock. They would also be given assistance in route planning and where necessary cycle training. If they complete the programme and show that they have made the journeys they would be allowed to keep the bike and equipment. The retail value of these bikes and equipment would be approximately £350.



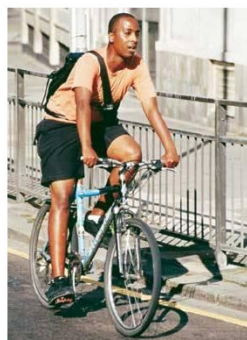
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For Students we suggest the following system based on a successful programme run with Surrey County Council and Royal Holloway College.

Essentially the same as the community challenge but because there are usually more people who want to participate than bikes available students would be asked to apply for a place. They would be challenged to make 50% of their journey to college by bike. They would be expected to log these journeys on our C50C website or a diary. In return they would be supplied with a quality bike, helmet, lights and a lock.

In Surrey students were also asked to pay £75 towards the costs of the bike and equipment. Of which the typical retail value of new bikes and new equipment would be £350. (Funds raised in this way could be used to extend the number of participants)



We believe the current C50C scheme works because it deals with many of the objections people have to regular cycling: cost, knowing a safe route, confidence, knowing what equipment they need. The period of one month sets people into a habit and is of sufficient length for them to see the benefits. By taking the key structures from the workplace events and applying them to other groups we would expect good success with this Community scheme.

To enable this programme to work we would employ the following stages.



Planning: Liaison and Strategy



Recruitment: Promotion and Persuasion



Handover: Training and Familiarisation



The Challenge Period: Monitoring and Encouragement



Closedown and Review



1. Planning: Liaison and Strategy



Two visits from our project director, to help plan publicity and recruitment.



An understanding of the objectives of the challenge for Dundee Active Travel.



Implementation plan provided for your approval



Recruitment of a Cycle Challenge Officer on the equivalent of 3 days per week 8 month contract. The specific workload would be determined by the timings of events. Ideally this person would come from the Dundee region or have good knowledge of the City.

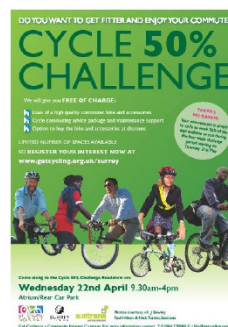


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2 Recruitment: Promotion and Persuasion

-  A dedicated website with Dundee Active Travel branding and linked from existing sites.
-  A Promotion event based on a Get Cycling Try Out Road show. This would be in addition to other road show events planned for the city and the emphasis would be on the cycle available for the community challenge. Alternatively this may take the form of a week of smaller shows in a number of locations around the city. This event would be planned for end March or April and would be used to launch the concept of the scheme.
-  Recruitment for the student programme would be a 2 day event held at the start of the September term ideally as part of a new student or “fresher’s” fair.
-  Artwork for recruitment posters and leaflets.
-  Liaison with your press office to feed ongoing success stories through to your local press.
-  Customised programme-branding via our professional display equipment, banners, marquee, etc.
-  The Cycle Challenge Officer would also liaise with local community groups who may wish to take part in the challenge.
-  Identification through the above methods of 50 to 100 newcomers to cycling who wish to take part in the Dundee Community Cycle Challenge.



3. Handover: Training and Familiarisation





-  A week of delivery events held around the city for the issuing of cycles and equipment, explanation of how to record journeys and advice on safe cycling and route planning. It is expected that Dundee Active Travel will assist in these events. Whilst it is expected that the majority of participants will be adults we will have the ability to recruit children and teenagers as part of family groups.
-  Delivery of bikes to the Student Scheme would be via two delivery days as above 1 or 2 weeks after the recruitment days.
-  Provision of a website to record journeys, and gives participants immediate updates on their progress in terms of calories burned, CO2 saved, distance travelled etc.
-  Cycle Training: We do not include a formal cycle training element within this programme. We can work with your own cycle trainers, encouraging participants to also take cycle training sessions. We can work directly with the training provider.




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4. The Challenge Period: Monitoring and Encouragement

-  Support for people during the challenge encouraging and organising group leisure rides, organising "bicycle trains" to encourage people to cycle to work in a group.
-  Repair and assistance with mechanical issue. This would be contracted to a local retailer or similar organisation.

5. Closedown and review:

-  Collection of results via website and diaries, reward for exceptional participants. Congratulations to those who have completed the event and notification that the bicycle and equipment are theirs to keep. Collection of bicycles from participants who have not completed the challenge.

The bicycles to be used on this challenge will quality commuting or leisure bikes that may have been used on previous C50C challenges. They will be delivered fully built, serviced and sized to suit the participant. They will have a new retail value of a minimum of £300. Helmets, lights and locks will quality items suitable for regular use.

We would require space in an office with appropriate support and a telephone in Dundee for the duration of these challenges. We would require access to sufficient crowd control barriers for any external events that require them.

About Get Cycling CiC

Get Cycling CiC are specialists in cycling support services. Over ten years we have put over 600,000 people on bikes, in all parts of the UK. We work for around 120 local authorities and businesses, running various programmes, including cycle-to-work bike loan schemes, cycle-to-school schemes, youth inclusion work, bike try-out road shows, cycle surgeries; zero-emission delivery services for local authorities, publishing, etc for further information see www.getcycling.org.uk

Summary This is an intensive programme, intended to kick-start and maintain a culture of cycling within a community. It draws on successful programmes and events and combines within a concentrated period, many of the events we have developed over ten years to great success. We will listen hard, take advice, learn quickly, and make a difference. We are experts at making contacts in the community, putting together a programme, and getting on with the job with very little falling on our clients' shoulders. We do, however, welcome client involvement to any degree, but take it for granted that we are paid to work autonomously to a large measure, after taking instructions.

Outcomes:

Subject to discussion with client about target groups and actual uptake we would hope to generate a minimum 150+ new regular cyclists within Dundee using this scheme.



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Charges: to provide all the above events and appropriate staff £49,975 + VAT, this charge can be provided as a number of separate contracts through the duration of the challenge.

Payment terms: Our normal terms are 30% on booking, and 70% to be invoiced for payment immediately after completion of the work. Cycles and equipment would be invoiced immediately after delivery.

We would be happy to discuss any aspects of this proposal and would welcome and suggestions as to how it can be improved.

A handwritten signature in black ink, appearing to read 'D. Blundell'.

Sales and Marketing Manager 07788 555080

Notes, Terms and Conditions:

1. All bookings are provisional pending a purchase order.
2. Please note that you may need to make provision for the extra cost of 40 or so crowd control barriers for participation events. This may not be needed, depending on venue.
3. All crew are CRB-checked.
4. We have £5 million public liability insurance and furnish a copy of the certificate to all booked clients. We have a 100% safety record
5. Payment terms are 30% on order, and the remaining 70% on delivery.



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