



VELOCITÀ

LONDON



Framework/location

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Description of Bicycle Share System

Name: London Santander Cycle Hire

In operation since: July 2010

Operator: Serco Limited is the service provider. The service provider is required to design, build, test, operate and maintain the system and supporting business processes for the provision of services in relation to the London Cycle Hire Scheme.

Sub-contractors: Devinci was sub-contracted to provide the bicycles and docking stations.

hardware supplier: Serco Ltd is responsible for providing all elements of the London Cycle Hire, including the: hardware; software; and systems. Devinci was sub-contracted to provide the bicycles and docking stations.

contract duration: The contract is for a period of five years and commenced in August 2009. There was a clause in the contract to extend, the whole or part of the services, for a period of two years following the

expiry of the initial term. It was announced at the end of 2013 that the contract with Serco Ltd would be extended until July 2017.

financing of the contract: The London Cycle Hire Scheme is a public scheme funded by Transport for London (TfL), with the sponsorship agreement and hire charges contributing to financing the scheme. The expansion of the scheme to the south-west and east has also been funded by the local boroughs via the Local Implementation Plan scheme (LIPs) and Section 106 contributions from developers collected for local cycling and public realm improvements. The new sponsor of London's BSS, Santander, was announced in February 2015. The £43.75m (over 59 million euro) deal is the largest public-sector sponsorship in the world.

Operational aspects

Technology: Bicycles can be hired directly from the docking stations. Regular users can also register for a key online, which allows for quicker access. Real time information about capacity at docking stations is available online or via a smartphone app.

Registration:

- As a 'Pay As You Pedal' member, TfL will automatically renew the selected bike access period (24-hour or 7-day) when a bike is next hired. Users can opt out of auto-renew when registering, or cancel it online or by contacting the Contact Centre by phone. Users can also select annual membership.
- Users can hire a bike with a credit or debit card, without registering, as a casual user for 24-hour bike access for £2 or 7-day bike access for £10. To register, users apply for a key online, which enables quicker bike access. There is a one off £3 fee per key. Users can become a 'Pay As You Pedal' member, with 24-hour or 7-day bike access, or an annual member for £90.

Tariffs

As a casual user no additional payment is required. To become a 'Pay As You Pedal' or annual member there is a £3 fee per key. For all users, extra ride charges apply for journey times longer than 30 minutes.

Access fee: 24 h = £ 2

Seven-day access = £10

Annual access (members only) = £90

Rent fee: The first 30 minutes = free / 1h = £1 / 1h30 = £4 / 2h = £6 / 2h30 = £10 / 3h = £15 / 6h = £35 / 24h = £50

Operational key figures

Year	Stations	Bikes	Users	Rentals	
2010			4.264	179.476	Southwark
2011			1.525	566.559	Southwark

2012			1,441	676,749	Southwark
2013			519	524,281	Southwark
2014	43	1,207	6,337	514,528	Lambeth

City profile

City profile London Borough of Lambeth

London's Borough of Lambeth has a population of about 300,000. Its employment base primarily consists of service sector employment. Looking over a longer time-frame, the total number of jobs in the Lambeth economy (including self-employed) increased by 15,000 or 10.6% between 2002 and 2012. There are 140,500 people employed in jobs in Lambeth. More than 80% of workers work full-time (peak hours for the docking points). More than 26% of members use the service 5 or more days a week, and more than 24% use BS 3-4 days a week. There are morning and evening peaks during weekdays.

City profile London Borough of Southwark

Around 288,300 people live in Southwark, including a rise of well over 50,000 since 1981. With an increasing number of new residents in their 20s and 30s household sizes are getting smaller. The number of households has risen since the last Census from 105,804 in 2001 to 120,400 in 2011. Southwark's population profile is characterised by a high percentage of working age residents, 69.2% compared to 64.4% in London. Of the borough's population, 23.1% are children and young people (0 to 19 years of age) compared to 24.5% in London. Southwark has 27,044 full-time students (age 18 to 74), representing 9.4% of the population.

The London Borough of Southwark experienced rapid depopulation during the late 19th and early-20th centuries. It is now at an advanced stage of regeneration and is the location of the City Hall offices of the Greater London Authority. It is one of the least expensive commercial districts in London. In the area around Southwark station there are a number of offices which will be targeted within VeloCittà.

Current population density is highest in the northern part of the borough, in particular to the south and east of Elephant and Castle and the north of Peckham. Current population density is lowest to the south of the borough in Dulwich, to the far east of the borough in Rotherhithe and immediately around London Bridge.

Analysis of current employment density across the borough shows the greatest concentration of employment to the north west of the borough from London Bridge extending east to Bermondsey and south to Elephant and Castle. Other more localised concentrations of employment include Surrey Quays, South Bermondsey, Camberwell, Peckham and around East Dulwich station.

Modal share

Mode	Share in Lambeth	Share in Southwark
Underground	9%	8%
Bus/tram	20%	24%
Taxi/other	1%	1%
Car/ motorcycle	26%	23%

Cycle	4%	4%
Walk	33%	30%
Rail	7%	8%

Source: London.gov.uk November 2013

Marketing & Communication

User Profile London Borough of Lambeth

Generally the cycle hire scheme is popular and well-used – but a large proportion of users are high income earners. The scheme has not been popular with low income users who generally have lower cycling rates in London.

BSS members and casual users are likely to be males. Casual users tend to be younger than members; 73% are aged under 35, compared to only 29% of members. More members work full time than casual users. There is a much higher proportion of students among casual users (20% casual vs. 2% members) and this proportion has slightly increased since Wave 1. Casual users have lower incomes than members. Nearly half of members have a household income of £75,000 or more, compared to less than 20% of casual users.

User Profile London Borough of Southwark

- Members are mainly Londoners, workers, male and white (BCH customer satisfaction and usage survey: Wave 7, Quarter 3 2013/14).
- Casual users are also more likely to be males. Casual users tend to be younger than members; 73% are aged under 35, compared to only 29% of members (BCH Casual Users Profile 2013).
- In terms of ethnicity, BAME people are under-represented in comparison to the general London population (BCH Casual Users Profile 2013).
- Most casual users are London residents, but a quarter of casual users live overseas. The central zone has a relatively high proportion of overseas visitors (28%), compared to only 7% in the Eastern zone. There was little change from Wave 1. (BCH Casual Users Profile 2013)
- Casual users living in London mainly reside in the most central boroughs; 12% in Westminster and 18% in Tower Hamlets. This is in line with Wave 1. (BCH Casual Users Profile 2013)
- More members work full time than casual users. There is a much higher proportion of students among casual users (20% casual users vs. 2% members) and this proportion has slightly increased since Wave 1. (BCH Casual Users Profile 2013)
- Casual users have lower incomes than members. Nearly half of members have a household income of £75,000 or more, compared to less than 20% of casual users.
- Living in London is still the main reason for 'being in London' when using BCH (45%). However, the share who work in London has increased from 15% last year to 29% this year. There are more London residents and workers in the Eastern zone.

Most casual users (who live in the UK and travel at least once a fortnight) are aware of the membership scheme. Almost half of all casual users own a bicycle.

Key messages

A marketing strategy exists for the London Cycle Hire Scheme. The overall PR strategy will focus on dispelling any misconceptions that the scheme is expensive or difficult use, promoting the increased

availability of cycle hire throughout London, linking the connectivity between the phases and encouraging people to use cycle hire to travel between south west, central and east London for both essential journeys and leisure.

Target Media: London print, broadcast and radio, local media, trade, online (including bloggers), leisure, lifestyle, international and social media

Tactics: (1) Intensification of docking stations and BCH anniversary; (2) Working with partners, businesses and Universities; (3) Try BCH for free weekend; (4) International and tourist media opportunities.

Seven main messages to address key knowledge gaps for new users:

1. You just need a credit or debit card to get started
2. Hire for only £2 for 24 hour access, which includes unlimited journeys of up to 30 minutes
3. With docking stations every 300-500m you're never far away
4. You don't need to be a member to use the scheme
5. Hire a bike, Ride it where you like, and Return it to any docking station
6. You can get an extra 15 minutes free if you can't find a space
7. See up-to-the-minute availability of bikes and spaces on our website

To increase membership, TfL is planning to test tightly focused offers to drive membership renewals, provide partner offers and competitions on the Members' Community webpage and new alerts if the bike is kept for more than two hours

Main target groups: The main target audience is new users and existing members. TfL's strategy to grow the use of the scheme is to focus on new users (promote first time use) and existing members (encourage membership renewals).

September 2015

www.velo-citta.eu

The VeloCittà project runs from March 2014 - February 2017. It brings together the urban Bike Sharing Schemes (BSS) from London (UK), Krakow (PL), Burgos (SP), Szeged (HU) and Padua (IT). They will increase the levels of use by implementing campaigns for specific target groups and by executing operational improvements. The project also aims to support other BS schemes across Europe to increase their user numbers and efficiency by providing a knowledge and experience base on communications and operational approaches, in the form of a permanent online Bike Sharing workspace.