



VELOCITÀ

Better use of Bicycle Share Systems

Fact Sheet on the Bicycle Share System in

LONDON

BOROUGH OF SOUTHWARK



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Cabinet Member for Environment and the Public Realm

“While Southwark is the sixth busiest borough for Santander Cycles in London, VeloCitta has been a great project in helping us to better understand potential new customers, more effective ways of marketing and ways to improve operations. In considering opportunities to expand the scheme south and east in to the borough to ensure even greater access to cycling for residents and businesses, VeloCitta has helped us develop a stronger evidence base. It has also made us look into the feasibility of other Bike Share Systems and how they could help us achieve our goals to get everyone cycling, whatever their age or ability, in Southwark.” Councillor Ian Wingfield

London Borough of Southwark: the story of the system

The London Cycle Hire Scheme launched in July 2010 with 315 docking stations and 5000 bicycles available to hire in 8 Central London boroughs including Southwark. The scheme is available to both registered members and casual users, able to hire a bicycle on an ad-hoc basis with their credit cards.

In March 2012 the scheme expanded further eastwards to cover Tower Hamlets as part of the Phase 2 expansion. The bicycles were available in 9 boroughs in Central London. In December 2013 the system was extended also to new areas within Wandsworth, Hammersmith & Fulham, Lambeth and Kensington & Chelsea.

Although the cycle hire scheme did not yet cover large areas of Southwark there was ambition and plans to extend the scheme further southwards into this borough. The proposed extension area into Southwark has a high propensity to cycle and already a cycle mode share which is higher than the inner London average.

Usage of the scheme had been increasing London wide and Southwark is no exception. When comparing the same months in two different years (2014, 2015 and 2016) the number of hires and docks has increased every month for which comparable data was available.

Southwark has 39 cycle hire docking stations located in the north of the borough. The most popular cycle docking stations in the borough were focussed in the London Bridge and Bankside areas which form part of the main business district. The majority of the usage tended to be by commuters and employees. Less popular docking stations tended to be away from the central area and towards the scheme periphery. A better understanding was required of the potential demand at these locations and how to exploit that demand. Southwark was, and still is, one of the fastest growing boroughs in terms of population in London.

Given the high density of development, with many residents having limited space to store their own bicycles, there was the potential for high demand for the bike hire scheme in large parts of the borough. Southwark's current schemes now include Quietways (quiet cycle routes), Grid routes (cycle routes), Cycle to School partnerships (cycling awareness and infrastructure improvements), and minor implementation projects (cycle parking).

Due to Southwark's role in the Central London Partnership, the borough disseminated lessons learnt to the other London Boroughs with Santander docking stations, thereby improving the overall uptake and management of the London bike sharing scheme.

The London Cycle Hire scheme is operated on a revenue-generating basis, with any surplus reinvested into transport projects or deficit subsidized. The scheme is owned by Transport for London (public company). After Barclays contract, from 2015 Santander is currently sponsoring the scheme giving them branding rights. The scheme is operated by Serco (private company) under the terms of a contract procured by Transport for London (public company).

Barclays sponsored the scheme from the outset for £25m which ended in 2015. Santander took over the sponsorship for 7 years, with a clause for the bank to promote and grow the scheme, ensuring greater engagement and involvement. The deal at £43.75 m was the largest public-sector sponsorship in the world at the time.

Thanks to the Olympics legacy, the wide investment made with the new sponsor Santander and also due to the high number of tourists visiting London after the Brexit referendum, the system grew hugely and the Velocittà activities found a perfect field for the marketing and communication campaigns. The Borough of Southwark worked closely with Transport for London who use sponsorship money for marketing campaigns. Activities included marketing on bus stops, tube stations and digital media as well as bike rides, roadshows and free trial weekends. They attached project activities on these others to maximise the benefits for Velocittà campaigns.

For the VeloCittà campaign, specific docking stations with low usage but high population densities and a propensity to take up cycling were targeted. Residents were London's main target groups, with employees and students secondary target groups. Understanding the target groups allowed them to know what the issues were and informed the campaign.

The aim of London's campaign was to diversify the existing market and attract more women, young people and people from a wide range of backgrounds and incomes.

Southwark held focus groups on the street to better understand the target groups. They learnt a lot about who used the bike scheme and how, and if not, why not. These discussions within the focus groups helped them shape our campaigns.



As one of the largest employers in the borough, Southwark Council employees were also targeted. Over Summer, staff were sent emails and online notifications, with posters in the office and Santander Cycle Hire face to face staff speaking to staff over a month period, providing free Cycle Hire vouchers. The council also signed up to a business account to make it easier for staff to hire bikes.

Southwark experimented new marketing techniques, commissioning graduates from the London College of Communications, a branch of the University of Arts London, to design, test and document a very targeted on-street marketing campaign.

One of the Unique Selling Points the graduate designers identified was Speed and Ease, with a focus on showing how close destinations are to cycle from Harper Road in Southwark. They designed and installed the numbers on Harper Road.

This was complemented by a leaflet which was distributed to all households and businesses surrounding the docking station - with free trials and cycle confidence training.

Southwark framework	
Demography	<ul style="list-style-type: none"> • 288,300 (2011 Census: residents) inhab. • 9,988 inhab./km2
Modal share (at London level)	<ul style="list-style-type: none"> • Private cars/motorcycle: 23% • Bus/tram: 24% • Underground DLR: 8% • Taxi/other public: 1% • Cycling: 4% • Walking: 30%
Target groups	<ul style="list-style-type: none"> • Hard pressed families • Students • Employees
Marketing measures	<ul style="list-style-type: none"> • Launch the new TfL campaign. • Include an online component, building on existing websites. • Focus on targeting 'hard pressed families' to become casual users. • Increase awareness of the docking stations. • Concentrate on Southbank University students and Unite campus. • Dedicated promotional activities for employees. • Develop key messages to attract new users.

Identifying the challenges

The key challenges for the London Borough of Southwark were to:

- Be bold
- Change the perception of who uses Santander Cycle Hire (male, middle to high income)
- Diversify the existing cycle hire market and attract people from a wide range of backgrounds and incomes
- The objectives of the campaign were to:
 - To increase the use of the Bike Share System (increase hires and revenue)
 - Promote first time use
 - Encourage casual users to become members
 - Encourage members to renew their membership

Main stakeholders

London borough of Southwark engaged the following networks in developing the campaign and operational improvements:

- City Council departments
- Transport for London (TfL)
- London Southbank University
- Local London Cycling Campaign
- Local Living Streets
- Local Business Improvement Districts
- Housing Associations and resident groups

London Southwark decided as part of the broader marketing council wide campaign, to use more traditional methods, and for the Harper Road installation to trial a more experimental marketing technique - literally bringing the message to life.

Initially, Light Follows Behaviour was engaged to work on a lighting installation. Issues were encountered through the design process with the existing light columns unable to hold the weight of any additional lighting structures. Due to this, the commission was not continued to the build and installation phases.

The London College of Communications was commissioned to develop the idea for Harper Road. The brief for the end product was intentionally left open to allow the graduate designers to respond to the local community and develop a concept that would effectively promote Santander Cycle Hire. The graduates interviewed people on the street before developing a concept.

The Superdigits design was conceived as a response to comments from local residents and businesses not knowing how far away local landmarks are by cycle. (The most responses about why there weren't cycling or using the Santander Cycle Hire was due to the perception of cycling as unsafe. The top comment in all reports about barriers to cycling in London.) The Superdigits clearly define how far landmarks are to cycle - with huge numbers showing the distance.



Everyone can #cyclehappy
Find out about quiet routes,
guided rides and FREE cycle training
www.southwark.gov.uk/cycling



**Free wheeling
this weekend!**
On Saturday 22 and Sunday 23 August
get free access to Santander Cycles
for 24 hours with all 30 minute
journeys included.



MAYOR OF LONDON



**It's closer than
you think with
a Santander bike**

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The Source in Brief



Issue 44 - Friday 2 September 2016

Try Santander Cycles for free
There are over 40 Santander Cycles docking
stations in Southwark. As part of a promotion
between Southwark Council and Santander Cycles,
you can enjoy free 24 hour access, which includes
unlimited journeys under 30 minutes. Simply email
SantanderCycles@tl.gov.uk with the subject title
"Southwark start" to request your code. Plus visit
the Source to find out about free cycle training, pool
bikes and hiring a bike through the Cycle to Work
scheme.



Unity Games
Unity Games is an event celebrating disability sports
in Southwark. It's an inclusive day of sports and
physical activity for people with intellectual learning
and physical disabilities. Activities will include BMX,
sailing, wheelchair basketball, SilverFit cheerleading
and much more. For more information visit
www.southwark.gov.uk/disabilitysports, call 020 7525 5736 or email emma.parker@southwark.gov.uk.

Important message regarding new websites
There has been a recent rise in the number of staff independently contacting web
designers to create external websites for individual teams or departments. This is
not council policy, as all requests need to be carefully considered by IT,
Transformation and Communications, with the ultimate goal of ensuring all our
web communications are channelled through our one corporate website. If you
have a request of this nature, please contact Daniel Rankine on 020 7525 0236 or
by email at daniel.rankine@southwark.gov.uk for an informal chat about your
needs.

School admissions - applications open
Is your child starting secondary or primary school in September 2017?
Applications close 31 October 2016 for secondary and 15 January 2017 for
primary school admissions. Make sure you apply online for a school place for your
child before the deadline by visiting www.southwark.gov.uk/schooladmissions
The online application process is quick, easy and available 24 hours a day.



VeloCitta Consortium:



Co-funded by the Intelligent Energy Europe Programme of the European Union

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This document was composed by Pascal van den Noort of Velo Mondial, using the deliverables that were produced by the partners in VeloCitta. Pictures have been provided by the partners. The front page text is taken from 'Political Factors in Bicycle Sharing Systems' by Beer Sijpesteijn. The document was graphically designed by Bas Booms, Amsterdam The Netherlands.

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