



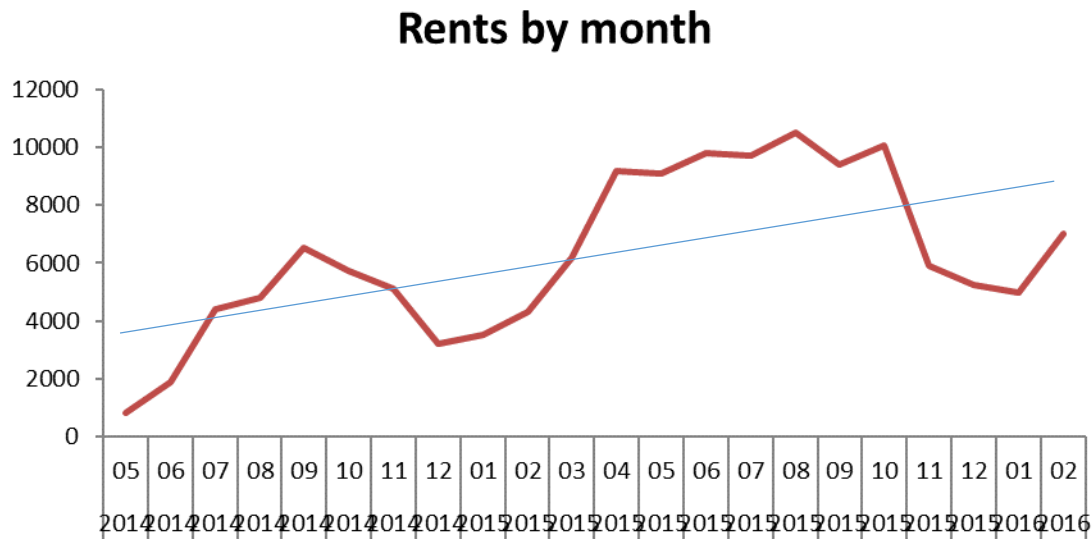
Partnerships for Successful Bike Share

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Bike Share is growing

Bike sharing services are becoming better understood, and better known by the general public.

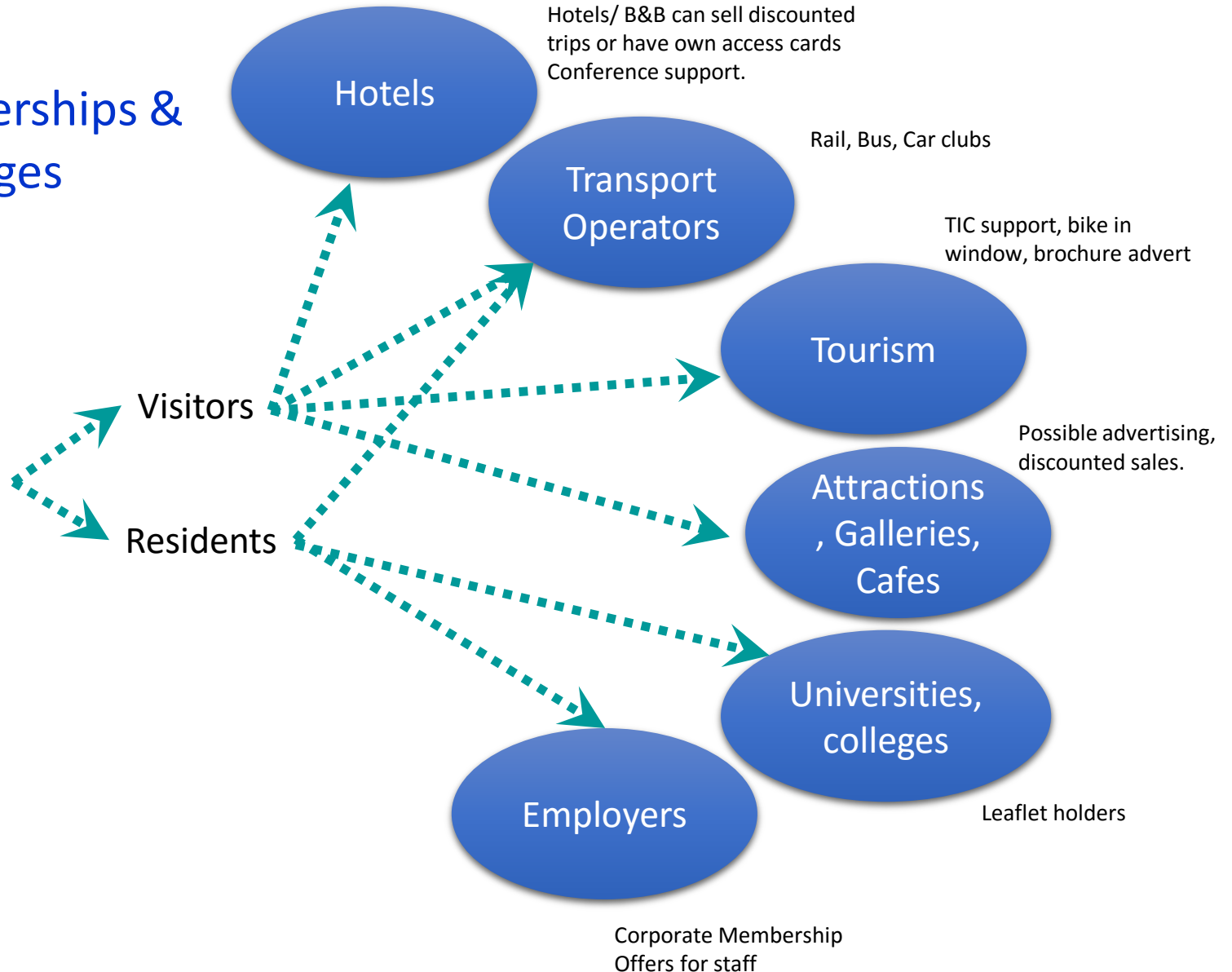


Source Liverpool Citybike monthly statistics

However to properly develop as an integrated service and to maximise promotional opportunities the scheme should work with a range of local partners.

Important Partners

Partnerships & Packages



What do partners want from a relationship with the Bike Share scheme ?



Usually, more business ...

As long as its easy, beneficial, non competitive, and not costly !

As a result, each partner proposition is different to ensure a fit with both parties



Increased patronage

Differentiation from competitors

Development of integrated ticketing strategies



Perceived competition from bikes

Cost / Benefit not well understood

Technology – ITS, ticketing and payment options



Developing MaaS



One access card provides authentication to many services



e.g Reading Multimodal project; Mutual marketing arrangements and one registration process provides single access card. Data from all modes is combined to identify multimodal users and inform marketing campaigns.



Promote healthy lifestyle to staff

Core part of company travel plan

Improvement of CSR programme, business reputation

Potential cost saving on taxis and short distance business travel



Perceived Insurance risk

Potential BIK



Making it Easy

Corporate information pack
outlining the benefits and
commonly raised issues with
encouraging employee use of
bikes.

Waiver form included.





Corporate Membership



Access Cards for staff to use

Employers can purchase access cards for staff to borrow during their workday.

Use a shared bike to get to meetings, lunchtime rides etc plus this can contribute to health and travel plan goals



Reduced Annual Membership for staff

Employees can purchase memberships at 20% off the standard rate (£40 rather than £50).

Staff can buy their memberships online anytime.

Simply use your unique voucher code plus work email address to register and qualify for the discount.



Reduced Annual Membership for staff AND Access Cards

Combine our BRONZE and SILVER corporate membership options, to have total flexibility for staff and visitors, PLUS benefit from additional incentives from the scheme.

Hourbike will also work with the employer to promote events, social media and email marketing.



Universities / Colleges



Provision of a low cost transport option for students between campus and halls

Promote healthy lifestyle to staff and students

Core part of company travel plan

College reputation / competitiveness



Communication with students

Multi language



Consider all parties that can provide a win win

What do they need to get out of the arrangement

What would make it attractive, and easy for both parties

Be flexible where possible

Document the options, people move !

Thank You

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