

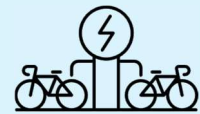


ADEPT Buckinghamshire Live Labs Programme E-Bikes

Key statistics

The trial involves installation of the following hardware:

- 2 docks for 10 e-bikes, one at Waddesdon Manor and another at Aylesbury Vale Parkway Train Station
- 20 e-bikes
- A managed web app provided by B-bikes to enable users to pay for and hire e-bikes
- Maintenance of the e-bikes on a regular basis
- One bike has been replaced since October 2021



Overview of trial

Timeline and progress

- The first docking station and 10 bikes were installed in June 2020 at Waddesdon Manor.
- The second docking station and additional bikes went live in March 2021 at Aylesbury Vale Parkway Train Station.
- The trial was initially intended to run until October 2021 but is being extended to September 2022 with the aim of assessing usage when not under Covid restrictions.

Successes

- Given the challenge that Covid presented, simply conducting the trial can be seen as a success as it may have needed to be paused.
- The usage of the bikes by people from the local area has demonstrated that there is an appetite for the bikes and that, if there is no lockdown, usage could well be strong.
- The number of users who regularly hire bikes is a good sign that the bikes are enjoyable and not simply a novelty.
- There is evidence from wider literature that once people try e-bikes, they are more likely to purchase an e-bike in future. The downstream impact of the trial may be impossible to measure, but there can be some confidence that of those who tried an e-bike, some may go on to purchase one.



Lessons

We identified a number of lessons to be taken forward for future implementation.

- There needs to be a clear “owner” of the e-bikes scheme. One of the key problems with the evaluation has been sourcing the correct data. Having one organisation who is responsible would help this.
- Understanding the true objectives of the scheme would help. Without a clearly defined objective, it is hard to understand whether the trial has been a success.
- More consideration needed to be given to a reasonable price for hiring an e-bike, we learnt that this was out of the hands of the trial, but the low pricing hindered the trial’s revenue potential.
- Only having two stations prevents any network-effects of the e-bikes. Giving riders just two more destinations would open-up the options for riders and cast a wider net for potential riders.
- All parties involved must actively advertise the scheme to ensure that people know about it. While Covid has had an impact on ridership, with enough advertising, the e-bikes could have offered people a fun, alternative, outdoor exercise option.
- Finding a sponsor would help subsidise the scheme, as well as offering a convenient, mobile advertising opportunity for a local business.
- Usage has dropped since in 2021/22 compared to the same period in 2020/21, need to conduct more initiatives to keep riders using the service and introduce new users.

Business case

Benefits

The e-bikes help Buckinghamshire Council in achieving these objectives:

- Connected Buckinghamshire - Offer a mode of transport to enable people to travel around the area
- Growing Buckinghamshire – Provide an interesting and enjoyable way for visitors from around the world to travel when they arrive in the region
- Healthy, Safe and Sustainable Buckinghamshire – Create a low-carbon alternative to car journeys around a beauty spot
- Empowered Buckinghamshire - Allow everybody, even those on low incomes, to access shared mobility.

Costs

Trial costs:

- £181k for all docks and bikes with running costs so far of £50-60k
- £2.6k per month for the extension to June 2022

Annual ongoing fees (subject to supplier confirmation):



- Fees for the running of the scheme have been confirmed as £31,892 for 13 months (Sep 2021-Oct 2022)

Next Steps

- Subject to business case being proven,
 - continue to evaluate the success of the trial without Covid restrictions in place – trial period extended to September 2022.
 - Confirm new owner for the e-bikes scheme.
 - Confirm financial viability to continue scheme as “business as usual” after the end of the trial period.