

Subject:	Brighton & Hove Bikeshare Expansion		
Date of Meeting:	26th June 2018		
Report of:	Executive Director Economy, Environment and Culture		
Contact Officer:	Name:	Rob Dickin	Tel: 01273 292233
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Ward(s) affected:	Central Hove, Westbourne, Wish, Regency		

FOR GENERAL RELEASE**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 The purpose of this report is to update Committee Members on the expansion plan and new sites identified for the Brighton & Hove Bike Share Scheme.
- 1.2 Location plans for hubs which have recently obtained TRO approval are provided in Appendix A.

2. RECOMMENDATIONS:

- 2.1 That, Committee Members note the success of the Brighton Bikeshare scheme and the expansion plan for the west of the city.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 A report seeking approval for the tendering of a concession agreement for the provision of a Bike Share Scheme for the City was first approved by Environment, Transport & Sustainability Committee on 24 November 2015. A subsequent report seeking approval of the extension of this contract to allow for a 'mobilisation period' of a maximum of seven months was approved by the Committee on 11 October 2016.
- 3.2 The winning bidder (the Operator), Hourbike Ltd, was subsequently appointed in December 2016.
- 3.3 Infrastructure and start-up costs for the scheme are £1.45 million. £1.16 million was secured from the Local Growth Fund (LGF) from Coast to Capital Local Enterprise Partnership and £290,000 in match funding from the Local Transport Plan from Brighton & Hove City Council.
- 3.4 The scheme launched to the public on 1st September 2017, with 450 bikes available across 51 hubs in the city.
- 3.5 The success of the scheme over the first nine months of operation has seen 35,482 users subscribe to the scheme, with 213,188 rentals to the end of May 2018, with a total distance cycled of over 400,000 miles.

- 3.6 With an underspend from the initial start-up cost, and match funding from the Local Transport Plan, approval was obtained from the Coast to Capital LEP to purchase an additional 120 e-bike ready bikes which will enable an expansion of the current scheme to the west of the city to Boundary Road.
- 3.7 The expansion will comprise up to 10 new hubs, including the four sites which have recently obtained TRO approval. A further three sites will require approval for leasing of public open spaces to the Bikeshare operator. The sites of the final additional three locations are to be determined.
- 3.8 Specific site considerations have included the prominence and accessibility of a site as well as the impact on car parking, residents and pedestrians. Efforts have been made to minimise the loss of car parking and consequently approximately 5 residents permit spaces will be lost across the Pembroke Gardens and Portland Road locations (Pembroke Gardens – approximately 2 spaces, Portland Road – approximately 3 spaces)

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 The proposal to extend the scheme to the west is based on requests received from residents for bikes to be made available in the area, as well as usage data from trips made on the scheme to date. The operator has also taken into account the number of bikes required to extend the scheme, without adversely affecting the current operation of the bikes and hubs, including servicing and redistribution.
- 4.2 Where appropriate, footway locations have been considered before on-carriageway options. The location of Bike Share hubs on the footway or sites off the public highway needs to be carefully considered to ensure that pedestrian access, including for those with disabilities, is not impeded. Officers have also assessed the most appropriate hub locations which would be convenient for users (and therefore most likely to be well used). As such, the loss of parking in a small number of locations has been unavoidable.
- 4.3 The option to expand the scheme further to the north and east of the city, and to outlying residential areas that could benefit the needs of those communities, are still being explored. A further report will be brought to Committee in the future to consider additional requests and resource requirements.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Letters were sent to residents and traders in the vicinity of the Preston Street site during March/April informing them of the Bike Share proposals. Ward Members were also informed by email. Comments were invited within 21 days of receipt of the letter.
- 5.2 One verbal objection was received from a shop owner on Preston Street regarding loss of drop off and loading space for vehicles, however the location of the proposed hub location is not meant for loading- it is hatched rather than just double yellows and is not a designated loading bay.

- 5.3 Letters were not issued for Connaught Road, Pembroke Gardens and Portland Road, as there are no immediate frontages facing the sites. Ward members have been informed of the locations.
- 5.4 A meeting was held with the Ward Member at the Connaught Road site to discuss the proposal.
- 5.5 Following the informal consultation, the Traffic Regulation Orders were advertised on Friday 11th May 2018 for a period of 21 days. The consultation period ended on Friday 1st June 2018.
- 5.6 The Traffic Regulation Orders received no objections and 1 general representation in support.

6. CONCLUSION

- 6.1 Having taken into account the results of the consultation, officers recommend the Bike Share hubs are implemented as planned.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The capital costs associated with the recommendations in the report will be funded from the approved budget for the Bike Share Scheme. The Bike Share Scheme capital project is funded from £1.160 million Local Growth Fund grant and £0.290m Local Transport Plan funding.
- 7.2 The loss of parking will be limited to 5 resident permit spaces in Zone R. It is estimated that the loss in annual parking income as a result of the recommendations would be immaterial and therefore not require any amendments to current budgeted assumptions.

Finance Officer Consulted: Steven Bedford

Date: 21/05/18

Legal Implications:

- 7.3 The Council regulates traffic by means of orders made under the Road Traffic Regulation Act 1984. The procedure for advertising a proposed TRO is contained in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 which require public notice of orders to be given and allow any person to object to the making of an order. Any unresolved objections to an order must be considered by the Environment, Transport & Sustainability Committee before it can be made.

*Lawyer Consulted: Elizabeth Culbert
2018*

Date: 15th May

Equalities Implications:

- 7.5 The needs of all road users have been considered in the siting of locations and an Equalities Impact Assessment was completed for the introduction of the Bikeshare scheme.

Sustainability Implications:

- 7.6 The measures outlined in this report will promote and encourage greater use of sustainable transport and, in particular, overcome current barriers to cycling. The scheme will also seek to enhance health by encouraging active travel amongst local people.

Any Other Significant Implications:

Risk and Opportunity Management Implications:

- 7.7 Sites have been identified from resident requests and existing scheme usage. The risk of hubs not being well used is minimised by selecting appropriate and prominent locations. Use of the scheme and individual hub sites will be monitored by the operator and sites reviewed as required across the lifetime of the scheme.

Public Health Implications

- 7.8 In providing public cycle hire facilities, the proposal improves the attractiveness and convenience of cycling. It is therefore an important part in encouraging higher levels of cycling which in turn has positive public health implications.

Corporate/Citywide Implications

- 7.9 The proposals detailed within this report are consistent with the Council's priorities outlined within the Corporate Plan 2015-2019. Specifically, the proposals will support local businesses by providing opportunities for additional customers to arrive by bicycle. They will also support efforts to improve the health and well-being of the city's residents and improving the sustainability of its transport infrastructure.

SUPPORTING DOCUMENTATION

Appendices

1. Appendix 1 – Cycle Parking Plans

Documents in Members' Rooms

None

Background Documents

None