

Record of officer decision

Decision title:	Hereford City Bike Share
Date of decision:	30 th January 2019
Decision maker:	Acting Assistant Director for Regulation, Environment & Waste
Authority for delegated decision:	Key decision made: https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=5213 And Chief Executives Scheme of delegation.
Ward:	Belmont Rural; Bobblestock; Central; College; Eign Hill; Greyfriars; Hinton & Hunderton; Holmer; Kings Acre; Newton Farm; Redhill; Tupsley and Whitecross.
Consultation:	A political groups consultation was undertaken in May 2018 and no comments were received. Bikeplus, the representative body for UK bike share has been consulted on the implementation of bike share in Hereford City. Bikeplus hosted a two day workshop in Manchester in October which included local authorities, bike share providers, consultants and private investors.
Decision made:	A 'dock less bike share scheme' be procured at a value of approximately £165k; and That no more than £160k of grant funding from the Department for Transport (DfT) (with prior agreement from the DfT) is used for public realm enhancements to facilitate the delivery of a free floating bike share scheme in the city.
Reasons for decision:	Herefordshire Council has been awarded £1.5m from the DfT Access Fund to implement active travel measures across Hereford city. A key element of this project is to implement a public bike share scheme. On 10 July 2017 the then cabinet member transport and roads approved the funding for the scheme and implementation of the programme of projects submitted to the DfT. Since being awarded the funding, officers have undertaken a review of the various bike hire models across the UK.
Highlight any associated risks/finance/legal/equality considerations:	The council will be assuming legal duties towards users of the bikes to ensure the bikes and any related equipment are fit for purpose and roadworthy. The council's insurers may have requirements as to the management of these assets and notification of any claims which should be taken into account to ensure that there is adequate insurance cover to address any risks arising from the scheme. In view of the financial value of the proposed assets, the council must undertake a procurement process which is compliant with the Public Contracts Regulations 2015. The dock less bike share model is funded by the operator, meaning

	there are no on costs to Herefordshire council. Should the scheme fail to make the required revenue there will be no financial liability on the council.
Details of any alternative options considered and rejected:	<p>A docking station based bike share scheme for Hereford City procured at an estimated cost of £280k for initial implementation with annual running costs in the region of £30k. Through usage fees and any sponsorship that could be gained, the scheme should aim to be self-sustaining in three years, there is risk that if this was not achieved there would be need for ongoing financial support of the scheme, or if this was not possible to end the scheme and remove it from the city. This option was not taken forward due to the high initial set up costs and ongoing cost implications to the council.</p> <p>Do nothing – Herefordshire Council would not meet the objectives of the DfT Access Fund. A bike share scheme will help to deliver Destination Hereford 3 (DH3) which is a part of our Local Transport Plan (LTP) by aiding the move away from cars and onto public transport, bicycles or walking, reducing congestion on the roads around the city and improving the air quality within the Air Quality Management Area (AQMA). This option carried great reputational risk and may jeopardise future funding applications to the DfT.</p>
Details of any declarations of interest made:	If any officers or members involved or consulted in the decision-making have declared an interest you should include the declaration here.

Signed Date: **30th January 2019**