

Title of report: Hereford City Bike Share – e-Cargo Bikes

**Decision maker: Delegated (executive) Officer – Corporate Director,
Economy and Environment**

Decision date: Wednesday 26 April 2023

Report by: Sustainability & Climate Change Officer

Classification

Open

Decision type

Non-key

Wards affected

(All Wards);

Purpose

This report seeks authority to accept grant funding from Midlands Net Zero Hub (MNZH) to add four electric cargo (e-Cargo) bikes to the Hereford City public bike share scheme operated by our current delivery partner Beryl.

Recommendation(s)

That:

- a) Herefordshire Council accepts £85,000 grant funding from Midlands Net Zero Hub to add four e-Cargo bikes in two fixed docking stations to the Hereford City public bike share scheme;**
- b) The Sustainability and Climate Change Manager is given delegated authority to make all operational decision to implement the above.**

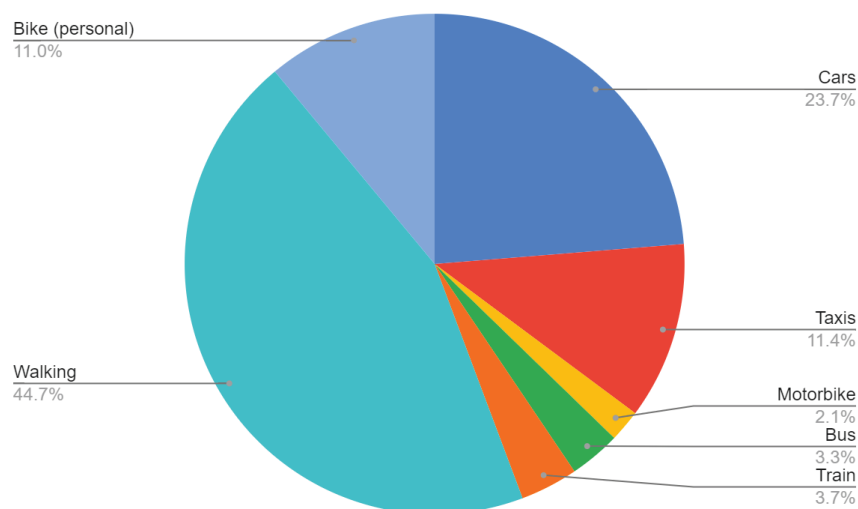
Alternative options

1. Do not accept the grant funding
 - a. This option is not recommended as the four e-Cargo bikes in two docking stations would need to be funded through the council's capital programme from which capital has been secured for financial year 2023/24.

Key considerations

2. On 8 March 2019 Herefordshire Council declared a Climate Emergency following unanimous support for a climate emergency resolution at full council. This declaration was updated on 11 December 2020 when Herefordshire Council declared a Climate and Ecological Emergency (CEE) following support for a climate and ecological emergency resolution at Full Council.
3. Herefordshire Council, following project development and an open procurement process, awarded the Hereford City Bike Share service to Beryl and subsequently launched to the public in 2019. To date this service has been extremely successful with over 296,000 journeys made by residents, covering a distance over 702,000kms.
4. The contract was re-tendered during 2021 and awarded to Beryl after an open procurement process. The new contract is a 5+2+2 year contract which commenced in April 2022. As a part of this new contract the number of bikes available to the public are 200 pedal bikes and 74 electric assist bikes.
5. There are currently around 70 bays from which the public can hire a bike across the city. Hereford has one of the densest bay provisions in the country with c. 95% of the city within a 5 minute walk of a bay.
6. Data from the current service provider Beryl shows the service has positively impacted modal shift with over 35% of journeys which would otherwise have been made by car. This is illustrated below.

Hereford Mode Shift - All Vehicles



The above data is taken from user surveys carried out by Beryl.

7. The addition of e-Cargo bikes to the current fleet will offer residents and businesses the opportunity to use e-Cargo bikes to replace car and van trips within the city to run errands and conduct deliveries.
8. The e-Cargo bikes also have the benefit of enabling people to experience and trial an e-Cargo bike at a low cost before making the decision to purchase one. By providing

residents with affordable access to e-Cargo bikes more residents will be able to make the switch from motor vehicles to using an electric bike around Hereford.

Proposed Next Steps

9. A Change Control Notice will be created to implement the e-Cargo bike share scheme.
10. Typical mobilisation for additional bike share schemes takes 4 months for a bike share provider.
11. The provider will provide, deliver and install two e-Cargo bike parklet style bays (c.2x3m in size).
12. The provider will provide, deliver and install four e-Cargo bikes which will integrate into the existing bike share service.
13. The provider will provide ongoing management and maintenance of the supplied bays and e-Cargo bikes including back office software, support and promotion.

Community impact

14. Public bike share schemes offer residents the opportunity to utilise publically available bikes at a low cost without the associated upfront or ongoing costs of owning their own bike.
15. Publically available bikes will increase cycling levels in Hereford City, improving public health by increasing individual's physical and mental health and improving air pollution for all residents by reducing cross town short car journeys. The improvement in public health could see a decrease in the reliance on the health services.
16. The city wide bike share scheme directly supports the Local Transport Plan Active Travel (walking and cycling) priority.
17. The Hereford bike share scheme also links to the current delivery plan to deliver the Hereford Transport Strategy and City Centre Masterplan (supporting objectives EN2 & EN4).

Environmental Impact

18. Herefordshire Council provides and purchases a wide range of services for the people of Herefordshire. Together with partner organisations in the private, public and voluntary sectors we share a strong commitment to improving our environmental sustainability, achieving carbon neutrality and to protect and enhance Herefordshire's outstanding natural environment.
19. Bike share supports the delivery of the council's countywide net zero ambition by 2030.
20. Public bike share schemes are strong examples of working in partnership with suppliers to reduce the county's carbon emissions by increasing the number of short distance trips by a sustainable mode of travel. Additionally there are associated air quality improvements as a result of decreased motor vehicle trips through the Air Quality Management area along the A49 corridor within Hereford City as well as more widely.

Equality duty

21. Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to:

- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
22. The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations, and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services. Our providers will be made aware of their contractual requirements in regards to equality legislation.
23. The e-Cargo bike share scheme will be another form of public transport available in the city of Hereford. Tariffs will be kept low providing low cost access to public transport for residents of the city, lowering the financial barrier to public transport around the city whilst also seeing improvements in public health.

Resource implications

24. There are no capital or revenue implications of the project to Herefordshire Council, all costs will be covered by the grant funding or service provider. Acceptance of the grant will also save the allocation for this scheme in the capital programme.
25. The grant funding of £85,000 covers the provision of e-Bikes and parklets as well as their installation and integration into the current fleet.
26. The Council's bike share delivery partner Beryl are responsible for the ongoing management, maintenance and promotion of the e-Cargo bikes and parklets at no additional cost to the council through the current contract.
27. Bike share is already operating in Hereford City and is contract managed by the Sustainability & Climate Change team. Staff time will be required to support the deployment of the two parklets and four e-Cargo bikes. Beyond this initial implementation period, no additional staff resource is required for the provision of e-Cargo bike share.

Legal implications

28.

Risk management

| Risk | Mitigation |
|--|---|
| No space for bays | <p>A city wide survey has previously been carried out which identified suitable areas for bays, this survey can be re-reviewed and any unused locations be reviewed for this project.</p> <p>The parklets can use areas thought previously unsuitable for a bay as a hard standing base can be installed, this was not an option for the previously painted bays due to time and cost constraints when the main scheme was being implemented.</p> |
| Bays located in the wrong area | <p>The aforementioned survey will inform the location of the bays to be constructed. Additionally one bay will be located north of the River Wye and one south of the River Wye.</p> <p>Finally, an extensive list of consultees were consulted for the main scheme. These consultees will be approached again for input for the installation of the two e-Cargo bike parklet bays.</p> |
| Public don't understand what the bikes are for | <p>Extensive communications will be run by the Council and Beryl in partnership. Communications will take place in the run up to, during and after the public launch of the e-Cargo bikes.</p> |
| Public do not use the bikes | <p>As above, in addition financial incentives can be utilised such as free rides on e-Cargo bikes or discounted rides for new users of the e-Cargo bikes to increase public exposure.</p> |
| Bikes are vandalised | <p>Hereford has a very low rate of vandalism of its bike share scheme, this is in part due to the way the public have adopted the scheme. The extensive publicity will aid in the adoption of the e-Cargo bikes as a part of the existing scheme. This was also done when the e-Bikes were added to the main scheme which at the time only consisted of pedal bikes.</p> |

29. The operator will be responsible for:
- a. The below insurance liability of the scheme:
 - i. Employers' Liability
 - ii. Public Liability
 - iii. Professional Indemnity
 - b. Complying with all applicable laws and standards for bikes in the UK
 - c. Replacement and/or repair of any stolen or vandalised e-Cargo bikes
 - d. Working with the local police force to ensure antisocial behaviour utilising the e-Cargo bikes is as low as possible
30. Assuming the recommendations are approved the identified risks will be managed at a service level, they will be entered into the Environment and Waste Services risk register.

Consultees

31. Extensive stakeholder consultation was carried out when the scheme was introduced and the stakeholders were engaged again when more bays were installed. These same stakeholders will be engaged when choosing the locations of the docking stations.

32. Stakeholders:

Internal

- Transport and Access Services
- Built and Natural Environment
- Sustainability and Climate Change

External

- Residents adjacent to proposed bay locations (where relevant)
- Ward Councillors
- Vision Links
- Police
- Hereford City BID (where relevant)

Appendices

- None.

Background papers

- None identified.

Glossary of terms

1. The Department for Transport (DfT)

Report Reviewers Used for appraising this report:

Please note this section must be completed before the report can be published

| | | |
|----------------|---------------------|-----------------|
| Governance | John Coleman | Date 12/04/2023 |
| Finance | Karen Morris | Date 13/04/2023 |
| Legal | Sarah Halliwell | Date 14/04/2023 |
| Communications | Luenne Featherstone | Date 29/03/2023 |
| Equality Duty | Harriet Yellin | Date 03/04/2023 |
| Procurement | Lee Robertson | Date 12/04/2023 |
| Risk | Kevin Lloyd | Date 29/03/2023 |

Approved by Ross Cook Date 26/04/2023