



Subject:	Coca-Cola Zero Belfast Bike scheme - Strategic Plan Update
Date:	19 th August 2016
Reporting Officer:	Donal Durkan, Director of Development,
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Is this report restricted?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

1.0	Purpose of Report
1.1	To update Members on the work to date on the development of a Strategic Plan for the expansion of Coca-Cola Zero Belfast Bike scheme.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">• Note the contents of the report• Agree the proposed Members' workshop in October 2016
3.0	Main report
3.1	Members will be aware that the Coca Cola Zero Belfast Bike scheme has been operational since April 2015. Subsequent to Phase 1 (city centre, Titanic and university area) which was funded by the DRD Active Travel Scheme, Belfast Trust has provided funding towards additional stations at their main hospital sites (City, Royal and Mater). The City and Royal stations opened in early August, while the Mater site is due to open in the autumn.
3.2	Funding has also been secured from the DSD to install stations in a number of communities as part

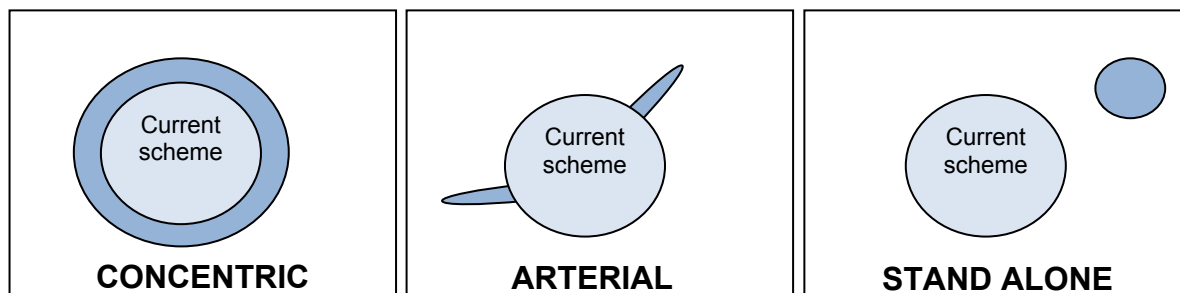
<p>3.3</p> <p>3.4</p>	<p>of the Building Successful Communities programme; namely two at Lower Shankill & Brown Square, two at Lower Oldpark (including one at Girdwood Hub) and two at Lower Falls. Discussions are also underway regarding the opportunity to link in with the Urban Villages Programme.</p> <p>A six-year contract is in place with NSL for the operation and maintenance of the scheme and the scheme has been sponsored by Coca Cola for 3-years. Income is also generated through annual membership and casual subscriptions.</p> <p>The SP&R Committee previously agreed that a Strategic Plan for the expansion of the Belfast Bikes scheme should be developed; that would be informed by a review of Year 1 performance, stakeholder feedback, good practice and financial analysis. This report provides an update on progress to date and seeks the Committee's approval for a number of future actions.</p>
	<p>Key issues</p>
<p>3.5</p>	<p>Review of Year 1 performance</p> <p>The review of the current scheme has identified a number of key learning points:</p> <ul style="list-style-type: none"> a. The number of journeys has exceeded expectations with more than 191,000 journeys in Year 1; which compares favourably to other schemes such as Glasgow which achieved 50,000 journeys in its first 9 months despite having a larger scheme of 400 bikes. b. There are greater levels of use from Monday-Friday than at weekends, the most popular hire times are between 8-9am and 5-6pm - which suggests higher levels of commuter use - and levels of use fall proportionally across the week during the winter months. c. A number of stations show low levels of use. The current level of rentals/returns for stations in the north and west is low compared to the east and south sectors of the city which experience the highest demand. It is recognised however that the changing demographics of the city centre, and in particular with the development of the Ulster University campus, may impact upon these trends in the longer term. d. The level of vandalism and theft has been problematic at a number of sites but instances are constantly monitored and managed through the operator contract. e. The number of annual subscribers is below original estimates and the resulting impact upon the net cost of the scheme must be factored into the Strategic plan. Officers will therefore review the current pricing and subscriptions model and recommendations will form part of the Strategic Plan.

3.6

Strategic Plan

A number of expansion models are currently being explored (*please note the illustrations below represent the spatial pattern of expansion as opposed to representing the actual boundaries of the scheme or any proposed areas*):

1. **Concentric** - outward expansion from the existing scheme
2. **Arterial** - expansion along key arterial, commuter routes
3. **Stand-alone** - schemes in defined outlying areas that are sustainable as 'standalone' schemes and do not necessarily relate to the existing phase in the city centre.



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A range of information is currently being collated in order to identify potential areas for expansion; this includes:

- a. **Asset mapping** - A range of assets are being mapped including public transport provision (existing and planned), car parking and cycling infrastructure; tourist sites; planned/proposed development sites (hotels, offices, student housing etc) and leisure and community centres.
- b. **Quantitative data analysis** - A range of socio-economic and health data including population and employment density, deprivation indices etc
- c. **Stakeholder feedback** - a public, user survey is currently underway (closes 22.8.16) to engage stakeholders and obtain information on usage behaviour, user profiles and ideas for future expansion. The survey can be found at [/bikesharescheme](#)

3.8

Emerging areas will then be considered in light of key criteria e.g.:

1. **Supporting Network** - Docking stations should be part of a supporting strategic network with each station between 300 to 500 metres apart.
2. **Sustainable growth** - Docking stations should ideally be located in areas of high footfall to ensure that the areas will generate sufficient subscriptions/income and can be operationally managed within the context of the wider scheme.

3.9

Having completed this analysis it is suggested that nominations are then sought from party groups to attend a Members' workshop in October 2016 to consider emerging proposals. It is also intended that there should be wider consultation with key external stakeholders at this stage.

3.10	<p>More defined proposals will then be developed and brought back to Committee for consideration. It should be noted however that implementation of the scheme would remain subject to available resources and consideration on the Council's capital programme.</p>
3.11	<p><u>Financial & Resource Implications</u></p> <p>None at present. Any resource implications associated with proposed recommendations will be highlighted in future reports. As an indicative cost for consideration each new station costs on average £30,000 in capital and approximately £4,500 per annum as a running cost. Therefore decisions on where and how our expansion should work will have significant financial implications.</p>
3.12	<p><u>Equality or Good Relations Implications</u></p> <p>None.</p>
4.0	<p>Appendices – Documents attached</p>
4.1	<p>None</p>