

Bike sharing in the UNESCO World heritage city of Bath

by Colin Rees

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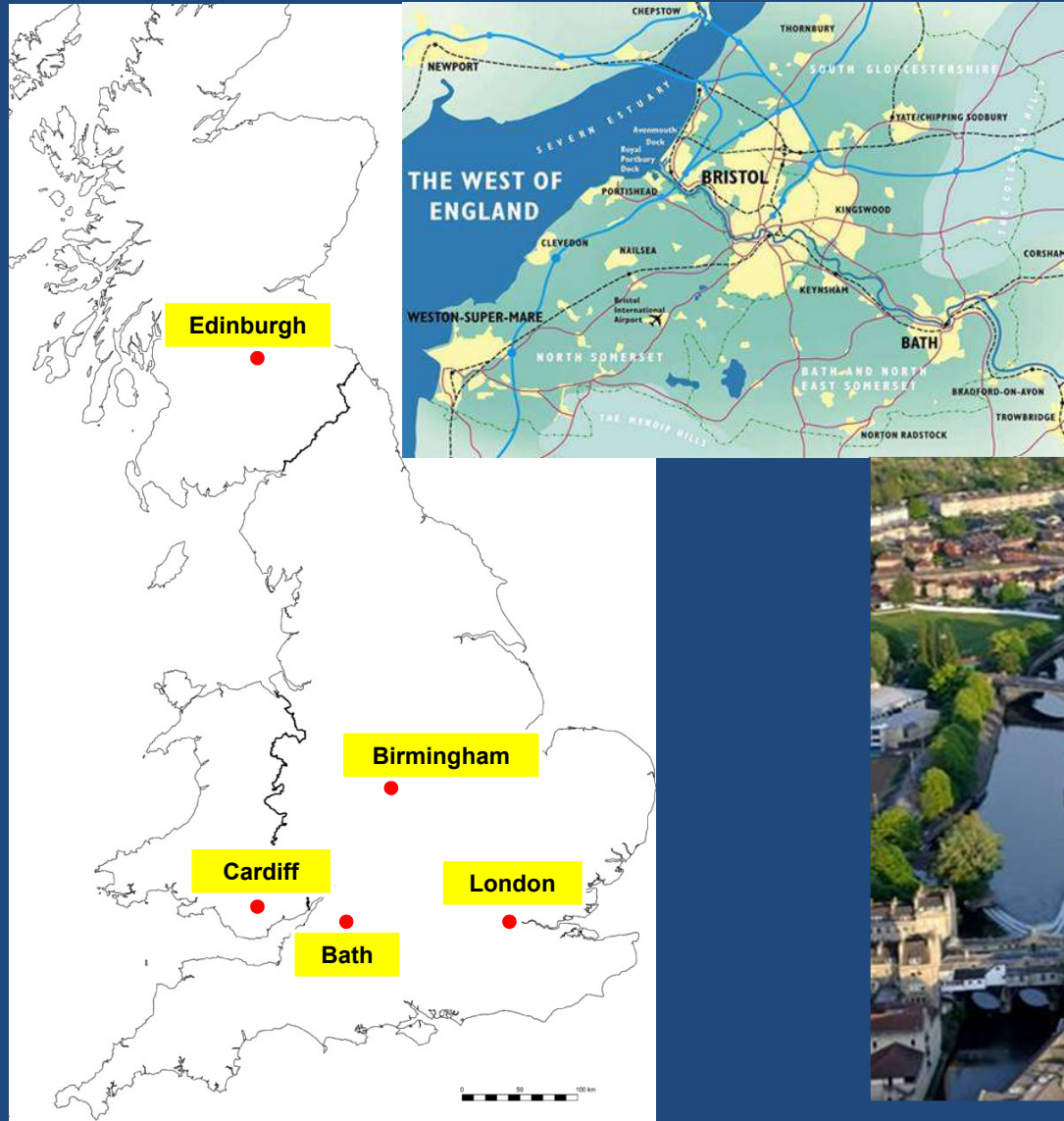


Bike Sharing operation in Bath, aimed at tourists and students, that is financially self-supporting through revenue from users, advertising and sponsorship.

- City of Bath
- CIVITAS Project
- Bike Sharing



Bath – Location/Population



London 160km
Birmingham 180km
Edinburgh 620km
Cardiff 89km

Population:
City of Bath 80,000



Bath – UNESCO World Heritage Site



Roman Bath (Aquae Sulis)
established by 63AD
UK's only hot springs
Granted City Status 1590
Georgian (18thC) Architecture
Jane Austen (1775-1817)
Tourist visits: 1 million
overnight stays and 4 million
day visits per year



Bath – Impact of vehicles on the city

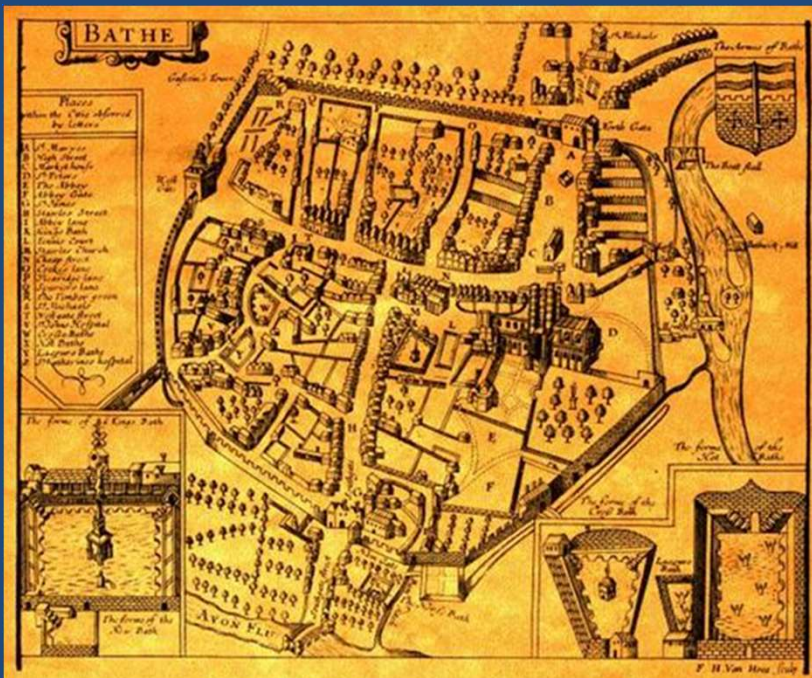
City's road network based on Medieval and Georgian street plan

No by-pass for through traffic

Poor public transport infrastructure

Traffic Congestion - Poor air quality - Road safety issues

Damage to the fabric of historic buildings



CIVITAS – European Commission Transport Project



CIVITAS is a network for cities dedicated to cleaner, better transport in Europe and beyond.

CIVITAS stands for City VITAlity and Sustainability.

Over 800 innovative urban transport measures and solutions in over 80 Living Lab cities across Europe since 2002

The initiative aims to improve urban transport in Europe by:

- Introducing cutting edge technology
- Introducing innovative policy based measures
- Promoting Sustainability
- Improving Energy Efficiency
- Spreading Best Practice in urban transport throughout Europe



In Bath the CIVITAS project provided a €6.5 million Transport Investment between 2008 and 2012

€4.0 million from EC/€1.3 million from 7 local partners

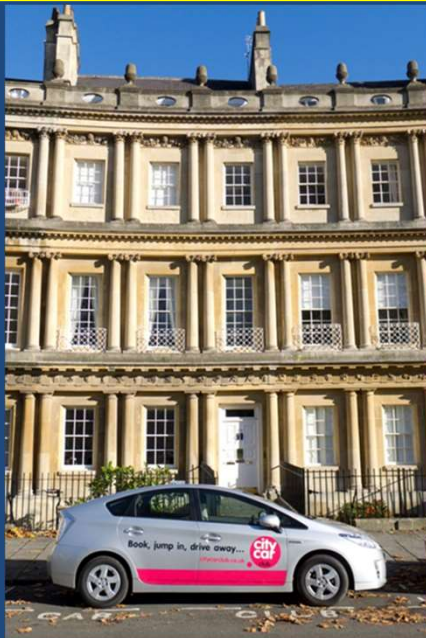
€1.2 million Bath & NE Somerset Council match funding (18%)

CIVITAS RENAISSANCE

2008-12 Participating cities



CIVITAS RENAISSANCE – Bath Projects



Trial of Hybrid Cars for Bath Car Club
New Wayfinding System
City Centre Demonstration Area



CIVITAS RENAISSANCE – Bath Projects



Trial of Hybrid Double Decker Bus
Urban Freight Consolidation
CCTV cameras to exclude HGVs
from a sensitive route through the
heritage city
To establish a cycle sharing
scheme



CIVITAS RENAISSANCE – Bath Projects



FEASIBILITY STUDIES

ULTra Personal Rapid Transit in a Heritage City

GALILEO Real Time vehicle location and passenger information



Objectives for Cycle Sharing in Bath



- Cycle sharing schemes can help increase mobility and reduce car use by providing a viable and flexible alternative mode choice for short to medium distance urban trips.
- To contribute to achieving modal shift from private car to the bicycle with consequential reductions in pollution, energy usage and traffic congestion.
- By reducing car use it is possible for bike hire to help alleviate the dominance of the urban realm by cars.
- To complement other sustainable transport modes and fill gaps in the public transport system
- To contribute towards developing a cycling culture accessible to all.

CIVITAS Demonstration Project 2011-13

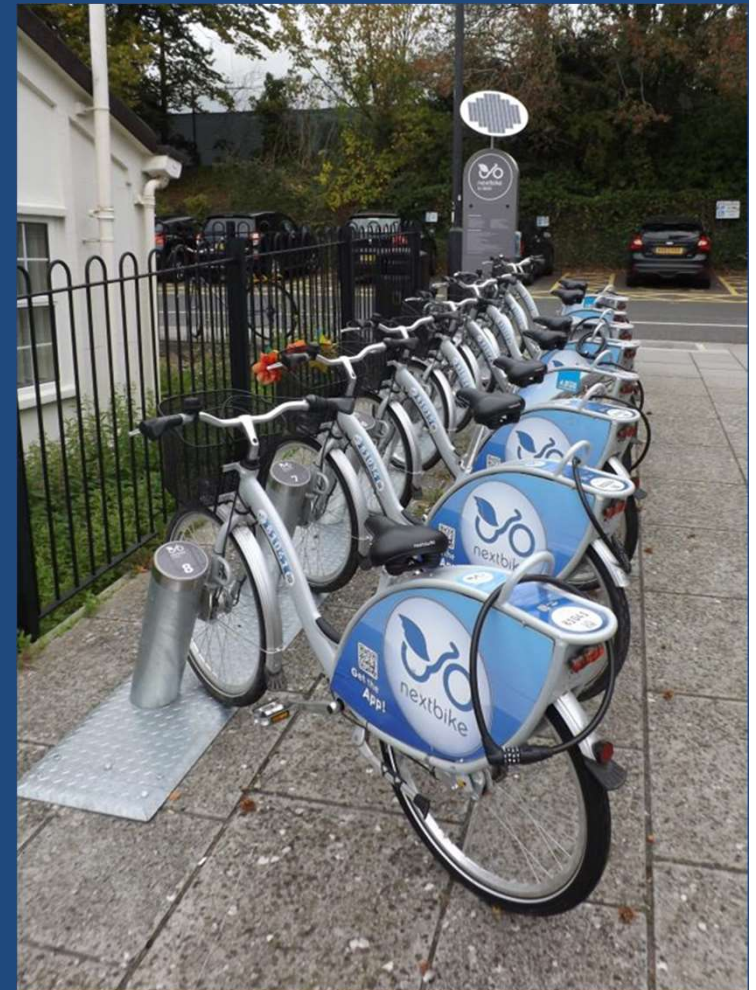


- The CIVITAS European Project
- Small scale cycle sharing demonstration
- Scheme operator Turin based Bicincittà
- Bikes hired on-line in advance or from Tourist Information Office, not from docking stations
- Four docking stations in city centre with 55 cycles
- Independent evaluation by University of the West of England
- Valuable lessons learned
- Low usage



Expanding Cycle Sharing

- Competitive procurement process to identify cycle share operator.
- Local Sustainable Transport Funding to establish the scheme and cover costs for the first 2 years.
- Payment at the docking stations, by credit or debit cards and mobile phones.
- System expanded to 15 docking stations, 100 bikes.
- Solar energy used at docking stations.
- Target the tourist and student markets.
- Work with partner organisations (Universities, Hospitals, Employers).
- Aim to achieve a cycle hire operation that is financially self-supporting through revenue from users, advertising and sponsorship.



Nextbike



Nextbike has operations in more than 30 German cities and also operate in Austria, Switzerland, Poland, Hungary, Latvia, Bulgaria, Croatia, Cyprus, Turkey, India, UAE, New Zealand and the USA.

They have operations in the following UK cities:

- Bath
- Glasgow
- Stirling
- Belfast
- University of Warwick
- Milton Keynes
- Cardiff
- Exeter

5 more UK launches this year

Cost



FARES

	regular fare (£ 0 annually)	annual subscription (£ 60 annually)
first 30 min per ride	£ 1	free of charge
every additional 30 min	£ 1	£ 0.50
5-24 h	£ 10	£ 5

Registration is free of charge. You will be required to deposit credit of £ 10. This amount can be used in both fare types. Payment by credit card or direct debit



Docking Station and Partner Organisation



100 bikes and 15 docking stations across Bath

- City Centre locations (5 docking stations)
- Bath Spa University (3 docking stations)
- Unite Student accommodation
- Royal United Hospital
- Park & Cycle (Newbridge Road)
- Bath Marina & Caravan Park
- Oldfield Park – Suburban high street
- Western Riverside – New residential development
- CURO – Local employer

Maintenance and Re-distribution

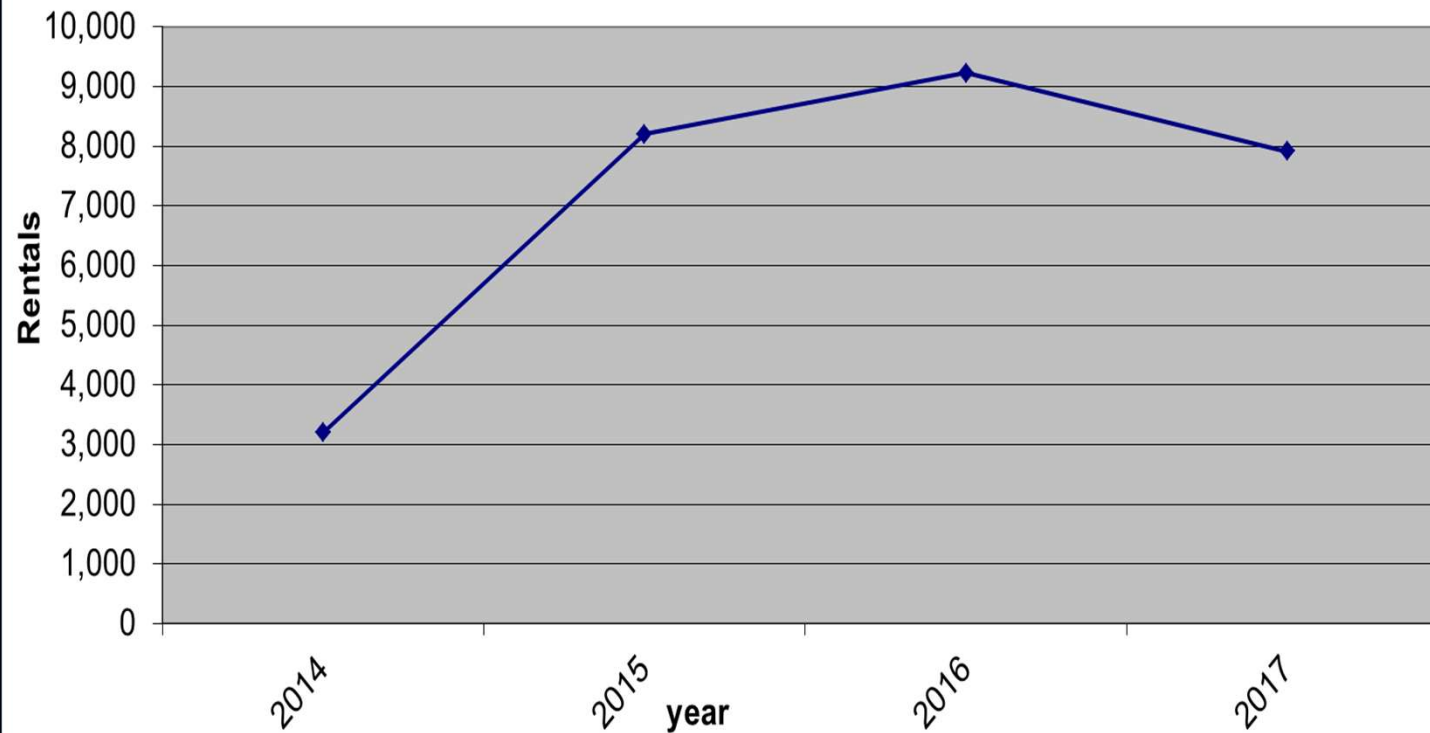


- Bicycle maintenance is undertaken by local company Take Charge Bikes.
- The docking stations and bicycles are checked daily for routine operations (tyre pumping, mechanical checks etc.) and repaired.
- All docking stations and cycles are cleaned weekly.
- Defective or damaged bicycles are removed from public hire and replaced with cycles in good condition.
- Every bicycle is given a full service every 3 months.
- Bicycles are redistributed between docking stations on a daily basis.

Raise Awareness



Annual Rentals



Year	Rentals
2014	3200
2015	8202
2016	9231
2017	7912

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