

## Borrow a bike scheme – Journeys team proposal to Charlbury Town Council, 7 October 2021

Proposal: Town Council to submit funding bid to our County Councillor's priority fund to cover the cost of setting up a Charlbury "Borrow an e-Bike" scheme, including purchasing bike and accessories and the first year's running costs.

Aim of the scheme: to promote uptake of electric bikes by

1. having a visible Charlbury shared e-bike, and ongoing promotion of the scheme
2. giving residents the opportunity to trial an e-bike in their everyday lives for up to 2 weeks

### Summary

The Town Council will acquire a good quality electric bike and make this available to residents to borrow for up to 2 weeks, upon payment of a deposit.

### What sort of bike will we purchase?

A good quality, robust electric bike primarily for on-road use but with hybrid tyres allowing the bike to be ridden on bridleways in dry weather, with a step-through frame that is small enough to fit a rider 5'2" tall (based on Expressions of Interest received) – but extendable seat post will allow it to fit larger riders. Proposed model Forme Morley 1ELS (Bosch motor).

### What accessories will we provide?

Power adapter (for recharging the battery), helmet, lock, pump, puncture repair kit +/- spare inner tube, pannier bags x2. (Lights, mudguards, pannier rack and kick-stand are integrated.)

### Where will the bike be stored?

To be determined – ideally will be stored with the person responsible for maintenance (see below). Councillors have offered their garage as back-up if needed.

### How will it be maintained?

A volunteer will be sought, who will be offered training from Windrush Bike Project to enable them to reliably carry out safety checks between loans. If they identify a maintenance issue, the bike will be taken into Witney for servicing by Windrush Bike Project (cost £45 + parts). The bike will be serviced a minimum of once per year.

### How will it be insured?

The bike will be insured either under existing town council policy or, if not covered by that, then using specialist insurance (example [here](#)) including personal and third party liability. Another possibility would be to partner with the Windrush Bike Project for the running of the scheme and be included under their insurance policy (including liability cover for the volunteer mechanic).

### Who will be eligible to borrow the bike?

Residents of Charlbury aged 18 or over. Possibly also individuals who commute into Charlbury for work.

### How will people book?

Bookings will be handled by the Town Clerk. Individuals will need to provide proof of identity and address, and a deposit of £100-£150, which will be refunded on return of the bike undamaged. Individuals booking the bike may be required to sign a waiver.

### What does the scheme add beyond existing try-out events?

Some people have been convinced to buy their own electric bike after trying one for 5 or 10 minutes at our try-out events. Others have told us that they would welcome the opportunity to try using a bike for a longer period / real journeys before making up their mind, especially given the significant

cost involved. Evidence suggests that people buying electric bikes tend to use them more and more over time, as they discover how useful and enjoyable they are to ride.

How will the scheme be promoted?

The e-bike itself could act as a promotion tool, e.g. if we attached a Charlbury CAN sticker. In addition, we could promote the scheme via the Town Council website and Charlbury.info, in the Chronicle and via social media. We could consider putting up posters. The ongoing promotion would itself help to raise awareness of e-bikes and green travel in the Town, and could be linked to further Information/support for residents wishing to purchase bikes (e.g. <https://www.cyclescheme.co.uk>).

How do we know that people will use the scheme?

Despite minimal promotion, we already have expressions of interest (EOIs) from 8 households, with more EOIs collected at the Street Fair which we have not yet been able to access.

How will we know if the scheme is successful?

Success measures could include:

- Number of individuals using the scheme – aim 18+ in first year
- Increase in bike usage / ownership among those using scheme and their contacts
- Qualitative feedback – did the scheme contribute to any changes noted?

How much will it cost to set up and run the scheme?

Start-up costs:

Item	Cost
Bike (includes mud guards, kick stand, pannier rack, front and rear lights)	£2050
Reinforced tyres x2	£50
Helmet (MIPS)*	£70
D-lock	£85
Bicycle hand-pump	£25
Puncture repair kit	£5
Spare inner tube x2	£10
Pannier bags x2	£65
Basic bike maintenance course (Windrush Bike Project)	£40
<b>Total:</b>	<b>£2400</b>

\*Consider buying 2 of different sizes

Recurring costs:

Item	Cost
Insurance	<b>£150 tbc</b>
Maintenance & parts	£250
Posters	£30
<b>Total:</b>	<b>£430</b>

Total costs in first year: £2830

#### How will it be funded?

A funding proposal will be submitted to Cllr Liz Leffman's Councillor's Priority Fund to cover the full costs of purchasing bike and accessories and to cover the running costs (insurance, maintenance, promotion, mechanic training) for the first year of the scheme. After the first year, the Town Council could take on ongoing running costs, or could seek external funding to cover these.

#### How might the scheme be extended in future?

- Additional bikes / e-bikes (cargo bikes? folding bikes?) / bike trailers
- Donations/fix up bikes

#### Example schemes in other places:

Sustainable Selkirk: <https://sustainableseelkirk.org.uk/e-bikes/>

Durham County Council: <http://www.durham.gov.uk/borrowabike>

Cambridge University: <https://www.outspokencycles.co.uk/uoc-borrow-a-bike/>

Herefordshire County Council: <https://www.herefordshire.gov.uk/cycling-1/cycling/5>

West of England: <https://betterbybike.info/schemes-and-initiatives/loan-a-bike-scheme/>