

2015-16

# Carplus EAPC Hire Bid Document



Rotherham Metropolitan Borough Council

2015-16

## INTRODUCTION

### Bidder Information

This bid is being submitted by Rotherham Metropolitan Borough Council. The key contact for the bid and any subsequent project is:

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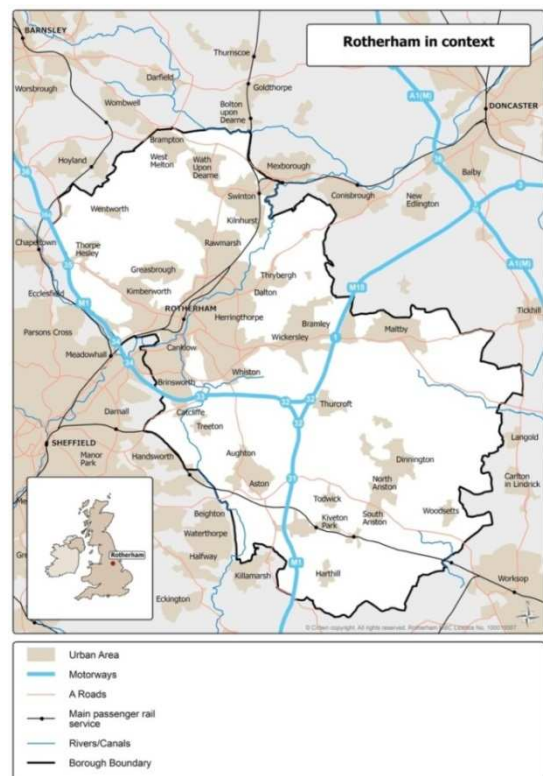
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### Geographical Area Covered by the Bid

The geographical area covered by the bid is the Borough of Rotherham with a focus on main town and district centres.

Rotherham Borough covers an area of 28653 Ha. The population of the Borough is just over a quarter of a million people. The Borough has seen large scale regeneration over the last decade with major new developments on former coal and steel production sites at Dearne Valley, Dinnington, Waverley and the town centre area. By retaining much of our employment land, albeit for different uses, the Borough has resisted the temptation to spread out and still has significant employment areas close to key residential settlements. Transport is the glue that binds employment and residential areas together and as they develop, it is essential to connect people with jobs, services, friends and families by the most sustainable means possible. In fact, 2011 Census data for Rotherham shows that of the people who travel to work, 81% use their cars. This is despite the fact that just over 60% of travel to work trips in Rotherham start and finish in the Borough and could be made by public transport, EAPC / bicycle or on foot. From sample Travel Plan data, we estimate that half of local car trips to work could easily be made by EAPC. This demonstrates the potential of the EAPC market in the Borough



## Statement of Senior Level Support

“Rotherham Borough Council and its partners fully support the aims of the Shared EAPC Programme. We are very experienced in public EAPC hire and the benefits are clear to see. There is, without doubt, a role for EAPC’s within the integrated transport system in Rotherham and South Yorkshire. We are committed to the continuation of our hire scheme and to securing funding for EAPC hire from a number of sources for the foreseeable future.

Commissioner Julie A. Kenny CBE DL,

on behalf of Rotherham Metropolitan Borough Council and our partners:

JE James Cycles

Fosters Cycles

Heeley Development Trust

Pedal Ready

## STRATEGIC CASE

### Overview

RMBC are requesting £50k to deliver an expanded free at the point of use public EAPC hire scheme. The project will:

- X
- X
- X

This will successfully delivery the following outcomes:

- Y
- Y
- Y

## **Rotherham Mobile Cycle HUB – Building on success**

Rotherham MBC has operated a public EAPC and pedal cycle hire scheme which has been funded by the Local Sustainable Transport Fund (LSTF) for the last 3 years. We favoured the use of EAPC's in the Borough because it is notoriously hilly and, with the exception of the town centre, it is quite spread out. Co-incidentally, our aim has been to test and develop a project that very much meets the recently announced aims of the EAPC Programme: A summary of our aims is as follows:

- Promote the use of EAPC's particularly to stimulate retail sales at local bike shops.
- Promote the EAPC's for different uses in various places with an emphasis on access to employment and education..
- Work towards self- sustainability of an EAPC hire scheme.
- Fulfil LSTF targets and objectives.

Our hire scheme was developed over the three tranches of Local Sustainable Transport Funding that have been awarded to South Yorkshire from the end of 2011 until March 2016. Initially, the hire scheme was designed to assist the travel needs of people who were looking for work and training (or needing travel to stay in work) but this soon expanded to include people who were already in work (commuters). As interest in the scheme grew, more partners have come on board and our remit has extended to include road safety and cycle training, health (hires to cardiac rehab patients), bike shop sales incentives and travel behaviour change (Busboost and Walkboost projects).

After three years, our target audience remains the same but our experience in EAPC hire indicates quite clearly that there is no niche or target market for EAPC's in Rotherham. Just like a standard pedal cycle, EAPC's have universal appeal to young and old and for all types of journeys. As users become accustomed to EAPC's they travel further, more often and for more uses than they ever envisaged would be possible.

Our hire scheme has been refined over its three year life on an annual 'test, review and modify' basis. This constant improvement process was necessary to meet increasingly tougher targets set out in our three LSTF bids but as a result, our hire scheme has grown and improved and it now offers over 40 EAPC's and 60 pedal cycles for hire. Demand outstrips supply for all types of bicycle.

We believe that we have an innovative scheme because it is demand responsive and offers EAPC hire over a wider geographic area than would otherwise be achieved – for example by docking based projects which tend to be in fairly compact urban towns and cities. The application of the scheme over a wider area gives us a rich information base upon which we can further refine the project. It is also part of a package of transport measures being applied across Rotherham and South Yorkshire. These measures include:

- Cycle HUBs across the County (most have some EAPC hire capacity)
- Cycle training for users of pedal bikes and EAPC's
- Dr Bike servicing for all types of bike
- Cycle parking grants
- Sky Rides
- Bike It
- Bikeability
- Wheels to Work motorcycle hire
- Busboost free bus ticket trials
- Walkboost mapping and promotions
- Eco Driving training
- Inmotion marketing support

### **Rotherham Mobile Cycle HUB – How does it work?**

Our current scheme is centred on providing a public EAPC hire via a purpose built Mobile HUB vehicle which visits town centres, district centres local businesses, colleges and events. It works as follows:

- All bikes are stored and maintained in our purpose built bike central store in Rotherham town centre.
- The HUB vehicle is operated by two full time bike specialists and transports a selection of 'try out' EAPC or pedal bikes to different places across Rotherham.
- Every HUB visit is well publicised using a mixture of local or on-site advertising, local radio, local press and on our purpose built website ([www.journeymatters.co.uk](http://www.journeymatters.co.uk)).
- Visitors at the HUB receive information about EAPC's and pedal cycling. Often, local bike shops will also display bikes at the HUB and visitors can select to test any EAPC or pedal cycle with a fully qualified cycle trainer riding with them. During the ride they receive information about EAPC's and find out how to ride them efficiently. Our staff are very conversant with the advantages of EAPC's and always encourage potential users to ignore the 'cheating' comments! We sell the EAPC ethos on the fact that ever since the invention of the wheel, human kind has always looked to make travel quicker and easier. Why should cycling be any different – especially in a hilly area? Perhaps this ethos is why we do not seem to have a typical type of user for EAPC's.
- After a test ride, visitors can then sign up for a EAPC hire at the HUB via a standard hire agreement. A bike will subsequently be delivered to their home address where they will receive a further 1 hour on road training. It is important to take so much time and care both for the riders benefit and for the bike – EAPC's do have some



fragilities and it is best to have knowledgeable riders than to undertake many expensive repairs to crank drives and gear hubs! Note: delivering to a home address is also a good way of improving the chances of getting bikes back.

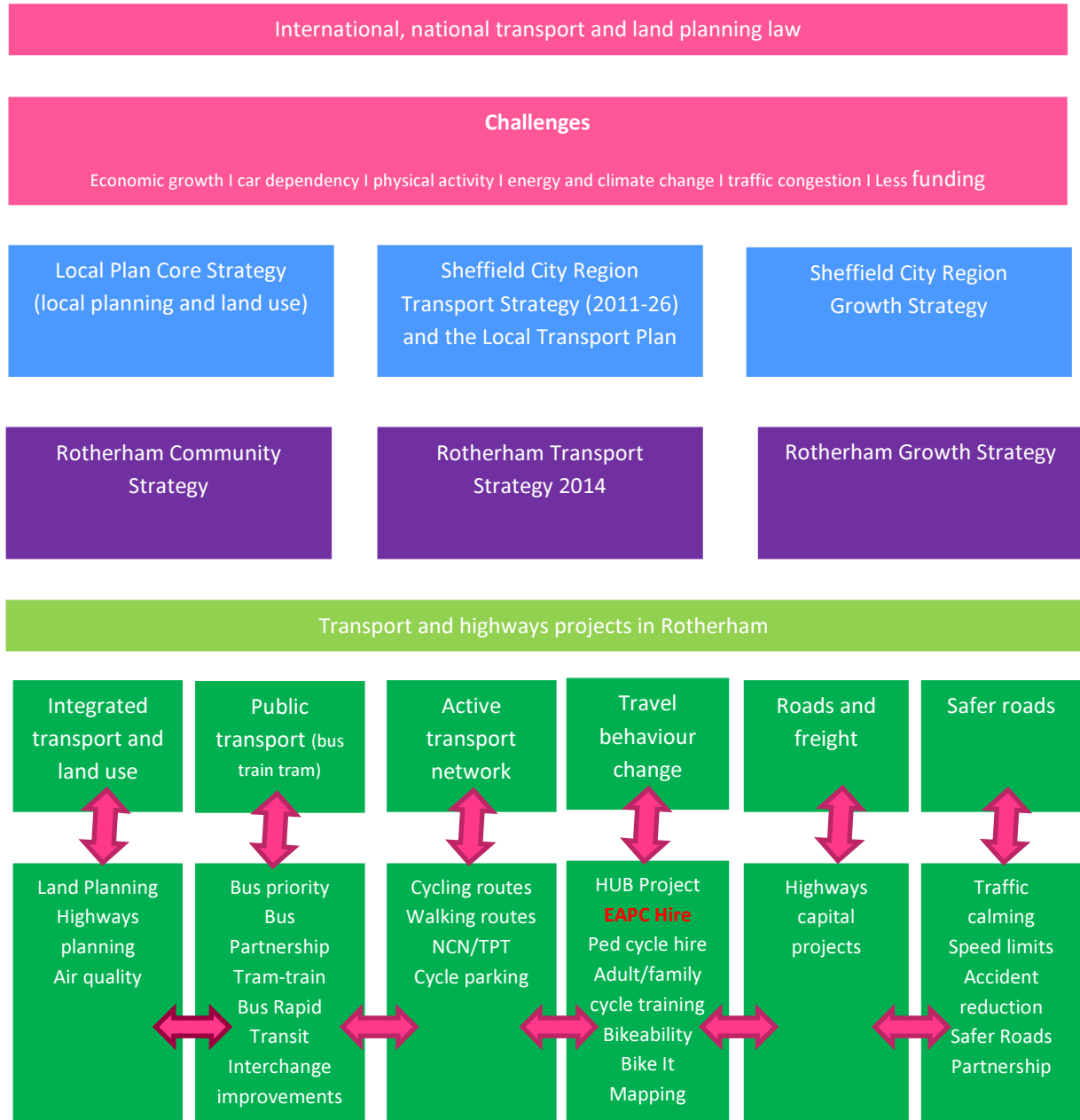
- Depending on need, riders can hire a bike for up to 3 months but we prefer shorter hires up to a month long. This gives users time to properly acquaint themselves with their bike – especially if a large part of their hire period is blighted by the unpredictable British weather – but also helps increase the turnover of hires.
- At the end of the hire, the bike is collected and the rider is asked to complete a user satisfaction questionnaire. An analysis of previous EAPC use indicates around 70% of EAPC use is for utility purposes (commuting, shopping, general transport by people of all ages). 28% of use is leisure and 2% is for health and rehabilitation purposes. Our HUB project is designed to stimulate EAPC use so riders are also offered a £100 voucher discount (currently funded via LSTF) at a local partner bike shop where they will also receive a further preferential discount of up to 20% off the advertised price. We see this as entirely similar to the Governments subsidy for electric car purchase.

The Mobile HUB is staffed with two trained bike specialists and carries ‘try out bikes’ along with publicity and information via traditional leaflets and maps. There are also 2 large TV screens where purpose made promotional videos are displayed. This is a high quality and welcoming environment. This innovative delivery model, whereby we bring our Mobile Cycle HUB into communities across Rotherham, has been in place since April 2015 and is already very successful. Uptake in our bike hire scheme has increased and demand for EAPCs is outstripping our current supply. The HUB is pictured below:



## Where Does the EAPC Scheme Fit Within the Council?

Our Borough Transport Strategy sets out a framework for transport and highways projects in Rotherham. Our Hub and cycle hire project plays a key role in our travel behavior change package:



Source: Rotherham Transport Strategy 2015-26 (DRAFT)

## Our Bid Proposal

### **Our bid is for a grant of £50,000. Our project is described below.**

Currently, demand for EAPC hire in Rotherham exceeds supply. A stock of 40 bikes generates around 300 hires per annum. This includes short term hires but also includes longer hires of up to 3 months. We are keen to offer a bigger stock of bikes specifically for shorter hire periods and this is where we see the Carplus EAPC fund being able to help us. Our aim is to achieve increase our working EAPC bike stock to 70 units which will equate to 800 hires per annum. The increased bike stock will also enable us to increase the number of shorter term hires available for periods of up to 4 weeks. Based on current estimates, this will also generate an increase in local bike shop EAPC sales of between 15% and 20%

We propose to continue with the successful HUB project and to enhance the service it provides by adding more EAPC's to the fleet to meet the growing demand. We estimate that expanding the fleet by around 30 bikes will cost £37,500 (including accessories such as pannier, pumps, puncture repair kits etc.). We have negotiated trade deals with two large suppliers to gain maximum value for money and we would purchase EAPC's immediately after any funding is announced to ensure we have the units in place quickly. Our preferred technical standard is the Bosch 250w/400ah crank drive motor system. We find this unit to be very reliable and, as a consequence of an upsurge of EAPC sales in Rotherham, both of our partner bike shops, JE James Cycles and Fosters Cycles, will have Bosch trained mechanics and diagnostic systems available.

More bikes will mean more deliveries will need to be arranged, more repairs, more administration and we therefore wish to use around 25% of any grant for additional staffing. (£12,500 based on a grant of £50,000).

In addition to the EAPC hire through the Cycle HUB we will also use the funding received to establish satellite Community EAPC hire centres in local places across the Borough such as libraries, community centres, Council Offices and local businesses. We propose to have up to 3 older EAPC bikes in up to 6 locations. The hire of these bikes will be managed locally but will benefit from our full support. Bikes will be hired on a daily return to base basis. We propose to have these satellite locations in place by January 2016 ready for use in 2016/17. Our current HUB service framework will provide all of the necessary support and service for the 'EAPC stations'.

The EAPC HUB and satellite network will be advertised via the Mobile Cycle HUB website [www.journeymatters.co.uk](http://www.journeymatters.co.uk) with complementary promotions and marketing through our promotions team at [www.inmotion.co.uk](http://www.inmotion.co.uk) Advertising will include social media, press and local radio as well as local poster and leafleting campaigns. A typical full page press advert for our current HUB project is shown on below:





## Our Target Audience

As mentioned previously, we aim our current project at the travel to work and education / training market but evidence suggests that the EAPC hire (and sales) market is much wider than that. Universal marketing tends to lead to universal appeal which is our goal in Rotherham. We do not want to associate EAPC's with the elderly or sick because that does the whole market an injustice and will inevitably lead to stigmatisation of EAPC's – something we have been keen to avoid. From the last 3 years, we can identify these hire users:

- Absolute need – people who need cheap, affordable and immediate transport. This segment includes people looking for work, people who have found work but transport is an issue, people who may no longer be able to access a car.
- Environmentally aware – people who want to travel more sustainably.
- Try before you buy – people who are genuinely attracted to EAPC's but want to try them out before purchase.
- Older or less mobile people (many ex-cyclists)
- Leisure riders – people who just want to 'pootle'

In the main, our approach to EAPC hire is pragmatic – we promote utility cycling to provide transport and we find that a single message really helps sell the EAPC concept. We live in enlightened times and most people are now informed enough to make their own assumptions about cost, health, air quality, climate change. We do find that the barrage of

mixed messages often associated with cycling over has tended to conceal the main purpose of cycling – efficient transport for almost any purpose.

## Case Studies

Feedback for our scheme has been excellent. The following is a typical example of a press release:

**“Two men and their ‘Electric’ Bikes:** *ROTHERHAM resident, Craig Burns, from Maltby has taken a different approach to his commute to work, by cycling on an electric bike. As part of the cycle scheme delivered by Rotherham Metropolitan Borough Council (RMBC) through the local Inmotion! project, Craig hired a Haibike XDURO (electric bike) for three months cycling a daily 16 mile round trip from his home to his place of work at Integrated Services, specialist division within Wolseley UK Ltd, in Rotherham town centre. As part of the scheme, Rotherham residents can hire a pedal or electric bike for up to 3 months through the RMBC and Inmotion! cycle scheme. Along with their free bike, all riders receive a full accessory pack (puncture repair, tools, lock, safety kit, pannier and bag). There’s also breakdown cover included, provided by Environmental Transport Association offering riders a service similar to that provided for car breakdowns.*

*Participants can benefit from one-to-one coaching for riders who want to brush up their riding skills and feel more confident whilst riding on the road.*

*Craig said: “It’s an excellent scheme; I would recommend it to anyone. I didn’t cycle before and I wanted to try an electric bike before I bought one. It’s taken a while to build up my level of fitness, but now I cycle to and from work and ride at the weekend whilst out doing my shopping. I’ve cycled 1,000 miles and ride at least 5 times a week”. Craig added: “Using an electric bike makes it easier to ride up hills, it gives you a boost along the way. My health and fitness has improved as a result of cycling. I’ve lost two stone, saved over £50 on travel costs each month and I’m also doing my bit for the environment”.*

*Another scheme participant, Brett Ashton, from Kimberworth said: “It’s a fantastic and hassle free scheme, I was amazed at the quality of the electric bike and that all the safety equipment was provided. It is the perfect way to see how cycling works for you. I used to cycle seven miles to and from work, every day for two months and soon found my fitness and confidence building. The Raleigh Motus is a great bike for commuting very comfortable and easy to use. I’ve now purchased a bike and when I get home, I’m feeling less stressed from traffic and I’ve lost a stone and a half too”.*

## **DELIVERABILITY**

As set out in our scheme proposal the award of Car Plus EAPC funding will enable us to expand the range and number of EAPCs available in our public hire scheme delivered by our Mobile Cycle HUB.

The following programme sets out our ability to deliver the project:

### **Mobile Cycle HUB – What we deliver**

The mobile HUB is a fully branded display vehicle. It is intentionally has a high quality image and we believe this has helped its success. The HUB has an opening side which when open, reveals workspace and seating with high quality fittings – we set out to achieve a car showroom finish because all too often, cycling is promoted on a shoestring budget and it usually shows! (The HUB even has LED colour changeable deco-lighting). The HUB also has space for bikes, tools, spares, poster space, and TV's for promotional videos. The vehicle has an in built power generator meaning it can be deployed almost anywhere. Image is important and all HUB staff wear branded clothing. In fact, we discourage Lycra in the HUB. Instead we want to encourage casual cycling in casual clothes.

The HUB can be driven on a standard car licence. It visits many places across the Borough. Being mobile, it can visit any area (urban / rural / private / public) at any time so long as there is somewhere to park the HUB. It visits some places on a regular weekly basis e.g. busy town and local centres. It also visits businesses to directly target commuters. Services provided via the HUB van include – EAPC hire, pedal bike hire, information material, training bookings, test rides, Dr Bike, bike displays, examples of pedal and electric hire bikes, bike security marking, basic bike fitting and any other offers. Two full time staff are employed to deliver all of the HUB services.

### **Mobile Bike Hire with Cycle Training**

It is not practical store a full display of hire bikes within the HUB and attaching a trailer would mean it couldn't be driven on a standard car licence. It's also not practical to have a dedicated cycle trainer in the HUB at all times because they may not be called upon regularly enough to justify the cost.

We have a solution to this dilemma. The hire scheme operates from a central store (not open to the public). When requests for a hire are received and approved, bikes and accessories (panniers, locks, puncture repair, tools, reflective clothing etc.) are delivered by a liveried van direct to a customer's door. There, they sign a hire agreement and receive basic information about their hire bike. They also receive a free cycle training session. Once the hire period is over (or they no longer require the bike) we arrange to collect it from them. The bike is checked, repaired if necessary and put back into the hire fleet.

Cycle training is also co-ordinated through the HUB bike hire service because many training requests arise from bike hire enquiries.

All of the elements to deliver a public EAPC hire scheme are in place and the additional funding will enable us to successfully expand this offer.

## Sustainability

Our current delivery partner, Heeley Development Trust also operates a “Re-cycle Bikes” initiative. Older bikes are taken to their repair centre where mechanics and volunteers re-cycle them into rideable bicycles. Already we have established that many hub driven EAPC’s can be converted to pedal power alone and we are keen to look at how other EAPC’s could be recycled. We would include some EAPC recycling feasibility research as part of this bid. Financial sustainability is covered in the next section

## FINANCIAL AND FUTURE SUPPORT

In 2015/16 the HUB is fully funded to deliver the LSTF cycling and active travel objectives. The additional £50k grant funding being sought will deliver the objectives of Car Plus and the DfT via the EAPC Bid. Although our bid is primarily designed to meet demand for EAPC’s in Rotherham (and to demonstrate their advantages), we are quite open to testing any ideas that DfT and Carplus may propose via the HUB.

IDENTIFIED COST	2015/16 (£)	2016/17 (£)	2017/18 (£)	2018/19 (£)
HUB vehicle capital	60,000	Nil	Nil	Nil
HUB vehicle running	4,000	4,200	4,400	5,000
HUB vehicle staffing*	52,000	53,040	54,100	55,180
Hire bike storage	Nil	Nil	Nil	Nil
Hire bike delivery transport	11,230	11,454	11,683	11,917
EAPC bike purchase	80,000	Nil	Nil	15,000
EAPC bike maint’nce**	2,000	3,000	4,000	5,000
Promotion	5,000	5,000	4,000	3,500
Internal set up costs / m’mnt	50,000	5,000	5,000	5,000
<b>TOTAL COSTS</b>	<b>264,230</b>	<b>81,694</b>	<b>83,183</b>	<b>100,597</b>
	<b>345,924</b>			
<b>INCOME</b>				
LSTF	290,000		n/a	n/a
EAPC bid	50,000		n/a	n/a
LTP	Nil	5,924	LTP contribution towards HUB capital costs (up to £25k/yr)	
Travel Plans Etc.	Nil	Nil	It is forecast that approx. £40k/yr could be generated	
Other tbc	Nil	Nil	Appropriate grant contributions would be sought (local or national)	
Income from hire charges	Nil	Nil	Up to £10k/yr from hire charges	
<b>TOTAL INCOME</b>	<b>345,924***</b>		<b>83,183</b>	<b>100,597</b>

\*Includes day to day maintenance    \*\* Non-standard repairs.

\*\*\* The appropriate contractual arrangements are currently being considered for delivery in 16/17.

Funding received from the EAPC grant would be spent and committed by March 2016. Given the overall levels of grant funding available in 2015/16 we are currently considering the contractual arrangements that are required for delivery in 16/17 and beyond. Any tender process will undertake a due diligence process on the companies involved. Upfront payment for future year's delivery will be considered carefully through this process.

## Future Years

For future years RMBC will embed the HUB and EAPC hire into the Council's Travel Planning process. In effect, property developers who are required to publish and implement a travel plan as part of their development will be offered the option of funding and hosting the HUB and EAPC hire to fulfil some or all of their Travel Plan obligations. As an incentive, the cost of the HUB and EAPC hire will be lower than that of traditional Travel Plan solutions and in some circumstances, agreeing to make funds available to host the HUB and EAPC may entirely negate the need for a Travel Plan (depending on the scale of development). We estimate that this approach could raise in excess of £40k per annum from 2017 onwards.

We will also estimate that up to £20-25k per annum will be available via Local Transport Plan funding for capital costs in future years. We recognise that at some point, EAPC's will need to be gradually refreshed and we intend to fund this via LTP. The introduction of hire charges will be considered in 2018/19 on the basis that as the popularity of EAPC's grows, people will see the advantages of EAPC's as bona fide transport and charges will be more accepted by the public. We will, of course, continue to bid for grant funding for the HUB and EAPC project.

As the major costs of setting up the HUB will be borne by the project this year (vehicle and equipment purchase) we are looking at the ways to ensure that the Mobile Cycle HUB LSTF investment is sustainable beyond March 2016. As the sustainable transport, road safety and health agendas, goals and objectives overlap significantly this would provide a great opportunity to promote active travel, road safety and health jointly to a wide ranging audience at locations throughout the borough. The potential to fund such initiatives through the HUB is something that we would like to explore for 16/17.

It would make good sense to use the HUB for other purposes during months when cycling demand is low. Use of the HUB could be directed towards winter road safety, health and diet etc.

## Targets and Monitoring

Our proposed targets are based around those developed for the LSTF bidding process but with extended outcomes that assume a successful EAPC bid. We base the targets on the combined effect of both funding streams.

Project	Outputs	Outcomes	Outcome Evidence
Bike Hire	2015/16: 300 minimum  2016/17: 800 minimum	75% continuing to cycle (60% car drivers) (TBC)	Based upon survey results from previous try cycling to work schemes.
Distance cycled per month per hire (pedal bikes):	Existing: 96 miles	Total annual mileage  96 miles x 12 months x 60 bikes: 69,120 miles  Direct CO2 saving 18T  300 new commuters saving 70T of CO2	Based upon sample surveys of bike hire users and average hire frequency (note: this target should be exceeded as bike fleet grows)
Distance cycled per month per hire (electric bikes):	Existing: 155 miles	Total annual mileage  155 miles x 12 months x 70 bikes: 130,200 miles  Direct CO2 saving of 40T  400 new commuters saving 90T of CO2	Based upon sample surveys of bike hire users and average hire frequency (note: this target should be exceeded as bike fleet grows)
Cycle Training	300 participants	Improved confidence/ skills	Based on no of hire that include cycle training.
Guided Rides (Sky Rides) South Yorkshire	A minimum 110 rides in South Yorkshire. 220 Breeze and Social Cycling Group Rides. 50 cycle routes mapped 150 ride leaders A throughput of 1,400 to 2,550 cyclists.	Over 800 new commuters A saving of 186 tonnes of CO2 Over £180,000 value to the local cycling economy 55% of participants will cycle more often.	British Cycling to provide this.
Dr Bike Sessions (stand alone or with HUB)	70 minimum	10 bikes safety checked/ minor repairs per session	Based on previous years sessions.
Cycle Maintenance Training Sessions (stand alone or with HUB)	12	8 participants per course	Based upon number of participants on maintenance courses in Sheffield.
Cycle Initiatives Grant	4 grants minimum	4 business/ community cycling initiatives.	Where possible, EAPC parking and storage will be prioritised.
Bike Try Out Roadshows (Subject to separate tender / quotes)	5 (including EAPC promotion)	1000 people engaged. 5% taking up cycle training.	Based upon previous bike try out road shows



## **Risks and Uncertainties.**

### **Future Funding:**

Forward funding of projects is always problematic especially in today's climate of Government austerity measures. We have set out a very robust forward plan for EAPC hire for 15/16 and 16/17. Our proposals to fund EAPC hire via developer contributions and the Travel Plan process may take time to bring on line. Although developments that are large enough to support a visit from the HUB may be approved, there is always a time lag between planning approval and construction/letting and hence delayed income from developer contributions. We estimate that successfully introducing the HUB into the Travel Plan process after accounting for planning time lag will take around 18 months. Any bid awarded will be committed in 2015/16.

### **Contractual arrangements:**

Currently RMBC has a one year contract with partner Heeley Development Trust to provide staffing and services at the HUB. This contract will require re-tender if it is to be extended into 2016/17 and beyond. Although HDT have performed well, there is no certainty that the same partner would be maintained. This presents a risk because the handover of contracts often results in unforeseen delays. Any required tender process would specify the same level of service as that currently provided and will be completed before February 2016 to allow sufficient time for a smooth handover. All of the procurement for our LSTF Mobile Cycle HUB was undertaken so that delivery could successfully commence on the 1 April 2015. Procurement risk is therefore considered low.

### **Future Income:**

As for many bidders, the impact of Government austerity cuts has not yet been fully calculated. Similarly, part of our funding programme relies on some modest income from new developments and the associated Travel Plan process but the effect of Government policy on the scale and speed of new housing and industrial development delivery is, as yet, unclear. Projected incomes could therefore rise or fall. Nevertheless, we have put forward a robust financial realistic financial proposal.

We have made no assumptions about the availability of any future cycling grants that may assist the development of the EAPC hire project. Strong bids will be made by RMBC to support the EAPC hire should further grant funding become available. In addition, other local and national funds will be considered, such as Safety Camera Partnership funding or local public health funding, and where appropriate these will be sought to support the HUB/EAPC project beyond 2016/17.

## **BID SUMMARY**

## Bid Summary: Bid vs Assessment Criteria

	Assessment Criteria	Bid Detail
Strategic Case	Contribution to programme priorities (health, communities, emissions, space, congestion, behaviour change, enhancing complementary schemes.	EAPC hire offered to cardiac rehab patients. Hire linked to Skyrides and voluntary led rides. Emissions (CO2) and miles saved (congestion) provided in Targets summary. HUB provides many complimentary schemes such as pedal bike hire, Dr Bike, rider training. HUB visits many communities.
	Number of EAPC's and anticipated users.	70 minimum EAPC's with 800 annual hires (users)
	Clear Statement of Senior Level Support	See Strategic Case text in bid
	What sorts of people are attracted to EAPC's and what are key drivers compared to pedal cycles?	Our current data suggests that there is no target market or typical EAPC user. Our promotion strategy is very much 'across the board' and we find this generates interest from most user groups.
	What sort of Journeys do people make using EAPC's compared to pedal bikes?	On the whole journeys are similar but are longer and made more often.
	What are the implications for integrating with car clubs, public and community transport?	We have an integrated local transport plan. Secure cycle parking is available at most interchanges and we have a rolling programme of secure cycle parking provision which will be aligned to the EAPC project.
	Place context and scale. What leads to scheme success? How might outcomes be optimised in urban <u>and</u> rural areas? How are schemes optimised through rail corridor, workplaces and in residential or leisure contexts? How does this compare to standard bike schemes?	<p>Our insistence that the HUB should provide a quality image (similar to that of a car showroom) has helped progress the project. it is a professional offer designed specifically to encourage people to try EAPC's and bicycles. There are few constraints or requirements put on our customers and we believe that this combined with our professional approach creates a good deal of trust and goodwill.</p> <p>Our mobile HUB approach means we can access urban <u>and</u> rural areas with ease.</p> <p>Hires are optimised through workplaces because the HUB is often located at large employers such as Capita, Eon, Maplin, Next Distribution, Rotherham Hospital. The HUB is also deployed at leisure focal points such as The RSPB Wetlands centre, Country Parks and so on.</p>
Evidence of partner experience, market research, feedback from potential users. Analysis of proposed usage e.g. business and leisure use.	<p>Our partners include Heeley Development Trust (who work across South Yorkshire on cycling projects), Barnsley MBC (where we deploy the Hub once each week), local bike shops (who display at the HUB, offer staffing at events and benefit from sales referrals).</p> <p>An analysis of previous use indicates around 70% of EAPC use is for utility purposes (commuting, shopping, general transport). 28% of use is leisure and 2% is for health and rehabilitation purposes.</p>	
Deliverability	Deliverability of the project within the specified timescale and budget.	RMBC and <a href="http://www.journeymatters.co.uk">www.journeymatters.co.uk</a>
	Operational details including specific details of where EAPC's will be stored, how people will access them, details of delivery partners, tried and tested operational models.	EAPC's will be stored at our purpose made secure bike storage at Riverside House, Rotherham. The storage has re-charging and repair facilities. Motor system repairs are undertaken by two local bike shops with Bosch trained mechanics. We propose to increase EAPC stock and promotion at our mobile HUB by about 30 bikes so people can access them at various locations across the Borough. At the same time, we will offer 6 local managed satellite EAPC hire stations to local communities. We wish to test this concept to determine if it is more convenient and/or cost effective than the HUB.
	Track record of organisations in delivering similar projects	Both ourselves and our partners (Heeley Development Trust and <a href="http://www.imotion.co.uk">www.imotion.co.uk</a> ) have extensive experience in promoting and delivering EAPC and bicycle hire. This is demonstrated throughout our bid.
	Identification of key risks to delivery and planned measures for mitigating risk.	No key risks are unmitigated. See Risks and Uncertainties in the bid.
	Key outputs / deliverables of the project and indication of how success will be monitored.	See Targets and Monitoring in the bid
Financial	Value for money.	There is a substantial element of match fund via LSTF in 2015/16 and from LTP and developer contributions in future years.
	Proposed match funding.	
	In kind support from partner organisations or other stakeholders.	
	Details of proposed business model ensuring all likely costs are considered.	Refer to Bid
	Details of long term sustainability of the project post April 2016	Costed delivery plan to 2018/19 included in bid.
Any financial risks and planned mitigation	Future uncertainties remain over Government austerity cuts and income from developers.	

