

Appendix B



Yorkshire Bank Bike Libraries in association with Welcome to Yorkshire

Submission for funding

General Information

Name of organisation/organising body	Rotherham Metropolitan borough Council
Lead Contact	Paul Gibson
Address including postcode	Rotherham Metropolitan Borough Council Riverside house Main Street Rotherham S60 1AE
Email	paul.gibson@rotherham.gov.uk
Office tel	01709 822970
Mobile tel	N/A
Website (if applicable)	www.rotherham.gov.uk
Local Authority Area	Rotherham
Grant amount requested (This can be up to £10,000 depending on your plans)	£9,300
Are you a charity? Please supply registered charity number.	No
Are you already in receipt of grant/government funding? Please detail.	Yes. Local Sustainable Transport Funding for our mobile cycle HUB.
How long have you been trading for, be it as a charity or community agency?	N/A

PROJECT OVERVIEW

Description of Bike Library

Please provide an overview of the bike library. Please specify the activities you will deliver and audience you will target. What does the bike library look and feel like – e.g. when will it open, will you operate a basic loan scheme where children take the bike home with them or will you offer organised weekly activities at a set location. Where the bike library is an expansion of your current enterprise, please be clear how this funding contributes to activity over and above what you already do.

Rotherham MBC operates a public pedal and electric cycle hire scheme which has been funded by the Local Sustainable Transport Fund (LSTF) for the last 3 years. 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 (or needing travel to stay in work) but this soon expanded to include people who were already in work (commuters). Our hire scheme is now centred around a high quality, purpose made mobile cycle hire HUB vehicle which also offers other cycling related services (Dr Bike, rider training, information). The HUB is staffed with two full time bicycle specialists and it visits public places, local businesses, galas and events across the Borough to offer bike hire. It is hugely successful and currently offers around 100 pedal and electric bikes for hire.

Our hire project is also part of a package of sustainable travel measures which include:

- *A mobile cycle hire HUB.*
- *Adult and family cycle training- offered for free to all residents and businesses.*
- *Sky Rides and led rides for adults and families- available for free to all participants at locations across Rotherham*
- *Bike It.- An active programme of cycling events and activities in schools.*
- *Bikeability- delivered within schools in the borough.*
- Dr Bike- free servicing and repairs for all types of bike.
- Cycle parking grants- to businesses across the borough.
- Wheels to Work motorcycle hire.
- Busboost free bus ticket trials.
- Walkboost mapping and promotions.
- Eco Driving training.
- Inmotion marketing support.

Those measures above shown in *italics* have had a significant effect on demand for bikes for children. Some adults using our pedal and electric bike hire also wish to hire a bike for their child, we have found it would also be useful to have hire bikes available for our led rides, Sustrans Bike IT project and Bikeability programmes that also generate demand. We would therefore like to add children's bikes to our already successful bike hire scheme for adults.

Our cycle hire project is supported by a purpose made website (www.journeymatters.co.uk) but currently our project only includes bikes suitable for people over 16 years old. We propose to use Yorkshire Bank Bike Libraries funding to purchase a range of children's bikes which could then be hired to children and teenagers under 16 years old free of charge. We propose to offer bikes for hire for up to 3 months to encourage longer term use. We also propose to make children's bikes available for use at our existing weekly activities such as led rides and cycle training sessions. We will make full use of our existing HUB vehicle, staffing and service to promote, transport and maintain the new fleet of children's bikes as part of our bike library.

We also propose to set up a bike recycling service where old and unwanted bikes would be donated to the cycle HUB and repaired by our qualified bike mechanics (via our delivery partners at Heeley Development Trust and Re-cycle Bikes) and then loaned or given to children who need them.

Most bikes that are hired will be delivered to the child's home address at a convenient time or can be collected from the cycle HUB. The child's parent or guardian would need to be present during the bike handover and to sign the loan agreement form on behalf of the child. Cycle training would be offered to the participant hiring a bike during the handover process. An additional cycle training session would also be offered if required.

A photo of the cycle HUB is attached.

Who are you targeting your bike library at? Please tick all that apply.

0-4

5-11

12-16

Families

Project Timetable

Please include start date and key milestones. How often will you deliver? E.g. every week, every month. Timing of sessions e.g. Friday evening from 19:00-20:00. Length of sessions? End date (if applicable).

This proposed enhancement to our existing cycle HUB services could start when funding is received.

Bikes would be purchased and built immediately and a promotional campaign would begin to encourage people to access them via the HUB. At the same time, people will be asked to donate old or unwanted bikes to the cycle HUB to be recycled. It is anticipated that bikes would be available for hire two to four weeks from when funding is received.

The cycle HUB will be at pre booked locations 5 days per week, many of these are on a regular schedule of visits which along with other events are well advertised on our journeymatters.co.uk website. Schools and family events would be incorporated into this schedule. The opening hours of the cycle HUB can be flexible depending upon the schools needs or the timings of an event.

Bike hires would be for up to 3 months in line with our adult bike hire project. From previous experience we have found that shorter hire periods of 3 to 4 weeks are not always long enough to encourage regular cycling especially where riders need to build skills and confidence. The hire would also allow children to regularly cycle to school where possible.

Location of Bike Library and Donation Station

Please list the specific sites that you will operate your bike library from. Please also include sites for donation stations.

The cycle HUB currently operates from a range of public sites throughout Rotherham, including Clifton Park near Rotherham town centre, St Anns Leisure Centre and RMBC Riverside House. Every Tuesday the cycle HUB is located in Rotherham town centre. Other public sites will be added when they are confirmed. The cycle HUB will also attend family events and galas, schools and colleges. Bikes can be donated to the cycle HUB at any site for recycling.

We also have a purpose designed bike store and workshop in Rotherham (Riverside House) and Sheffield (Heeley Development Trust) where hire (and re-cycle) bikes are stored and maintained prior to delivery.

Bike Maintenance

Please specify how you will manage the maintenance and repair of bikes. Do you have staff or volunteers that are trained to a recognised industry standard?

Bikes will be maintained and repaired by our existing cycle HUB staff who are Cytech qualified mechanics. Bikes will be given a service and safety check before they are hired to an individual.

Staffing

How will the project be managed and staffed? How many staff or volunteers are expected to be part of the project? Where the project relies on significant support for staffing costs it is important to show sustainability of the project once the funding comes to an end.

As this is an extension of our existing cycle HUB services this would be managed and staffed by our existing staff. There is currently a HUB Coordinator and Assistant HUB Coordinator who operate the HUB and deliver the services.

The cycle HUB and existing services are currently funded though the Local Sustainable Transport Fund until April 2016. We are investigating other funding sources to continue this project beyond April 2016 including contributions from developers and businesses as part of their travel plan obligations. The HUB would then visit new developments and businesses to promote the services on offer to encourage cycling. Contributions from public health are also being investigated and possibly a small charge for our adult bike hire service in the future.

Marketing and Engagement

How are you going to engage and communicate with your target audience? How will you encourage donations? How will you promote the bike library to encourage children to use the library?

We already have a successful promotional campaign to encourage the take up of our existing bikes by Rotherham residents and workers and already have a waiting list, this would be adapted to also encourage bike hire by children and bike donations.

We would actively promote free bike hire and encourage bike donations in schools with leaflets,

posters, and information in school newsletters. Our Sustrans Bike IT officer would also promote the free bike hire to children at schools. Bikes would also be offered to schools undertaking Bikeability for pupils who do not have a bike.

Adverts would also be placed in local newspapers such as the Rotherham Advertiser. Adverts on local radio would also be considered. The cycle HUB will also attend family events and galas and is its self a strong promotional tool. Posters and leaflets would also be distributed at key family destinations such as leisure centres, and country parks in Rotherham. We would also work with our marketing colleagues at inmotion who promote all our LSTF projects, to promote child bike hire and bike donations through adverts and promotion on social media, which would also be promoted through our council communication channels..

Annual Targets

Please include the number of loans and number of bikes donated. You must give reasoning behind the figure provided.

Based on current HUB use and our plans for a fleet of up to 40 bikes, we estimate 150 loans per annum could be achieved along with the donation of 50 bikes for re-cycling.

Sustainability

It is not the funds intention to provide all funds for a project. Each successful project needs to demonstrate a degree of financial sustainability once the fund comes to an end.

The mobile cycle HUB and services are funded through the Local Sustainable Transport Fund until April 2016. We are investigating other sources of funding to continue this project beyond April 2016 and we are confident that funding will be in place for 2016/17. In effect, the Bike Libraries project would access and benefit from £290,000 of support and match funding via our existing projects over the next two years. By 2017/18 we will have embedded the HUB concept in our travel planning process which will then generate an estimated £40,000 annually from developers. With additional contributions from our Local Integrated Transport funding, we are confident the hire scheme will be sustainable. Contributions from Public Health, the Car Plus EAPC bid and any available future grants will also be pursued. We may also look at charging for our adult bike hire in the future however this is unlikely until 2018 at the earliest.

Track record

Please tell us if your organisation or partner organisation has had any experience in delivering projects of this scale/nature in the last five years (max 300 words).

Through our partners, Heely Development Trust and local bike shops, we are currently delivering a very successful adult bike hire project from our mobile cycle HUB with demand for bikes outstripping supply.

Between 2012 and 2015 RMBC oversaw and delivered long term adult bike hire to almost 500 Rotherham residents and workers along with 150 short term hires.

Heeley Development Trust also has much experience of bike hire and recycling old and unwanted bikes donated to them which are currently refurbished and repaired, and sold. This project could be adapted to refurbish and repair child bikes to be available for free bike hire.



The HUB is available to view on most days and potential funders are welcome to come along to Rotherham to see it for themselves.

Should your application not be successful, please tick here if you are an existing cycling enterprise and would like to be considered for the non-funded element of the project. The focus on this element of the scheme is on providing valuable marketing support not direct financial support.

Further information:

- Please consider how your proposal relates to the key objectives, detailed in the Submission Guidelines.
- Please base your planning on the assumption that successful bids for funding will be allocated at the start of October 2015. Projects will run for 12 months.
- Yorkshire Bank Bike Libraries in association with Welcome to Yorkshire is a three year initiative. Whilst we will accept subsequent funding applications for the following years, there is no guarantee that funding will be awarded. When forming your application you must therefore consider the sustainability of your project once funding from Year 1 has come to an end.
- All successful applicants must agree to adhere to the Bike Library Charter as a condition of providing Bike Library schemes.

Other documentation required:

- Please attach your budget as a document in Microsoft Excel format showing anticipated monthly expenditure for the 12 months from April 2015 until April 2016.
- Attach copies of letters of permission if you intend to use someone else's land/buildings.
- You can attach up to five jpeg files supporting your project, such as visuals, photos, sketches or mock-ups. (Please note this is optional and may not be relevant to all submissions).
- You can supply examples of previous community engagement work. These can be up to five jpeg files (maximum 3mb each) and no more than two web links to videos.

PLEASE EMAIL YOUR COMPLETED DOCUMENT AND ANY ASSOCIATED IMAGES AND DOCUMENTS THAT HAVE BEEN REQUESTED TO ltattersley@yorkshire.com by Friday 24th July 2015, to be considered as part of the first round of funding allocations. All submissions will be acknowledged within 5 working days. If you do not hear from us within this timeframe please contact us to check your submission has been received.