

Bike-sharing in London - DRAFT

Barclays Cycle Hire

'I'm determined to turn London into a cyclised city – a civilised city... It's the best way to get around our city, and arguably the single most important tool for making London the best big city in the world'

– Boris Johnson, Mayor of London

Elena Georgiou, TfL
OBIS Milan, 17 September 2010



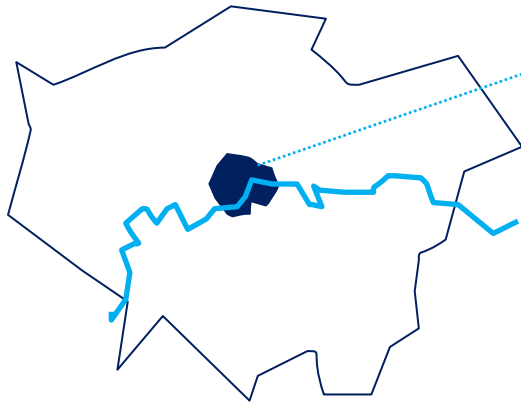
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London



8 million people



Central London

- 1 in 6 Londoners lives here
- 41% of jobs
- 40% households own a car

UK central government

Mayor of London

Transport for London

London boroughs (33)



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The cycling revolution



2%

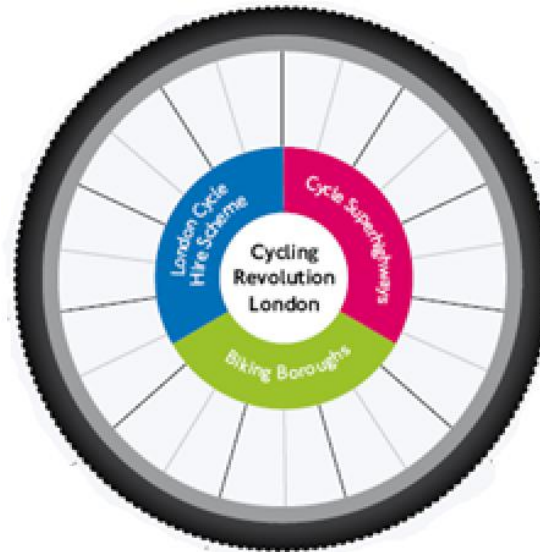
Current cycling mode share

Half a million

Cycling trips a day in London

2x

Cycling has almost doubled
in the last decade



2010

The Year of Cycling - Launch of
three major programmes including
Barclays Cycle Hire

5%

The target mode share for cycling in
London by 2026 in the Mayor's
Transport Strategy



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Vision – a new mode of transport



To **expand the opportunities** for short cycling trips in London with a cycle hire network that **reaches more people**, contributing to the creation of a **cyclised city**

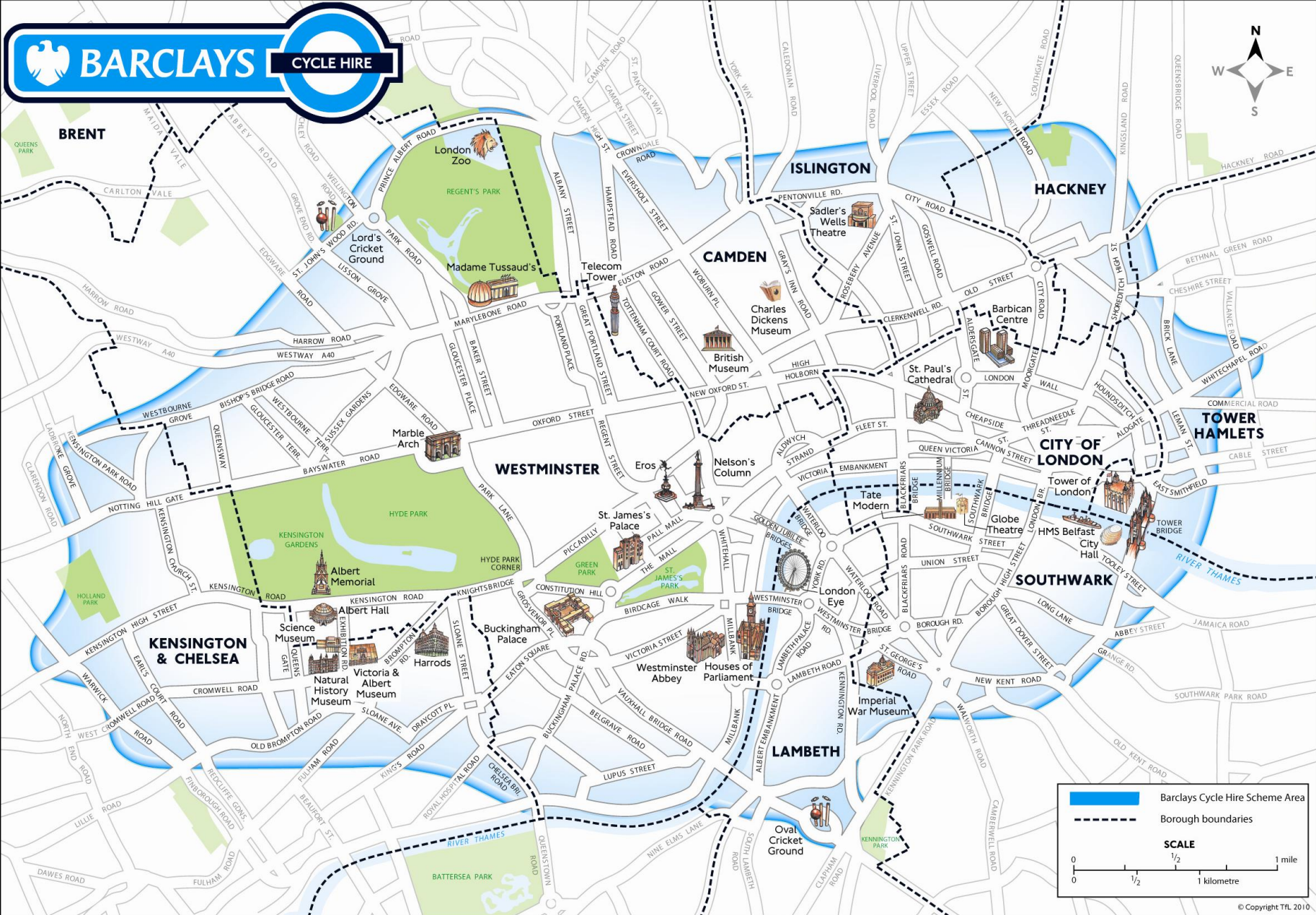



Increasing journey options




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 Barclays Cycle Hire Scheme Area

 Borough boundaries

SCALE

0 1/2 1 mile

0 1/2 1 kilometre

Summary



6,000 bicycles



10,200 docking points



400 cycle docking stations
in central London



A cycle docking station
situated every 300m



Covering an area of
approximately 45km²



24 hours a day
7 days a week
365 days a year



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User Costs



Access fee	
24 hours	£1
7 day	£5
Annual	£45

Usage charge	
Up to 30 minutes	FREE
Up to an hour	£1
<i>Progressively more expensive for every additional half hour</i>	
Up to 24 hours (maximum)	£50

Other charges	
Membership key	£3
Late return charge	£150
Damage charge	Up to £300
Non return charge	£300



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Membership v. Casual use



Makes hiring easier

Just walk up and use

24h, weekly & annual access

24h & weekly access

Insert key and go

Pay at terminal

Auto-renew option

Open to non-UK residents

Up to 3 additional users

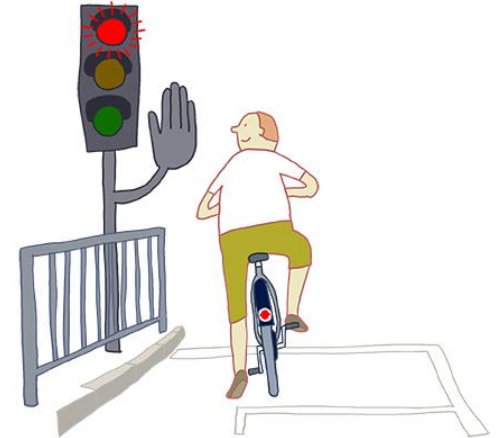
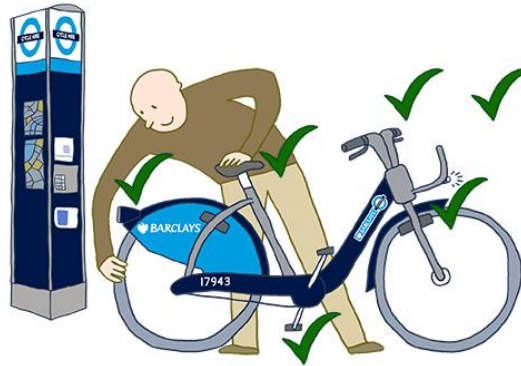
Up to 3 additional users



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Code of conduct



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Operation



- Serco – implementation, operation, maintenance
- Redistribution using electric buggies
- Routine maintenance by mechanics using scheme bicycles
- Reactive maintenance when fault button is pressed



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Funding



- Implementation cost – £80m
- Operation – forecast at £20m pa
- £25m 5-year sponsorship deal with Barclays Bank PLC for both Barclays Cycle Hire and Barclays Superhighways
- Operating costs are substantially offset by sponsorship income and access and usage charges



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Launch



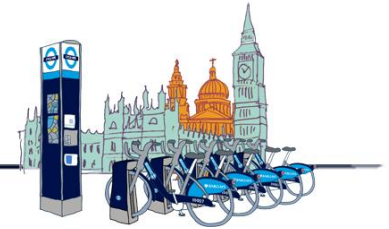
- Launch – 30 July (Registration – 23 July)
- 315 docking stations; 5,000 bicycles
- 350 volunteers during the first four days
- Huge publicity



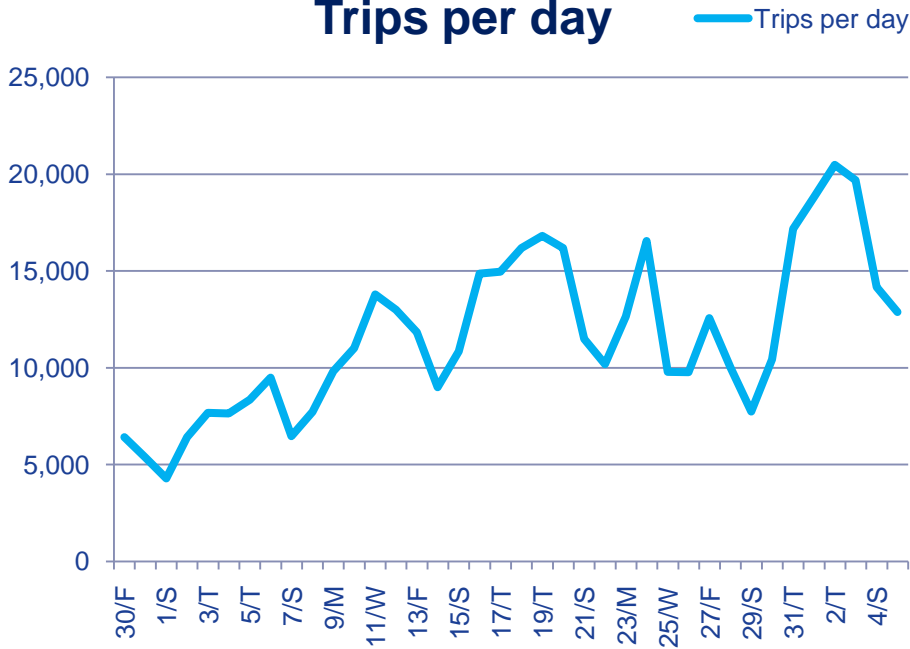
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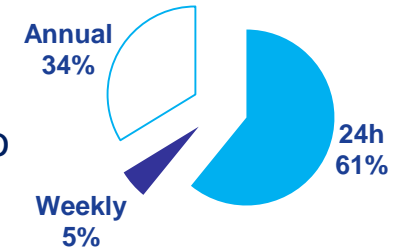
Usage



Trips per day



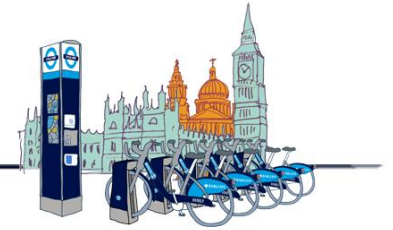
- 80,000 members
- Peaked at 24,000 trips on strike day
- 33% more trips on weekdays compared to weekends
- Much lower use on rainy days



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How to use



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Thank you

For more information....

Visit our website www.tfl.gov.uk/barclayscyclehire

Or email Elena.Georgiou@tfl.gov.uk



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