

A large, abstract graphic consisting of two thick, curved lines. One line is a vibrant blue and the other is a bright green. They intersect and loop around each other, creating a dynamic, swirling shape that occupies the right half of the slide.

E-Bike meeting 18 June 2020

Speaker	Topic
Jeanette Walker, Director, Cambridge Science Park	Cambridge Science Park BizBike Trial
Richard Hales, Energy & Sustainability Manager, Cambridge University Hospitals	Cambridge Biomedical Campus Bizbike experience
Firouz Thompson, Royal Society of Chemistry	Rider testimonial
Sean Moroney, CEO, Cambridge Electric Transport Jan Tore Endresen, CEO Sharebike	BizBike & Sharebike Proposal for an e-bike scheme for wider Cambridge
Lord Bird, Chairman and Co-founder of The Big Issue	The Big Issue - support for proposed e-bike scheme
Siobhan Mellon Development Officer, Climate & Environment South Cambs District Council	Village e-bike scheme
	Q&A Conclusions and next steps

E-bike scheme for Cambridge

We will mute everyone

Please turn off your video

Please use the chat box to ask questions & post comments

Cambridge Science Park 2040 Vision

Relevant goals:

1. Fast, easy and affordable commuting via sustainable modes
2. Net zero carbon in advance of local and national targets
3. Address inequality and create opportunity in the wider area

Green travel

Member of Travel Plan Plus

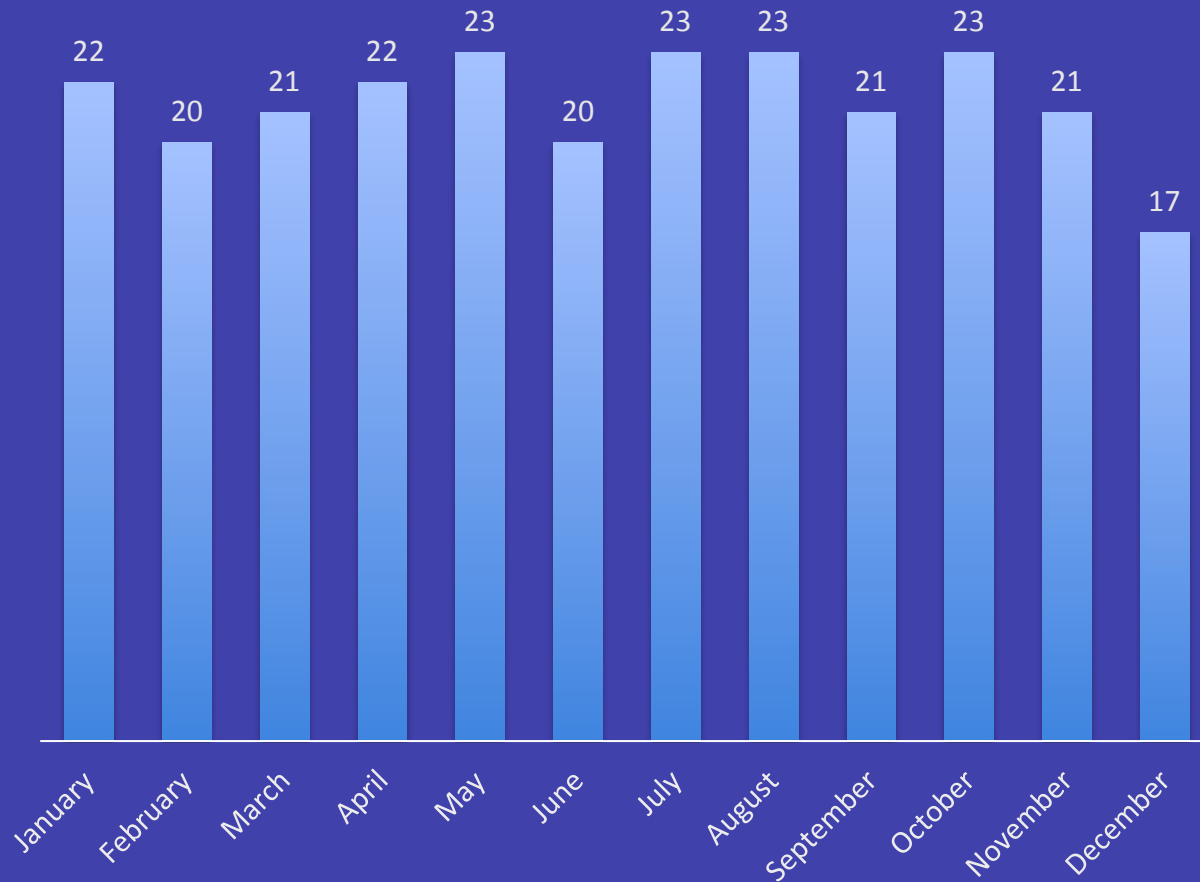
Reducing # drive-alone drivers

- ✓ Free taxis to/from Cambridge North
- ✓ Bikes from CET hub at Cambridge North
- ✓ Bike repair/sales shop
- ✓ Car share club
- ✓ Enterprise Car Club
- ✓ Individual travel planning
- ✓ e-scooter pilot
- ✓ Discounts e.g. rail, cycles

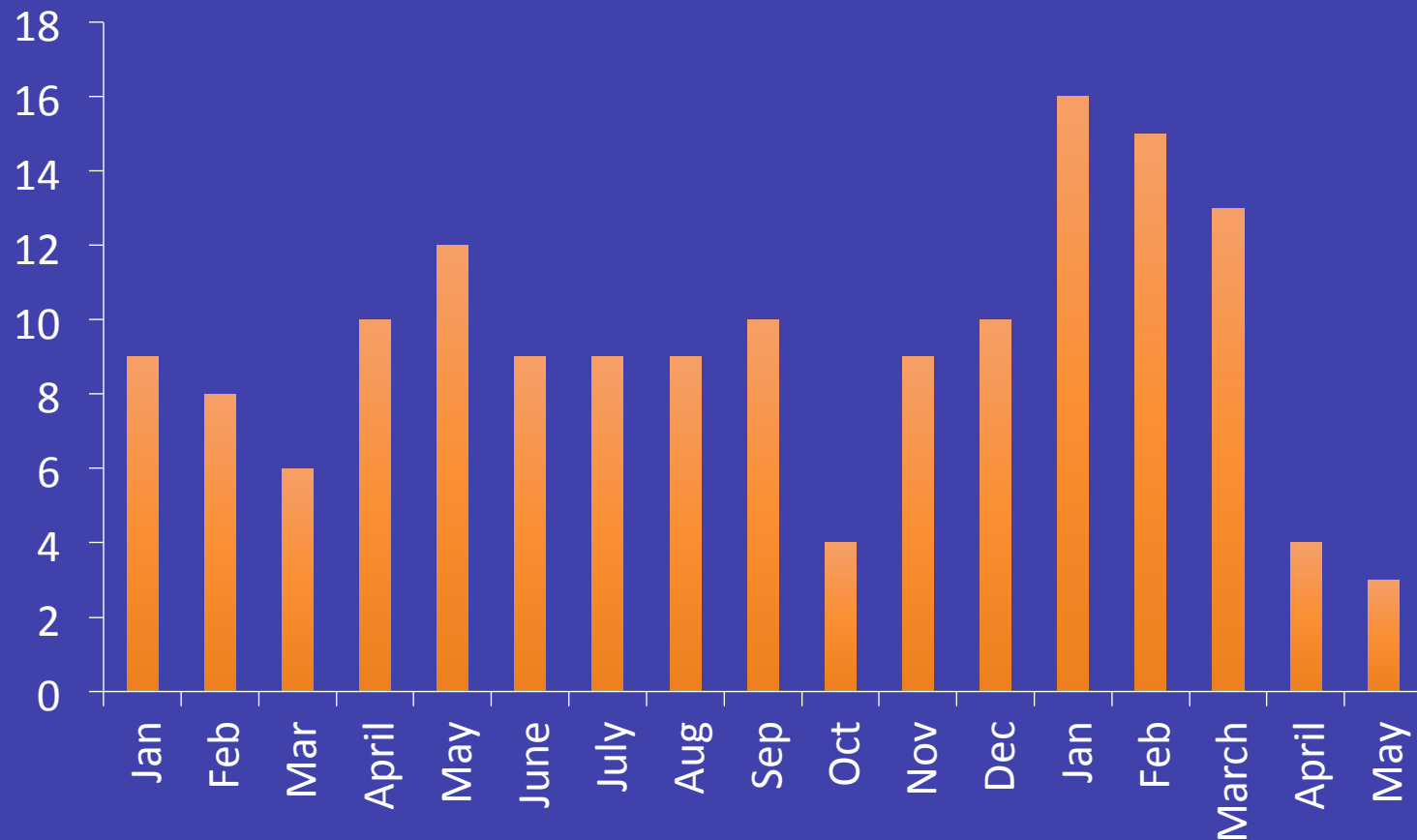
BizBike e-bikes scheme from Longstanton P&R

- 25 minute ride
- Off-road – along the busway
- 2019/2020 results

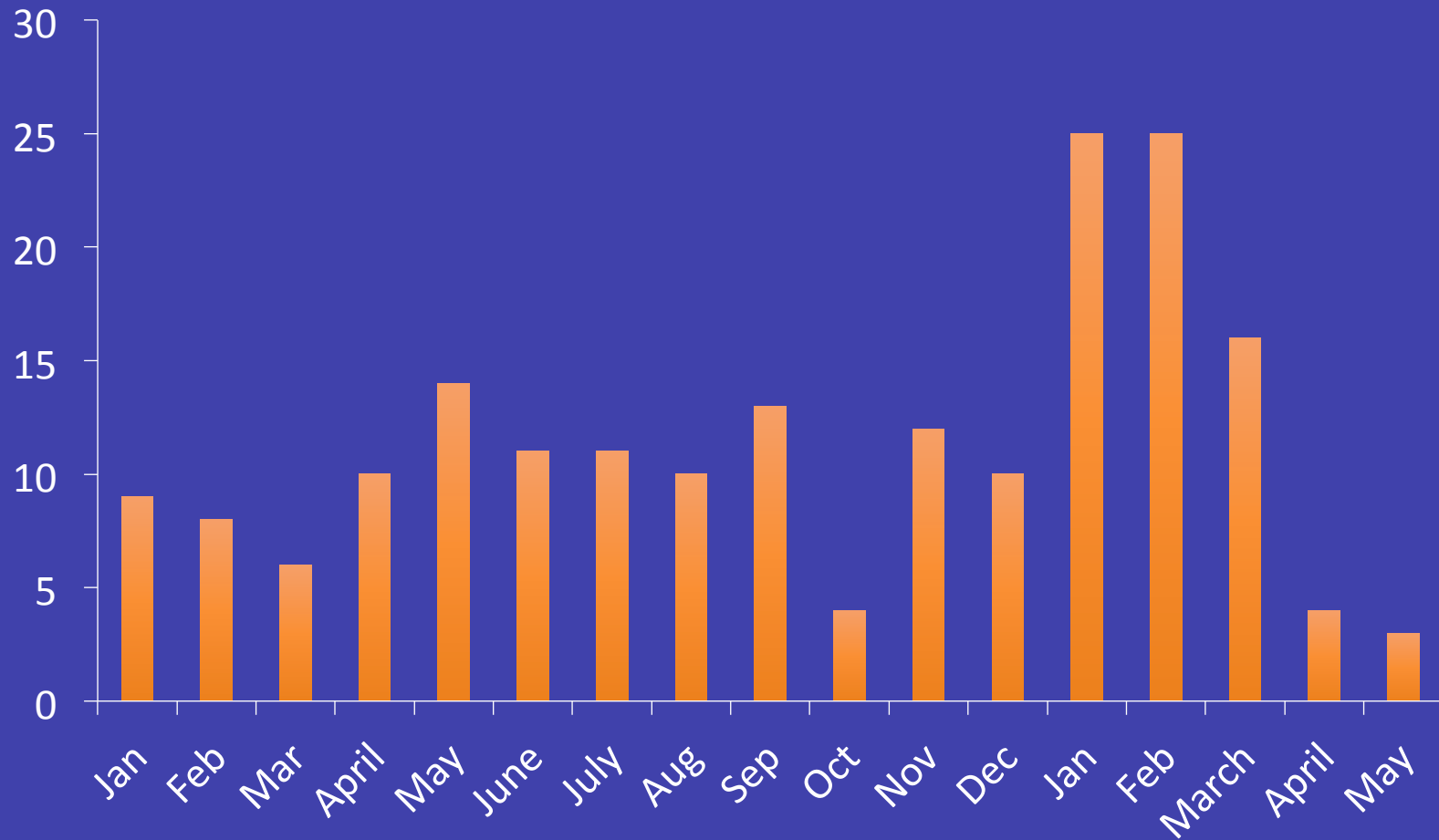
days by month



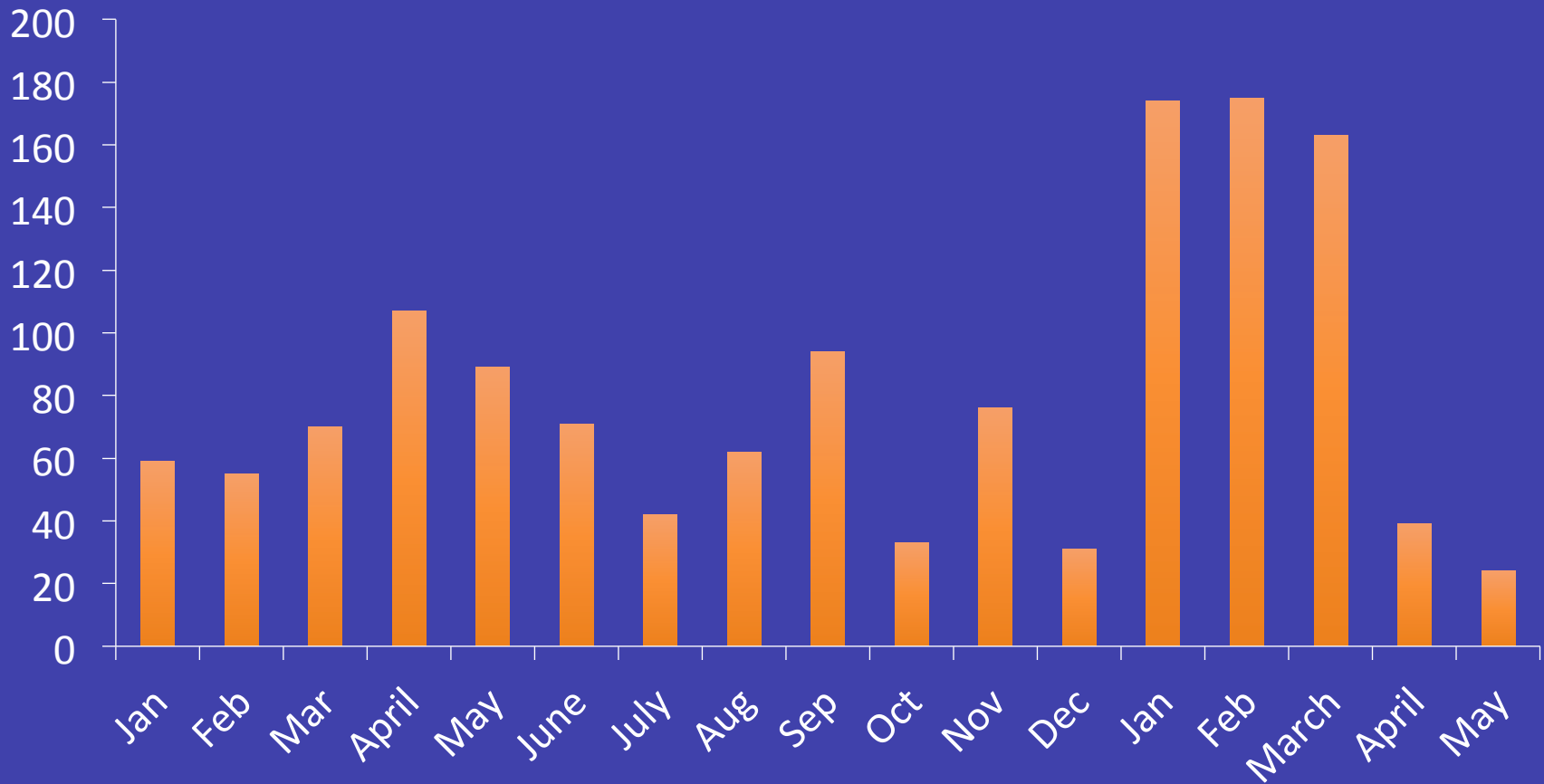
companies 2019 - 2020



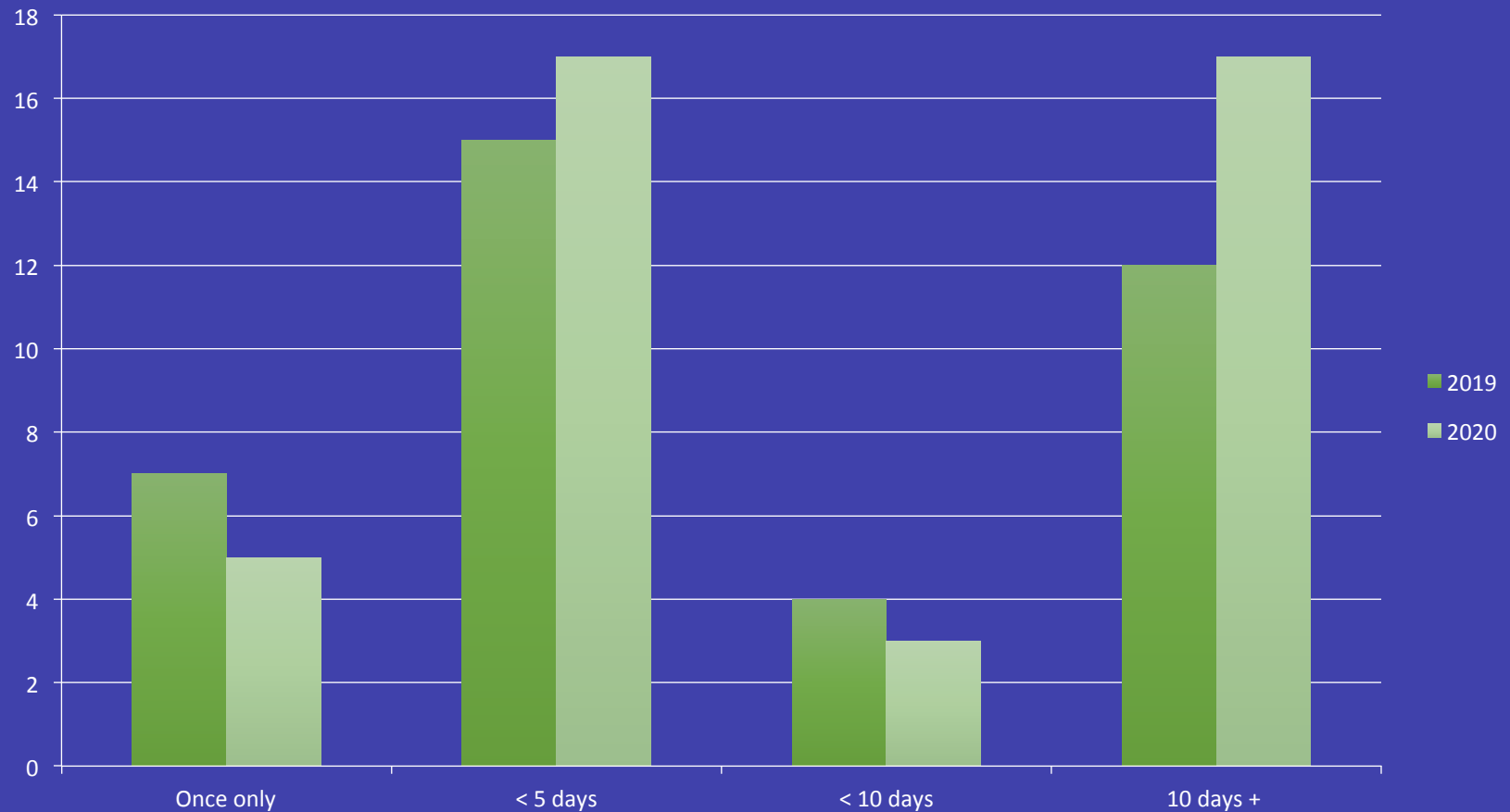
riders 2019 - 2020



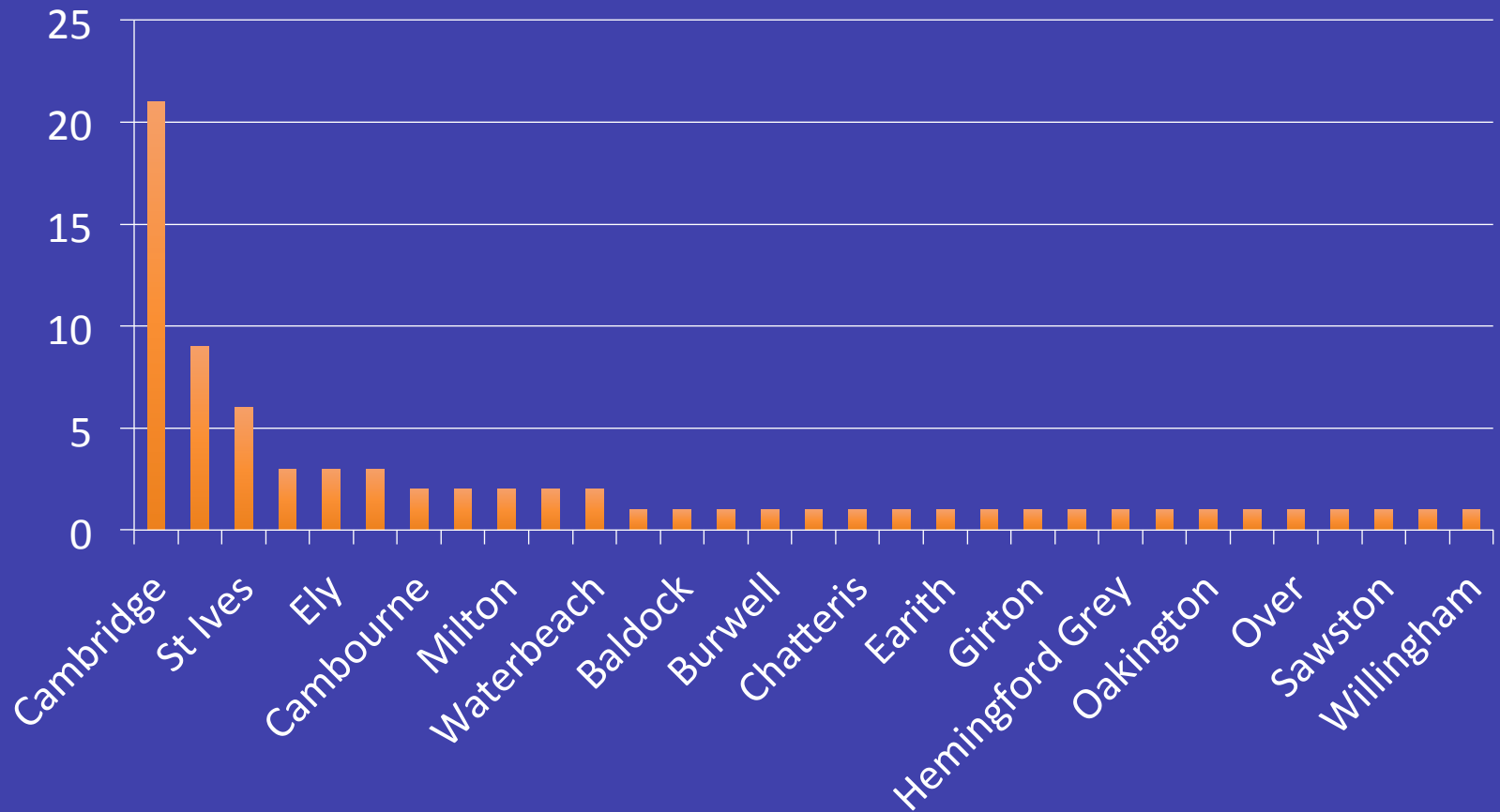
rides 2019 - 2020



riders by frequency 2019 - 2020



Potential riders (survey May 2020)



Conclusions

- 74 riders
- Interest from additional 75 riders
- Trial - only one location i.e. Longstanton
- Booking via website not an app
- Issues with route – diversion at Histon

June 2020

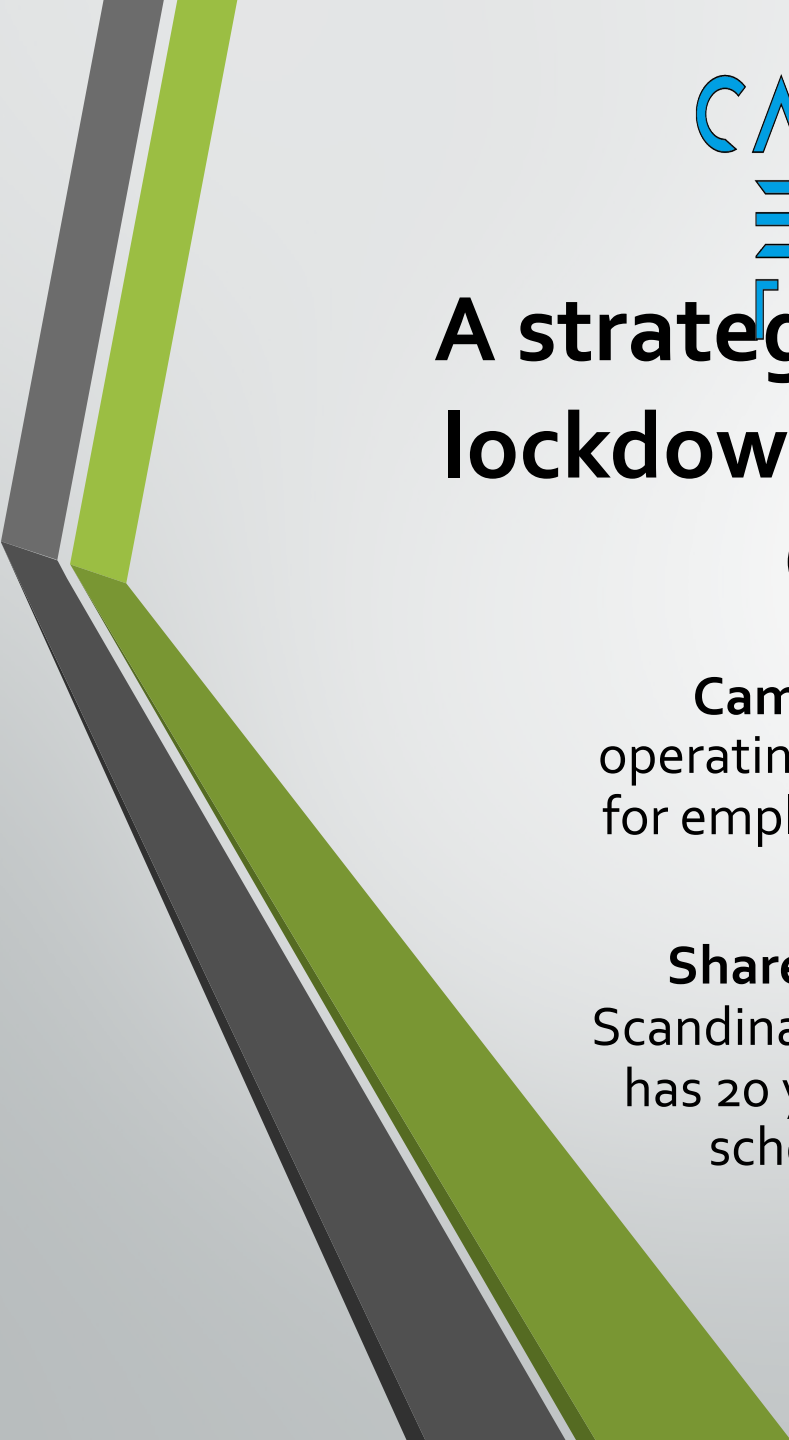
- Reluctance to use public transport – employers and employees
- Roll-out across wider Cambridge area?

Programme

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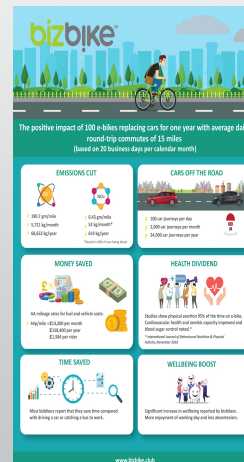
CAMBRIDGE ELECTRIC TRANSPORT

A strategy to promote post-lockdown cycling in Greater Cambridge

Cambridge Electric Transport (CET) has been operating its **bizbike** commuter bike share service for employment centres in north Cambridge since July 2018.

ShareBike operates major city bike schemes in Scandinavian countries and its management team has 20 years of experience in pioneering city bike schemes in Europe, the USA and Scandinavia

Working with Cambridge Science Park and other employment centres to encourage staff out of cars and onto bikes



Free e-bikes*

Climate action for people, planet and profits

- Save money
- Save time
- Keep fit

Book your bizbike today from:
Longston and Milton Park & Rides
www.bizbike.club

*E-bikes available on a trial basis at Cambridge Science Park and other employment centres and surrounding areas of Cambridge Science Park and surrounding areas.



Infrastructure Development



Campus Cycle Hub,
Addenbrooke's/CBC –
Bike repair and
servicing



Mobility Hub,
Longstanton P&R



Mobility & Cycle Hub,
Science Park - Bike



Mobility Hub,
Cambridge North

Roadmap to a city-wide network for Greater Cambridge

Existing Services			
Commuter Services	Staff Bikes	Community E-bikes	Hospitality E-bikes
Cambridge Science Park	Addenbrooke's	Teversham Village	
Qualcomm	Endurance Estates	Northstowe	
Ieso Digital Health		Abingtons	
New Services under discussion			
St John's Innovation Centre	Abcam	Hill (Marleigh, Ironworks, Eddington)	The Fellow's House Hotel
Urban & Civic (Waterbeach Station and Alconbury Trials)	Arm	South Cambs District Council's Zero Carbon Communities Grant Fund (Village E-bikes)	
Addenbrooke's	South Cambs (Staff E-bikes at South Cambs Hall)		
Covid Back to Work Service (July)			
GCP – Subsidised service from all 7 P&Rs			
City-wide service (October – with ShareBike)			
Commuter adoption to be boosted through subsidised rides, funded by major employers, including local authorities and universities			

Two-phase proposal for local authorities and employers

Back to Work Commuter Service

- Immediate deployment of 70 e-bikes at all seven Cambridge Park & Rides
- Commuters keep bikes at their places of work for their return commute
- Local authority to provide secure containers at Park & Rides with electrical supply for battery charging
- Local authorities subsidise/purchase rides for their own staff

Greater Cambridge Network

- 400+ e-bikes to be deployed in a fully public service across Greater Cambridge and participating villages and towns, with multiple designated pick-up/drop-off stations.
- Local authorities and participating parish councils to subsidise

Back-to-Work Service from Park & Rides

Proposed e-Bike (supplied by Wisper Bikes, UK)



16Ah battery. £845 +VAT per
bike

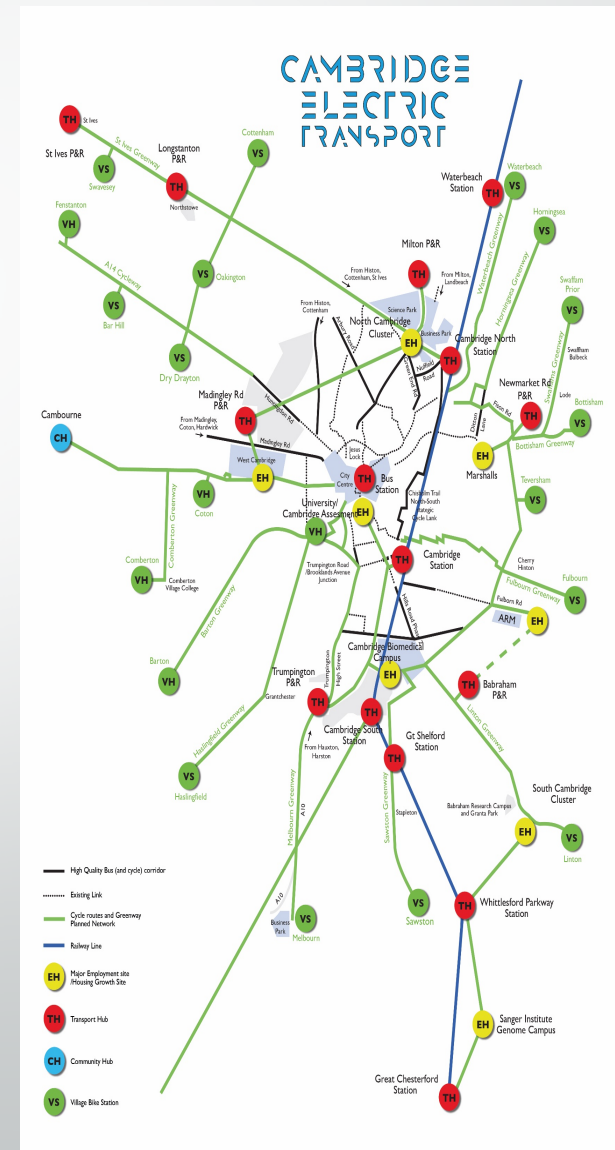
70 e-bikes £59,150 + VAT

70 framelocks £7,000 + VAT

A city-wide network for Greater Cambridge (with ShareBike)

The service will be launched with 400+ e-bikes distributed across 40+ pick-up/drop-off points.

The purpose is to cover high-traffic routes initially but, new routes and pick-up points can be added in response to demand.





Cambridge presentation

18 June 2020

By Jan Tore Endresen,
CEO, ShareBike



About us

- Spin off from Clear Channels Global Smart Bike program
- Accreditation by CoMoUk
- Full offering for car free mobility
- Co operation with Cambridge Electric Transport
- More than 20 years of experience in Bike Sharing



What is Micro Mobility



- Started off with shared bikes 20 years back and stations based
- Becoming electrified and with lighter infrastructure
- Mix of vehicles a lot broader, more focus on cargo bikes
- Not all vehicles and programs are sustainable, benefit health and are not replacing car traffic
- Has grown from a few thousand bikes in 2000 to 1 million in 2012 and for some time had more than 10 million vehicles globally



What you Get

- Surveys show great difference in impact by various type of vehicles
 - Traditional mechanical bikes works well in combination with public transport, and is limited to 2 – 3 miles range
 - Scooters are popular amongst younger people, but are mostly replacing walk and has issues with range, accidents and nuisance
 - Electric bikes have included a lot more users and extended the transport range making bike sharing more useful
 - Cargo bikes in combination with car parks have created a new and useful option for handicraftsmen and families and are becoming more and more popular
 - HJH is a new way for local Councils to initiate changes in travel patterns and is a great supplement to bike sharing

The Challenge

- Encourage affordable alternatives to car and public transport
- Improve quality of life and health
- Make commuting more efficient
- Make cities more vibrant and car-free



The Solution



What it Means

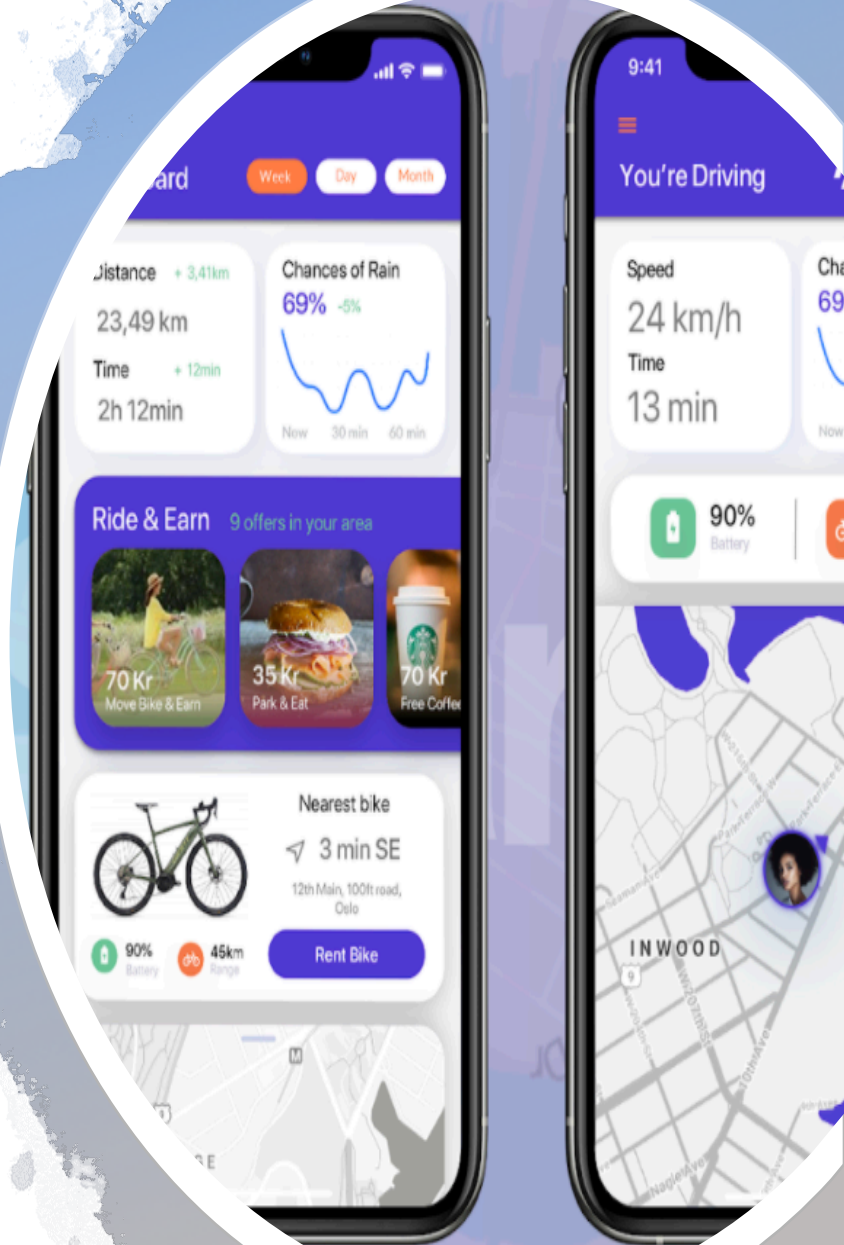
Together with THE BIG ISSUE we will...

- .. deliver 400 electric bikes
- .. easily accessed via an app
- .. at an affordable price
- .. as a Social Entrepreneurship!



How it is done

- Free float with geofenced parking
- Uses incentives for proper use, return and safe behaviour
- Daily inspection and maintenance, as well as customer support
- Branded THE BIG ISSUE
- 9 to 12 months of operation



Why?

Why not electric kick-bikes?

- Replaces walking - not car and public transport
- In our opinion, not sustainable
- Is often parked incorrectly and blocks the pavement
- Average range of less than 1 mile

Why electric bikes?

- Long range - preferably 3 to 5 miles on average
- Increased availability for all segments
- Bikes offer more



We would like to ask for some **Assistance**

- Identify suitable parking locations
- Subscription by Council staff and large employers to walk the talk
- Integration with other public transport services
- Communication and marketing
- Sponsors



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Siobhan Mellon

Development Officer, Climate &
Environment



Q&A