

**Coast to
Capital**

A large, thick, pink circular graphic that is open at the top and bottom, framing the central text.

Brighton Bike Share

Project Summary

Cycling is a priority for Central Government with a vision that allows anyone of any age, gender, fitness level or income to make cycling a natural choice for shorter journeys which will result in economic, health and environmental benefits to communities.

The delivery body, Brighton and Hove City Council, were committed to providing a service to residents, local workers and visitors that enabled them to make use of rented bikes in and around the city of Brighton, therefore making a reality, Government ambitions.

This project aimed to integrate a safe and sustainable alternative to car use and provide seamless links between public transport such as Brighton Railway Station, the City Centre and seafront, and the communities in the surrounding areas.

The Bike Share scheme was designed as a simple and effective provision that is tried and tested in other areas of the country. It would provide users with an affordable transport method for journeys that could include residents, rail commuters, employees and tourists. The bikes could also be used by those wanting to improve their fitness or partake in a leisurely journey around the City or along the Seafront.

The scheme area covers 41 sq km, from Hove Station in the west to Brighton Marina Village in the east and along the A270 corridor to Famer and the University of Sussex to the North.

£1,160,000 awarded



Project Achievements

Coast to Capital awarded the project £1,160,000 of Local Growth Fund and match funding of £467,267.43 was contributed by the delivery body which brought total project cost to £1,636,267.43. The Local Growth Fund award gave the delivery body and stakeholders the support needed and the confidence to progress the scheme which may not have been possible otherwise.

600 Bikes & 77 Hubs

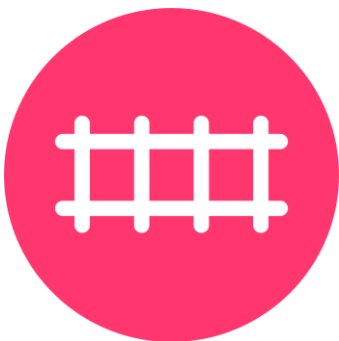
Outputs for the scheme resulted in 600 bikes across 77 hubs. Each hub was strategically placed to maximise user numbers and provide that all important, viable alternative to car use. Areas were targeted for hotspot use to and from railway stations, both universities across four campuses, the city centre and seafront.

Between 1st September 2017 and 30th September 2020, the scheme achieved a subscription rate of 144,010 and a total of 1,173,025 trips were made with a total distance of 2,585,849 miles cycled. By the 31st December 2020, subscriptions had risen to 155,290 and total miles cycled had reached 2,734,338 miles.



Project Benefits

The 2020 COMO UK Bike Plus Survey of BTN Bikeshare users reached around 6% of all active scheme members during summer 2020. 55% of respondents said that since beginning to use Bike Share, they now cycle 'more often' or 'much more often'. 24% said they would have used a car or taxi for their last bikeshare journey if the scheme had not been available.



In the same survey, when asked the reason for choosing to use Bike Share, 41.71% stated 'exercise / physical benefits', 25.8% stated 'mental health benefits', 55.28% stated 'fresh air' and 51.39% stated 'to make my journey easier'.

69.43% of people asked either 'agreed' or 'strongly agreed' that providing bike share alongside public transport, makes public transport more attractive to use.

The delivery body have achieved their initial ambition and are keen to progress the scheme, given its success so far and intend to expand to a truly city-wide scheme and to create the possibility for a future partnership scheme with Adur and Worthing and Lewes District Councils. The initial city-wide expansion will increase the scheme area to 104 sq km and provide many more local people a sustainable transport option that will ultimately allow further shift from car use and continue to lower emissions and improve air quality.



The bikes used within the programme are custom made to last longer which reduces their carbon footprint. The robustness of the frames also makes the bikes vandalism proof in order to ensure stock remains in use. Specialist tools are needed in order to dismantle the bikes and this activity is conducted when bikes need repairs or refurbishment works. Once the bikes are retired from the active stock after approximately 5 years, they can be used for valuable parts and scrap metal.

In addition, there is an ambition to have 50% of the new stock as electric bikes available. Including this provision will incentivise those who would be less likely to take part due to health conditions or fitness levels. As Brighton and Hove is a particularly hilly city, electric bikes will also encourage journeys that may include uphill routes.

To maintain the ambition for clean and sustainable energy, the swappable batteries for the E-bikes will be rechargeable and electricity used to charge batteries at the service base will need to be from a recognised and genuine green energy provider. Solar array or wind turbine power generation at the base will be considered subject to grant funding opportunities becoming available.

