

Joint Executive Advisory Board Report

Ward(s) affected: Burpham, Christchurch, Friary & St Nicolas, Holy Trinity, Merrow, Onslow, Shalford, Stoke, Stoughton and Westborough

Report of Director of Strategic Services

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Public bike share scheme for Guildford: Briefing on commercial viability and an update on the commissioning of the project

Executive Summary

The purpose of this report is to provide the Joint Executive Advisory Board (EAB) with:

- a briefing on the commercial viability of the project to deliver a public bike share scheme for Guildford
- an update on the commissioning of the project.

Previous consideration by EAB

The Place-making and Innovation EAB considered elements of the feasibility study and progress with progressing the bike share scheme at its meeting on 21 October 2019. The report and discussions considered aspects including the Council's revised proposal to deliver Phase A of the Guildford Borough Council-commissioned bike share scheme (hereafter the Guildford BC bike share scheme or Guildford BC scheme) and the consultant's recommendations for the scheme, as well as the consultant's draft plans for the Guildford cycle network as identified in the route assessments feasibility study.

This item responds to the request from the chairman of the EAB that a further item should be scheduled to allow EAB consider the commercial viability of a Guildford BC bike share scheme.

Guildford Bike Share – Feasibility Study (Transport Initiatives & Urban Movement, May 2019) and the commercial viability of a Guildford BC bike share scheme

The feasibility study, with the exception of the majority of its section 5 'Bike share business case', is provided in Appendix 1. Sections 3.2, 3.3 and 3.4 of the feasibility report were used extensively in the preparation of the material presented in Appendix 1 to the officer report of 21 October 2019, and were the subject of discussion by EAB on that occasion.

The majority of section 5 ('Bike share business case') of the feasibility study, which presents

an assessment of the commercial viability of a Guildford BC bike share scheme, is provided in Appendix 2. This is exempt from publication.

Update on the commissioning of the project

The officer report of 21 October 2019 identified that:

- the consideration of a potential Guildford BC bike share scheme has taken place in the context of the commissioning and establishment of a University of Surrey bike share scheme
- the commissioning of a Guildford BC scheme has been complicated by the existence of the University scheme
- officers have been in discussion with the University and the operator of the University scheme regarding the commissioning of a Guildford BC scheme and these discussions are continuing and commercially sensitive.

An update on the commissioning of the project is provided in Appendix 3. This is exempt from publication.

Recommendation to Executive Advisory Board

That the Executive Advisory Board is requested to note and provide comment on:

- The consultant's assessment of the commercial viability of a Guildford BC bike share scheme
- The update on the commissioning of the project

Reason(s) for Recommendation:

To inform the further development of the project to deliver a public bike share scheme in Guildford, which is a scheme in the Council's Corporate Plan 2018-2023.

Is the report (or part of it) exempt from publication?

Yes, part of the report, namely appendices 2 and 3:

- (a) The content is to be treated as exempt from the Access to Information publication rules because it provides information relating to the financial or business affairs of Guildford Borough Council and one or more third parties and is therefore exempt by virtue of paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 as follows: "Information relating to the financial or business affairs of any particular person (including the authority holding that information)."
- (b) The content is restricted to all councillors.
- (c) It is likely that the exempt information in Appendix 2 can be expected to be made public for public inspection on 1 October 2020.
- (d) The exempt information in Appendix 3 is not expected to be made public because it provides information relating to the financial or business affairs of Guildford Borough Council and one or more third parties and is therefore exempt by virtue of paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 as follows: "Information relating to the financial or business affairs of any particular person (including the authority holding that information)."
- (e) The decision to maintain the exemption may be challenged by any person at the point at which the EAB is invited to pass a resolution to exclude the public from the meeting to consider the exempt information.

1. Purpose of Report

- 1.1 The purpose of this report is to provide the Joint Executive Advisory Board (EAB) with:
- a briefing on the commercial viability of the project to deliver a public bike share scheme for Guildford
 - an update on the commissioning of the project.

2. Strategic Priorities

- 2.1 The recommendation supports the delivery of the priority from the Corporate Plan 2018-2023 for: Making travel in Guildford and across the borough easier. Specifically, the plan identifies a project to introduce a public bike share scheme (including electric bikes) in Guildford.

3. Previous consideration by EAB

- 3.1 The Place-making and Innovation EAB considered elements of the feasibility study and progress with progressing the bike share scheme at its meeting on 21 October 2019. The report and discussions considered aspects including the Council's revised proposal to deliver Phase A of the Guildford BC bike share scheme and the consultant's recommendations for the scheme, as well as the consultant's draft plans for the Guildford cycle network as identified in the route assessments feasibility study.
- 3.2 This item responds to the request from the chairman of the EAB that a further item should be scheduled to allow EAB consider the commercial viability of a Guildford Borough Council-commissioned bike share scheme (hereafter the Guildford BC bike share scheme or Guildford BC scheme).
- 3.3 Further to the EAB meeting in October 2019, the predecessor Borough, Economy and Infrastructure EAB considered the potential for a public bike share scheme in September 2017. The Board supported the proposal to undertake a feasibility study to consider the matter further, and made a number of suggestions with respect to the scope of the feasibility study and the preparation for a potential bike share scheme.
- 3.4 The Executive also received a report on the bike share scheme in July 2018, which included an interim feasibility report. The Executive report addressed a number of the suggestions made by the EAB in September 2017. It set out the scale and scope of a then proposed Guildford BC scheme.

4. Guildford Bike Share – Feasibility Study (Transport Initiatives & Urban Movement, May 2019) and the commercial viability of a Guildford BC bike share scheme

- 4.1 The feasibility study, with the exception of the majority of its section 5 'Bike share business case', is provided in Appendix 1. Sections 3.2, 3.3 and 3.4 of the feasibility report were used extensively in the preparation of the material

presented in Appendix 1 to the officer report of 21 October 2019, and were the subject of discussion by EAB on that occasion.

- 4.2 The majority of section 5 ('Bike share business case') of the feasibility study, which presents an assessment of the commercial viability of a Guildford BC bike share scheme, is provided in Appendix 2. This is exempt from publication.

5. Update on the commissioning of the project

- 5.1 The officer report of 21 October 2019 identified that:
- the consideration of a potential Guildford BC bike share scheme has taken place in the context of the commissioning and establishment of a University of Surrey bike share scheme
 - the commissioning of a Guildford BC scheme has been complicated by the existence of the University scheme
 - officers have been in discussion with the University and the operator of the University scheme regarding the commissioning of a Guildford BC scheme and these discussions are continuing and commercially sensitive.
- 5.2 An update on the commissioning of the project is provided in Appendix 3. This is exempt from publication.

6. Consultations

- 6.1 Representatives of number of groups took part in a stakeholder engagement workshop for the bike share feasibility study. This is described in section 4 'Stakeholder feedback' of the feasibility study in Appendix 1.

7. Key Risks

- 7.1 Section 2.7 of the feasibility study, as provided in Appendix 1, provides an assessment of risks and barriers to a successful Guildford BC scheme.

8. Financial Implications

- 8.1 The project for a potential Guildford BC bike share scheme has a provisional capital budget of £830k, comprised of:
- £530k in the Council's General Fund Capital Programme provisional list, and
 - £300k provisionally approved by the LEP in 2019.
- 8.2 The revenue spend for the project to date is £73,744 (from 2017/18 financial year to the end of Quarter 2 2019/20 financial year). Of this, £9,675 has been spent in 2019/20 to date, of which £6,000 was the application fee to the LEP.
- 8.3 Further commentary on financial implications specific to the update on the commissioning of the project is provided in Appendix 3. This appendix is exempt from publication.

9. Legal Implications

- 9.1 There are a variety of legal aspects of a potential Guildford BC bike share scheme. These include:
- The procurement of a Guildford BC bike share scheme
 - Legal agreements for the use of land, including highways land, for docking hubs and for complementary measures focused on signing and lining around docking hubs.
- 9.2 Legal implications will be considered further as and when a report is taken to the Executive seeking a new mandate for the commissioning of a potential Guildford BC bike share scheme.
- 9.3 No specific legal implications apply to this report.

10. Human Resource Implications

- 10.1 During the commissioning process, the Major Projects Team will have capacity to oversee and project manage the work with support from other relevant teams across the Council.
- 10.2 Once the scheme has been implemented, the consultant has suggested that allowance should be made for 0.1 FTE of officer time to support the scheme.
- 10.3 Consideration will need be given to where the responsibility of the future contract management of the scheme will lie within the Council's corporate structure.

11. Equality and Diversity Implications

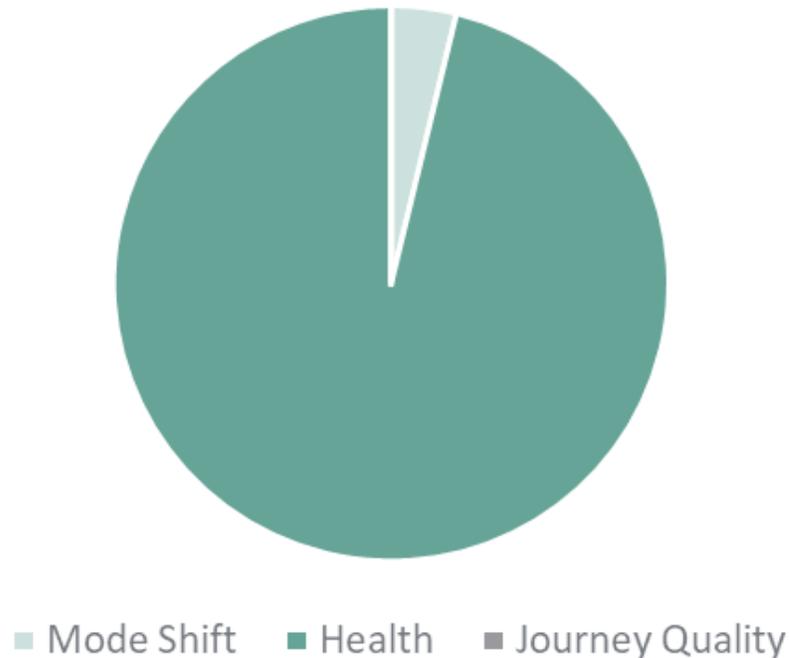
- 11.1 The commissioning of a Guildford BC bike share scheme will have due regard to the aims of the Public Sector Equality Duty (Equality Act 2010).
- 11.2 This duty has been considered in the context of this report and it has been concluded that there are no equality and diversity implications arising directly from this report.'
- 11.3 A screening Equalities Impact Assessment for the project will be undertaken in due course and, if appropriate, a full Equalities Impact Assessment.

12. Climate Change/Sustainability Implications

- 12.1 Section 5.4 in the feasibility study, as included in Appendix 1 of this report, includes the consultant's analysis using the DfT's Active Mode Appraisal Toolkit¹ (May 2018) of a Guildford BC bike share scheme. This calculates mode shift, health and journey quality benefits based on a range of walking and cycling projects.
- 12.2 According to the Toolkit the BCR for the proposed bike share scheme is around 3.1, again in the 'High Value for Money' category. The chart overleaf shows how

¹ www.gov.uk/government/uploads/system/uploads/attachment_data/file/712871/active-mode-appraisal-toolkit.xlsx

the benefits are mostly related to health, with only a small proportion (4%) attributed to mode shift.



Estimated benefits by type

- 12.3 The feasibility study also appraises the scheme using generalised figures for appraisal of cycling projects produced by Cycling England in 2010. This assessed a large range of cycling infrastructure projects between 2005 and 2008 by the six Cycling Demonstration Towns, ranging from small interventions to major schemes. This estimated that the average benefit of 11 new users annually of cycling infrastructure was equivalent to £100k.
- 12.4 Hence the overall cost of an e-bike scheme cost over the first five years of around £830k would require just 91 people to start using the scheme regularly to show a benefit – fewer than 20 new users per year. This is significantly lower than the number of expected members, and hence there would be a net benefit even without taking into account casual users.
- 12.5 It is also notable that a Guildford BC bike share scheme based on a fully ebike fleet and charging at docking hubs is likely to have lower carbon emissions than a system involving the manual swapping of batteries, the latter involving more intensive servicing activities by a bike share provider.

13. Conclusion

- 13.1 This report has provided the EAB with:
- a briefing on the commercial viability of the project to deliver a public bike share scheme for Guildford
 - an update on the commissioning of the project.

13.2 EAB's recommendations, including those made at its meeting on 21 October 2019, will be taken into account and reported to the Executive in a report on the project to be taken to Executive's meeting on 21 January 2020. The report to Executive will seek a new mandate for the commissioning of a Guildford BC bike share scheme.

14. Appendices

Appendix 1: Guildford Bike Share – Feasibility Study (Transport Initiatives & Urban Movement, May 2019) – with the exception of the majority of its section 5 'Bike share business case'

Appendix 2: Guildford Bike Share – Feasibility Study (Transport Initiatives & Urban Movement, May 2019) – remainder of section 5 'Bike share business case' **(Exempt from publication)**

Appendix 3: Update on the commissioning of the Guildford BC bike share scheme **(Exempt from publication)**

Service	Sign off date
<i>Finance / S.151 Officer</i>	<i>19/12/2019</i>
<i>Legal / Governance</i>	<i>12/12/2019</i>
<i>HR</i>	<i>12/12/2019</i>
<i>Equalities</i>	<i>12/12/2019</i>
<i>Lead Councillor</i>	<i>19/12/2019</i>
<i>CMT</i>	<i>17/12/2019</i>
<i>Committee Services</i>	<i>20/12/2019</i>