

Santander Cycle Hire

Presentation by:
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Transport for London



Cycle Hire – a new means of transport

Addressing these barriers to cycling

- Access to a cycle
- Storage space
- Theft
- Maintenance
- Cycling Image



London's Cycle Hire Scheme



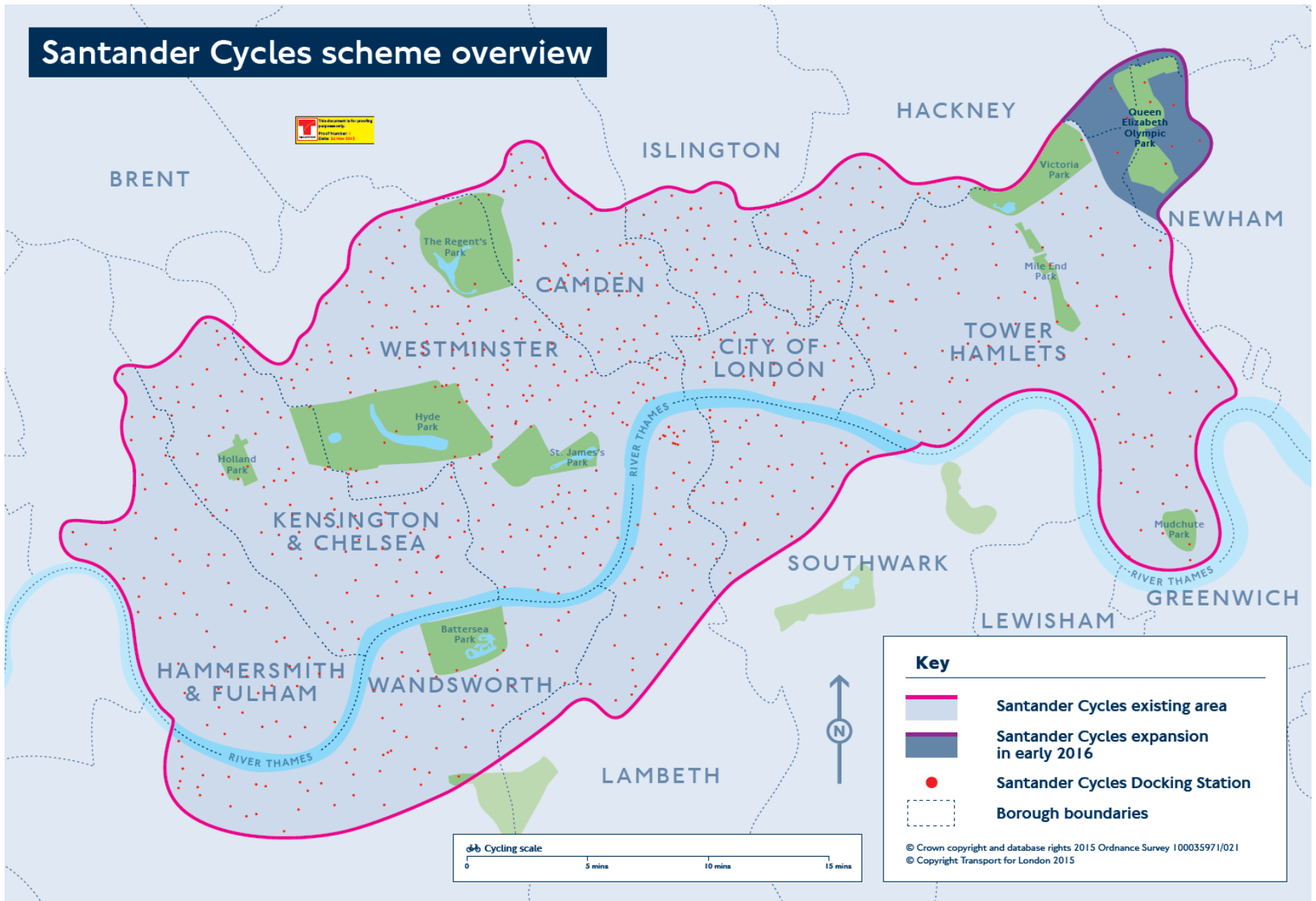
- Launched 30 July 2010
 - 24 hour availability
 - Area covering 44km²
- 6,000 cycles, 400 stations, 10,200 docking points
 - Launched as Members only

Expanding Cycle Hire in London

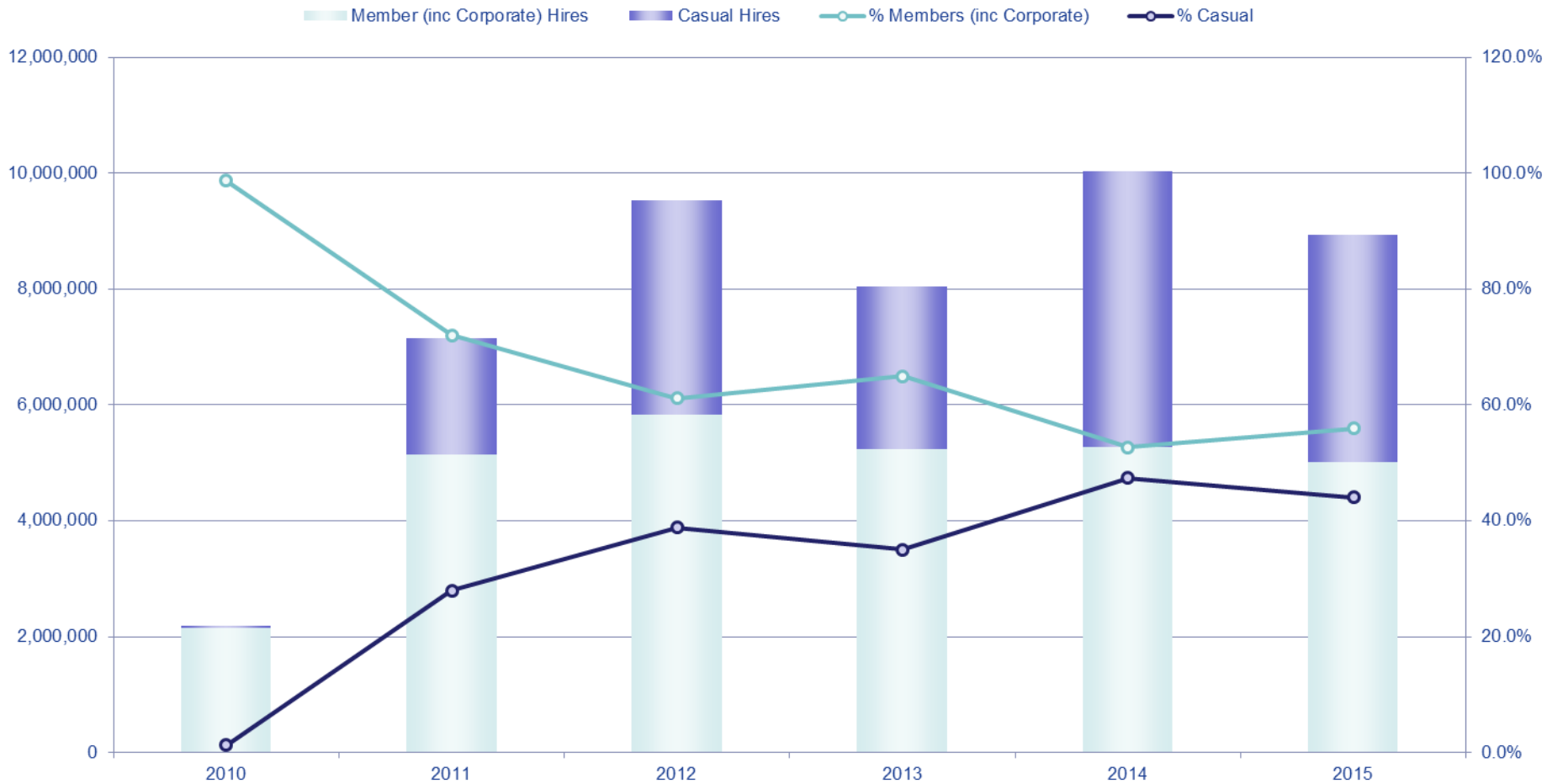
- The Phase 2 eastern expansion brought Cycle Hire to East London in March 2012; to the Olympic Legacy area, Canary Wharf and some economically disadvantaged areas of London.
- Third expansion launched successfully in southwest London in December 2014 bringing additional transport options south of the River Thames. Also added a new distribution depot in south London to assist demand.



Santander Cycles scheme overview



Year on Year Usage

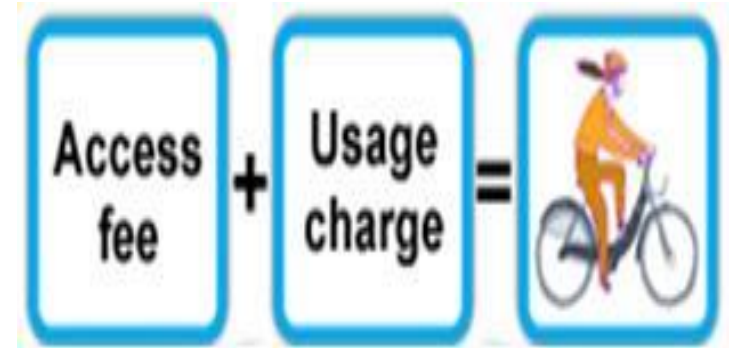


Where are we now ? @ 4/2/16

- Total Hires Since Scheme Launch: 46,783,740
- Total Memberships: 167,000
- Records: Monthly: August 2012 – 1.163m (Olympics)
Day: 9 August 2015 – 73,094, Tube strike
- Area: 100 sq km, 725 docking stations, 19k docking points
- Number of bikes: 11k bikes (approx 10k on street, to keep 1:1.8 ratio)
- Average journey time: 13 minutes (members),
31 minutes (casuals)

Tariff structure

Access Period	Fee
Daily	£2
Annual	£90
Duration	
First 30 minutes	Free
30 minutes to 1 hour	£2
1 hour to 1 hour 30 minutes	£4
1 hour 30 to 2hours	£6
2 hours to 2 hours 30minutes	£8
2 hours 30 minutes to 3 hours	£10
3hours to 3 hours 30 minutes	£12
3 hours 30 minutes to 4 hours	£14
incremental 30 minute periods through to	£2 increments
23 hours 30 to 24 hours	£94



- Access fees doubled Jan 14 with minimal impact.
- Usage charging simplified January 15 following customer feedback.

Additional Charging

Fail to bring bike back and you will be charged up to £300

Damage a bike and you will be charged up to £300

Money taken from Debit/Credit card



On Street Equipment



Operations

On street:

Two depots: Angel (north), Clapham (south)

- Operations Centre, Bike servicing and repair, Electricians
- 32 large vans used for rebalancing (18 bikes per van)
- 10 short wheelbase vans for electricians, cleaners

Contact Centre:

- Based in Enfield, North London
 - Accept phone calls and e-mails, fulfil memberships
 - Can guide customers to docking stations
 - 24 hour assistance in case of accidents

Approximately 250 staff including all support functions, IT, etc.

Moving bikes



www.alamy.com - 728584

Rebalancing – Key to a successful scheme

- Customers want to hire and dock where and when they want – very challenging



Large stations, close together

Soho Square, Metro strike

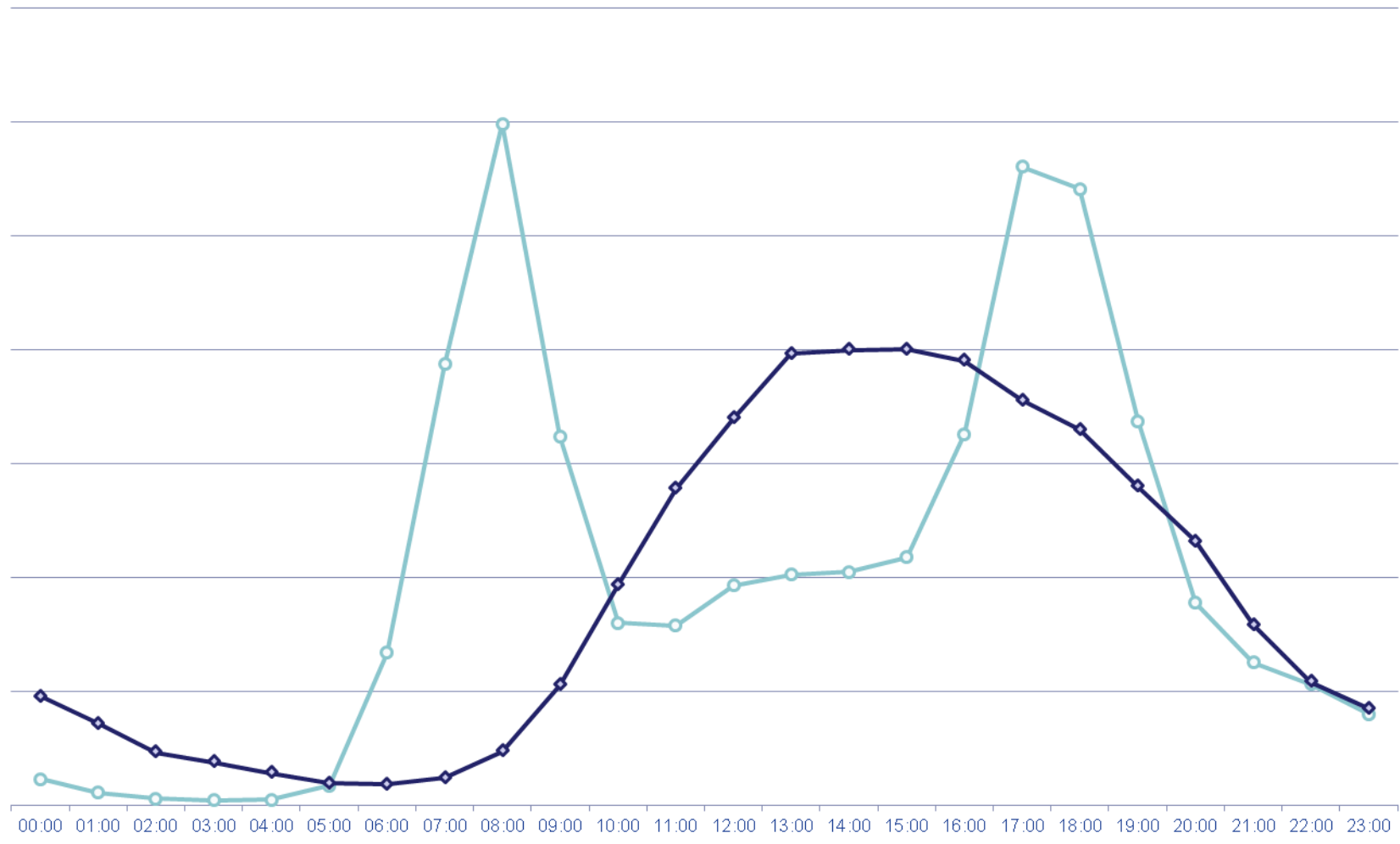


On – street hubs

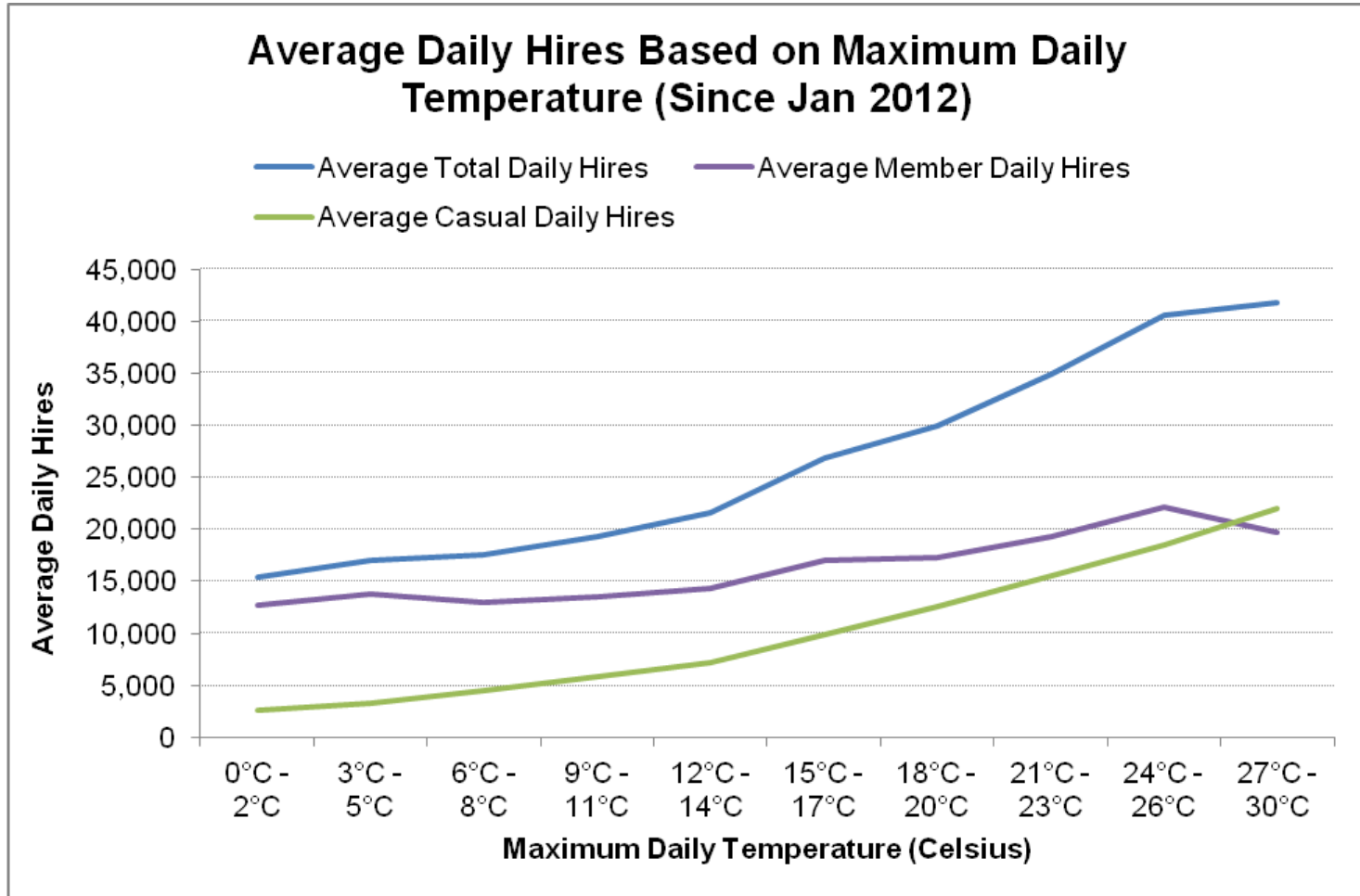


Typical Hires Per Hour

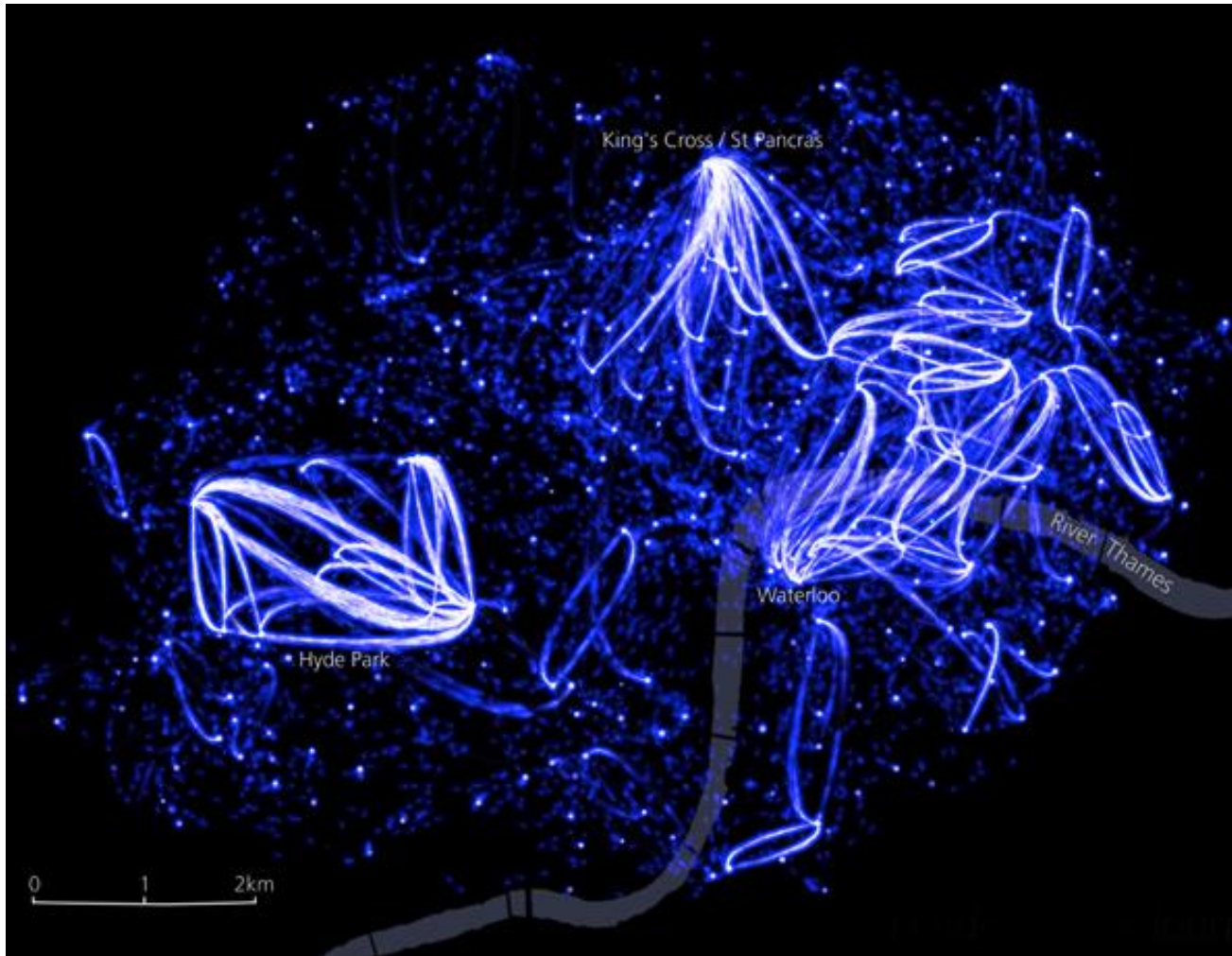
Weekday Weekend



Customer Drivers - Weather



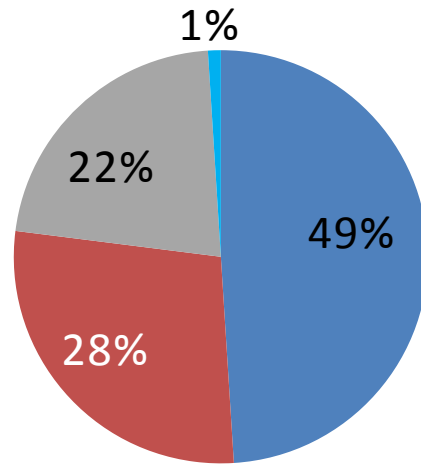
Heat map of usage



- This image highlights peak usage routes.
- Areas in the East show commuter journeys from key transport hubs to commercial centres
- Usage in the West highlights primarily leisure usage within Hyde Park

New Cyclists

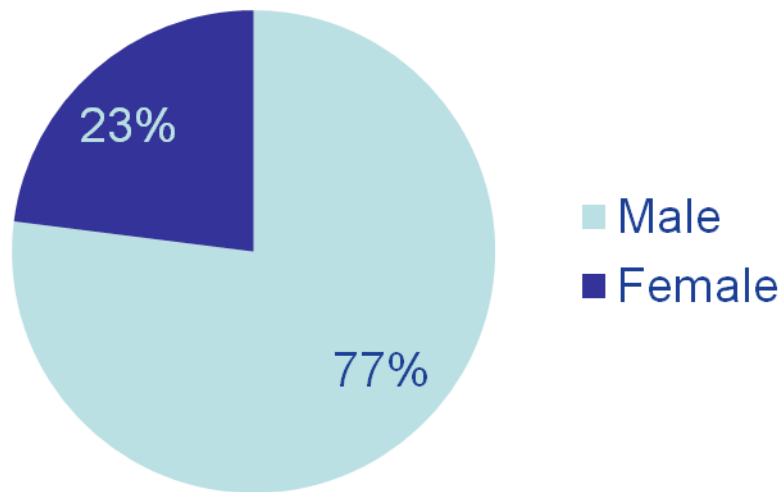
Did Santander Cycles prompt you to start cycling / start cycling more in London?



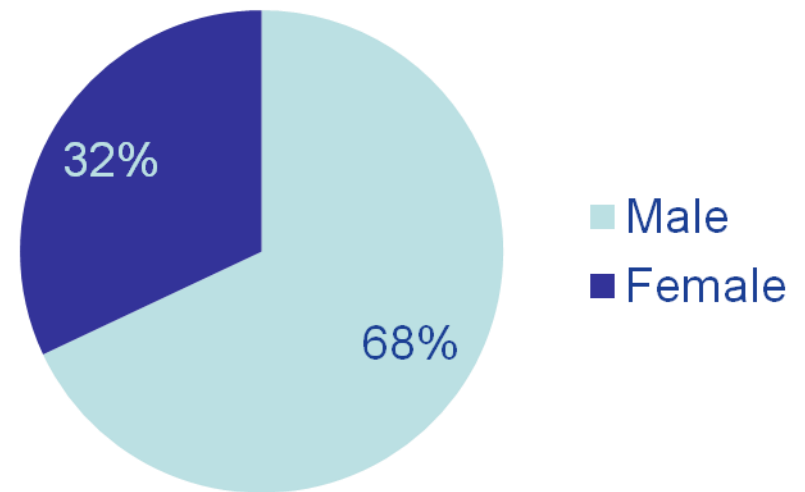
- Yes, prompted me to start cycling
- Yes, prompted me to start cycling more
- No
- Don't know

Gender of scheme members

Registered Members



Casual Users



Insurance

- You are covered through our insurer if you accidentally cause damage to someone or something else while using the cycle.
- There is no cover should you injure yourself or damage any of your possessions.
- Insurance cover is included in your access fee and is provided through an external company.
- You are liable for to pay the first £250 of any claim that is paid out.
- The majority of claims arise from cyclists damaging Taxis.

	Claims paid	Total value
Year 1	13	£44 k
Year 2	16	£70 k
Year 3	18	£8 k
Year 4	11	3 k

Sponsorship

- £37.5m 5-year sponsorship deal with Santander for naming rights and branding
- £1 million a year activation fund.



Marketing



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dashes, even on
Christmas Day



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A cyclist wearing a white jacket, a blue helmet, and black pants is riding a Santander bicycle on a dirt path. The bicycle has a red frame and a white saddle. The background shows a dirt path leading through a green field with trees in the distance.

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The Santander Cycles logo, featuring the Santander flame icon and the text "Santander CYCLES" inside a red oval.

Cost of running the scheme

- £24 million a year to operate.
- £7 Million from sponsorship, 10 income from hires,7 subsidy
- 7 year contract which expires in 2017, tendering now for new 5 year contract.
- No revenue risk on service provider
- Output based contract, KPI driven (33)
- Financial penalties for failing to meet KPIs

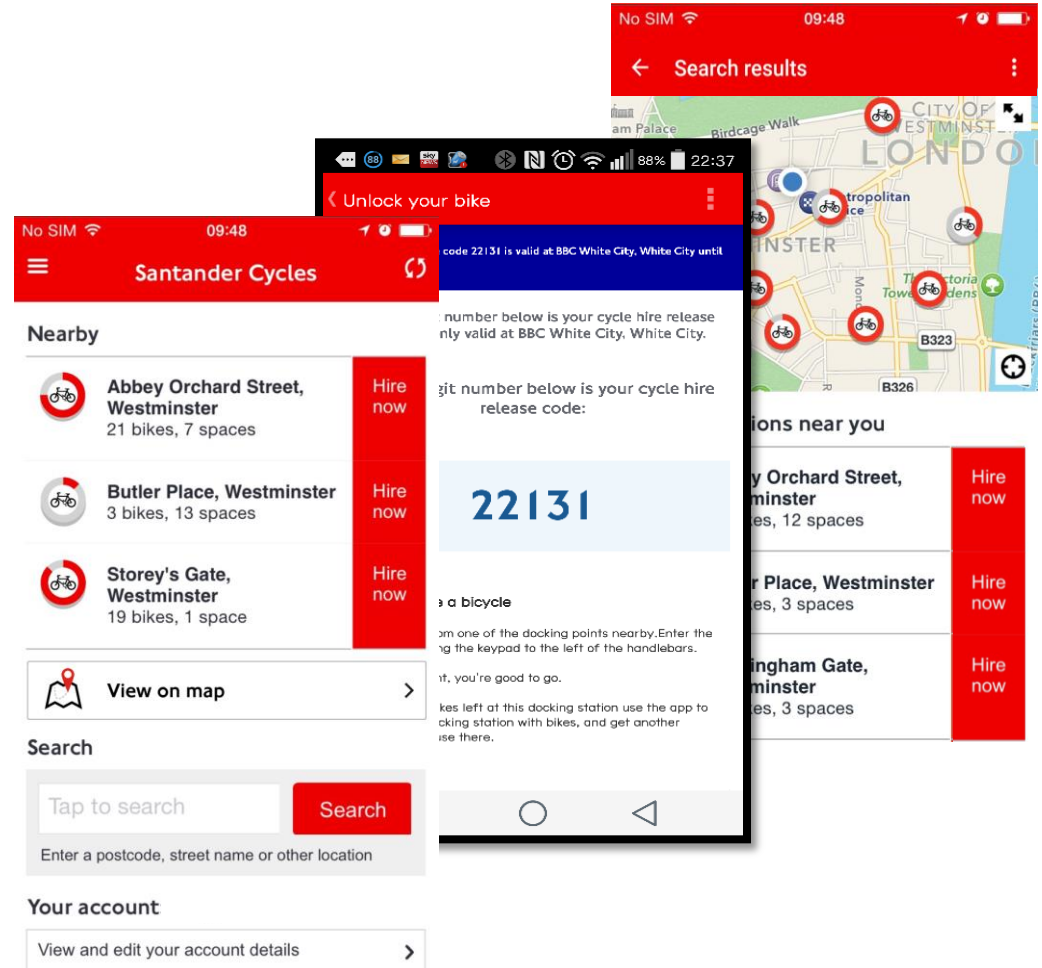
App for hiring cycles





Mobile Application

- Released 15th May 2015
- Ability to Hire through App
- Live release code generation
- 150,000+ Downloads
- 300,000+ Hires
- 20,000+ New Users
- Up to 8% of scheme hires



Portable Docking station



Blaze

- New form of additional lighting for cyclists
- Intention to roll out over all scheme bikes
- Laser light technology funded by Sponsor.





High profile ,
political
scheme and
always
interesting



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Cycle Hire
Transport for London

