



Title of meeting: Cabinet Member for Transport Decision meeting
Date of meeting: 10 August 2023
Subject: Portsmouth Bike Share Scheme
Report by: Kerri Farnsworth - Interim Director of Regeneration
Report Author: Gareth James, Solent Future Transport Zone Project Manager
Wards affected: All

Key decision: No
Full Council decision: No

1. Purpose of Report

Following the launch of a bike share rental scheme in October 2022, funded through the Solent Future Transport Zone (FTZ), this report provides an update on the scheme's progress and sets out the strategy for future expansion plans.

2. Recommendations

It is recommended that the Cabinet Member for Transport:

- 2.1 Notes the progress of the bike share rental scheme, Beryl Bikes by Breeze, since its launch in October 2022;**
- 2.2 Approves the Portsmouth bike share expansion strategy as set out in Appendix A;**
- 2.3 Notes an update report on the Solent Future Transport Zone programme will be brought in to the Cabinet Member for Transport in early 2024.**

3. Background

Background to the Solent Future Transport Zone and bike share

- 3.1 In March 2020, Solent Transport (a partnership of Portsmouth, Hampshire, Southampton and Isle of Wight Councils) was awarded £28.8m of funding from the Department for Transport's (DfT) Future Transport Zones (FTZ) programme to implement a programme of trials of innovative approaches to transport across the Solent area, including a bike share scheme.
- 3.2 A comprehensive procurement process run by Portsmouth City Council on behalf Solent Transport to identify an operator concluded in May 2022, with the company Beryl the preferred supplier. The initial contract term is until 30th June 2024, with the option for the participating councils to extend for eight years.
- 3.3 Portsmouth's bike share scheme was formally approved in July 2022¹, launching in central areas in October 2022 before expanding to the rest of the city from June 2023. The Southampton and the Isle of Wight schemes are also undergoing expansion, and plans are currently being developed to expand into Totton and Gosport.
- 3.4 As noted in the July 2022 report, the bike share scheme is expected to contribute to Portsmouth City Council's Air Quality Local Plan to meet compliance with legal limits for nitrogen dioxide in the shortest possible time in the city. It aligns with Portsmouth Transport Strategy's strategic objectives of prioritising walking and cycling and delivering cleaner air, which specifically includes Policy C: Make parking easier in residential areas through encouraging fewer vehicles and supporting shared transport modes.
- 3.5 Bike share also supports the wider FTZ Theme 1 project, Mobility-as-a-Service (MaaS). This project aims to integrate public and shared transport modes in the Solent region into a single mobile app (named "Breeze") where journeys can be planned, and tickets booked. Rental bikes and rental e-scooters have been available to hire through Breeze since October 2022, while local bus and rail operators have since been added ahead of Breeze's full launch this summer.
- 3.6 Aims of Solent Bike Share are:
- Encourage more people to cycle by improving access to bikes, helping to improve health and wellbeing.
 - Provide an equitable, affordable alternative to short distance car travel.
 - Contribute to reduced congestion and improved air quality.
 - Promote multimodal travel, aligning with Future Transport Zone objectives and other initiatives.
 - Encourage people to purchase their own bike, after trying the bikes in the bike share rental scheme.

¹ [Agenda for Cabinet Member for Traffic & Transportation on Tuesday, 5th July, 2022, 4.00 pm Portsmouth City Council](#)



3.7 Objectives of Solent Bike Share are:

- Maximise operational efficiency.
- Minimise vandalism, misuse, and parking clutter.
- Ensure long term financial sustainability.
- Ability to expand the scheme to cover the entire Portsmouth and Southampton urban areas and other parts of Solent area.
- An accessible and equitable service.
- Collect data to allow evaluation of the service performance.

4. Bike Specifications, Operations, Parking, and Rider Behaviour

4.1 The Beryl Bikes by Breeze scheme offers a mix of pedal bikes and e-bikes.

4.2 The scheme in Portsmouth is fully docked, with physical docking stations located in tightly-geofenced mandatory parking zones. Bike share users are required to leave the bike in a designated parking bay at the end of their ride. This is monitored through geofencing technology.

4.3 The measures are resulting in high level (95%) parking compliance, replicating the success of Portsmouth's e-scooter trial (operated by Voi) in this regard. Users must pay a £10 "out-of-bay" fee if they do not park in a designated bay.

4.4 Beryl e-bikes and pedal bikes, and the project approach, have a range of features to ensure their safe use, including but not limited to:

- Professional indemnity, public and product liability insurance.
- The provision of free helmets at safety events and incentives to encourage helmet use such as offers and discounts.
- In-app messages including notifications to remind users to wear a helmet
- Participation in Solent Transport's new Micromobility Equalities Forum, a quarterly meeting enabling all groups representing those with disabilities to directly influence micromobility schemes and make them more accessible.
- Partnership working with Solent Transport and Portsmouth City Council's communications team to regularly promote safe riding via social media.

4.5 In addition to the measures referenced above, Beryl employs a range of tools to tackle anti-social behaviour and misuse of bikes, for example:

- GPS ensures riders can be identified to enforce against inappropriate riding.
- Strict reporting, fines and banning policy for repeat offenders.
- Field operatives address problems with abandoned bikes and misuse.
- Beryl control centre to respond to complaints and give customer support.

4.6 Any issues can be reported to Beryl via the following channels.



- Send an email to support@beryl.cc
- Use the in-app chat.
- Use the website chat.
- Give Beryl a call on 020 3003 5044 from 7am – 9pm Monday-Sunday.

4.7 Portsmouth City Council has a dedicated webpage providing key information about the scheme: <https://travel.portsmouth.gov.uk/cycling/beryl-bike-share-scheme/>

5. Scheme Performance Summary

5.1 The key scheme statistics to date, between October 2022 and June 2023 are as follows:

- Number of active users: 4,108, in June there was an average of nine rides per active user.
- Number of bikes at end June 2023: 216
- Total parking bays at end June 2023: 66
- Total distance travelled: 44,147km (24,740 miles)
 - For June this was 11,625km (7,223 miles)
- Total rides: 19,509
 - For June this was 4,465 journeys (2,292 by pedal bike and 2,173 by e-bike)
- Average ride time: 22 minutes
 - For June this was 19 minutes
- Average distance travelled: 2.25km (1.4 miles)
- Most popular days for the scheme in June were Thursdays, Fridays and Saturdays
- The most popular hours for using the scheme are between 2pm and 10pm
- Parking compliance: 95%
- Customer satisfaction: 90%
- CO₂ equivalent saved: 75.1kg* (Beryl's estimate of carbon savings is for the period until 30th June 2023, and is currently being assessed by Solent Transport's Monitoring and Evaluation partner TRL. Emission savings are calculated in CO₂ equivalent units, meaning they factor in all Greenhouse gases.
- 73% of users in June used pay as you go over the minute bundles.



- The most popular destination in June was St. Georges Road, followed by Great Southsea Street and Fratton Bridge. The least popular destinations in June were Arundel Street and Winston Churchill Avenue roundabout.

5.2 Whilst ridership has been increasing steadily each month since March, and June met Beryl's trips per vehicle per day target, overall, the scheme has fallen short of Beryl's forecasts for trips per vehicle per day which is the key metric to measure commercial sustainability. It is difficult to compare ridership figures against those in Beryl's business plan as these assume a much larger of deployed bikes by this stage.

6. **Scheme Expansion**

6.1 The scheme expanded in June 2023, with 30 new docking locations added citywide. This took the total number of docks to 66. Further bikes are still to be added to the fleet to reach the required number for the docks available, this will be supplied by end of August. A further 20 docks are expected to be added by the end of the summer, with the number of available bikes (the majority of which will be e-bikes) increasing accordingly.

6.2 The summer 2023 expansion was planned based upon geographical coverage and forecast demand.

6.3 The council has worked with Solent Transport and Beryl to develop a strategy for future expansion to guide the future expansion of the scheme towards ensuring it meets the council's wider transport strategy. This is included with this report as Appendix A. It should be noted that the strategy is designed to more strategically inform the selection of sites to put forwards to the Future Transport Zone Board and (for those sites that are approved) progress to public consultation. There are no plans to accelerate expansion; it is anticipated this will remain an incremental process.

6.4 This will ensure a well-managed and strategic approach to future expansion which complements other transport initiatives in the city such as the emerging parking strategy, rental e-scooters, Bus Service Improvement Plan, and car club scheme.

7. **Next steps**

7.1 Monitoring and evaluation of the scheme is being led by Solent Transport's Monitoring and Evaluation partner TRL who have developed a bike share monitoring and evaluation framework and are in the process of developing a monitoring and evaluation plan. Currently TRL are working on validating Beryl CO2 emissions data and examining the scheme's accident statistics alongside the rental e-scooter trial.

7.2 The scheme will continue to report to the PCC Solent Future Transport Zone Board. An update report on the progress of the Solent Future Transport Zone programme will be brought to the Cabinet Member for Transport in early 2024.

8. **Reasons for Recommendations**



- 8.1 The scheme has launched successfully and been well-received, with high parking compliance and user satisfaction scores, and very little negative feedback received regarding poor parking or inconsiderate riding behaviour.
- 8.2 Ensuring future expansion is well-manged and complements other transport initiatives in the city will build support for the scheme, increase the level of sustainable travel, and help to deliver Portsmouth's Transport Strategy.
- 8.3 The scheme supports the ambitions of Portsmouth's draft Transport Strategy 2021 - 2038, to provide travel choice and attractive and alternative travel modes to private vehicles in particular the strategic objective of prioritise walking and cycling and the supporting policies along with the Policy C which supports shared transport modes.

9. Integrated impact Assessment and Equality Impact Assessment

- 9.1 Solent Transport carried out strategic stakeholder engagement at a regional level prior to the procurement, holding virtual meetings with representatives from the following organisations in addition to the relevant local authorities:
- Community First
 - EM3 LEP
 - Hampshire & IOW Wildlife Trust
 - Hampshire Constabulary
 - Lakeside North Harbour Business Park Portsmouth
 - University of Portsmouth
 - Segensworth Business Forum & BID
 - Stantec
- 9.2 A range of local stakeholders were engaged with in developing the Portsmouth scheme. This engagement has continued as the scheme progresses, particularly with the Police and Disability Groups, both on an ad-hoc basis and through Solent Transport's quarterly Micromobility Equalities Forum meetings.
- 9.3 An Integrated Impact Assessment (IIA) and an Equality Impact Assessment (EIA) were carried out in advance of the trial's commencement and include a list of local stakeholders that have already been engaged with. These documents, which are included with this report as Appendix B and C respectively, will remain as 'live' documents for the duration of the scheme and be updated accordingly.

10. Legal Implications

- 10.1 As noted in the body of the report, the Portsmouth bike share rental scheme has been implemented in accordance with the City Council's contract with the scheme operator and both the existing and the proposed further expansion of the scheme fall within the scope of that contract.

10.2 There are no additional legal implications arising directly from the recommendations in this report.

11. Finance Comments

11.1 The Capital set up and ongoing monitoring costs for the Portsmouth Bike Share Scheme are being met by Solent Transport, in accordance with the funding allocated to the scheme as part of the Future Transport Zone Grant, awarded by the Department of Transport. The remaining costs will be met by the Contractor.

11.2 The initial contract term is 2 years, with the option for participating authorities to extend for eight more years should the scheme prove successful. A financial appraisal will be taken after the 2-year period, to assess the implications to the Council's budget by extending the contract term.

11.3 A revenue share clause is built into the contract. It is envisaged that the service will at least support itself with the possibility of some revenue coming back to the Council. Until the two-year trial has operated, the exact amount of this, if any, is yet unknown.

11.4 At the end of the trial all costs of demobilising the contract will be met by the Contractor.

.....
Signed by:

Appendices:

Appendix A	Portsmouth bike share expansion strategy
Appendix B	Integrated Impact Assessment
Appendix C	Equality Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Transport Recovery Plan	https://democracy.portsmouth.gov.uk/ieDecisionDetails.aspx?AllId=13236
Local Authority Health Profile 2019	E06000044 (phe.org.uk)
Santander Cycle Hire	https://tfl.gov.uk/modes/cycling/santander-cycles
Bee Network Cycle Hire	https://activetravel.tfgm.com/bee-network-cycle-hire/
CoMoUK	https://como.org.uk/shared-mobility/shared-bikes/what/
Portsmouth transport strategy (LTP4)	Local Transport Plan 4 (LTP4) - Portsmouth City Council
Portsmouth Air Quality Strategy (2017-2027)	env-air-quality-strategy.pdf (portsmouth.gov.uk)
Solent Future Transport Zone bid	https://www.solent-transport.com/wp-content/uploads/2021/04/future-mobility-zones-fund-application-form-final-proposal_30_09_19_FINAL_redacted.pdf
Solent Transport Joint Committee papers	https://iow.moderngov.co.uk/ieListDocuments.aspx?CId=255&MId=554&Ver=4
Solent Future Transport Zone report to Cabinet Member of Traffic and Transportation - October 2020	TT 29 Oct 20 - Solent Future Transport Zone report.pdf (portsmouth.gov.uk)
Decisions by Cabinet Member for Traffic & Transportation on Tuesday, 5th July 2022, 4.00 pm Portsmouth City Council	Agenda for Cabinet Member for Traffic & Transportation on Tuesday, 5th July, 2022, 4.00 pm Portsmouth City Council

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by: