Appendix A - Specification
for
Bike Share Scheme for Christchurch

1. Background

BCP Council wishes to partner with a Bike Share operator to operate in the Christchurch area of the conurbation. This follows the success of the scheme in Bournemouth and Poole. Whilst the latter is a commercial operation, this tender provides additional funding to deliver a scheme in Christchurch.

This funding can be used if required for the initial purchase of bikes, which will then be leased back to the operator at a nominal cost of £1 per annum. Additional funding for associated equipment, set up costs for the back office systems and maintenance facilities is also available if required.

Whilst capital funding will be available to deliver the project, it is reiterated that there will be no ongoing revenue funding available for the remaining five years of the project, which must be entirely self funded from usage of the scheme.

In addition the contractor will provide a % gross profit share for the Councils. This funding will be ring fenced to provide ongoing officer support, adult cycle training, promotion of cycling, plus additional cycle parking and infrastructure as required. The contractor will be required to provide "Open Book" accounting for the Christchurch scheme with a review on an annual basis.

The contractor will be required to liaise with transport providers including Beryl Bikes, Morebuses and Yellow Buses to ensure that cross boundary and multi modal journeys between Poole, Bournemouth and Christchurch are made as seamless as possible. This should include the availability of APIs to enable easy integration of services within Apps.

The potential operator must be provisionally or fully accredited with the comouk accreditation which provides an agreed industry standard of best practice.

Future funding may also be available across the Bournemouth, Christchurch and Poole area to provide free use of the Bike share schemes to certain groups, eg Council workers, NHS staff etc as required.

2. Operation of Bike Share scheme in Christchurch.

A Dockless Bike Share scheme is required. This will be App-based, enabling customers to easily access and unlock bicycles using a smartphone. This removes the need for formal docking stations and gives far greater flexibility for users. However fundamentally users should also be encouraged to leave bikes in "preferred parking areas" which will be geo-fenced on the App and provide a price incentive for customers.

The preferred parking bays will be requested by the tenderer but funded by the Council They will be marked on site using either lines or signage at locations close to key destinations including (but not limited to) residential areas, retail centres, industrial parks and key transport nodes including Christchurch Rail Station and the Airport.

All preferred parking bays will be assessed by the Council before implementation. Users should also have an ability to request additional bays and these will be considered for progression at quarterly Project meetings.

Note some preferred parking areas may be requested on private land (eg station forecourts, supermarkets etc). The contractor should liaise direct with the landowner to deliver these facilities.

Overall it is essential that users are not overly restricted by a limited number of pick up/drop off points as a dense network of bays will encourage usage of the scheme.

3. Bike Specification

BCP Council will fund the purchase of the bikes (if required) and these can be leased back to the operator for a nominal sum (£1 per annum). It is suggested that at least 250 are purchased to provide a sufficient pool of bikes to adequately service the Christchurch area, with at least 200 available for hire each day in the area. However tenderers are invited to submit a bid based on their own experience and the size of the market available.

The bikes supplied must:-

- Meet all UK relevant safety standards
- Have fully integrated components to deter theft with the use of anti-tamper nuts and bolts.
- Be durable, easy to clean, scratch and graffiti resistant.
- Be corrosion/salt resistant- this is of particular concern on the South Coast and rust proof construction is essential.
- Have a ten year life backed by manufacturer's warranty.
- Be of step-through design with a comfortable adjustable seat suitable for a wide range of users (a minimum user height range of 150cm to 200cm)
- Have a range of gears suited to an average user and the local topography of the area.
- Have a luggage rack (either front or rear) for small items.
- Display integrated lights (front and rear) at night that meet current UK standards and are illuminated automatically (at dusk, powered by a dynamo or equivalent).
- Have front and rear mudguards.
- Have an easy to use kickstand that holds the bike securely.
- Be fitted with an integrated locking system that is robust, tamper proof and cannot be easily removed. A cover should ideally be provided to prevent the potential use of bolt croppers or similar.

- Have an integral GPS tracking system that is robust, tamper proof and difficult to remove. The supplier should provide details of how this will work including auxiliary items such as batteries, solar panels etc.
- Be clearly marked with individual bike identity number, operator details (website, email address and contact phone number).
- Be jointly branded with BCP Council logo and further details (content to be agreed between both parties).
- Be abled to be recycled at the end of life.

The bikes supplied would also benefit from the following features if possible:-

- Puncture Resistant tyres.
- Ability to unlock through NFC (by mobile or contactless credit card).
- Advertising panels on skirts over rear wheels.

4. Scheme Performance and Review

The operator must attend project review meetings undertaken every quarter between the operator and the Local Authority. These meetings will monitor ongoing progress of the scheme and identify any issues. If problems of non-performance occur, then the Council can instruct the operator to cease operations and return all bicycles within one month.

The following lists key areas of potential concern where scheme performance must be achieved:-

- **Obstruction**

Dockless bike sharing schemes give the user the freedom to start and end their journey wherever they please within the scheme area.

It is vital therefore that users are encouraged to park the bike where it does not cause an obstruction. In addition in “hot spot” busy locations it is essential that excess numbers of bikes are not allowed to build up in an untidy or unsafe manner.

The Council requires that:-

- *When a bicycle is considered to be causing a Danger or Obstruction, the bicycle will be removed within two hours. If bicycles are causing an immediate Danger, the relevant Highway Authority may remove them without prior notice. The Operator will be liable for all associated costs.*

- *When a bicycle is reported to be causing a Nuisance, a maximum response time of 24 hours will be required.*

The operator must therefore provide the following measures to ensure compliance:-

i) Scheme areas are to be actively managed with “geo-fenced zones” where bikes can only be unlocked in these designated areas. As an example a user

of the scheme would be able to use the shared bike for a trip to Burley in Hampshire, but would have to return the bike to within the scheme area before the hire is finished. The operator should actively engage with Beryl Bikes to enable integration with the existing Poole and Bournemouth Bike Share scheme if possible. The contractor must guarantee that at least 200 of the bikes will be available for hire within the Christchurch area each day.

ii) Geo-fenced zones must also be created to provide preferred parking locations and ensure bikes are not left in areas with narrow footways or obstructing accesses etc. The operator must actively engage directly with key stakeholders to identify suitable locations for parking locations and monitor their use, plus amend as requested if problems occur.

iii) Financial incentives to the user should be provided to encourage bikes are parked safely in preferred locations and without obstruction. If problems do occur, persistent offenders must be banned from the scheme.

iv) An on-street team will rebalance bikes as required to ensure that supply meets demand and overcrowding of bikes in certain locations (such as at the quayside during the Summer) does not occur.

v) Users will ideally be incentivised to balance supply by imposing differential tariffs i.e reducing the price if a bike is ridden from a location with an excess to an area with a shortage.

vi) All bikes are required to have an individual asset number plus a phone number, email address and website clearly displaying details for the operator's contact centre. This will ensure that if a problem is reported by the public prompt action is undertaken. The Quarterly Project meetings will review

vii) GPS tracking must ensure the location of all bikes are accurately visible on the operator's website at all times so bikes parked inappropriately or in large numbers can be easily identified and acted upon. The GPS feed must be recorded via equipment on the bike itself and not using data from the user's mobile phone.

- **Theft and Vandalism**

The operator must seek to minimise potential theft and vandalism by ensuring:-

i) Bikes are fitted with GPS tracking so their locations are known at all times.

ii) A security alarm is fitted to alert the operator if the lock mechanism is being tampered with.

iii) Bikes must be distinctive and preferably have custom made components that cannot be used on other types of bicycle, reducing their attractiveness to potential thieves.

iv) The App should actively reward users for reporting bikes that have been damaged to enable a quick response and repair.

v) Operators must remove any damaged bikes which are unavailable to use within 24 hours of being reported unless a repair has been affected.

vi) Close working with the Council, Dorset Police, Community Groups and other key stakeholders to highlight areas and agree solutions if problems occur.

- **Road Safety**

The safety of residents and visitors is of primary concern and increases in the number of people cycling must be achieved safely, minimising danger to the public.

The bike share operator must therefore provide:-

i) Bikes that meet the latest UK safety standards.
ii) Robust maintenance, servicing and cleaning regimes to ensure all bikes continue to meet applicable laws and standards.
iii) Adequate insurance (£10m Public Liability; £10m Product Liability; £10m Employer's Liability).
iv) A minimum age for a registered user of the scheme will be 16. This will be explained both in the user terms and conditions and on the bicycle.
v) Road safety information and Bikeability training opportunities targeted at users via the App. Content will be agreed in partnership with Local Authority.

- **Customer Experience**

It is of vital importance that the customer experience is of an excellent standard from the outset.

The bike share operator must therefore ensure:-

i) Terms and conditions of use are clearly available to customers, via their website and App. Customers must accept these terms and conditions including clear guidelines on scheme area and where bikes can and cannot be parked.
ii) A varied pricing structure must be available including both pay as you go (i.e. per trip) and weekly/monthly tariffs. Prices, deposits, fines and changes to this pricing structure must be transparent and reasonable and clearly communicated to the customer.
iii) Mechanisms must be in place to deal with financial transactions appropriately, in accordance with the Payment Card Industry Data Security Standard.
iv) A complaints handling procedure is in place which is well communicated via website and App. This process must be fully accessible and include timeframe(s) within which the operator will endeavour to resolve complaints.
v) Anonymised trip data including journey numbers and origin/destination will be reported to the Local Authorities quarterly to help enhance the cycling network. In addition data must be shared with the police and other law enforcement agencies if bikes are suspected of being used for illegal or antisocial purposes. It is therefore essential that customers are made aware of this requirement and that all personal data is processed lawfully in accordance with data protection legislation. Operators must make sure appropriate security measures are taken against unauthorised access to, or alteration, disclosure, accidental loss or destruction of personal data.

- **Advertising**

The operator is encouraged to sell advertising space on the bikes to reputable businesses to optimise turnover and assist with reducing hire costs to users. Advertising sales must not compromise the safety or ease of operation of the bikes to the user.

In addition the operator shall not sell or otherwise display any advertising on any bikes as set out below:

- No political advertising.
- No religious advertising.
- No tobacco advertising.
- No escort/personal services, sex product/trade or related advertising.

The advertising must conform in all aspects with the Code of Practice of the Advertising Standards Authority.