

Case Study: Richmond Station Cycle Rental

Workstream

Workplace & Destination
Travel Planning

Campaign

Richmond Station Cycle Rental –
'Bike N Ride'

Background and research

The Richmond Station 'Bike N Ride' cycle rental scheme was launched in June 2010 in partnership with South West Trains (SWT) and resulted from the need to improve local rail/cycle integration and Smarter Travel stakeholder engagement.

A mixture of 70 folding and non folding bikes have been provided, 20 of which are ring fenced for the use of local employee's whose organisations have an active travel plan. This was an additional perk offered through the Connecting Businesses 'Try B4U Buy' project.

Try B4U Buy enables employees from workplaces that are developing a travel plan to borrow a bicycle for up to three weeks for free.

Smarter Travel provided SWT with funding in 2009/10 to set up the cycle rental scheme (including marketing, installation of shelving, purchasing of bikes) and support its promotion in 2010/11.

The bike rental scheme is administered on a daily basis by Evans Cycles who provide information to the public on Bike N Ride, regularly maintain the bikes and lend marketing support.

A total of 11 employees in Richmond used a bike through Try B4U Buy between June and September 2010. The table below shows the general public monthly use of Bike N Ride in Richmond between July and September 2010.

Month	Weekday	Weekend	Total
July	11	47	58
August	16	52	68
September	38	31	69

Key deliverables

- **Local cycle access** – Improve rail/cycle integration and encourage visitors and employees in the Borough to cycle where possible, particularly for shorter journeys.
- **Partnership working** – Scheme infrastructure and marketing delivered jointly between SWT, Smarter Travel and Evans Cycles.
- **Targeted promotions** – Advertising in local publications, Radio Jackie, leaflets, posters at Richmond Station, e-newsletters to local organisations, Smarter Travel roadshow, destinations' websites, etc.
- **Incentivise workplace travel planning** – Free bike usage for employees of local organisations involved in travel planning
- **Visitor information** – Provide useful visitor information at a key borough gateway.



Challenges

- **Seasonal rentals** – Develop supplementary activities to maintain revenue during colder months.
- **Profitability** – Offering a convenient and useful service that is sustainable when subsidisation is no longer available.
- **Promotion** – Visible and continuous marketing of scheme required to ensure required rental levels

