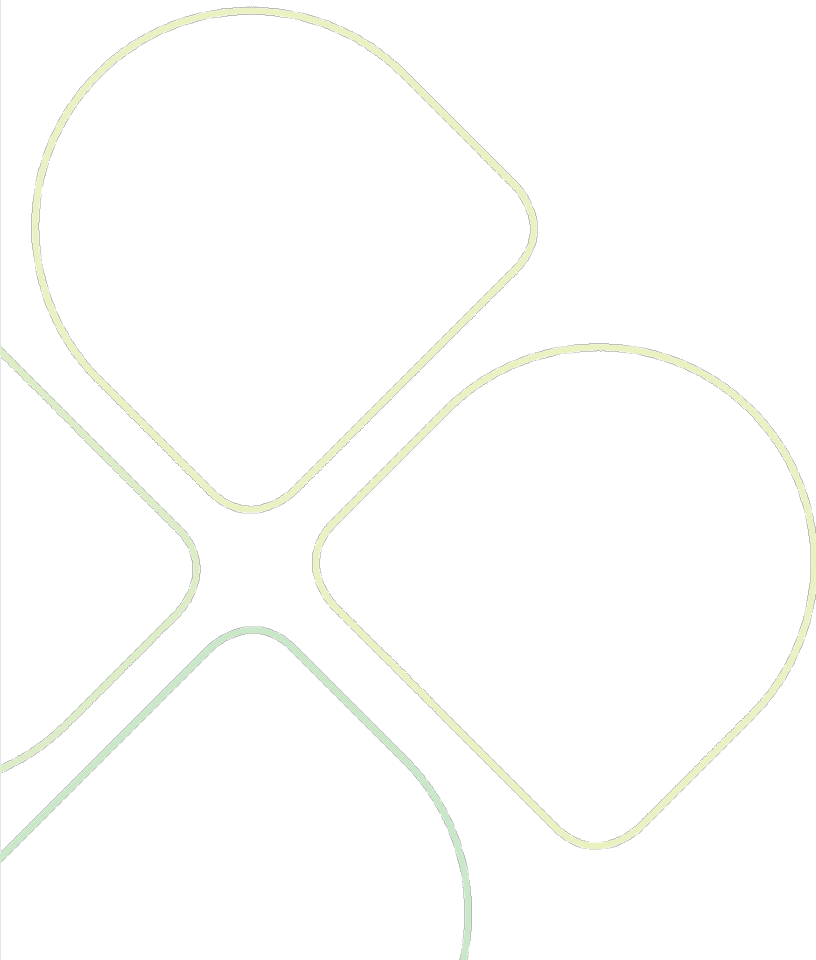




How Bike Share can Support Effective Partnerships

EAUC Conference 2018

Introductions and welcome



A quick survey

- Do you currently offer interdisciplinary undergraduate student projects?
- Do you involve Campus colleagues?
- With other stakeholders?

Cover

- Two second year modules, 2 Institutes
- Primary research and prototype designs
- Employability skills – City Council
- Expand bike share off campus into the City.





Application for Ethical Approval (Student)

To be completed by students proposing to undertake ANY research involving humans [that is research with living human beings; human beings who have died (cadavers, human remains and body parts); embryos and fetuses, human tissue, DNA and bodily fluids; data and records relating to humans; human burial sites] or animals.

Section A: Researcher and Project Details

Student:	Rosanna Willmott, Daniele Fabbri, Amir Doskulov, Benjamin Hunt
Email:	Wilr2_14@uni.worc.ac.uk
Institute:	Science and the Environment
Student status:	Full time undergraduate
Supervisor/Tutor/Module leader:	John Dutton
Project Title:	E-bike hire scheme
Project funding:	

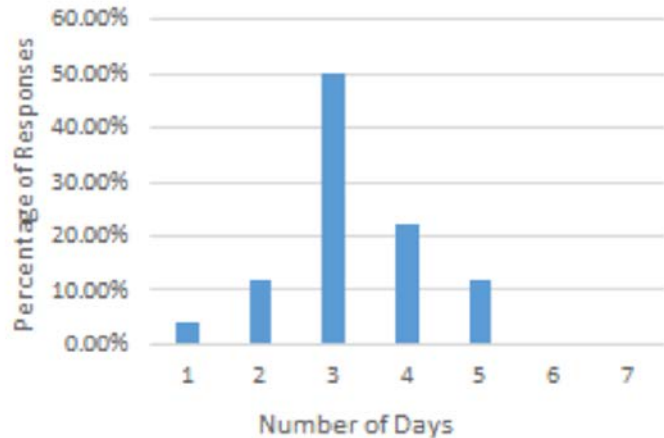


Proposed Cycle Hubs - Worcester

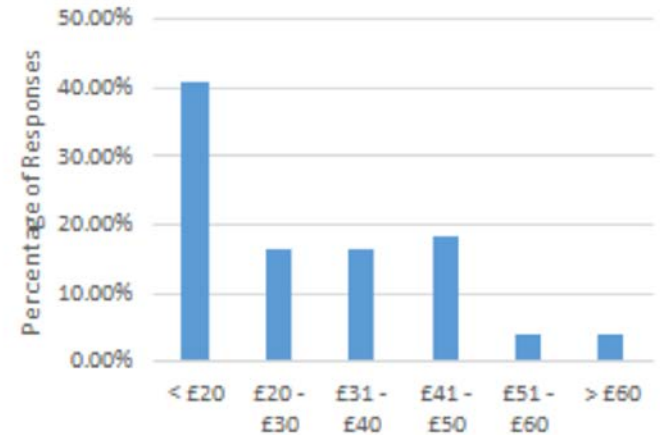
TASK	Timescale (Months)					
	1	2	3	4	5	6
Application for funding	■					
User Manual Design	■					
Marketing Material Design		■				
Sticker/logo design		■				
Risk assessment production		■				
e-guide development		■				
Marketing Material Production		■				
Purchase and Delivery of eBikes		■	■			
Charging Port Purchase		■				
Purchase of equipment		■				
Vynl sticker order		■	■			
Online system expansion			■	■		
Vynl Sticker application (bikes, batteries and locks)				■	■	
eBike inspection				■	■	
Charging Port Installation				■		
eBike distribution					■	■
Risk assessment and e-guide made available						■

Location	Nº of hubs	Nº of bikes	User Cost	Registration required?	Method of payment	Rental Time Limit	Method of return	Audience
Exeter	3	15; Average of 4-8 bikes on each hub	75p per 30 minutes for members. £1.50 per 30 minutes for non-members	Yes, Via Terminal, App or hotline	Smartcard available for £2.00, or payment accepted via App, Terminal or hotline	Unlimited	Hub based return, or placed within 30m if no terminal available.	General public
Bath University	5+		£50 deposit. First 40 min free, every additional 30 min 50p or £5 for 24 hours	Yes, Via Terminal, App or hotline	Debit/credit card, via terminal, app or hotline	Up to 2 weeks	Hub based return, or placed as close as possible if no terminal available and then confirmed through terminal, app or hotline.	Staff or postgraduate students
Brighton University	2	10		Yes, through website		1, 3 or 6 month periods	Hubs at campus and train station	Students and staff
Bristol	3	24		Yes, Through website, online or app	Debit or Credit card, via app or online		Hub based return, card operated bike lockers	Public and private sector employees, students.

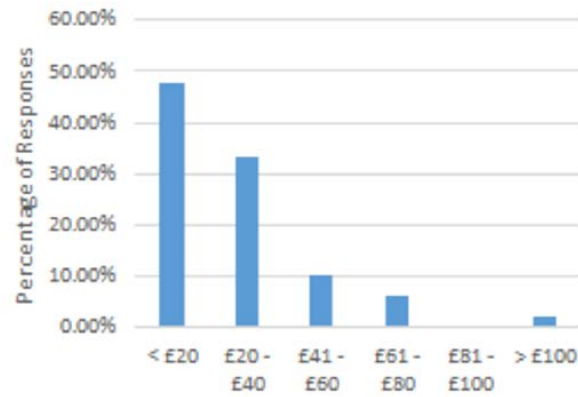
Key feedback from surveys



Graph 1. Commuting frequency to the University (days per week) of respondents.



Graph 4. Questionnaire responses of Annual fee payment for membership.



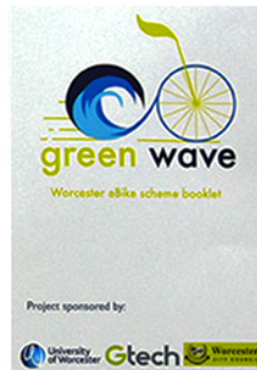
Graph 5. Questionnaire responses for returnable deposit for scheme adherence.

- Our design brief, methods and considerations used
- Secondary and primary research methods
- An example of my final outcomes

Design Display Board



2. Front and back cover design for the eBike scheme booklet



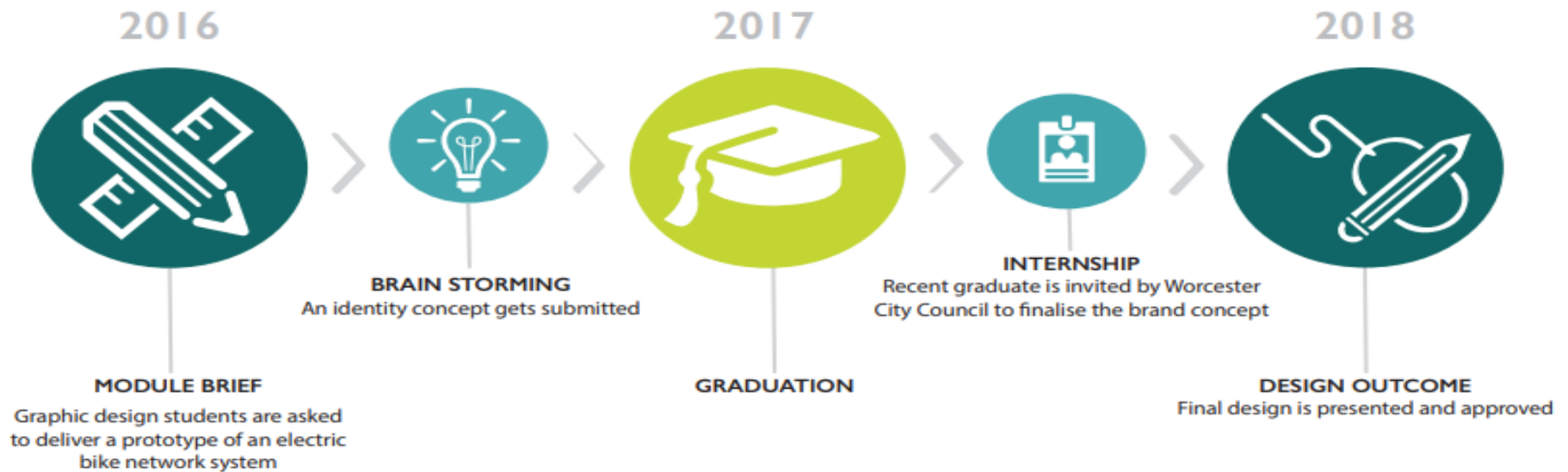
3. Content pages of the eBike scheme booklet



Inspired by the initiative in Copenhagen, the Worcester eBike scheme is called "Greenwave".

University of Worcester 2017
Digital Arts Center, GDES3003 Green design
Cristina Pop
Student number: 140101137

Timeline



Design process

start-up concept inspired by
Copenhagen's cycle initiative;



a new name is introduced
although the brand can easily be
seen as a bike shop;



defining a stand-alone brand
that will represent a modern
bike share scheme;



refined identity that will best
represent a dynamic and
future - oriented city



Benefits

- Students enjoyed working on a live brief
- Working across Institutes different and enjoyable
- Very different 'cultures'

Our learning and experiences

- Being a real 'project' commercial confidentiality an issue
- Reliant on each other – timescales
- Good module feedback
- Further opportunities for student projects

Woo Bikes

BBC Midlands Today



Woo Bikes – City bike share pilot

What is it?

Since 2010/11 the University of Worcester has operated a short term [bike share scheme](#). This 50 bike scheme has increased in popularity in each year of operation. Students and staff can join for an annual £45 fee then borrow bikes at no extra cost. Members hire pedal bikes for a 7 day period and return them to two locations, City and St Johns Campus reception. Members are issued free helmets and lights and bikes can be used and locked anywhere. There is a small daily fine £2 for late returned bikes.

Woo Bikes extends this scheme by adding an additional 50 electric bikes, or e-bikes. These bikes have a battery, you ride it like a normal bike, but as soon as you pedal, the motor gives riders a boost whenever you need it. These bikes have no gears, you pedal to go faster, brake to slow. Members can hire e-bikes for a 24 hour period with a £4/day late return fee.

Why are we doing this?

One of the key aims of the scheme is to enable a 'try before you buy' approach to encourage our community to cycle. We anticipate that those who try, and become regular users, may commit to buying their own bike. The City is experiencing increased car congestion. There is an increase in single occupancy car use and there is an increase in both University students and staff using cars, including driving between University sites. It is likely that these trends are adding to air pollution in key City road corridors. The City is also experiencing a fall in cycling. The aim is to offer a wider travel choice as part of an overall strategy to manage congestion; reduce travel costs and support healthy living styles.

Research supported by central government in e-bike hire schemes across the country concluded that e-bike share schemes "widen the appeal of cycling" and particularly "supports the switching to e-bikes from up to 5-mile car journeys, compared to 3-mile car journeys for conventional cycling". This meets the profile of car commuting in and out of Worcester City and the hilly nature of the City.

What is it trying to achieve?

Encouraging potential new students to not even contemplate bringing a car with them when they apply to study in Worcester. Reducing the number of commute journeys by people who currently drive on their own to work or study and live within 5 miles of their destination.

Who is it for?

Initially for University of Worcester students and staff and rolling it out to other major employers and Worcester citizens.

When did it start?

At the University of Worcester 12th February 2018 and expanded into Worcester City with students' leading on *have a go sessions* from 17th April 2018.

Who are the partners?

Worcestershire Local Enterprise Partnership, Worcestershire County Council, Worcester City Council, Gtech, Emily Jordan Foundation and the University of Worcester.



Could you choose a logo?

- Take a look at the design versions of the Woo logo:
- Choose your favourite
- Why have you chosen this?
 - What attracted you
 - Can you see any issues with this design?
- Feedback to the group