

Reallocating existing resources through partnership working : The “Unicycles” pool bikes example from the University of Edinburgh and Cycling Scotland

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UNIVERSITY BIKE HIRE
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- Launched September 2015
- 50 hybrid bikes in a range of sizes
- Hired to students for 3 month periods
- £30 for Semester 1, £20 for Semester 2 (Plus £50 deposit)





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Purpose

- To encourage more students at Pollock Halls of Residence to cycle
- To remove the barrier of not having access to a bike
- To remove the barrier of not having the skills to cycle in traffic



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Marketing and Communications





Results

- The majority of bikes hired by international and exchange students.
- Surveys reveal the main motivations for using the service are:
 - affordability,
 - easier than bringing a bike from home or buying one in the city
- 40% of users said they would not have cycled if the scheme was not available
- effective at increasing the number of students who cycle.

Just Eat Cycles



**CYCLE
FRIENDLY
CAMPUS**

Cycling Scotland



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The situation



Requests for access to bikes projects on the rise - £60k worth of applications

"I don't have a bike"...Average bike ownership rate 37% (2016)

Funders' perspective

38 bikes to distribute from the UniCycles pool bikes

What we did

Run a
reallocation
scheme!

Why we did it – Unique opportunity

1. To allow those who are new to the bike sharing scene to develop a low-risk, small scale bike hire scheme where they can gauge/test students (and staff) appetite for a wider and larger scheme
2. To develop access to bikes for those same groups
3. **To develop an hard evidence base to highlight the need for the development/expansion of bike sharing scheme in future funding opportunities. At very little cost.**

How we did it

University of Edinburgh:

Provided CS with bikes numbers in various sizes and documentation
Agreed to share the branding, T&Cs and lessons learned

Cycling Scotland

Called out to institutions: Straightforward notes of interest

What we wanted to know: Number of bikes requested, admin processes, marketing initiatives, transport matters, maintenance, booking and charging patterns, evaluation, marketing and promotion.

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UniCycles

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How we did it

Cycling Scotland

14 notes of interest for a total of **107 bikes** requested

Shortlisted and allocated to **6 successful institutions**

Institutions received between 2 and 9 bikes

University of Edinburgh

Coordinate collection of the bikes and provide further advice if required



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Any questions?

