

APPENDIX A

ASSESSING MARKET INTEREST IN THE PROVISION OF A CYCLE SHARE SCHEME



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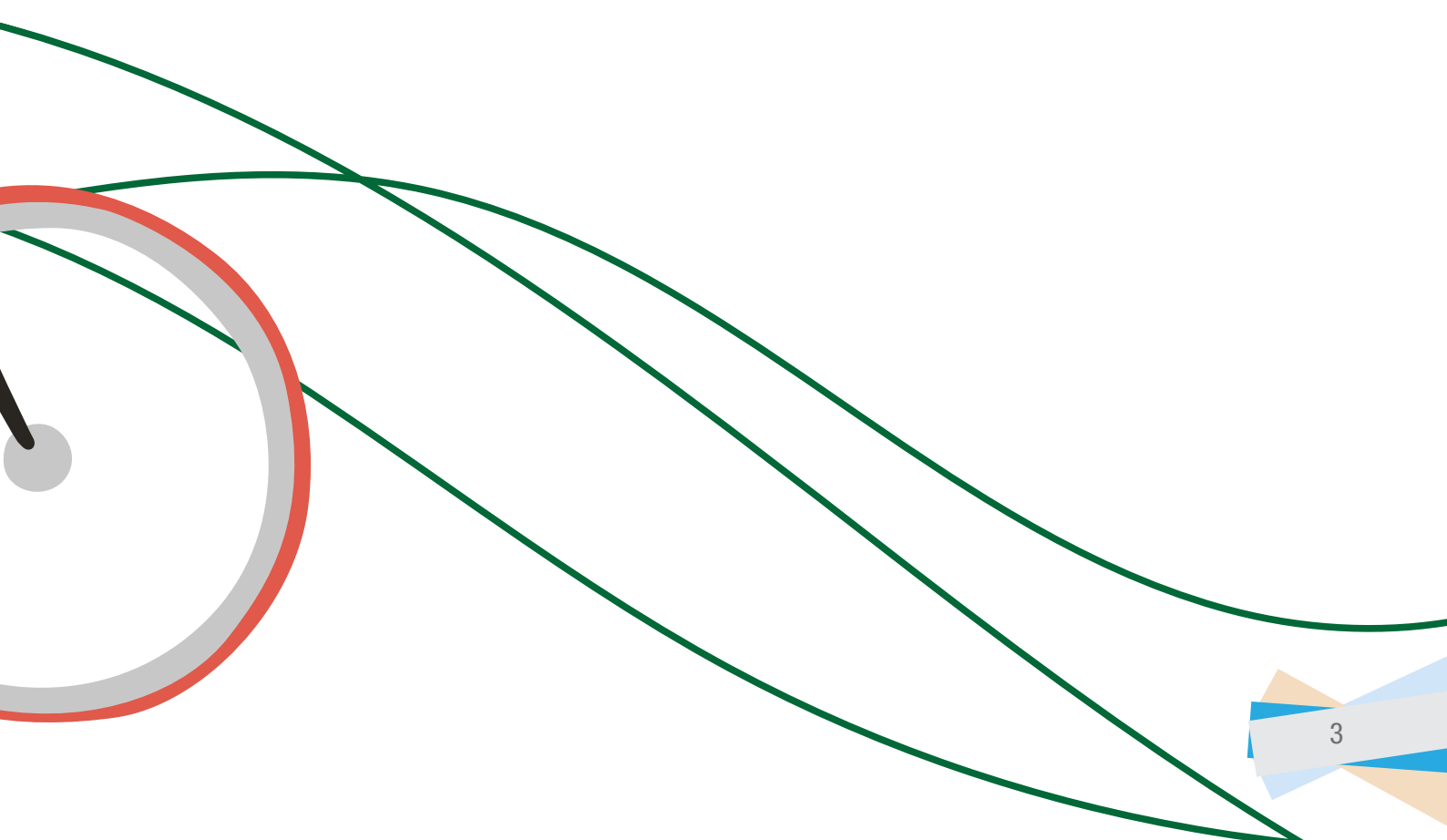
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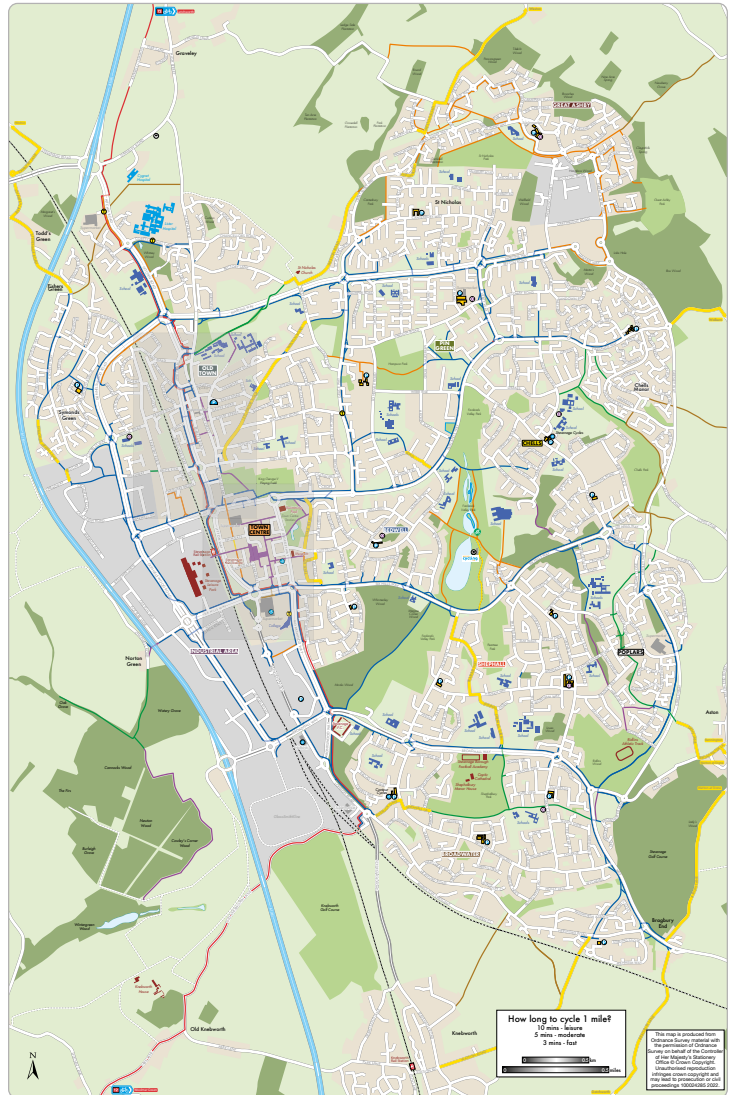


Introduction

Stevenage is located around 30 miles north of central London, in the north of the county of Hertfordshire.

Geographically the town is well connected to strategic north-south transport corridors. The station is served by the East Coast main line railway as well as others including Thameslink services between Cambridge, London, and the south coast. The A1(M) runs to the west of the town, with two junctions - 7 and 8.

As an urban town, Stevenage offers 23 miles of cycle network with ease of access to work, home, shopping, health, education, culture, and leisure. The cycleway network allows cyclists to ride in safety, uninterrupted by other traffic to local amenities. These tracks are segregated from the carriageways of the town and cyclists can cross at major junctions and other convenient points through underpasses.



Stevenage Cycle Map

Trafficfree scenic cycle route	Rural area
Cycleway system	Open space
Shared use routes (mopeds prohibited)	Woods
Bridleways (can be used by cyclists)	Built up area
Great North Cycleway Route 12	Industrial area
On road route	Neighbourhood Centre
Useful road link for cyclists	Place of interest
Underpass	Selected stores
Pedestrian route	School
Toucan crossings	Hospital
Recommended tea stops	Inset map
Cycle Parking	
Cycle Hangar	
Cycle Shop	
Cycling UK meeting point	
Stevenage Cycling Hub	
Childrens Centre	

Digital Cartography by Pindar Creative
www.pindarcreative.co.uk

www.stevenage.gov.uk/documents/cycling/stevenage-cycle-map.pdf

Vision and Objectives

Our plan is to transform travel across Stevenage, making active travel the number one choice for travelling to work, educational facilities, and shopping as well as for leisure and visiting family and friends. It will also help to:

- Reduce greenhouse and local pollutant emissions in Stevenage, to help tackle climate change and improve air quality
- Improve quality, accessibility, and affordability of clean modes of active transport in Stevenage, and offer people an efficient way to connect with public transport as alternatives to using the car
- Improve journey times and connectivity in and around Stevenage
- Encourage a modal shift in cars to cycles

Sustainable Transport

Stevenage Borough Council is working on several sustainable transport initiatives which aim to relieve the congestion on the roads and maintain parking capacity, whilst promoting more sustainable modes of travel and helping to improve air quality. This is particularly important considering the projected growth for Stevenage.

Vision



A community that chooses to cycle rather than drive short distances to school, to work and for leisure

Objectives

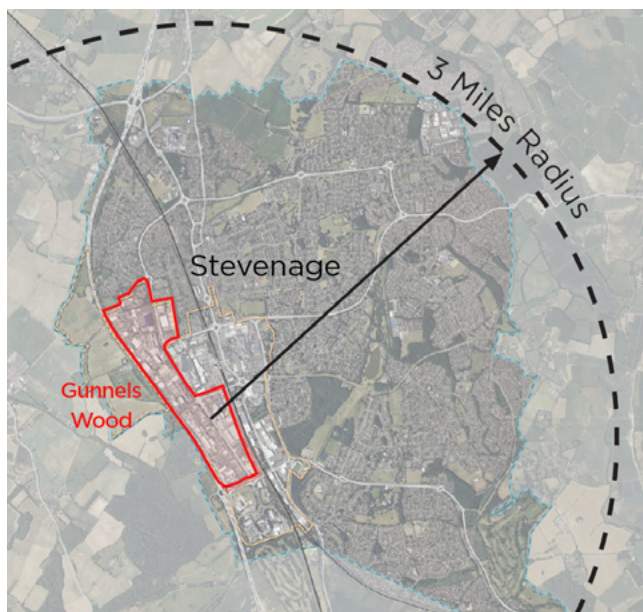
- Encourage a change in the way we use local transport by providing an efficient complement to public transport
- Offer an alternative to driving for short trips, reducing congestion and air pollution
- Make cycle share available to the public at low cost
- Improve access to jobs, education, and amenities with “first/last mile” connectivity
- Increased number of people cycling, leading to improved health and well-being

What we are seeking to achieve

The council recognises that car use plays an important role in the way that people and businesses connect. The council is committed to improving and enhancing sustainable modes of transport to give people the opportunity to have choice over the way they travel, and the way their streets are used.

The Stevenage Local Cycling and Walking Infrastructure Plan (LCWIP) published in October 2019 advises that cycling in Stevenage has the potential to replace trips made by other modes up to 10km. Cycle share is a good way of encouraging this mode of transport to be used for short trips and has the potential to fit in well with this travel pattern.

Currently, only 3% of travel to work is by cycles even though 30% of trips are under 3 miles.



According to the latest available data (2021 Census), in Stevenage the split for travelling to work is around 68% by car, 3% by cycle and 11% by foot. This means that over two thirds of all journeys to work trips are still being made by private car.

Hertfordshire County Council's 2022 Travel Survey found that over 29% of all journeys to work by Stevenage residents are less than 3 miles and over 19% of all journeys are between 3 to 5 miles which makes cycling a good option for most people.

Soft Market Testing

The council believes that there is considerable scope for a public cycle share scheme which will support the provision of sustainable transport as Stevenage grows.

Consultants were commissioned in 2022/23 to undertake a feasibility study and fully investigate a range of models and operators across the UK. The council would now like to seek the market's views on a cycle share scheme for Stevenage.

The council is considering 'docked' and 'hybrid' schemes, with the intention of procuring a supplier to deliver a phased introduction to Stevenage and manage the day-to-day operations over a set contract period. Soft market testing is a key component in confirming our proposed route to the introduction of a sustainable cycle share scheme from May 2024.

To achieve this, we are seeking the views of a number of indicative market players.

About Stevenage

Stevenage was the first of the New Towns to be designated under the New Towns Act 1946. The local authority covers an area of approximately 27km², spanning just less than 9km north to south and around 5.5km east to west. This is an optimal size for cycling according to Department for Transport (DfT) guidance, which suggests that cycling has the potential to replace trips made by other modes for trips of up to 10km.

There is a long history of cycling provision in Stevenage, dating back to the development of Stevenage New Town. Eric Claxton, Chief Engineer of the Stevenage Development Corporation, designed the New Town to have a substantial network of cycle tracks on which cyclists can ride in safety, uninterrupted by other traffic. These tracks were segregated from the carriageways of the town and cyclists could cross at major junctions and other convenient points through underpasses.



There are a range of benefits for a cycle share scheme in Stevenage, not only as an alternative method to private vehicle use but also to increase the availability of cycling between the town centre and areas of lower density. This supports the council's commitment to achieve net zero carbon by 2030 and improve the health and well-being of both the community and visitors.

Stevenage Business

Stevenage has two designated employment areas in the borough: Gunnels Wood and Pin Green. Between them they encompass approximately 231 hectares of employment land and host some of the world's largest and most progressive companies.

The town's proximity to London and key domestic and international transport links makes Stevenage a gateway to the UK, and the world. Commuters can take advantage of trains into London every eight minutes during rush hour with King's Cross just 19 minutes away. Cycle share schemes have been shown to be a good partner for combined rail and cycle trips.

The town is currently home to over 3,000 businesses with a good mix of company size and sector. Local businesses are active and engaged in local governance and partnerships which help underpin commercial vitality. This makes a significant contribution to the local economy, as well as embracing the close links with London.

Industry

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Stevenage is home to world class expertise in aerospace and defence, with key legacy linkages to British Aerospace, electronics and space and satellites technologies. This supports a vibrant ecosystem of leading science, technology, engineering and manufacturing companies such as: Airbus Defence and Space, MBDA and VIAVI Solutions. Additionally, there is a vast supply chain of companies supporting precision products and specialist services, as well as several niche companies supporting composite materials, components, additive manufacturing, and digital process engineering.





Regeneration

Stevenage is experiencing transformational change. A £1bn regeneration programme is delivering a mixed-use town centre reflecting the aspirations of its people, businesses, and recognising its new town heritage and spirit.

The regeneration of Stevenage town centre will:

- Boost our local economy by increasing the number of people living and working in our town, and increasing our arts and culture scene
- Reignite our night-time economy with new leisure and commercial facilities, plus bars, restaurants, and cafés
- Deliver health and public services right in the centre of town to meet local needs and attract visitors
- Maximise innovative business and educational facilities in town to generate further investment and help local people prosper
- Introduce new green space and nature within the town centre
- Enhance our transport network, with the new Bus Interchange and upgrades to our existing 45km cycleway network.



Stevenage Business Landscape

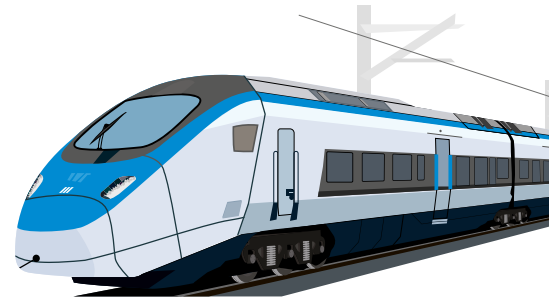


Population of
89,500



Excellent transport connections:

A1M, East Coast Mainline, Thameslink services between Cambridge, London, and the south coast.



Stevenage Industrial Centre

Major infrastructure investment

such as London Luton Airport expansion and the Oxford-Cambridge Arc reinforces the role of the borough as a sustainable employment location.

Average house prices £182k flat, £326k terraced, £387k semi-detached.

Overall, sold house prices in Stevenage during 2022 were 2% up on the previous year and 15% up on the 2019 peak of £296,479.



Prime office rents

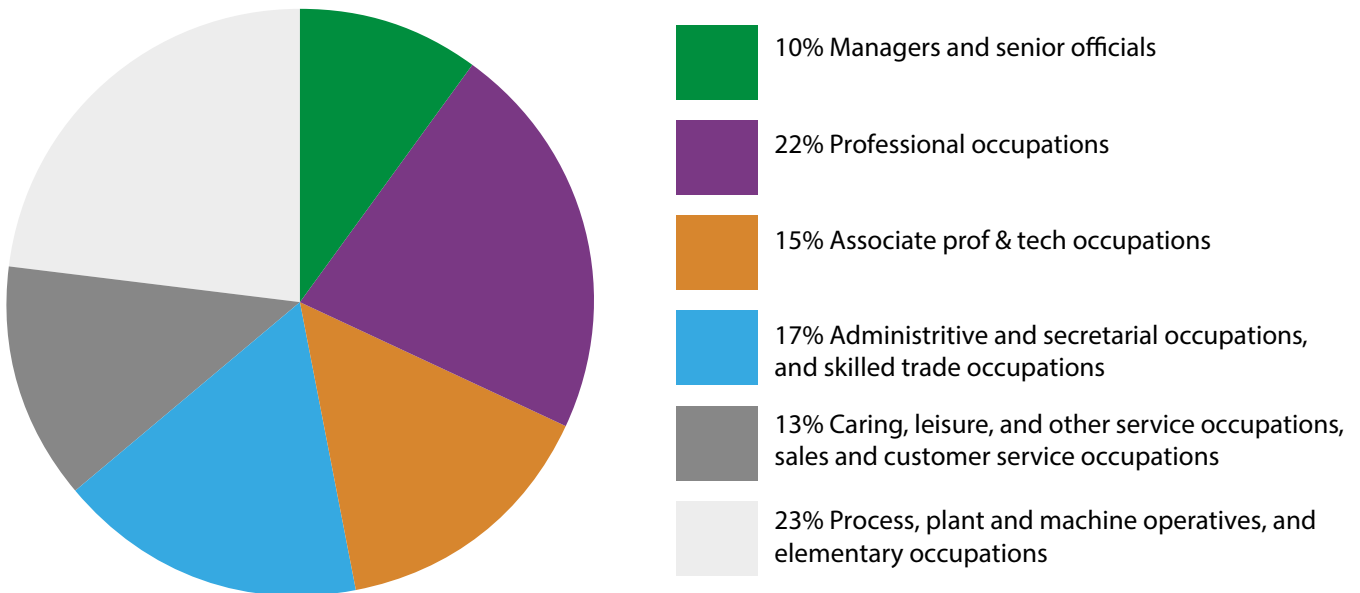
£9.50psqft, Prime industrial £12.50-£22/sqft



Stevenage has over
3,000 businesses
across varied industries
under the county's GIA.

The Borough is one of the region's principal business centers and is estimated to contribute 1.6% of the East of England's GVA and around 6.6% of the county's GVA.

Employment by occupation in Stevenage



Who's here?

HQ's and major employers include: Airbus, GSK, MBDA, Stevenage Football Club, The Wine Society, Aldi, Asda, Tesco, Sainsbury's, B&Q, Wickes, Marks & Spencer, B & M, the Range and the Gordon Craig Theatre are among a few.



Commuting patterns

Around 54% of the workplace population commute into Stevenage for work, with about 50% of residents commuting out.



Potential Scope of Scheme

The council is keen to explore operating models that are: -

- easy-to-use for the person hiring a cycle accessible to as wide a range of people as possible
- help promote active transport and/or improve the cycling infrastructure
- highly visible to the public (whether they are cycle users or not)
- affordable
- flexible and scalable
- provide a financially, environmentally, and socially sustainable solution for Stevenage Borough Council and the chosen operator
- safeguard a whole-life project sustainability approach, including a sustainable supply chain and efficient end-of-life management
- able to include an element of profit sharing
- socially responsible
- accessible to all
- inclusive, bringing together community partners and engagement with the wider community.

The council will be very interested to explore these and other options and ideas with potential providers as part of this soft market testing.

Assessing market interest in the provision of a Cycle Share scheme

Supplier Questionnaire

This questionnaire is supplied for guidance and will be used as the basis for facilitating a further conversation with operators on options for the delivery of a cycle share scheme. These will consider the best options for delivering a high-quality sustainable service to Stevenage businesses, commuters, residents, and visitors.

Note: Answers to questions are not word-limited, please extend this template as required.

Company name	
Company address	
Contact name	
Position	
Telephone number	
Email address	
Website	

A) About your company	
QA1	What is your company's experience in delivering and operating cycle share schemes in the UK, including for the public sector?
RA1	
QA2	Which schemes are you already operating and what future schemes are you committed to delivering?
RA2	
QA3	What are your company's corporate and social values and how do you deliver successful outcomes for the communities you work with?
RA3	
QA4	What is your company's experience of working with sponsors and community partners?
RA4	

B) Market:	
QB1	How do you consider the cycle share market will evolve over the next 5 years?
RB1	
QB2	How do you consider the balance of fleets between standard and e-cycles will change over the next 2 years?
RB2	
QB3	If not already provided, when will disabled people be able to hire specially adapted cycles via your schemes? Will family cargo cycles be part of the fleet?
RB3	

C) Details of the proposals:	
QC1	What is your preferred delivery model?
RC1	
QC2	How would you make this scheme attractive to potential partners in Stevenage?
RC2	
QC3	What intangible and/or non-financial benefits do you believe would typically be achieved by introducing this scheme?
RC3	
QC4	How many cycles would you expect to launch with in Stevenage? What do you consider is the optimum fleet size for a Stevenage scheme?
RC4	
QC5	How do you manage safety and logistics when the bikes are used for commuting to rural locations nearby? (e.g. returning point, overnight charges, etc.)
RC5	
QC6	What is your bike relocation strategy? How do you predict demand for certain locations or time in order to optimise relocation routes. Will the scheme use zero or ultra-low emission vehicles?
RC6	

D) Impact of the proposals:	
QD1	How would you ensure the scheme is flexible and scalable?
RD1	
QD2	How would you ensure continuous service improvement is achieved throughout a potential contract?
RD2	
QD3	How would your operation positively change transport behaviours in Stevenage?
RD3	
QD4	What infrastructure (e.g., electricity, CCTV) is required for each docking station?
RD4	
QD5	How will you ensure that those without a smartphone would be able to benefit from this scheme?
RD5	
QD6	How will you ensure that the 'unbanked' (i.e., without bank account and/or credit card) could benefit from this scheme?
RD6	

Conclusion

The council will use these responses to help decide:

- potential outcomes for a scheme in Stevenage
- whether and how to procure a cycle share provider externally
- the optimum operating model for Stevenage
- how to maximise its attractiveness to potential partners.

Subject to the above, we will then instigate procurement in the usual way.

Your informal responses to this soft market testing are very helpful in the above process. Thank you.



