

Active Travel and E-cycles



Why Active Travel?

- Move to 'net zero'
- Reduced congestion
- Better Personal Health & Wellbeing
- Better Community Health
- Personal Finances
- Business Gains – absenteeism, productivity

Opportunities

- School

- Bikeability
- Park and Stride
- School Streets

- Workplace

- Free Cycle Maintenance
- Buddy rides
- Active breakfasts

- Community

- Family Cycling
- Free Cycle Maintenance
- Led Rides



Free E-bike trials: enabling change



Benefits & Challenges

- Great for people who are inactive
- Encourage 'exploration' leading to increased physical activity
- Perfect for hilly areas / headwinds
- Capability to carry significant loads
- Variety of styles
- Relatively high purchase cost
- Secure overnight storage
- Harder to 'self-maintain'
- Heavy / bulky – harder to transport between locations

Local Authority Challenges

- Cost
- Identifying potential participants
- Logistics
- Maintenance
- Insurance / liability
- Safety / security
- Suitability of bike model
- M&E / legacy

Suffolk CC / Hurrecane e-bikes Solution

- Cost
 - Subscription based model – relatively low monthly cost, cancel after four months if needed
- Participants – three approaches to different target groups:
 - Areas of deprivation – social supermarkets, food banks
 - Commuters – larger organisations with internal networks / champions
 - VCSE / care sector – facilitators for individuals
 - Signup through MS Forms or physical paperwork. ID at bike handover.
- Logistics
 - Managed by Hurrecane e-bikes. Delivery of bikes to any location in the county (country) and movement of bikes between locations.



Suffolk CC / Hurrecane e-bikes Solution

- Maintenance
 - All maintenance / servicing (other than punctures) covered, with max 7 day turnaround time
- Insurance / Liability
 - SCC take insurance risk in most circumstances
 - Free 'Bikeability' Level 3 offer
 - Participants sign to confirm competency upon delivery of bike
- Safety / Security
 - 'Gold standard' D lock provided, requirement to store inside overnight
 - Lights fitted to bike as standard
 - Hedkayse helmet provided – can be dropped / crushed



Range of e-bikes

- Step through frames – people with limited mobility, flexibility with clothing choice
- Off road capability – encourages exploration and trial in leisure time, embedding 'active' culture
- Variety of price points from £55 / month
- Optional add-ons / colours / protection



FREEDOM 420 HYBRID

PEDAL ASSIST LEVELS: 3
CHOOSE YOUR COLOUR:



FREEDOM 400 STEP-THROUGH

PEDAL ASSIST LEVELS: 3
CHOOSE YOUR COLOUR:



FREEDOM 410 HYBRID

PEDAL ASSIST LEVELS: 3
CHOOSE YOUR COLOUR:



F200 20" FATBIKE

PEDAL ASSIST LEVELS: 5
CHOOSE YOUR COLOUR:



F200-F 20" FATBIKE

PEDAL ASSIST LEVELS: 5
CHOOSE YOUR COLOUR:



H250 CRUISER EBIKE

PEDAL ASSIST LEVELS: 3
CHOOSE YOUR COLOUR:



Suffolk CC / Hurrecane e-bikes Solution

- M&E

- MS Forms / paper surveys – before activity, immediately after and 6-12 months after

- Legacy

- Subscription based model allows individuals to take over payment after trial period concludes
- Possibility to share costs with public health budgets and individuals for certain target groups e.g. £30 / £25 split per month



5. Were you aged 18 or over on 01 January 2023? *

- Yes
 No

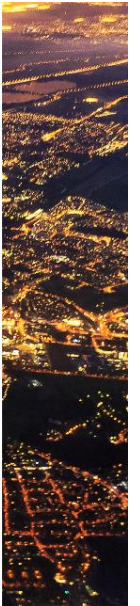
6. Do you feel that you are competent to ride a bike on the highway? *

- Yes. I am confident cycling on my own.
 No. I'd like a free training session where an instructor will visit me at home please.

7. Will you be able to safely store the e-bike somewhere locked away when not in use? Please tell us in the 'other' box where you will keep it. *

Please select at most 2 options.

- Yes
 No
 Other



E-cargo bikes: the future of local



All Shapes And Sizes



- 2016 – 15,000 cargo bikes sold in Germany.
- 2020 – 103,000 cargo bikes sold in Germany (76% electric)
- 2020 – 4,000 cargo bikes sold in the UK.
- 2024 – 30,000?
- 2030 – Industry estimates sales of 2m units / year across Europe
- 33% of all urban deliveries could be completed by e-cargo bike



Benefits

- **Efficient** – 10 vs. 6 deliveries / hr in urban areas. Able to use cycle and bus lanes as well as being wheeled through pedestrian areas.
- **Convenient** – no parking issues / costs. Good range and swappable battery
- **Visible** – strong, eye catching brand message for businesses
- **Sociable** - 50% of sales for personal use – school run, family outings
- **Cost Effective** – cheaper to buy and run than a vehicle with an internal combustion engine
- **Healthy** – In 2020 only 61% of adults met the government's recommended level for physical activity
- **Versatile** – bikes can be configured to carry people or bulky cargo



Benefits – Society

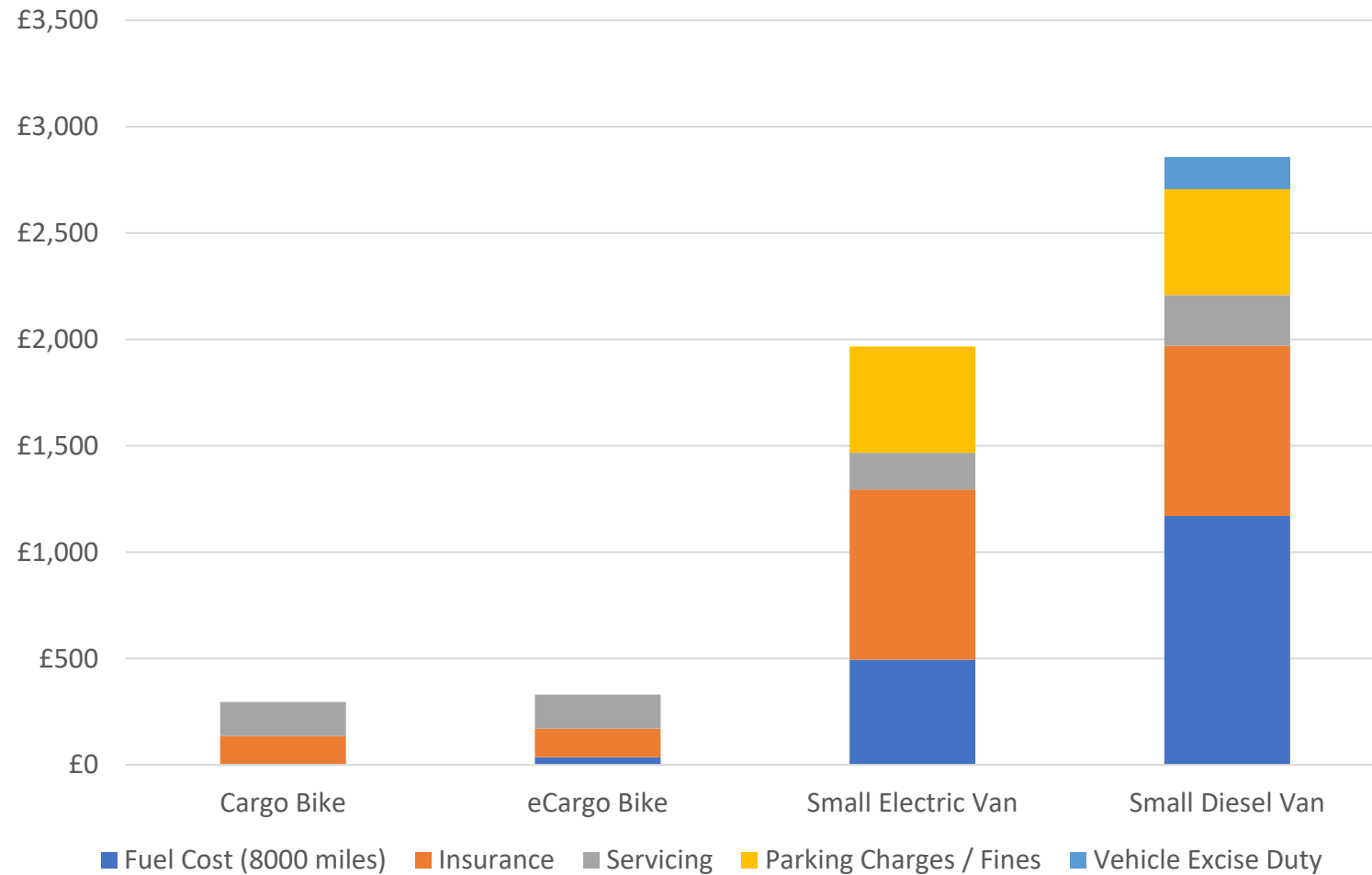
- Significantly lower CO₂ emissions – typically 4.5g CO₂ /km vs. 130g CO₂ /km for a small van (although allow extra for the human!)
- Less ‘embodied’ CO₂ <1,000kg vs. 7,000kg
- Better air quality – less particulates (brake dust, tyre debris, diesel particulates) and NO_x
- Reduced noise and vibration
- Less road space required – reduced congestion for remaining road users
- Less parking space needed

Benefits – Financial

- Free to enter low emission / congestion charging zones
- Initial outlay - £4,000 vs. £20,000
- Financial support – many opportunities to access grant funding up to 50% for electric cargo bikes
- No VED (car tax) or insurance *
- Quantify financial return of *new* business opportunities

*Insurance, helmet and license required for bikes with motor rated over 250W output or 15.5mph speed.

Annual Running Cost Comparison



UK Govt / Energy Saving Trust & SCC calculations based on 30 miles per day.



Points to consider

- Storage space
- Range – spare batteries needed?
- Shared ownership / usage
- Moving between locations
- Rider equipment

Suffolk Trial

- 15 organisations participated
- 20 trials lasting 2 – 5 weeks
- In excess of 100 trips / 500 miles
- 3 demonstrations – Suffolk Chamber Net Zero conference, Felixstowe Chamber 'Hands On' and Transport East
- Types of business:
 - Gardening / landscaping
 - Wine / beer delivery
 - Laundry collection
 - Village shop deliveries
 - Warehouse / industrial



Cargo bike demonstration with Felixstowe Chamber of Commerce

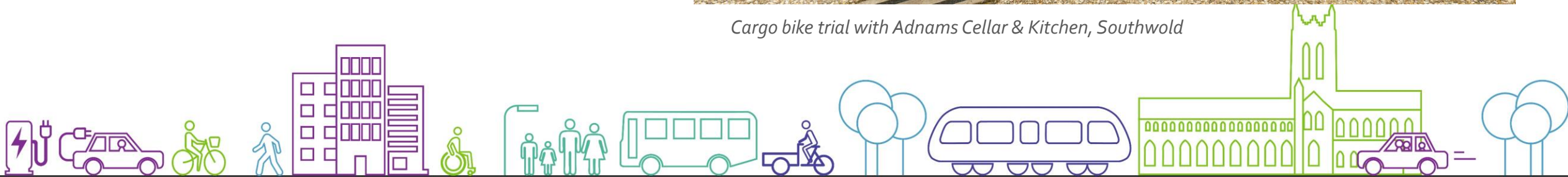


Suffolk Trial – Learnings

- Cargo bikes replaced car / van for majority of journeys but not all
- Economics make sense when replacing a car / van but many businesses felt this impossible and the cargo bike would be an addition
- Cargo bikes created new opportunities / new ideas in some cases – e.g. mobile bookstall
- Configuration of bike has massive impact on rider confidence and ‘suitability’ for a job



Cargo bike trial with Adnams Cellar & Kitchen, Southwold

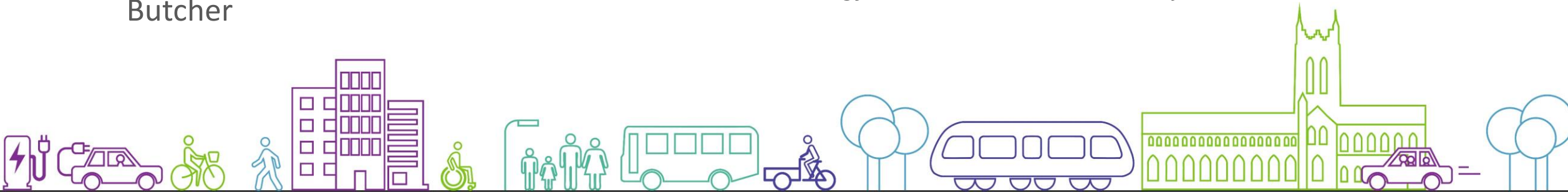


Suffolk Trial – Learnings (cont.)

- Greater level of use than anticipated on larger industrial / warehouse sites (standard e-bikes too)
- Opportunities in urban areas and larger market towns for independent courier businesses – significant financial support needed to develop this
- Greater rurality = need to deliver higher value items
- Larger models need upgraded infrastructure to fully develop benefits
- Surprises that didn't work – Co-op, Butcher



Delivering food to the vulnerable, Eco Carriers, Bury St. Edmunds



The Future

- Purchase a range of different models for longer term trial throughout Suffolk
- Research and signpost funding support beyond 'sustainable transport' e.g. economic development teams, BIDs
- Proactive approach to comms around 'last mile delivery' stories



Cargo bike trial at Lark Grange Active Travel Day.



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Transport Strategy
Suffolk County Council



THE WAY TO GO

Suffolk