

# BTNBikeshare

How Safe is Bike Share?

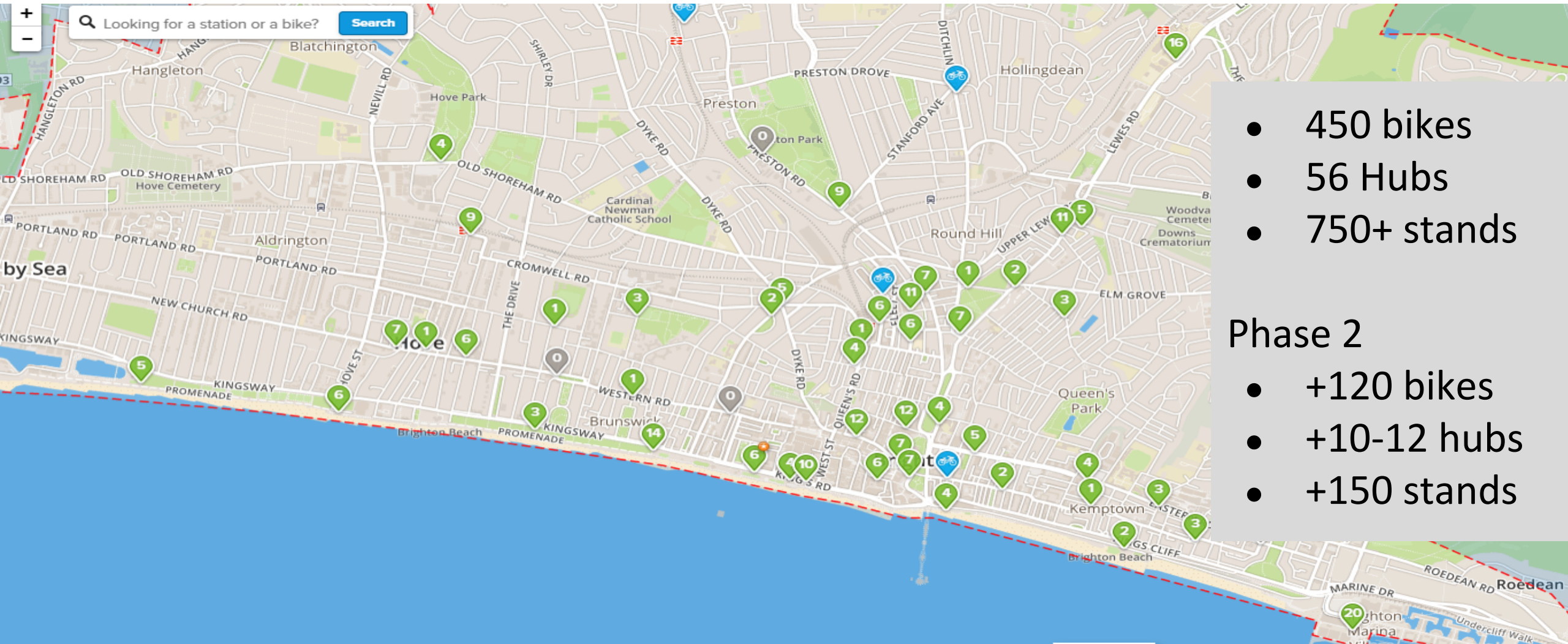


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Hourbike

National Road  
Safety Conference

27th November 2018

# BTNBikeShare: Size of Scheme



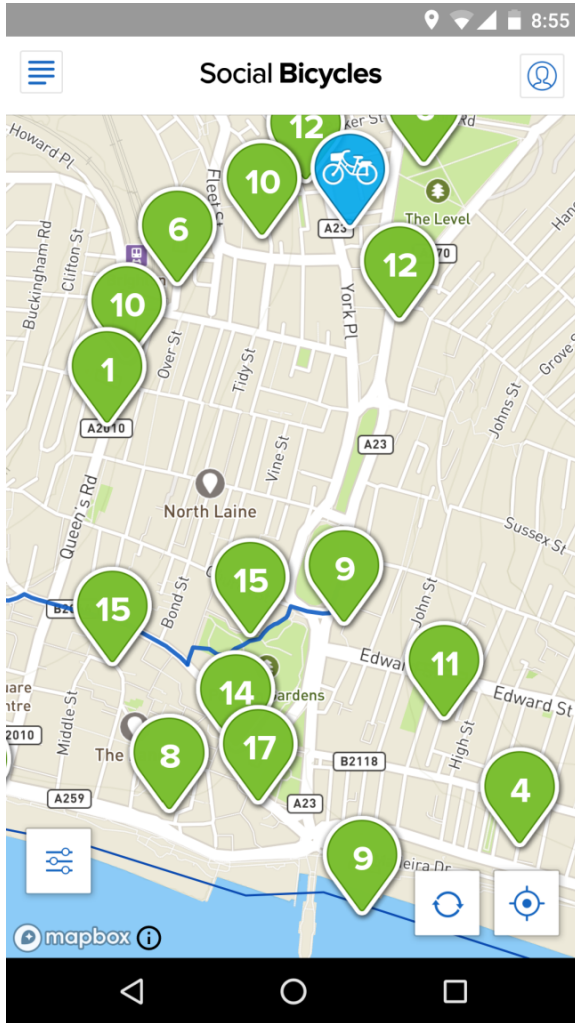
- 450 bikes
  - 56 Hubs
  - 750+ stands
- Phase 2
- +120 bikes
  - +10-12 hubs
  - +150 stands

# BTNBikeShare: Bikes & Hubs

- Smart bikes
- Hybrid: best of docked + dockless
- Hubs particularly in key locations give structure + visibility
- Enable sound management of public + private space
- Site safety audits, TRO, Licence
- Strong brand identity
- Sense of local ownership



# BTNBikeShare : Using the bikes



## Pricing

- No deposit
- Annual Rider £72  
60 mins free use per day. 20p/day
- Easy Rider 3p/min,  
£1min per trip
- £12 max per day
- £2 out of hub lock fee
- £1 return to hub bounty
- £10 out of area lock fee

# BTNBikeShare: Year 1+ Headline Stats

“The most popular bike share scheme in UK outside of London.”

60,000 registered customers

450,000 trips

850,000 measure miles cycled

Average rental length 22 minutes

Average trip distance 1.9 miles

RTC - 1 (reported)

KSI - 0



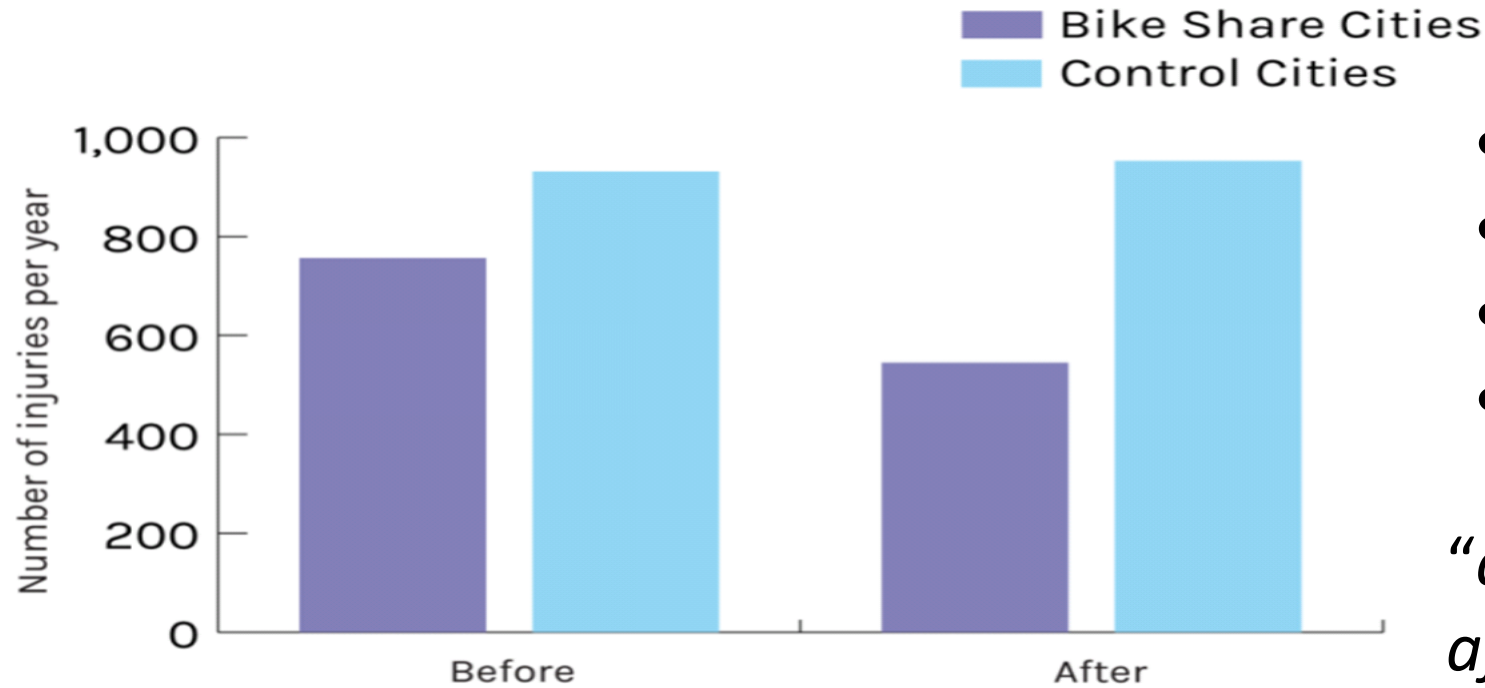
# Available research on safety of bike share

**The Safety of Bike Share Systems: Elliot Fishman, Paul Schepers, International Transport Forum, OECD, 2018,**

Comprehensive review of existing research.

- Notes: bike share now in 1000 cities with 4.5m bikes (Russell Meddin 2018)
- Cites: Jacobsen (2003) and his landmark paper on ‘Safety In Numbers’ (SIN)
- Fears about safety in Citi Bike in NY proved unfounded - 1 fatality in 5 years
- Study 1: Longitudinal analysis hospital data from bike share and non-bike share cities Graves et al (2014)
- Study 2: Injury data from bike share users and general bicycle riders
- Cites: Woodcock et al (2014). Health effects of the London bicycle sharing system. Concluded risk lower for bike hire than cycling in general.

# Study 1: Longitudinal hospital data from bike share and non-bike share cities: Graves et al (2014)

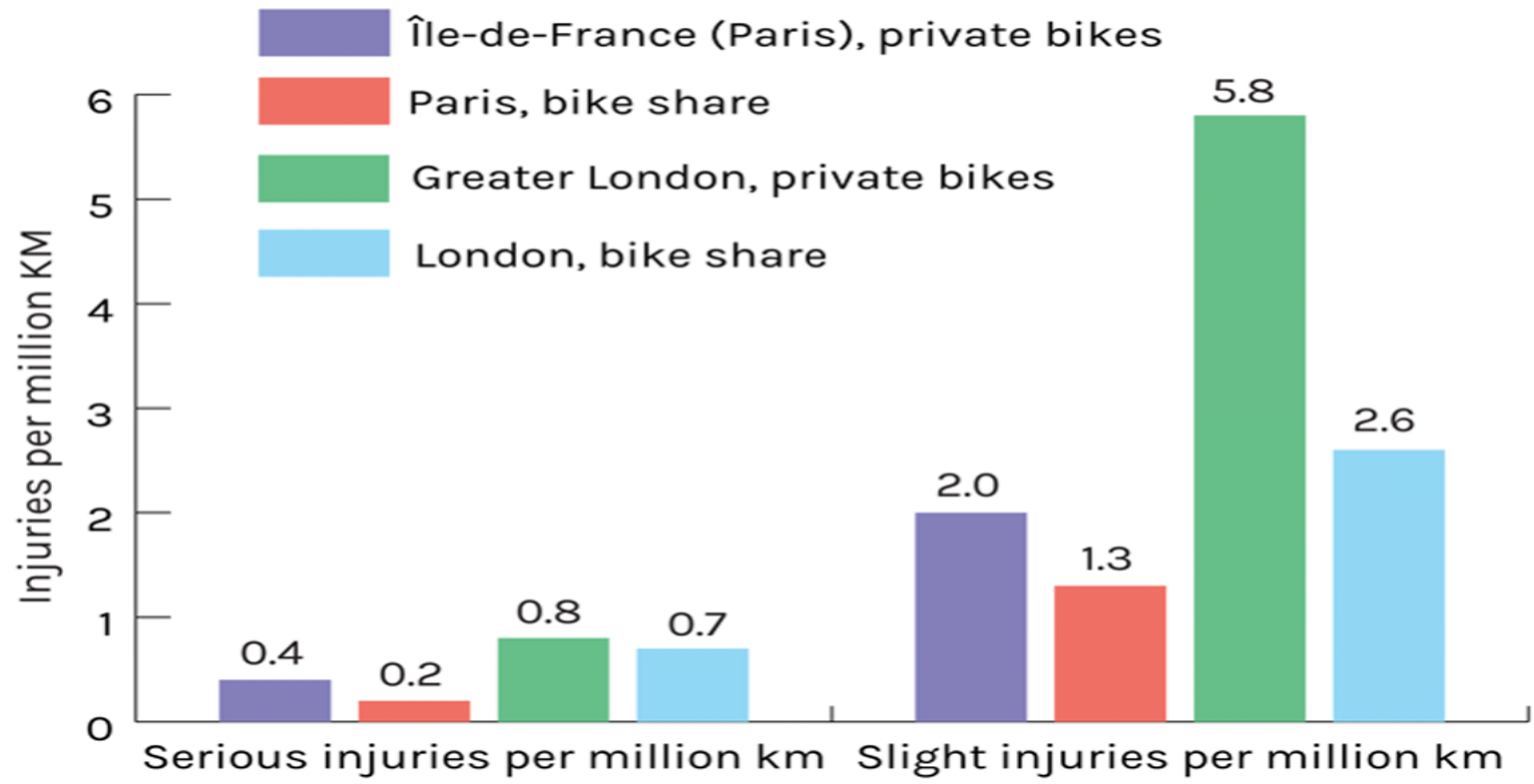


- 5 US bike share cities
- 5 US non bike share cities
- 24 months data pre launch
- 12 months post launch

*“cyclists’ injury risk decreased after introduction of bike share”*

City	Before (per year)	After
Bike share cities	1 513 (757)	545
Control cities	1 863 (932)	953

# Study 2: Injury data from bike share users and general bicycle riders



*“... bike share use has a lower injury rate per kilometre travelled, when compared to general cycling”*





# Safety of Bike Share Systems: Conclusions

## Fishman & Schepers (2018)

*“..on a per kilometre basis, bike share is associated with decreased risk of both fatal and non fatal bicycle injuries when compared to general bike riding”*

Possible contributory factors:

- Safety in Numbers - increased driver awareness
- Lower speeds
- Upright riding position increases visual profile and field of vision
- Drivers enhanced caution towards inexperienced riders
- Trips concentrated in central areas where general speeds are lower and prevalence of cycle infrastructure greater

*“Moreover, if bike share is introduced with a host of other supportive measures ... the safety of all people choosing to cycle will be enhanced”*

# BTNBikeShare: Safety conclusions

## BTNBikeShare is very safe

### Possible contributory factors:

- High rates of cycling in city
- Good road safety in Brighton & Hove
- High quality well maintained bikes
- Functioning lights that come on automatically
- Very visible: bike colour and upright position
- Speeds are low
- Common sight on city's roads
- Other road users give more space?
- Generally ridden in central areas



# Thank You

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