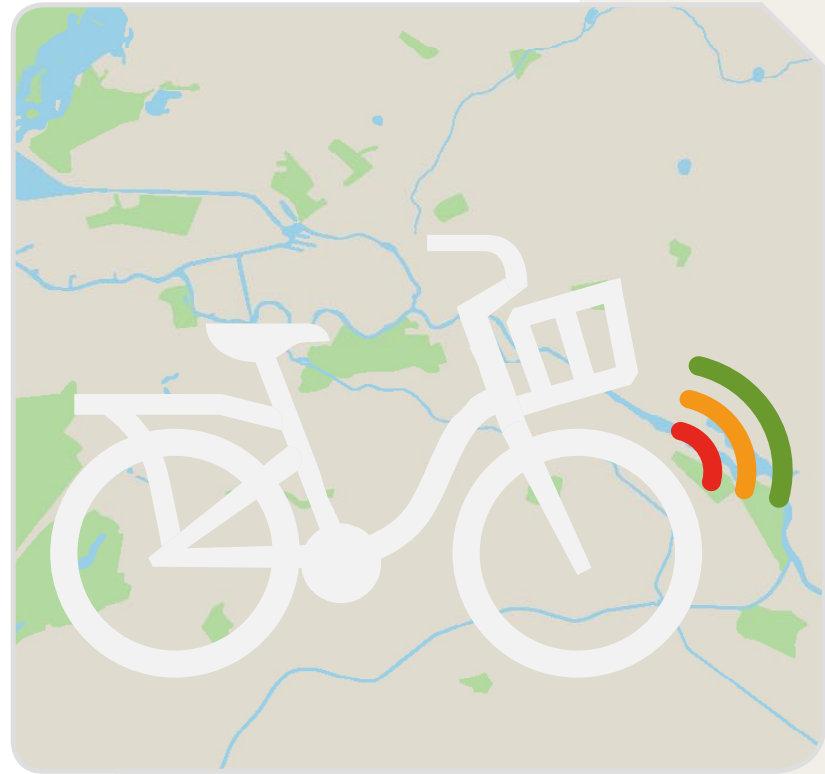




University of  
**Salford**  
MANCHESTER

#BikeShareGM



## **Bike Share in Greater Manchester**

Graeme Sherriff, Mags Adams, Luke Blazejewski,  
Nicholas Davies, Daiga Kamerade-Hanta

October 2018

1. Bike Share in Greater Manchester Thursday  
18<sup>th</sup> October (12-2pm)
2. Will automated vehicles help to increase  
sustainable travel in our cities?  
Thursday 6<sup>th</sup> December  
(12-3pm with demonstration of our AV)
3. Mobility as a service
4. Transport and social inclusion
5. Walking

# **Sustainable Transport Futures at Salford**

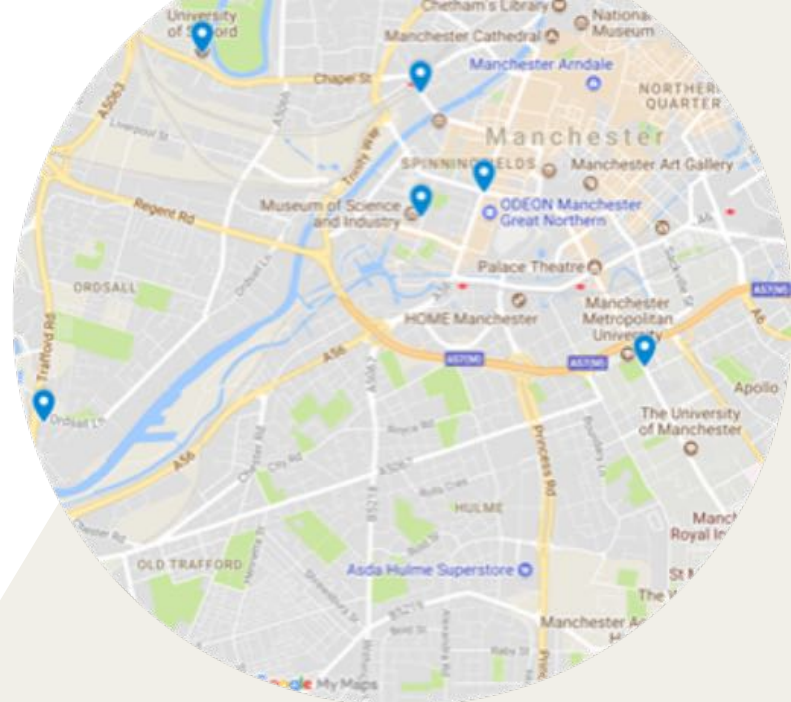
A report to the Mayor by  
Greater Manchester's Cycling  
and Walking Commissioner



# Made to Move

15

steps to transform Greater Manchester,  
by changing the way we get around.



ke UK general manager, Steve Myer, with one of the bikes that will s

‘as a private company, we have a duty to ensure our revenues cover our costs since unlike some operators we do not use taxpayer money to help balance our books.






Unfortunately the circumstances in Manchester have not made this possible...’

Mobike, September 2018


News · Greater Manchester News · Manchester City Centre

## Mobike left hanging from traffic light in city centre


A spokesman for Mobike – which launched in Manchester last June – said things like this are disappointing to see

SHARE      2 SHARES By Sam Yarwood 08:14, 1 MAY 2018 UPDATED 08:16, 1 MAY 2018 NEWS

Enter your postcode to see news and information near you  
Community updates, Crime Statistics, Local News & Events and much more...

ADVERTISEMENT



Manchester Window Tinting  
Different Shades available, Fully ins fully warranted. Please give us a ca

RECOMMENDED

## Manchester could be first city in the world to lose Mobikes after spate of vandalism and thefts

Mobike bosses have issued a final warning to Manchester's 'anti-social minority' to stop stealing and vandalising their bikes

SHARE       COMMENTS By Charlotte Cox 17:00, 21 AUG 2018 UPDATED 18:13, 21 AUG 2018 NEWS

Enter your postcode to see news and information near you  
Community updates, Crime Statistics, Local News & Events and much more...



# Bike Share

- Bike share, attitudes and physical activity
  - (Bauman, A., Crane, M., Drayton, B. A., & Titze, S. (2017)
- Datafication of bike share users
  - Behrendt, F. (2016). Why cycling matters for Smart Cities. *Internet of Bicycles for Intelligent Transport. Journal of Transport Geography*, 56, 157-164. doi:<http://dx.doi.org/10.1016/j.jtrangeo.2016.08.018>;
  - and Spinney, J., & Lin, W.-I. (2018). Are you being shared? Mobility, data and social relations in Shanghai's Public Bike Sharing 2.0 sector. *Applied Mobilities*, 3(1), 66-83. doi:10.1080/23800127.2018.1437656.
- New people cycling, shifts from car to bike share
  - BikePlus (2017) Public Bike Share Users Survey Results 2016
- Little evidence in current academic literature
  - Attracting people who do not cycle
  - Replacing car journeys
  - Use in combination with public transport
  - In relation to active travel
- Research question: **whether, to what extent, and in what forms, can bike share contribute to an overall increase in the number of people cycling and the number of journeys they make?**

# The Study

- Stakeholder workshop
- 2270 responses to online survey in June & July 2018
- 27 phone interviews in July 2018



Seen these?  
Used one?  
Maybe one day?

The Greater Manchester Bike Share Survey

Win £200

University of Salford MANCHESTER

HSBC UK BRITISH CYCLING

\*Prize draw for £200 shopping vouchers. 16 and over only.

# Key messages

1

2

3

4

5

6

7

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10



1

Many people want to cycle more than they do and some find bike share an attractive way to begin cycling or build cycling into their journeys.





**‘Louise’** uses bike share to make shopping easier. In order to avoid traffic she parks her car at the university and takes a Mobike into town.

**‘Elizabeth’** mostly uses Mobike to get to work. Walking to work takes 30 minutes, and bike share cut that journey down to 15 minutes.

**‘Jack’** uses bike share to get to the leisure centre, which is about a 40 minute walk away. When the distance gets a bit too far, he thinks this is when walking becomes unattractive and bike share can offer something.

**‘Tom’** combines bike share with the train. He likes how he can use the bikes for a one way journey.



2

Bike share use in Greater Manchester has been low so far; only a minority have used it or see themselves using it in the future.

Of 2270 respondents to the online survey:



**815 (36%) 'AVOIDERS'**

**haven't used** bike share  
and **would not** see  
themselves using it



**958 (42%) 'DECIDERS'**

**haven't used** bike share  
and **would see**  
themselves using it



**497 (22%) 'USERS'**

**have used** bike share  
(**468** would use again)

**Bike share use over preceding 12 months and intention to use over subsequent 12 months.**

'Never' (Avoiders and Deciders 78%)

Users (22%)

36%



42%



Avoiders 36%

Deciders 42%

Question 6 'How often have you used bike share over the past 12 months?' (Avoiders and Deciders determined with Question 16 'How likely is it that you would use bike share in the next 12 months?')

Less than once month 16%

Once a month 4%

Fortnightly or more 2%

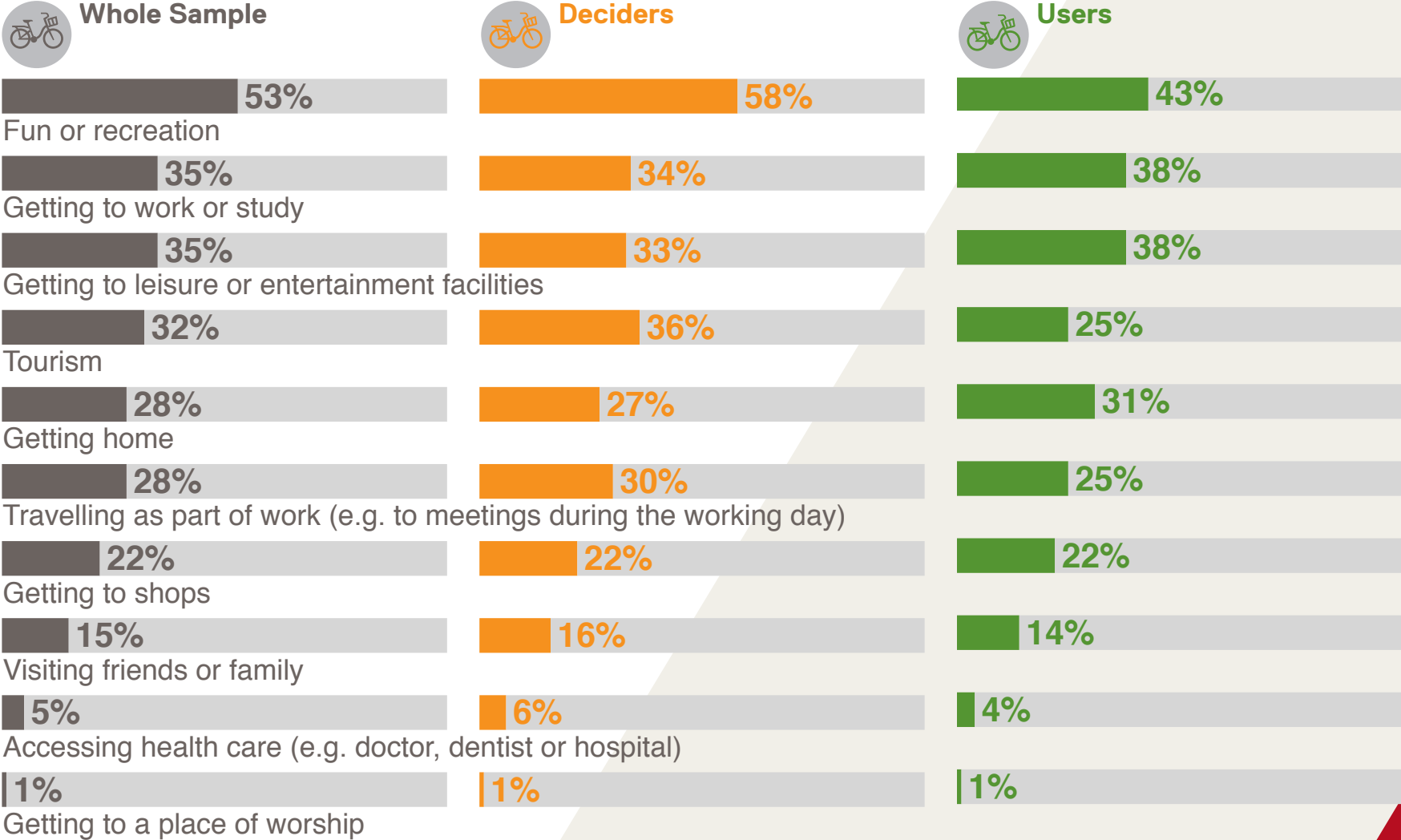
Weekly or more 1%



3

Bike share has been used for a range of trip purposes, primarily for fun and recreation as well as for journeys to work, study and leisure and entertainment.

**For what purpose have you used bike share in the last 12 months / could you foresee yourself using bike share? Select all that apply. (Q 6, 16, 10 & 23)**



**Bike share trip purpose**





4

Although a diverse set people use bike share, it is males and younger age groups who are most likely to have used, or see themselves using, bike share.



Male



Female


## Gender and bike share use (Q 6, 16 & 28)

 Avoiders





 Deciders




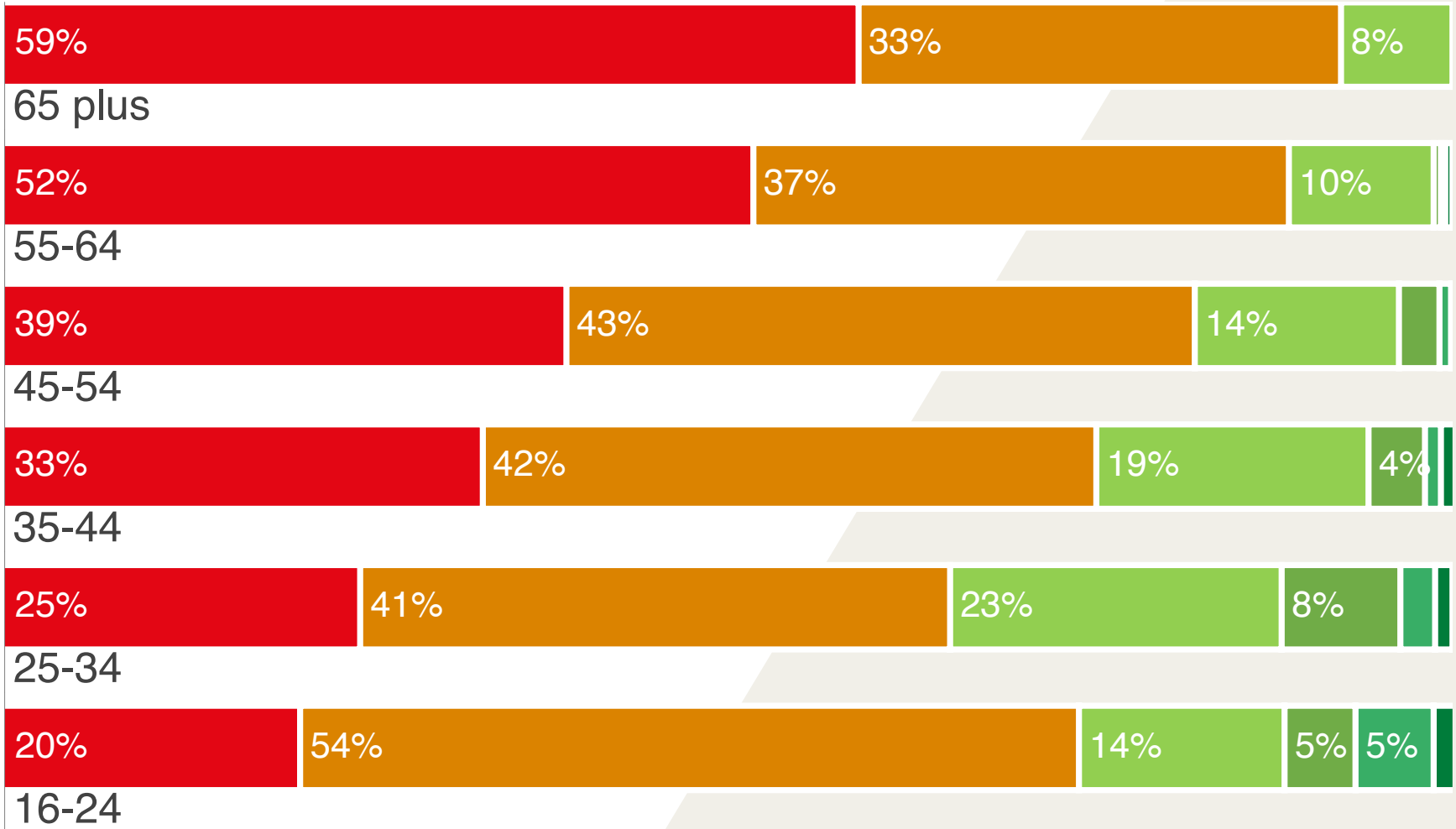
 Users:  
Less than  
once a  
month



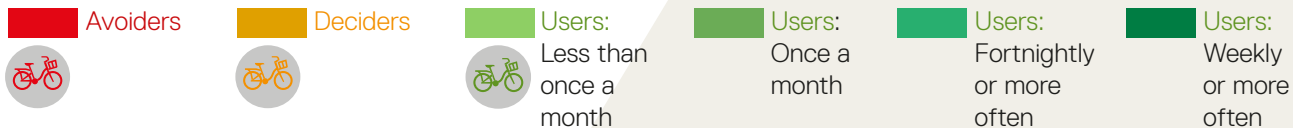
 Users:  
Once a  
month

 Users:  
Fortnightly  
or more  
often

 Users:  
Weekly  
or more  
often



## Age group and bike share use (Q 6, 16 & 29)

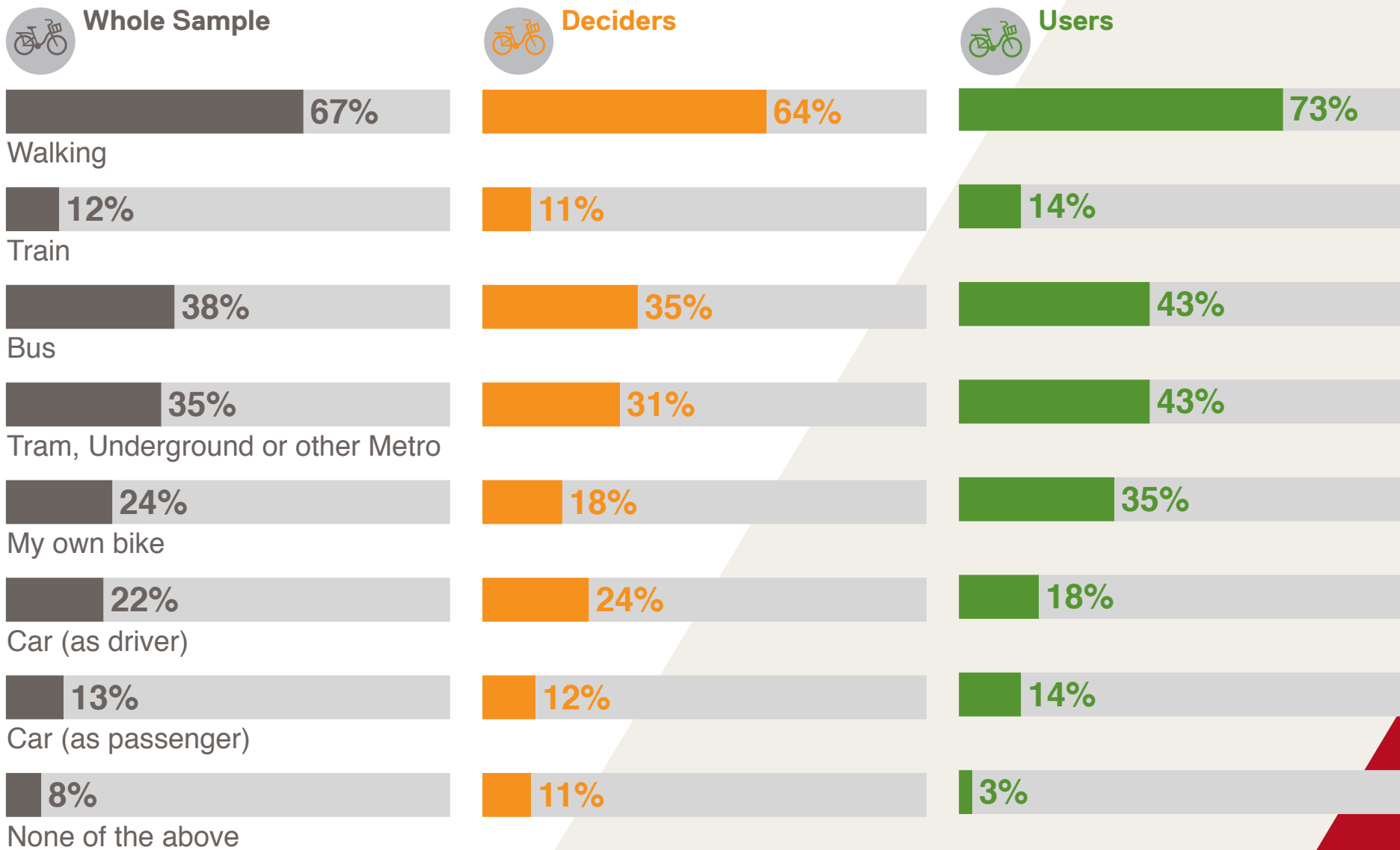




5

Bike share has predominantly replaced walking trips, although there is evidence of and potential for using it in conjunction with public transport and car use.

**When you have made journeys using bike share in the last 12 months, which of the following modes of transport would you have otherwise used / see yourself using? Select all that apply. (Qs 6, 16, 11 & 24)**



**Modes of transport replaced by bike share**

# Which of the following modes of transport have you combined with bike share / could you see yourself combining with bike share in the last 12 months? Select all that apply. (Q 6, 16, 12 & 25)



## Whole Sample



Walking



Train



Tram, Underground or other Metro



Bus



Car (as driver)



Car (as passenger)



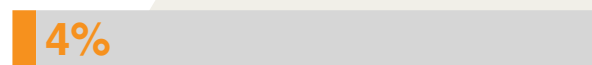
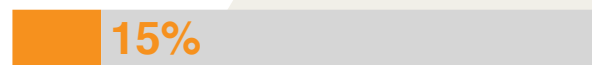
My own bike



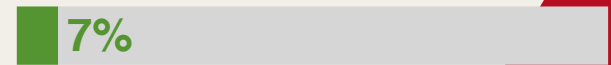
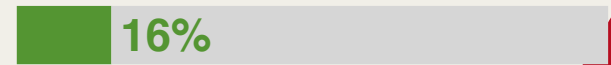
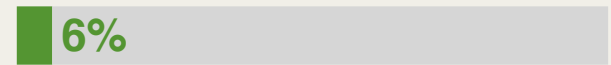
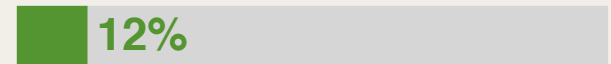
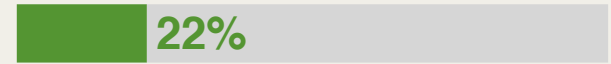
None of the above



## Deciders



## Users







# 6

Bike share use must be understood in the context of the cycling environment.

Poor quality cycling environments can be off-putting, whether riding bike share or your own bike.

In addition, do any of the following limit how likely you are to use bike share? Select up to 3.  
 (0 = 0, 10, 18 and 20)





**Lucy** hasn't cycled since moving to Manchester.



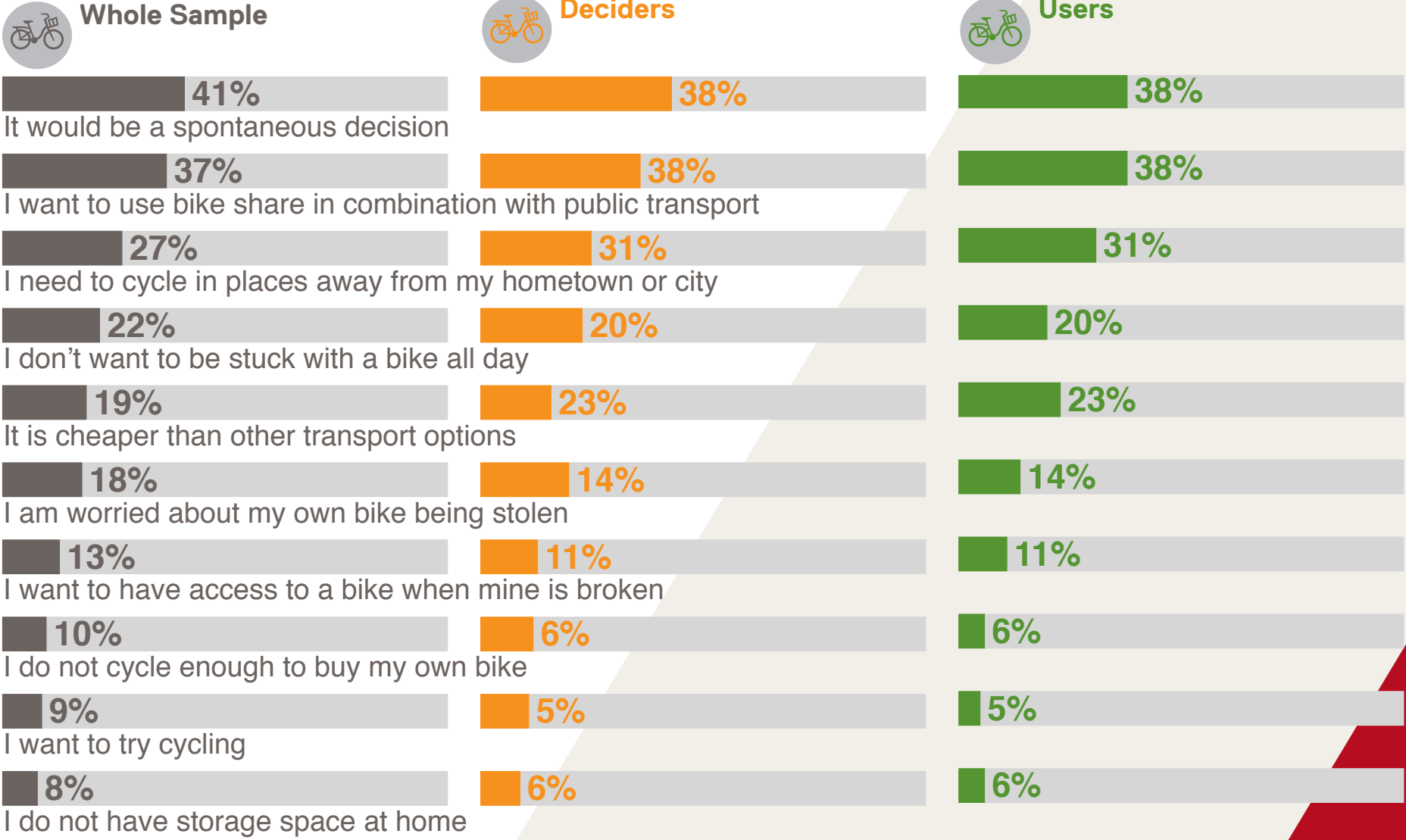
**Matthew** thinks people are scared of the roads.



7

Access to bike share can reduce some of the known barriers to cycling, and gives people a chance to try cycling.

**Which of the following best describe your reasons for using bike share / why you would use bike share in the future? (Select up to 3.) Select all that apply. (Q6, 16, 7 & 22)**



**Reasons for using bike share**



**Michael** didn't cycle before using Mobike.

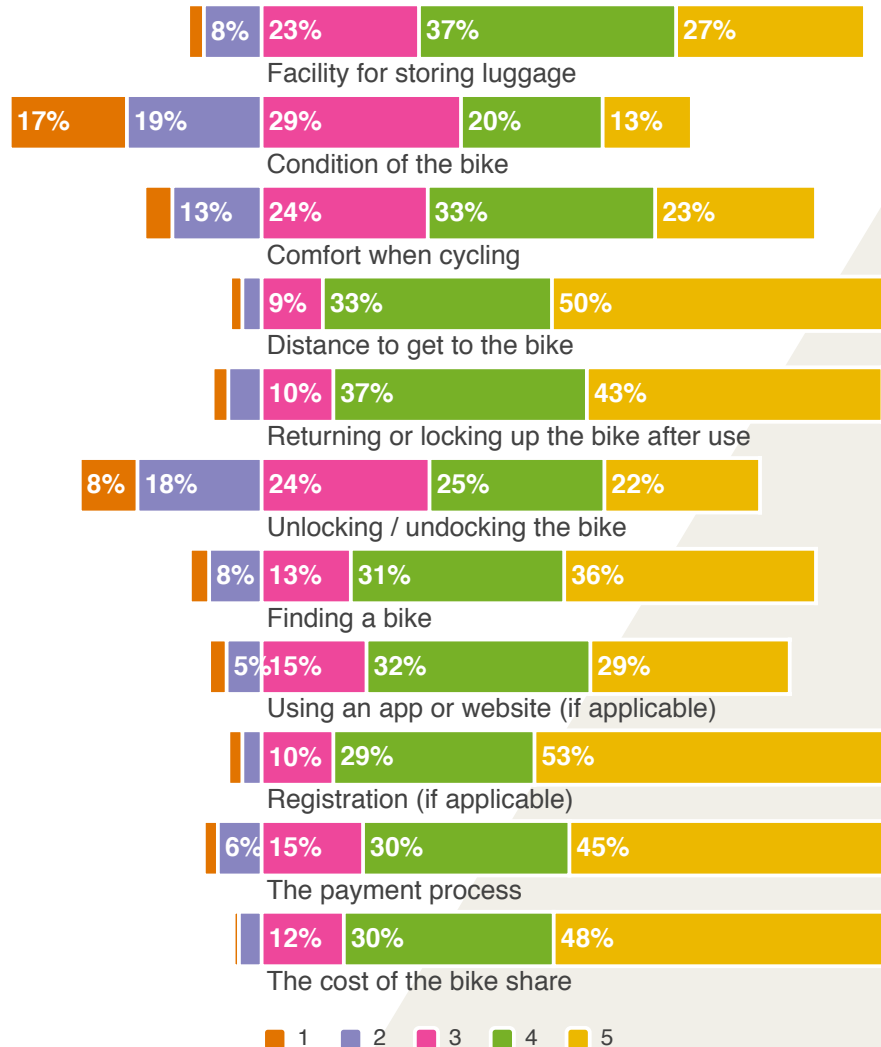




8

The experience of using bike share can however intensify other barriers. The quality and design of bike share bikes can add to a sense of vulnerability on the road and it is therefore not necessarily a good introduction to cycling.

**On the most recent occasion you used bike share, on a scale from 1 to 5 how satisfied were you with the following aspects? Where 1 is dissatisfied, 5 is satisfied. (Q14)**



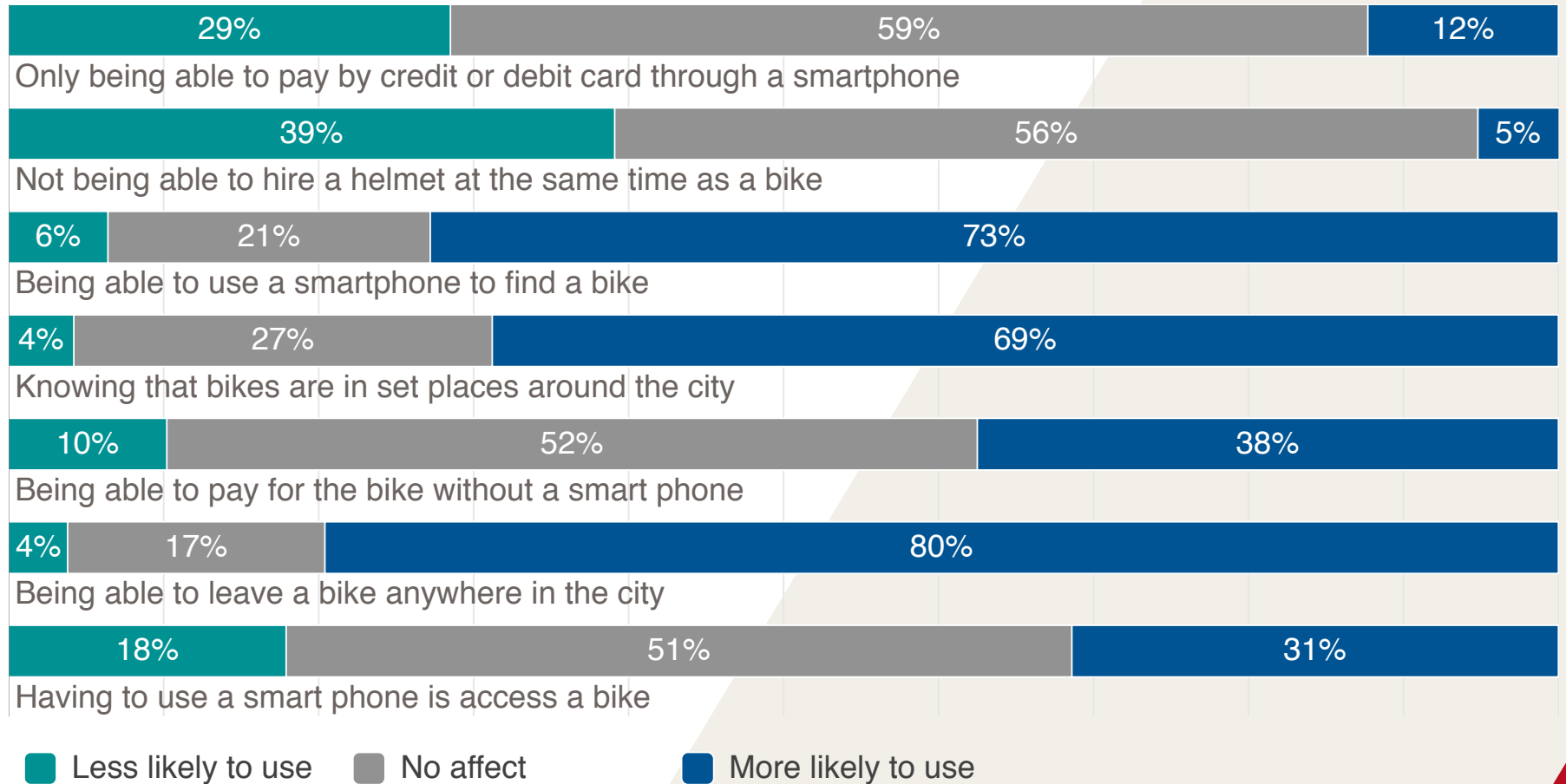
**Rating satisfaction with bike share**



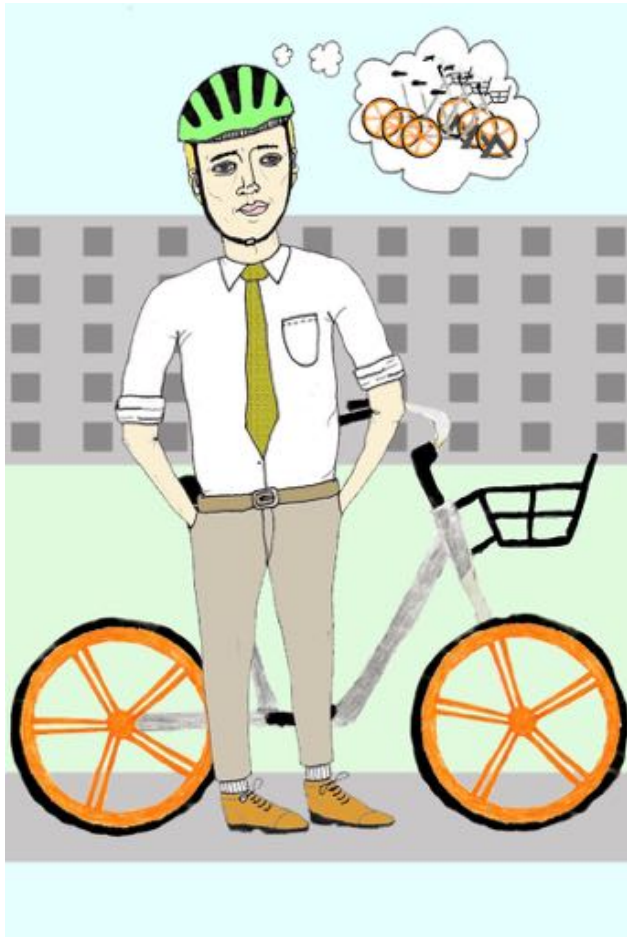
9

Use and usability of bike share varies across age, gender, cycling experience as well as personal characteristics such as height. There is a need to consider, and mitigate, the implications of this for social exclusion.

## To what extent do the following features affect how likely you are to use a particular bike share service? (Q26)



### Preferences relating to bike share systems



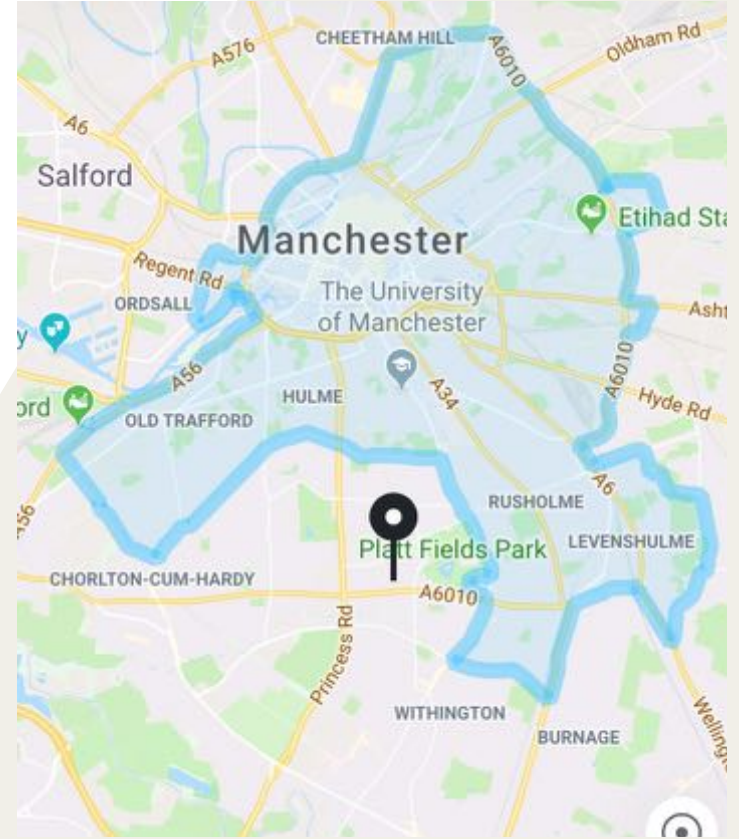
**Andrew** would like to combine docked and dockless.



10

Changes in the operational area and conditions such as price can confuse and deter potential users, limit the extent of potential journeys, and even mean that those who have begun using bike share stop doing so.







**David** bought his bike after using Mobike.



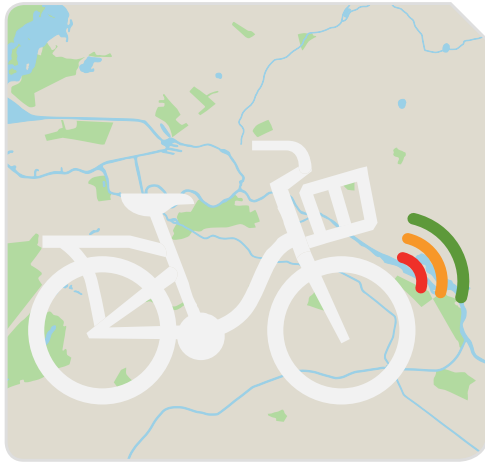
**Jennifer** no longer used Mobike when the geofence changed.

# Implications

- Greater Manchester context.
- Many people see a role for bike share, but the take up is similar to cycling.
- Opportunities for 'last mile'
- It can help with transport and health challenges, but so far has had little impact.
- Bike share does not necessarily get new people into cycling, and there is a risk of social inclusion.
- There are advantages to aspects of docked and dockless systems.
- The cycling environment is all important.



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**SHUSU** Bike Share in  
SUSTAINABLE HOUSING  
& URBAN STUDIES UNIT **Greater Manchester**

Graeme Sherriff, Mags Adams, Luke Blazejewski,  
Nicholas Davies, Daiga Kamerade-Hanta

October 2018



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**Nick Davies**  
@NickUrbanEcolog

**Mags Adams**  
@drmagsadams

**Download the report at:**  
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