

SLOUGH BOROUGH COUNCIL

REPORT TO: Cabinet **DATE:** 16th July 2012

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WARD(S): All

PORTFOLIO: Community and Leisure, Councillor Munawar

PART I **KEY DECISION**

SLOUGH CYCLE HIRE SCHEME

1 **Purpose of Report**

To seek approval from Cabinet to proceed with a pilot Slough Cycle Hire Scheme.

2 **Recommendation(s)/Proposed Action**

The Cabinet is requested to resolve:

- (a) That the pilot Slough Cycle Hire scheme for the borough be approved and that the Council work closely with local businesses to ensure sustainability of the scheme.
- (b) That discussions proceed with local businesses and our partners Anesco and Groundwork Thames Valley for the introduction of a cycle hire scheme in Slough.

3 **Community Strategy Priorities**

Priorities:

- **Economy and Skills**

As part of the Local Sustainable Transport Fund (LSTF) of which the council's transport division has been awarded £4.3m, outcomes have been identified to stimulate economic development by providing accessibility to jobs in and near to the borough. By providing a cheap cycle hire scheme, this will enable residents to have easier access to places of employment and in return stimulate the local economy. In addition the long term maintenance and repair of the hired cycles via a social enterprise model run by Groundwork will also provide direct employment opportunities for local unemployed people and accredited training opportunities for young people at risk of becoming NEET.

- **Health and Wellbeing**

Slough has recognised that some of its residents have problems with obesity, heart disease and diabetes. Many of these problems are caused through the lack of exercise and so by providing residents with a cheaper alternative to travel to work we will assist them in two ways by one; improving their general health and two; improving fitness.

- **Regeneration and Environment**

The LSTF is targeted at reducing congestion and improving air quality therefore, providing cycle facilities and the necessary cycle lane infrastructure the council will be able to minimise the amount of short distance journeys that residents make both for work and social.

- **Housing**

Though not directly linked to housing, in studies undertaken where a cycle hire scheme has been introduced, the property prices have risen as a result of making the area more accessible. This has pro and cons but overall it helps with stimulating the economy and the housing market.

- **Safer Communities**

Road Safety is essential when trying to encourage people to cycle but equally the more cyclists you have the safer it becomes. Providing traffic free routes using existing public rights of way and parks will provide safer environments for children and adults not only for leisure but travelling to school and work

Cross Cutting themes:

Civic responsibility – The Slough Cycle Hire scheme is aimed primarily for residents who live and work in Slough and is being promoted to help residents find work. The scheme aims to provide Slough with better connectivity to schools, business and leisure facilities. The scheme also aims to listen to residents in terms of providing cycle hubs where there is a demand from the public. The scheme also intends to use a social enterprise scheme to train NEETs to provide maintenance for the bike scheme.

Improving the image of the town – The benefits of the scheme are all positive for Slough in terms of image. This scheme will be one of the first bike hire schemes using social enterprise to support the sustainability of the project. It will help reduce congestion and contribute to the reduction in pollutants within two of the boroughs AQMA registered sites. The scheme will also help to put Slough down as a well integrated transport hub in the Thames Valley.

4 **Joint Strategic Needs Assessment (JSNA)**

The Slough Cycle Hire scheme aims to assist the local authority in improving three of the ten priorities within the JSNA. These are obesity, heart disease and diabetes which can be achieved by more residents using the bikes as an alternative mode of transport. A number of the ethnic minorities in Slough suffer from diabetes and heart disease and so by keeping them active this can help improve their quality of life.

5 **Other Implications**

(a) Financial

There are no direct financial implications as the Slough Cycle Hire scheme has to be self funding. However, to make the scheme viable and affordable to investors the council is looking to provide “in kind” a suitable facility where bike repairs and the management of the scheme can be undertaken. Various sites have been proposed around the borough, though no agreement has been reached. The scheme itself can be extremely resource draining with regard to on-going maintenance and the re-

circulation of bikes. In order to reduce this risk it is proposed that the management will come through social enterprise which will utilise grant funding to support the new venture. The council has received some money for the cycle hire scheme through the LSTF bid of which a proportion will be used for set up costs. A full breakdown of the business plan is included in the appendices.

(b) Risk Management

Risk	Mitigating action	Opportunities
Legal – None	None	
Property -		
Human Rights – None	None	
Health and Safety *users not appropriately having the necessary skills to ride safely. *bikes not being maintained	All users to sign up and declare they are competent cyclists. All bikes to be maintained and checked regularly for defects.	Staff required to undertake management and maintenance – to be sought through Groundwork Thames Valley
Employment Issues – *Staff required for management and maintenance	Groundwork Thames Valley to employ staff through social enterprise scheme	As above
Equalities Issues – None	None	
Community Support – None	None	
Communications – None	None	
Community Safety – None	None	
Financial – Insufficient funds	Sponsorship from private enterprise	
Timetable for delivery – None	None	
Project Capacity – None	None	
Other - None	None	

(c) Human Rights Act and Other Legal Implications

There are no implications with regard to the Human Rights Act.

(d) Equalities Impact Assessment

No areas have been identified within the EIA in terms of affecting residents in Slough.

(e) Workforce

The introduction of a pilot cycle hire scheme and associated social enterprise for repair and maintenance has no direct implications on SBC workforce other than helping to safeguard any in-house posts relating to cycling. This safeguarding assumption is based on the likely increase level of interest in cycling throughout the town and the associated desire to learn new on-road cycling skills. Groundwork will act as the employer of the social enterprise manager and cycling maintenance instructor(s).

6 **Supporting Information**

The Slough Cycle Hire scheme is to be introduced as a pilot scheme and then evaluated in terms of cost effectiveness and usage. All supporting information can be seen in the appendices.

7 **Comments of Other Committees**

The Slough Cycle Hire scheme has not been referred to scrutiny or any other sub committee and therefore there are no comments to add at this stage.

8 **Conclusion**

The council and its partners have undertaken a feasibility and business case plan for a cycle hire scheme in Slough. This scheme will be primarily delivered through private enterprise investment with the council contributing with remote accommodation and staff time. Cabinet are requested to approve the pilot Slough cycle hire scheme for the borough with the knowledge that the council will not be left with a financial liability.

9 **Appendices Attached**

'A' - Slough Cycle Hire business plan

10 **Background Papers**

None