



**The development of a regional bike sharing scheme**

South East of Scotland Transport Partnership  
April 2018



## Ambition

Use South East of Scotland Transport Partnership grant funding to deliver more sustainable and active outcomes for the people and communities of our region.

# Background

Through its Programme for Government 2017/18 the Scottish Government is 'stepping up promotion of the use of electric bicycles to ensure as many people as possible can benefit from active travel'.

SEStran is helping to deliver on this vision with support from European programme funding by SHARE-North, Interreg North Sea Region.

Active travel key segment of the Regional Transport Strategy

Aim to promote a healthier more active population, reduce inequalities in our communities and improve our environment.







# Process

SEStran grant funding is supporting the programme with Bike Plus as the project delivery partner.

Bikes and support infrastructure will be provided based on an assessment of the requirements of the proposed host venue.

Ongoing maintenance will be provided for each GO e-Bike hub.

Host venues will be required to insure the equipment and ensure user safety. SEStran is happy to help with cycle awareness training.

Host venues will agree to help promote GO e-Bike and contribute to research.

# Process

The hubs will be developed with local community organisations, charities and academic institutions.

There should be a social or community benefit provided. Not commercial enterprises, the aim is **not** to fund start up business.

Membership schemes and sponsorship would be encouraged with any revenue put back into the hub to help with maintenance costs and helping deliver long term sustainability.

Measure impacts and results to understand what works and what doesn't. Develop a regional picture.





# Our Living Labs

1. St. Andrews University – University staff shuttle between campuses and railway station
2. West Lothian Bike Library
3. CLEAR Buckhaven - tackling transport poverty
4. Forth Valley Links – Develop links between stations and communities

After the initial 4 hubs are running invitations for additional locations will be invited in 2018.

# Unique branding

A 'Movement' Promotes sustainability

Links to electricity

Bike focussed – Active travel

**GO**e-Bike

The logo consists of the word "GO" in a bold, green, sans-serif font, followed by "e-Bike" in a bold, grey, sans-serif font. A green lightning bolt is positioned above the 'i' in "Bike".

Engaging

Easy to understand

Progressive

# 2018 Timeline

January	February	March	April	May
Development of 4 initial hubs			Launch of GO e-Bike	First 4 Living Lab hubs go live.
	Purchase equipment			

May	June	July	August	September
Development next stage hubs				
	Purchase equipment			



To find out more and to see if your organisation might be suitable as a GO e-Bike hub please contact us at: [www.sestran.gov.uk](http://www.sestran.gov.uk)



**GO**e-Bike