

TRANSPORT FOR LONDON

SAFETY, HEALTH AND ENVIRONMENT ASSURANCE COMMITTEE

SUBJECT: SAFETY FOR BARCLAYS CYCLE HIRE

DATE: 7 OCTOBER 2010

1 PURPOSE AND DECISION REQUIRED

- 1.1 To assure the Committee that the safety risks arising from the introduction of cycle hire as a new mode of transport in London have been recognised, mitigated and are being managed.
- 1.2 The Committee is asked to note the paper.

2 BACKGROUND

- 2.1 Barclays Cycle Hire (BCH) was introduced to provide a new, sustainable mode of transport readily accessible to London residents and visitors. The scheme launched for members in July 2010, with plans to enable access by casual users by the end of the year. The initial scheme is intended to support up to 52,000 additional daily cycle trips over an area of 44km² in central London.
- 2.2 The Committee sought reassurance that TfL has mitigated the risks arising from the introduction of Barclays Cycle Hire and has done all that is reasonably practicable to do so.

3 PRE-LAUNCH SAFETY CONSIDERATIONS

Safety risks

- 3.1 Risks to user safety have been actively managed since the start of the project. At a high level, these are:
 - (a) There is a risk that a member of the public/BCH customer has an accident involving the on-street infrastructure; and
 - (b) There is a risk that a member of the public will be killed or seriously injured using the scheme.
- 3.2 Risks identified by the project were communicated to bidders as part of the tender process. Serco Ltd, the operator of the scheme, and TfL have worked together to identify and mitigate safety risks throughout all phases of the contract.

Safer by design – the scheme

- 3.3 The scheme is incorporated in TfL's Cycling Safety Action Plan, forming part of an integrated plan for increasing the number of cycling trips, while continuing to reduce the risk of cycling collisions.

- 3.4 Scheme users are obliged to indicate that they accept terms and conditions before accessing the scheme. These explicitly state mutual obligations, including safety-related conditions. These form part of the contract with scheme users who are expected to abide by the Highway Code and to cycle responsibly.
- 3.5 The terms and conditions are supported by a Code of Conduct, which is a more user friendly presentation of the “Do’s and Don’ts” of scheme use. This is displayed on terminal panels, in leaflets and on line. Both promote important safety controls such as cycle training, use of helmets and dangers from large vehicles. The code of conduct is now available as a film.
- 3.6 The use of cycle helmets in the UK is not a legal requirement and TfL does not possess enforcement powers in this regard. TfL encourages the use of helmets as stated in the scheme’s Code of Conduct and it is the user’s personal choice whether they wish to wear one.
- 3.7 Wider scheme safety was also considered, including the need to shut down part or all of the scheme in case of bad weather, planned or unplanned events, security incidents or other circumstances where shut down would be required is built into systems and operational procedures.

Safer by design – customers

- 3.8 TfL has placed safety messaging at the centre of BCH marketing, communications campaigns and related activity. Where possible, marketing activity has been combined with existing campaigns, to present an integrated message to customers. The message has been communicated via multiple channels, with a peak of activity around the launch period.
- 3.9 Third party insurance has been arranged to protect users from liabilities for third party claims.

Safer by Design – the infrastructure

- 3.10 The requirements for the BCH bicycle included a number of specific safety measures, above those required by CE certification. The CE marking stands for ‘Conformité Européenne’ and certifies that a product has met EU consumer safety, health or environmental requirements. Safety measures included requirements for the bicycle for a step through design, the condition that clothing could not be trapped in any mechanism, “always-on” lighting, puncture resistant tyres, tamper-proof fixings and ensuring that bicycles could not accommodate more than one rider. Two safety related modifications to the bicycle were made before scheme launch; a revised safety message sticker on the bicycle handlebar and an additional, larger rear reflector.
- 3.11 The design of docking stations also prioritises safety. Requirements for the design of the infrastructure included specific pedestrian safety measures, including minimum heights and spacing for docking points, specification of specific materials and testing to confirm adherence with specified safety and environmental standards.
- 3.12 From initial site identification to the final installation of infrastructure, docking station sites have been subject to rigorous safety assessments, including Road Safety Audits, Crime and Disorder Reduction assessments and review and

approval of site construction safety method statements.

- 3.13 Surrounding areas have been considered, with significant additional funding being made available to Boroughs to implement agreed complementary measures. These include additional CCTV coverage, improved lighting, provision of advance stop lines and de-cluttering around sites.

Planning for operational safety

- 3.14 TfL reviewed and approved detailed plans for maintenance to ensure that Serco was adequately prepared and resourced for the safe operation of the scheme.
- 3.15 TfL has also put in place lines of communication between the Police and Serco to ensure that there is good visibility of individual incidents and emerging trends, including fostering good relationships with enforcement authorities.

4 INVESTMENT IN SAFETY

- 4.1 The project has undertaken and/or funded a wide range of safety related activity, including:
- (a) Additional borough cycle training for BCH related demand;
 - (b) Production of films on the code of conduct and safe cycling;
 - (c) Safety campaigns targeted at BCH users; and
 - (d) Safety equipment discounts and offers for BCH members.
- 4.2 Additional borough funding for complementary measures to support safe cycling outcomes from this activity, so far, include:
- (a) Approximately 60,000 views of BCH films (How to Use and New to Cycling) since mid June, of which 45,775 have been post launch;
 - (b) Around 1,000 visitors a week to the code of conduct pages at tfl.gov.uk/barclayscyclehire, peaking at 4,774 visitors in the launch week;
 - (c) 368 cycle training sessions undertaken in the first quarter, before the scheme launch (by 1 July). Data for the second quarter is due in October; and
 - (d) 1,338 of safety equipment vouchers downloaded – members who have not yet accessed their voucher will receive a reminder.

This is an interim position as casual users will not be able to use the scheme until the end of 2010. A more complete picture will be available when the project has concluded and the scheme is fully live.

5 POST LAUNCH ACTION

- 5.1 Since launch, there have been six incidents resulting in slight injuries to scheme users. This is to be compared with 685,943 trips over the same period (30 July 2010 to 19 September 2010).

- 5.2 Post go live Road Safety Audits are being undertaken. Where recommendations from these Stage 3 audits can be implemented at or around docking station sites, TfL will act on these as a matter of priority.
- 5.3 The Surface Transport Safety Team will be meeting with Serco for assurance that the high risk activities are being adequately controlled. Two safety assurance audits of Serco have been planned for the first year of operation (December 2010 and June 2011) and annual audits are proposed after this period. A separate review of TfL's management of the mode will be undertaken, with a view to making recommendations about the safety management controls and monitoring systems. Two reviews will take place in the first year, and every year thereafter. Recommendations arising from the safety reviews will be incorporated in plans for service development and scheme expansion.

6 CRIME AND DISORDER/ RISK MANAGEMENT/ SUSTAINABILITY/ EQUALITY AND INCLUSION IMPLICATIONS

- 6.1 Crime and Disorder impacts have been considered in respect of the infrastructure and systems design, location of sites and operational procedures. A robust risk management system was employed throughout the project, with operational risks being formally passed over to operational management at go live. The scheme is a sustainable, self-powered mode of transport and has been designed to be operated in a sustainable manner.
- 6.2 The scheme is designed to provide access to cycling for more people. The scheme does not serve people who are under 14 years of age, those who do not have access to a credit or debit card (although they can be additional users), or those who require modifications in order to ride a bicycle of uniform design. The bicycle design is intended to be as inclusive as possible within the constraints of a uniform design, accommodating a wide range of heights, modes of dress and physical abilities.

7 LEGAL / FINANCIAL / CROSS-MODAL

- 7.1 Legal advice has been sought from the start of the scheme's development and advice incorporated at every stage of delivery. The scheme is now contributing revenue to TfL, although these trips may be reducing demand for Underground and Bus journeys. Until post-launch research is concluded, this is not certain.

8 CONCLUSION AND NEXT STEPS

- 8.1 The scheme was launched for members at the end of July 2010. It is planned to launch for casual users by the end of 2010. Following both launches, there are plans for formal safety reviews that are likely to present recommendations for improving scheme safety. These recommendations will be considered for implementation in a planned programme of scheme improvements.

9 RECOMMENDATION

- 9.1 The Committee is asked to NOTE this paper.

10 CONTACT

10.1 Contact: Mike Weston, Operations Director, Surface Transport
Number: 020 3054 0231
Email: Mike.Weston@tfl.gov.uk