

Bike Hire Launch

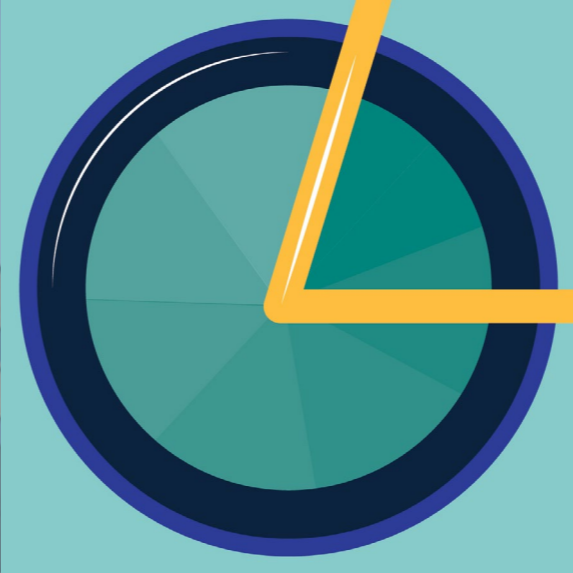


The transport strategy for the new Waterbeach development contains a range of initiatives to encourage cycling: from the layout of junctions to prioritise cyclists and off-road cycle links between homes and amenities, to bike stores in homes, and access to bikes in key public spaces.

May saw the launch of a bike hire scheme at Waterbeach, with five bikes currently available at the Sustainable Transport Hub, at the gateway to the development and by the Studio. More bikes in further locations will be added out as the development is rolled out.

App Bikes are available for anyone to use, as long as they have registered with the system. Urban&Civic is funding the first 45 minutes of each hire, after which it costs £1 for every 30 minutes. So far the bike hire has proved more popular than expected with over 50 regular registered users and nearly 300 uses in the first 6 months of operation. The number of bikes available will expand with growing residents, and a car share scheme is also being explored to come in next year, alongside the car share app launched this year.

Marianne from Smart Journeys, who provide active travel support across our Cambridgeshire sites, said, 'It is fantastic working with the Waterbeach team, as the whole development is designed so well for active travel. We have loved getting the bike hire scheme underway, and been thrilled by the early take up. This alongside our bike repair and bike safety events will be a key part of making the development a cycling exemplar.'



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