Serco carries on cycling – new bikes and more innovations for London Cycle Hire Scheme

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Serco has signed a new contract with Transport for London (TfL) to continue providing, maintaining and distributing the bicycles for the London Cycle Hire Scheme, more commonly known as ‘Santander Cycles’, for at least another five years.

The new contract, starting in August 2017, has a total contract value estimated at £79.7m for the initial five years and three months. Additional contract extensions will be available under the contract for up to a further five years.

Under the new contract, Serco will gradually start introducing a new British made bicycle to the Scheme. The new bike, which will be assembled in Stratford-Upon-Avon, will be 10% lighter than the current model and is designed to give a more manoeuvrable and comfortable ride. It is being developed in conjunction with Pashley Cycles, Britain’s longest established cycle manufacturer who this year is celebrating its 90th year of designing and hand-building a wide range of bicycles. Additionally, Serco is already introducing the innovative Blaze Laserlights to the scheme, which three quarters of riders say make them feel more confident cycling on London’s roads.

Rupert Soames, Serco Group Chief Executive, said: “As a regular user of Santander Cycles I am really pleased that we are going to continue to provide this iconic service for London’s residents, commuters and visitors for at least another five years.

“Since the Scheme started in 2010, Serco has worked hard with TfL to improve and grow the service. Recently we have started to bring in Laserlights to improve rider visibility and in 2018 we will start introducing new lighter bikes and we are delighted to be working with Blaze and Pashley Cycles, two great British companies, to bring in these exciting innovations. We aim to build on the past six successful years and deliver an even better service for TfL and everyone in London.”

Paul Cowperthwaite, TfL’s General Manager of Santander Cycles, said: “We’ve had six successful years of London’s cycle hire scheme but we’re looking to the future and are excited to be able to bring the next-generation of Santander Cycles to London’s streets.

“The new bikes will be lighter and slightly smaller, to encourage even more people to have a go, and will be made by Pashley Cycles, which has a rich history of producing bikes in the UK dating back to 1926.”

Steven Bell, Pashley Cycles General Manager said: “We are delighted to be working on such a prestigious and important scheme. We were approached by Serco in early 2015 and became
their official bike partner. We have been helping them develop a new product for London since then.

“Although we are still in the product development stage, our Research and Development team’s design has been selected by TfL as one that meets its requirements. We now need to turn that design into a production ready bike.”

Interesting Facts

- On average each bike was cycled for 5,694 km between 1 March 2015 and 29 February 2016.
- The busiest station is Waterloo.
- Just 20 of our Docking Stations account for over 10% of the total hires.
- The oldest bike was added to the scheme on 15th July 2010.
- In the last year, Serco mechanics changed: -
  - 9,534 inner tubes.
  - 5,907 wheels.
  - the chain 11,838 times.
- Every bike receives a service at least once a year which means that there were over 14,600 services in the 12 months to March 2016.
- Between them the two bicycle maintenance depots can complete 220 bicycle services or 300 repairs a day.

Ends

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Notes for Editors

Today, Santander Cycles is widely recognised as being the most successful integrated cycle hire scheme in Europe and is a global benchmark for innovation and excellence. It has frequently been recognised for its success with awards, including the 2011 National Outsourcing Awards for Excellence & Innovation, and more recently the 2016 Smarter Travel Innovation award.

London’s cyclists hire an average of 35,000 Scheme bikes a day and Serco is responsible for keeping them moving 365 days a year. A FORS Gold accredited fleet manages the daily redistribution of 11,500 bicycles around the 785 docking stations and around 22,000 docking points in the London network, which covers 100km². To keep them running smoothly, Serco repairs up to 300 bikes or services up to 220 bikes per day between the two depots in Islington and Clapham; every bike is serviced at least once a year.
1. Fleet Operator Recognition Scheme.

History

Between August 2009, when Serco was awarded the initial contract, and its launch in July 2010 Serco successfully designed, developed and introduced the London Cycle Hire Scheme from scratch in conjunction with TfL and since then has operated the Scheme in its entirety.

Initially the Scheme operated across nine London boroughs, and covered an area of approximately 44km², roughly equivalent to TfL's central fare zone (Zone 1). The first phase included the installation of 400 docking stations, 10,000 docking points and 6,000 bicycles. Serco installed the bespoke infrastructure, developed the bicycles, created processes and procedures to which the Scheme would operate, implemented the payment systems and designed the cycle redistribution process. Serco also established and currently operate the Contact Centre for the Scheme.

Since then, Serco has worked with TfL to continually improve and expand the Scheme. The first expansion was into east London in March 2012, and the second into west London at the end of 2013. Over the past two years, there has also been an intensification of the existing area in central London as well as expansion to the Queen Elizabeth Olympic Park which opened in January this year.

About Serco

Serco is a leading provider of public services. Our customers are governments or others operating in the public sector. We gain scale, expertise and diversification by operating internationally across five sectors and four geographies: Defence, Justice & Immigration, Transport, Health and Citizen Services, delivered in UK & Europe, North America, Asia Pacific and the Middle East. More information can be found at www.serco.com

About Serco in Transport

Serco’s transport portfolio includes Merseyrail, an award winning Joint Venture with Abellio in the North West of England; the Caledonian Sleeper hospitality rail service and NorthLink Ferries in Scotland; Serco Rail Technical Services based in Derby; a Joint Venture ferry business in Stockholm (Djurgårdens Färjetrafik) with our partner Strömma Turism & Sjöfart; the Metro, Palm Jumeirah Monorail and the Al Sufouh Tram System in Dubai as well as an Automated People Mover at Dubai Airport; the provision of management and technical support to the Saudi Railway Company for the North South Railway; and, Air Traffic Control services at major airports in the Middle East and at airports across the western United States on behalf of the FAA.

About Blaze
Blaze is a Small and Medium-Sized Enterprise which launched in 2012 following a successful internet funded Kickstarter campaign and were approached by Serco over two years ago with a view to installing the Laserlight to the scheme bicycles.

About Pashley Cycles

Since the company was founded by William ‘Rath’ Pashley in 1926, Pashley has been dedicated to hand-building high-quality bicycles and tricycles to meet the diverse and evolving needs of their customers. They are proud to be the longest-established British bicycle manufacturer and one of only three remaining here in the UK. Their bicycles are not only unique in their design and quality, but also in their connection to a well-established heritage of craftsmanship and innovation at their factory in Stratford-upon-Avon.