



Chief Officer Decision

Pursuant to Article 3C Delegation to Officers (section 6.12) of the Constitution of the London Borough of Hounslow (which came into operation in May 2021)

Details of Decision Taken

Title of decision	Dockless e-bike rental trial: Phase 1 - Brentford West	
Directorate	Environment, Culture & Customer Services	
Name and title of Chief Officer ¹	Jefferson Nwokeoma, Assistant Director Traffic, Transport & Parking	
Date	Friday, 5 May 2023	
Exempt Information and Grounds	No	If Yes, Identify Which Access to Information Exemption Clause (see Part 4E Access to Information Procedure Rules (section 11.4))
Key decision? ²	No	Is it significant in terms of its effect on communities living or working in an area comprising two or more wards
		If yes, Identify the Forward Plan Reference Number ³
		If yes, confirm that notice of the decision has been on the Forward Plan for at least 28 days in advance of the Decision Date.
		If yes, identify the date that the decision is to be placed in the public domain
		If yes, identify the date that the decision will be implemented if not called in.
Details of Decision (To be recorded as soon as practicable and be available for inspection along with all background papers that have	That the chief officer approves the implementation of the Dockless e-bike rental trial via Experimental Traffic Management Order (ETMO), and agrees specific rental bay locations in Brentford West ward, as detailed in the Appendix to this report.	

¹ Authorised officers are an Executive Director, Director or an officer who reports directly to a Chief Officer.

² A key decision is an executive decision which is likely to result in the Council incurring expenditure or making savings that is/are significant (i.e. savings in excess of £1 mil (capital expenditure) or **£500,000**(revenue expenditure) or where expenditure or savings are less than the amounts specified above, they constitute more than 50% of the budget attributable to the service in question) having regard to the budget for the service or function to which the decision relates **OR** is significant in terms of its effects on communities living or working in an area comprising two or more wards. .

³ At least 28 days' notice on the Forward Plan is required where an executive decision is a key one

<p>been used to inform the decision unless exempt from publication. If exempt include details of the exemption relied on here. Decision to be retained indefinitely in accordance with Records Management Policy)</p>	
<p>Reasons for the Decision</p>	<p>Background</p> <p>Within the last few years, dockless e-bike rental schemes, have been successfully introduced across significant parts of London.</p> <p>Dockless cycle schemes have either been instigated through formalised arrangements between boroughs and operators, or sometimes without borough consent, given the limited legislative powers that currently exist for dockless bikes. At present, LBH does not have an agreement or Memorandum of Understanding (MoU) in place with any dockless bike operator. The previous agreement with Mobike to operate a ‘free floating’ cycle hire scheme was terminated in 2020, with Lime currently operating an unauthorised scheme in the borough.</p> <p>Having formal arrangements in place with dockless bike hire companies can enable boroughs a stronger role in shaping how the scheme operates and reduce the risk of issues arising. It enables the borough to agree areas of the footway/kerbside that are designated for this purpose, which minimises the risk of inconsiderate/inappropriate parking. This works alongside the issuing of user fines/bans by operators in order to encourage considerate behaviour.</p> <p>Cabinet approval was obtained on 18 April 2023 for a formal dockless e-bike hire scheme to be introduced across the borough. The Cabinet report delegated authority to the Assistant Director Traffic, Transport & Parking to agree specific locations for the rental bays.</p> <p>The scheme would initially be trialled on a 6 month basis, with a possible 6 month extension. The current four operators that have schemes in place in neighbouring boroughs are being invited to sign MoUs to join a borough scheme. Allowing a multi operator approach will allow cross borough trips to be completed, with maximum flexibility.</p> <p>All vehicles will need to be hired and returned from dedicated on-street bays, with fines and eventual bans for those users who do not comply. Vehicle speeds are automatically limited to 15mph. Vehicles will be manually redistributed by the operators as required, with user incentives also applied to encourage natural redistribution. A number of ‘no-go’ and ‘go slow’ areas will be defined where the e-bike GPS systems will seek to limit movements and speeds by cutting the electric assist function as necessary.</p> <p>A network of up to 300 shared bays across the borough is proposed, to be launched in three phases between May and August 2023. This allows for the process of creating and marking the bays, whilst enabling operators to phase the launch of the scheme to help minimise any “teething issues”. This report</p>

details the proposed locations for Brentford West ward, which is included in Phase 1, and seeks approval to implement these bays.

Proposed bay locations

The majority of bays will host between nine and twelve e-bikes, with larger stations in areas of anticipated high demand. Bays will be located either on the footway where there is sufficient space and pedestrian clearance, or in parking bays. A bay with capacity for nine e-bikes will be approximately 7m long, which equates to approximately 1.5 car parking spaces. All bays will be fully demarcated on the surface of the highway as 'CYCLE HIRE ONLY'.

Bays have been planned at two levels of density across the borough, depending on the level of anticipated demand in an area. Data and feedback from TfL, London Councils, operators, and neighbouring boroughs has been used to inform this spatial analysis. In areas of high anticipated demand, the bays will be spaced approximately every 250-300m and in areas of lower demand, the spacing will be approximately every 500m. Locations have been planned in alignment with this strategy, as set out in the Cabinet report, but some adjustments have been required to take account of nearby trip attractors, as well as site constraints. Desktop and site checks have been carried out to determine site suitability.

Footway locations will not be located within main pedestrian desire lines and will therefore tend to be at the back of the footway or in alignment with any adjacent street furniture. Sufficient footway clearances will be maintained in accordance with TfL Pedestrian Comfort Guidance which takes into account the volume of pedestrians using the street and other contextual information such as pedestrian 'desire lines'. The government guidance document, Manual for Streets, also advises that the minimum unobstructed width for pedestrians should generally be two metres which has been taken into account throughout the site selection process. Exceptions to this may take place, for example where permitted footway parking bays already exist for motor vehicles. Footway bays will also be located within reasonable distance of a dropped kerb to facilitate access to the carriageway.

Carriageway bays will ensure that any remaining length of parking bay is usable and not be within 5m of a junction of pedestrian crossing. All locations will, where possible, be well lit with good natural surveillance, have space for servicing vehicles nearby and avoid locations under trees.

A total of 9 locations have been identified in Brentford West Ward, as set out in Appendix 1.

The bays will be implemented initially via Experimental Traffic Management Orders (ETMOs), with comments then invited on the scheme and bay locations for the duration of the trial. During the trial period, the council also plans to consult upon its Kerbside Strategy, which includes a chapter on e-bikes. The Kerbside Strategy consultation is planned to run for 12 weeks in summer/autumn 2023. This will allow residents to see how the scheme works in practice, try it out, and reach a fully informed view on the scheme before responding to the consultation.

Implementation of Phase 1 of the scheme (including bay markings and any necessary adjustments to signage) is scheduled to commence in early May 2023, with operation of the e-bikes anticipated to commence in late May/early June 2023.

The April 2023 Cabinet report sets out how the fees due from operators will be used to fund the anticipated costs arising from implementation of the scheme.

	<p>However, as more detailed site selection work is completed, this has enabled some refinement of cost estimates. The cost of implementing the bays within Brentford West ward is estimated to be £3,000. This will be funded from the council's approved E-bike Trial budget.</p> <p>It should be noted that some of the bays within Brentford West ward are proposed to be located in existing Pay by Phone (PbP) or shared use (between PbP/permit holders) parking bays. This may result in some loss of parking income from the bays, which is anticipated to be approximately £1,100 per annum, based on available data from the last 6 months. This figure is only an estimate as the extent to which this displaced parking demand may be accommodated within other bays in the vicinity is unknown. Levels of parking revenue will be monitored during the trial, however, it should be recognised that a variety of factors will have an influence on demand for parking beyond the introduction of the e-bike scheme.</p>
<p>Details of alternatives considered and rejected</p>	<p>During the site selection process a range of sites were considered, some of which were discounted as not fulfilling the criteria specified above for one or more of the following reasons:</p> <ul style="list-style-type: none"> • The location did not fully utilise the existing space and would likely result in a loss of parking space beyond what was required • The perceived safety of the location was not deemed sufficient because of limited sightlines/visibility for other highway users approaching the location • The location was not deemed suitable due to the limited visibility or poor lighting of the site which could deter usage due to safety concerns • The location was not deemed suitable due to other proposed changes to the highway network.
<p>Factors taken into account (i.e. include here consideration of:</p> <ul style="list-style-type: none"> • public sector equality duty, • biodiversity duty and • crime and disorder implications of decision • Climate emergency considerations 	<p>A full EQIA on the Hounslow scheme will be carried out as part of the Kerbside Strategy. The council does not anticipate any major negative equalities impacts arising from the scheme. The scheme is intended to bring additional mobility options to residents, offering a more affordable alternative to ownership. The provision of dedicated bays should help to minimise the risk of bikes being parked dangerously or inconsiderately on footways, which currently represents a particular danger or hindrance to wheelchair/pram/pushchair users and to blind or partially sighted users.</p>
<p>Name and title of any Cabinet member consulted</p>	<p>Consulted on scheme principles: Cllr Katherine Dunne, Deputy Leader of the Council and Portfolio holder for Climate, Environment and Transport Strategy. Cllr Salman Shaheen, Portfolio holder for Parking, Parks and Leisure.</p> <p>Consulted on proposed locations: Ward Members for Brentford West.</p>

Member conflict of interest or Disclosable Pecuniary Interest?	Yes	If yes, give details (this includes non-DPI's interests that you consider should be declared and noted for the record but are not considered to have impaired your judgement or present any related conflict). Cllr Katherine Dunne is a member of the London Cycling Campaign.
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HR Comments (only required where there is a change to establishment or other significant HR implications).

Comments on behalf of Director of HR	[Please provide comments]
HR Officer Name and Title	

Legal and Finance Comments (to be provided after report written)

Comments on behalf of the Chief Financial Officer	This report seeks approval for the implementation of the Dockless e-bike rental trial via Experimental Traffic Management Order (ETMO) and agrees the specific rental bay locations in Brentford West ward, as detailed in the Appendix to this report. The expected cost of marking out the rental bays as outlined in the report can be met from within the approved budget for the e bike scheme trial.
Finance Officer Name and Title	Christine Holland, Head of Strategic Finance
Comments on behalf of the Director of Law & Governance, and Monitoring Officer	This Report seeks approval for the implementation the Dockless e-bike rental trial via Experimental Traffic Management Order (ETMO), and agree specific rental bay locations in Brentford West ward, as detailed in this report. In April 2023, Cabinet approved the introduction of a boroughwide dockless e bike rental scheme on a trial basis for 6 months from completion of the boroughwide rollout and delegated authority to the Assistant Director of Traffic, Transport & Parking to agree specific bay locations for the first three phases of the scheme and take the necessary steps to implement the scheme on a trial basis via Experimental Traffic Management Order (ETMO).
Confirmation by Legal Officer that the Decision is/is not a key decision	This is not a Key Decision (Cabinet's April 2023 decision was Key).
Legal Officer Name and Title	Rachel McKoy (NZ), Director of Law & Governance, and Monitoring Officer.

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Confirmation and Authorisation of Relevant Chief Officer Taking Decision

Confirmation that no significant changes to the report have been made since Legal and Finance Comments were provided	Yes
Date decision to take effect for implementation ⁴	Friday, 5 May 2023

Note on Publication of Chief Officer Decisions

Chief Officer Decisions which are not key decisions are usually published on the last day of the month. They will need to be provided to Democratic Services at least two days before this.

Chief Officer Decisions which are also key decisions will need to be published immediately to permit call in by Members. Please liaise with Democratic Services to identify a suitable date for publication.

⁴ To allow for call in of a key decision by the Overview and Scrutiny Committee, a decision will not take effect until the sixth day after the decision has been published.