



Application form: Sustainable Cities Mobility Challenge 2024

Please complete the form below in English using a standard font¹ (size 11). Please also upload an estimated **project budget** (max. two A4 pages). You may also append relevant annexes or supporting visuals e.g. maps, diagrams, photos. **In total, the application should not exceed 10 A4 pages.**

Full name of town/city (or name of organisation applying on behalf of the city/town):	Main Applicant: Cambridgeshire and Peterborough Combined Authority (Combined Authority) Supporting Applicants: Cambridgeshire County Council (CCC) Peterborough City Council (PCC)
Physical address of town/city/applicant organisation:	Pathfinder House, St Mary's Street, Huntingdon, PE29 3TN, England
Main contact person for application - full name and job title:	Yo Higton Active Travel Lead
Main contact person: email and telephone number:	Yo.Higton@cambridgeshirepeterborough-ca.gov.uk
Amount of funding requested:	£77,380.80

Your project description should respect the limit of 2,000 words (excluding spaces between words) and cover the following:

- Brief description of the **mobility challenge/problem** you are trying to solve.
- Brief description of the **proposed solution(s)**
- Briefly identify any potential **risks** that could affect delivery.
- Implementation **timeline**
- Anticipated climate/environmental/societal **benefits – and how these will be measured.**
- Potential for **learning** and **replicability** in other cities.
- We anticipate that municipalities will be the main applicants for this call. However, if applicable, please list **any other organizations involved** in delivering the project (such as NGOs or SMEs).

¹ such as Times New Roman, Arial or Calibri



- Please attach a letter demonstrating the **support of the mayor - or other evidence of senior political support/municipal mandate**.
- Include an **estimated budget** (max 2 pages A4), which should include staff costs.

.../

Description of proposed project: Cargo Bike Try-Before-You-Buy Scheme

Background

Cambridgeshire and Peterborough have a combined population of 317,870. Historically Cambridge City has a proud tradition of active travel. The city is unique in the UK in having significant levels of cycling, with the 2011 Census revealing that 29% of journeys to work were made by bike. Conversely, elsewhere in the region the rate of cycling is more in-line with national averages. The Combined Authority and its constituent councils are committed to **accelerating the take-up of active travel modes** to ensure we reach our **target of 15%* reduction in car mileage by 2030**. To reach this ambitious target, focus needs to be on more than safe infrastructure, but also on suitable alternatives to the motor vehicle. Cargo bikes provide a suitable alternative for transporting children or goods around town as they can carry heavier loads than a standard bike.

The Problems Being Addressed

The purchase of a cargo bike is a **big financial commitment** and has been found to be a barrier to converting to active travel. Furthermore, there are **many styles of cargo bike** on the market, which makes choosing one a difficult task. Therefore, the Combined Authority aims to help overcome these barriers by running a try-before-you-buy scheme for residents and businesses in Cambridgeshire and Peterborough.

The try-before-you-buy model has been piloted by Cambridgeshire County Council (CCC) since July 2021. This scheme has been very popular and there is currently a four-week waiting list to borrow an electric cargo (e-cargo) bike. The scheme has eight bikes; four bikes in two styles for families to borrow, and four different styles for businesses to trial. To date there have been over 160 trials of cargo bike and over 65% of participants have decided to purchase a cargo bike after the trial period. Details of the current scheme can be found [here](#). However, despite the popularity of the cargo bikes, the **scheme only had funding for three years and so will come to an end in spring 2024**.

The Proposed Project

The aim of the proposed try-before-you-buy e-cargo bike scheme is to enable residents and businesses to **decarbonise their transport choice and improve local air quality**. Table 1 outlines the outcomes and outputs of the project.

Table 1: Objectives, Outcomes and Outputs

Objectives	Outcomes	Outputs
Decarbonise families and businesses' transport	Reduced dominance on motor traffic	Over 15,000 km travelled by hired cargo bike in one year period, reducing CO2 emissions from motor vehicles.



<p>Improve local air quality</p> <p>Accelerate the uptake of active travel</p>	<p>Better health and higher quality of life for users</p> <p>Information about distances travelled and routes taken by cargo bike</p>	<p>Over 100 individuals or businesses trialling the cargo bikes.</p> <p>At least 30% of participants reporting they are considering or will buy a cargo bike.</p> <p>Data from GPS trackers.</p>
--	---	--

The scheme will build on Cambridgeshire’s success, add eight additional bikes and expand the geographical reach to Cambridgeshire market towns and Peterborough city. Three additional family cargo bikes will be added to the Cambridgeshire scheme and four family bikes and one business bike will be available in Peterborough.

Families and businesses wanting to try out a cargo bike can access the details of the bikes online. There are nine styles of bikes to choose from and the loan time is between 1 and 8 weeks (1 or 2 weeks for families and 4 or 8 weeks for businesses). There is a small fee to take part in the scheme to ensure that the bikes are valued.

The scheme would be promoted via social media, articles in local newsletters, with case studies and on the website of the Combined Authority, CCC and Peterborough City Council (PCC). Details of the scheme will be shared with Councillors in each district, local National Childbirth Trusts, the [Chamber of Commerce](#), [Cambridge Angels](#), [Peterborough Business Network](#) and [Campaign for Better Transport](#), along with numerous cycle campaign groups across the region.

All bikes (including the 8 original bikes) will be fitted with a GPS tracker, which will allow **data to be collected about people’s journeys** and routes taken. This valuable data can be used to help prioritise cycle networks and remove physical barriers. The bikes will be supplied with chain locks and receive a routine service at 6 months and an in-depth service at 12 months.

Each user will be asked to fill out a pre- and post- **questionnaire**. This will allow data to be collected on:

- Km travelled during trial
- Number of children on bike and their ages / number of employees
- What the bike will be used for
- Whether the cycling journeys were replacing a vehicle journey
- Feedback from using the bike – what they liked and disliked
- Number of trips taken each week
- If they intend to purchase a cargo bike in the future
- What the barriers are to purchasing a cargo bike

Monthly reports will be provided to the Combined Authority by the organisation running the scheme and the Combined Authority will provide the funder with a report every four months and at the end of the project as set out by the payment schedule. The reporting can be increased if the funder requires.



The intention is that the scheme will be provided by a local company who can offer the benefit of local knowledge. The organisation that delivers the project will be selected in line with the Combined Authority's procurement process. The procurement process will commence mid-January to ensure the provider is in place and bikes purchased by April 2024. The project will continue until July 2025. Please see the **Gantt Chart** in the appendices for more details.

The Combined Authority has a proven track record in delivering multiple capital and revenue projects, ranging from tens of thousands of pounds to multi-million-pound projects. The **Single Assurance Framework** provides details on how the Combined Authority has the responsibility to ensure that it provides appropriate stewardship of public funds, that it drives improvements and standards within its initiation, and the development and approval of programs and projects. The elements within the Single Assurance Framework are scalable and will be agreed within the context of this project.

In delivering this project, we will adopt the established method of **project management** which is used for projects of varying sizes. The Project Manager will be the Combined Authority's Active Travel Lead, who will oversee the project and report to the Project Board.

The Project Team will consist of the Project Manager, CCC's Principal Active Travel Officer and PCC's Principal Transport Planning Officer who will be responsible for managing the organisation who run the day-to-day scheme. The Project Sponsor will be the CPCA's Interim Head of Transport and the Project Board will consist of the Active Travel Lead, Interim Head of Transport, Principal Active Travel Officer and Principal Transport Planning Officer. All Officer time is not included in the amount requested; Officer time will be provided as match funding.

The risks that will affect delivery have been considered in the **Risk Register** that can be found in the appendix.

Impact of Scheme

The impacts of the Try-Before-You-Bike Cargo Bike scheme are **numerous and wide reaching**.

On an individual level there are **health benefits** from swapping shorter journeys to bike rather than car. Furthermore, the trial period enables **travel behaviour shift** for a short period, then once a cargo bike is purchased many more journeys can be done by bike. Of the 129 individuals who participated in the current resident trial, 67% responded they would buy a cargo bike with another 19% considering it. This shows the impact of providing different styles of bikes to try out before purchasing.

Families using cargo bikes will have a **positive impact on future generations' travel habits**. If, at a young age, children see it as normal to travel by bike, rather than getting into a car, they are more likely to continue this behaviour as a teenager and in adult life. The users from the current trial report that in total nearly 150 children were transported via cargo bike.

Furthermore, no drivers licence is required to ride a cargo bike (although training will be provided before the bikes are loaned out). The use of a cargo bike for businesses enables them to employ young apprentices or staff that do not have a drivers or van licence. This therefore have **benefits for local employment opportunities**.

The scheme allows others in the community to see that using a cargo bike is possible for everyday business. The people who partake in the scheme are leading by example, creating an environment where this type of **travel is**



normalised and allowing the fellow businesses to consider using one themselves. This message will be enhanced by providing case studies and sharing them with companies within the region.

The scheme will have a positive **impact on local air quality** as vehicle journeys will be replaced by bikes. Using the data from the current trial in Cambridgeshire, it has been calculated that the loaned cargo bikes travelled 15,185 km. Assuming the journeys were replacing a large family car, this is a saving of 3,903 kg CO₂**.

In conclusion, the Try-Before-You-Buy Cargo Bike scheme will have a positive impact on individuals' health and quality of life, on air pollution and will reduce the dominance of motor traffic.

Potential for learning and replicability

This project adds knowledge and experience to the advancement of healthy, sustainable mobility in urban and semi-rural areas. The pilot project has proven that there are many positive impacts on people and the environment. This tried-and-tested model will be rolled out in Peterborough city and market towns within Cambridgeshire, thus demonstrating how the model can be replicated. Please see the Risk Register for details of the lessons learnt from the original project.

The Combined Authority and our constituent council partners would like to share the scheme and results with other English local authorities. This will be done by attending conferences and linking with interested colleagues.

*from a 2019 baseline

** [Grams CO2 transportmodesUK.pdf \(aef.org.uk\)](#)

Please provide your word count:
Maximum 2000 words (not counting spaces between words).

List your appendices below:	
Appendix 1: CPCA Mayoral Support	
Appendix 2: CPCA Gantt Chart	
Appendix 3: CPCA Risk Register	
Appendix 4: CPCA Project Budget	

Please send this completed form (together with budget and relevant appendices) as a **pdf document** to: sustainablecitiesmobility@climate-kic.org by the deadline: **23.00 CET on Friday, 24 November 2023.** ∞End of application form∞