Insights or observations related to Hired Bikes.(future recommendations)

- The overall insights from hired bikes data suggest that until 2019 people were utilizing it as a good option, moreover if we closely look into appendix 2.4 section, the data is evident that the majority of boroughs' peak was achieved in 2019 and stopped due to covid and then the number of hired bikes started to go up in again in 2021 for central London. similar trends can also be found across inner London.
- Whereas, when we investigated the Santander data set available on TFL which showed how pre-pandemic hire bikes number were increasing at a healthy rate pre covid-19(figure 2.4.6) and a growth in number spike in 2022 (figure 2.4.7).
- On the other hand, this led to exploring the tourism data for London as it is one of the major tourist attractions in the world. As we can clearly see (figure 2.4.8) London was experiencing a healthy rate if tourism numbers, despite Brexit, before the arrival of Covid-19 which saw a dramatic drop in the rate of tourism.

Areas identified for further Analysis

- we need an in-depth analysis as tourism is a huge sector which in itself requires a different approach and research about how to come up with improving strategies for cycling in London the Santander data shows signs of a huge untapped market as they plan to invest and go ahead with introducing 500 e-bikes allowing us to explore the hired bike data set from a different prospect.
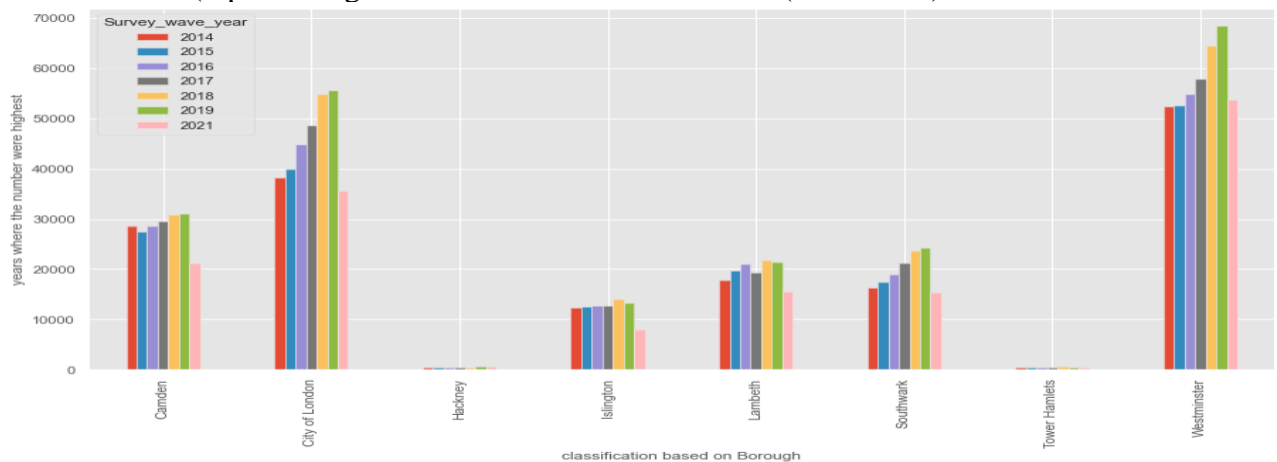
TABLE - 2.4.1

Number of hired bikes cycles per borough for each year extracted from central London

Borough	2014	2015	2016	2017	2018	2019	2020	2021
Camden	28622	27393	28614	29543	30952	30957	13540	21296
City of London	38145	39839	44929	48528	54765	55519	24588	35664
Hackney	472	467	543	495	539	678	322	627
Islington	12386	12618	12789	12738	14018	13319	5154	8010
Lambeth	17871	19702	21105	19387	21812	21397	9979	15521
Southwark	16344	17537	18959	21176	23708	24275	12100	15351
Tower Hamlets	476	482	543	530	586	506	226	392
Westminster	52355	52541	54820	57919	64471	68449	35171	53680

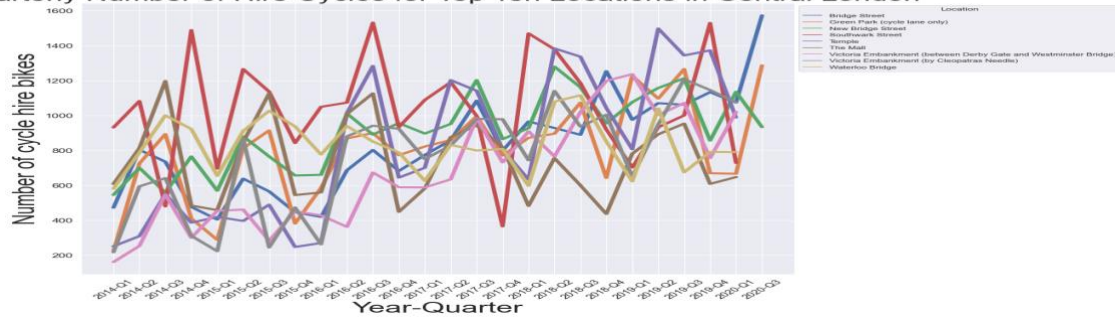## FIGURE-2.4.1(representing number of hired bikes data from(2014-2021)

TABLE-2.4.2(top ten location for hired bikes in central london)

Location	Number of private cycles	Number of cycle hire bikes	Total number of cycles
Blackfriars Bridge	221656	36960	258616
Southwark Street	138510	28471	166981
New Bridge Street	222327	26497	248824
Bridge Street	177063	24839	201902
Temple	204051	24790	228841
Green Park (cycle lane only)	71790	24606	96396
Victoria Embankment (by Cleopatras Needle)	205726	23435	229161
Waterloo Bridge	184199	23030	207229
The Mall	120554	22611	143165
Victoria Embankment (between Derby Gate and Westminster Bridge)	149221	21230	170451

FIGURE-2.4.2(top ten location for hired bikes in central london)

Quarterly Number of Hire Cycles for Top Ten Locations in Central London

TABLE-2.4.3

Borough	Number of hired bikes cycles per borough for each year extracted from Inner London						
	2015	2016	2017	2018	2019	2020	2021
Brent	10	13	2	4	14	4	20
Bromley	0	0	1	0	2	0	0
Camden	390	415	374	437	698	605	59
Ealing	3	0	1	7	5	18	25
Greenwich	0	1	0	0	0	0	1
Hackney	544	584	766	647	1,092	841	251
Hammersmith & Fulham	1,508	2,155	1,767	2,489	2,567	2,607	3,393
Haringey	5	7	5	11	24	7	12
Hounslow	0	1	32	0	6		1
Islington	435	687	596	568	1,217	1,402	168
Kensington & Chelsea	4,261	4,143	4,514	4,848	5,642	4,843	3,191
Lambeth	319	370	582	874	960	830	859
Lewisham	5	2	8	28	18	36	46
Merton	1	4	9	8	8	13	6
Newham	16	26	20	28	41	45	8
Richmond upon Thames	4	39	39	31	47	13	21
Southwark	89	129	193	242	364	322	259
Tower Hamlets	2,949	2,586	2,830	3,414	3,418	3,034	1,139
Waltham Forest	4	1	2	0	2	9	3
Wandsworth	1,631	2,134	1,936	2,134	2,596	2,032	2,190
Westminster	3,716	4,302	4,409	4,955	5,134	4,269	3,938

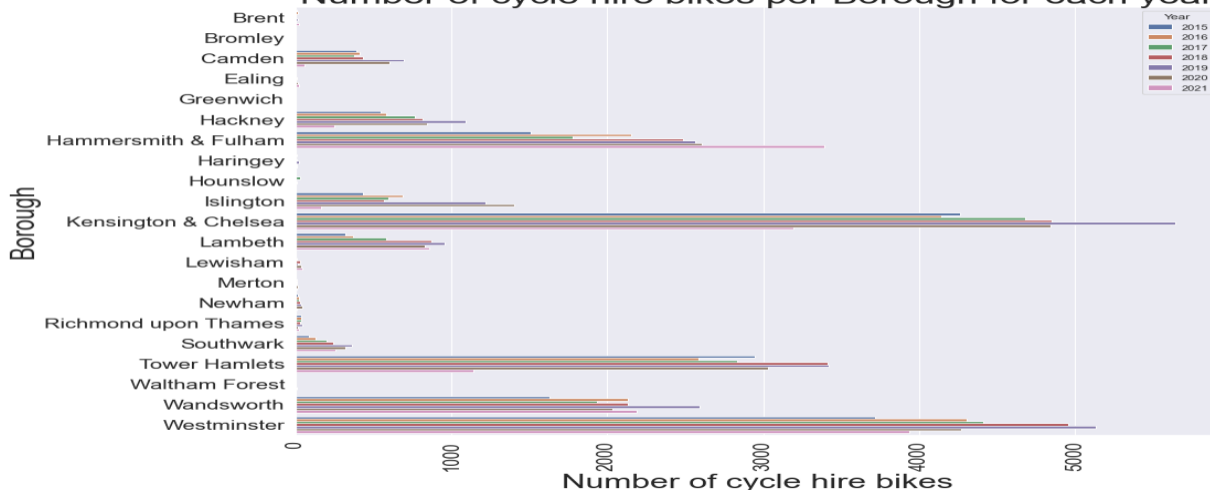Number of cycle hire bikes per Borough for each year

FIGURE 2.4.3

FIGURE 2.4.4(the time period preferred by people while using hired bikes)
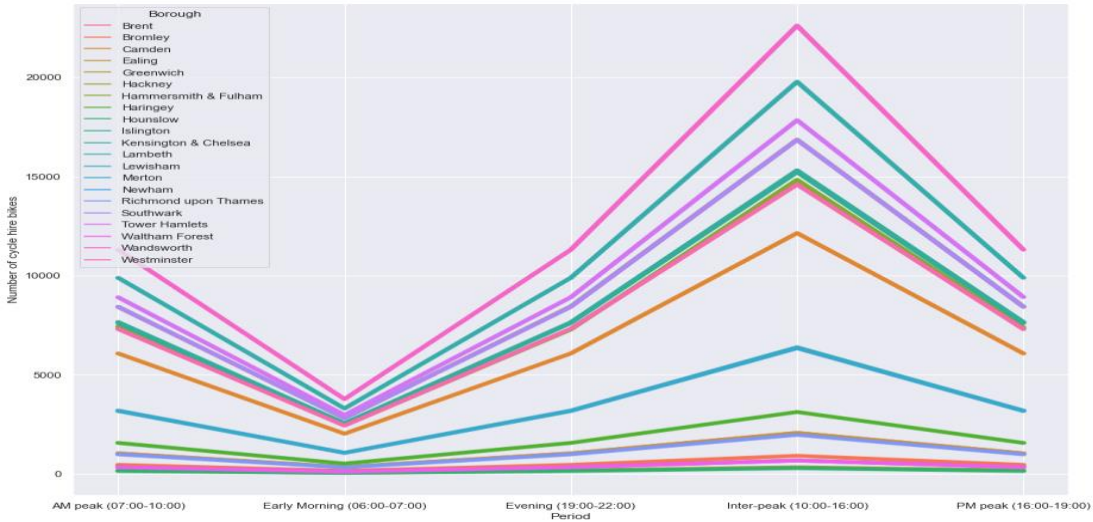

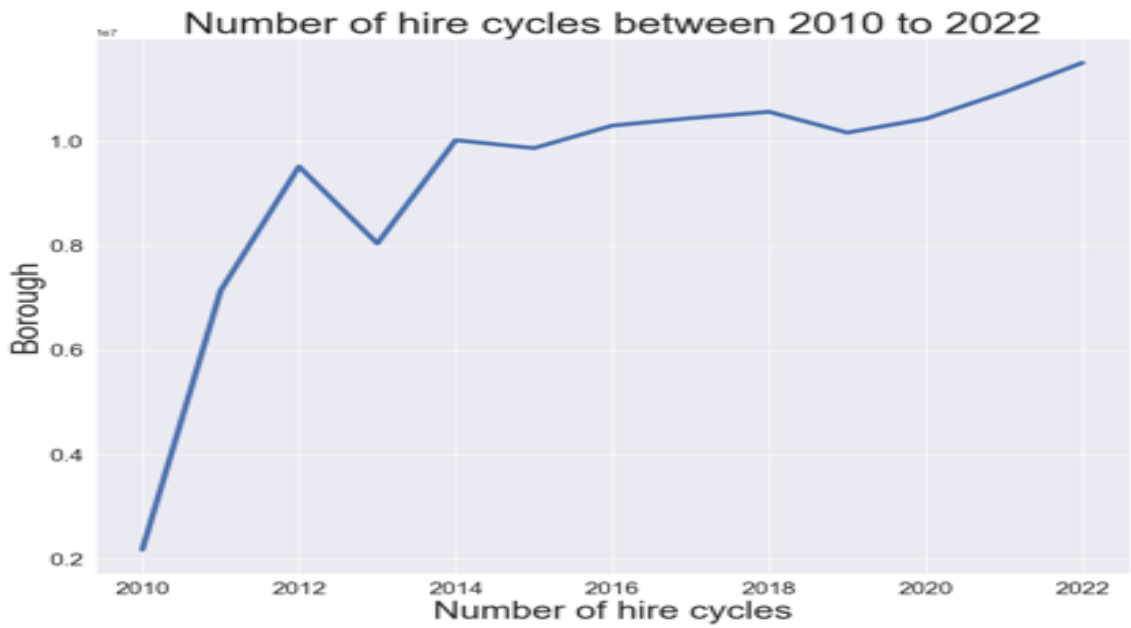**FIGURE-2.4.5.(Santander data for hired bikes in millions)**

FIGURE-2.4.6(average time taken on Santander hired bikes)

Average Hire Time between 2010 to 2022

TABLE2.4.4(top 5 visiting nation with spendings in millions and overall number of nights stayed in London)

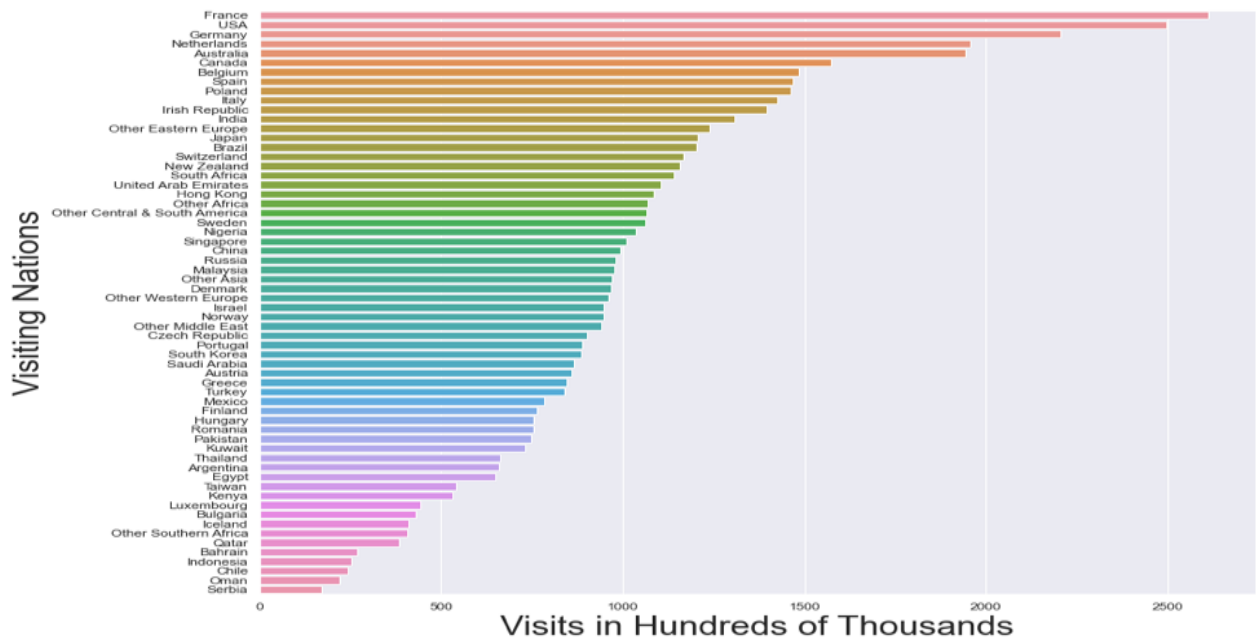| Market	Visits	Spend (Em)	Nights	sample
USA	42078.69486	31274.39467	239128.9472	75010
France	28980.54627	9927.791508	124261.4652	28272
Germany	22785.55223	8742.255439	97359.36971	23120
Italy	19207.73959	9019.596442	110370.4918	13983
Spain	17716.02185	8036.472217	99553.89798	15174

FIGURE2.4.7

FIGURE2.4.8(overall sum of visits to London (2002 -2020)

Sum of visits to London between 2002 and 2020