

Trends and Patterns in Hire Bicycles in London

Getting from Point A to Point B in a city as big as London is a topic of great importance. London is an incredibly large city, spreading over approximately 1572 square kilometers and housing a population of approximately nine million individual human beings. Because of this, inner city transportation is a topic of great importance.

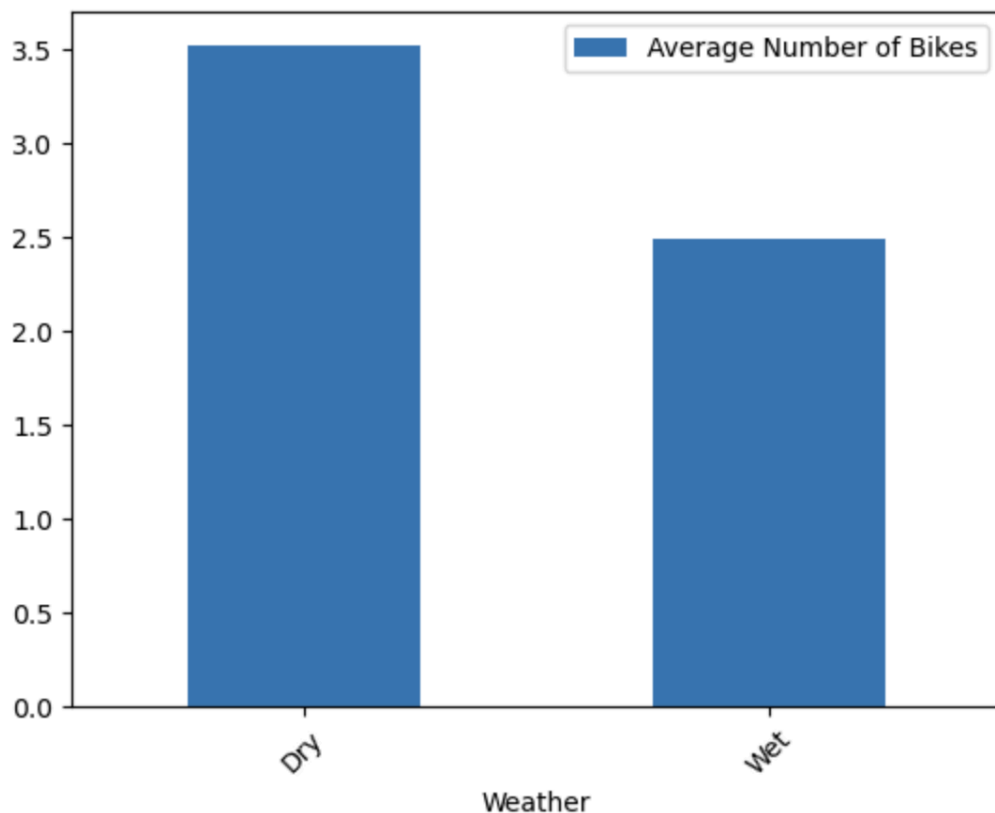
Public transportation is a large part of how Londoners travel on a daily basis. London is well known for being the home of 'The Underground', an expansive and highly efficient network of underground trains that transport nearly 300 million people each year. Londoners commonly make use of this subway system to get them where they need to go. Within the city, the Underground has a strong reputation for being cheap and reliable. The famous double decker buses also provide a popular means of public transportation, which completed over one billion passenger journeys in 2022. That being said, relying on someone else to get people where they need to go might not be to the entire city's liking.

Some locals may opt to get a driver's license and choose to drive a car, but that may take a lot of time, parking is difficult, and gas is quite expensive. London also has a 'congestion charge' which costs extra money just for the privilege of driving within the city boundaries. Traffic is another major concern, with streets commonly being backed up several blocks, and collisions commonly occurring. According to Trust for London, nearly 24000 car crashes occurred in the city during 2022, demonstrating how dangerous driving in a tightly packed city can be. Driving can be more dangerous than other forms of transportation. This means many Londoners need another form of transportation when they have to travel a distance that is too far to be walked.

This concept was cleanly supplied with the creation of Hire Bikes. Hire Bikes are bikes owned by companies that are placed across the city. These companies then offer temporary use of the bicycles for a fee. This has given many Londoners a new way to get around the city. Due to the inherent ability to rent and operate these bikes independently, many Londoners may use these bikes in ways that.

The weather in London adds to the often unsafe biking conditions that Hire Bikes customers may operate in. The weather in London is seldom dry. It is so often drizzling within the city that the city itself has gained a reputation of commonly having gray and wet weather. Nearly every Londoner knows never to go anywhere without an umbrella or rain jacket on hand, as they never truly know when it may rain next. In 2022, there were over 150 days of precipitation. Although it didn't rain during the majority of the days in 2022, over 150 days of precipitation is still a noticeably larger amount than in other places in the world. Los Angeles averaged around 35 days of rain in 2022, and Paris averaged around 110. Due to this common precipitation, the streets of London are commonly in unfit conditions for bicycles. The reason behind this recurring drizzle is due to the location of the city. Because of its proximity to the Atlantic ocean, winds commonly blow in from the west carrying water that evaporated from the ocean. The water is then deposited over England, including London. Because of London's location on the east side of England, the majority of the water has already poured down over cities west of London.

London's annual total precipitation is actually quite low when compared to other cities, yet it commonly drizzles due to the leftover water in the clouds from the Atlantic Ocean. The reason for this is simply due to the fact that the roads and pavements could get slippery when wet. Despite this, the data published by the company Transport For London found that people are only slightly less likely to rent and operate a bicycle under improper conditions. According to statistics taken in May, June, and July of 2022. The average number of bikes rented every 15 minutes in dry weather was around three and half, while the number of bikes rented every 15 minutes in wet weather was around two and a half.



These statistics demonstrate that Londoners will commonly use these bicycles despite knowing that they are using them in unsafe conditions. There are multiple conclusions that could be taken from this data, and both of these points are valid arguments. If we look at the total number of bikes rented during dry days compared to the total number of bikes rented during wet days we can quickly see that the total number of bikes rented on dry days vastly outnumbered the total number of bikes rented on wet days. The reason for this is due to the fact that the number of dry days outnumbered the number of wet days, as well as because of the fact that people were less likely to rent a bike in unsafe conditions. This graph gives us a much better idea of how safe Londoners are in poor weather conditions, and shows that Londoners are far less likely to rent a bike in wet conditions.

