Key Data analytics of Bike hire

The data suggests a downward trend in tfl cycle hires from early 2022. This could reflect the attitudes post-covid as people return to using public transport there is a reduction in the need for rental cycles. The hire time peaks during the pandemic too suggesting people would be willing to make longer journeys using cycles in order for them to avoid using public transport.

Or more competitors -could be?

A graph with green lines and blue lines

AI-generated content may be incorrect.

* This graph displays the weathers relationship with cycle hire patterns – it is not finished nor to scale I just thought I would add it in so you could see what I have been working on.

The expansion is particularly evident in cities like London, where the number of e-bikes has risen substantially. For instance, Lime reported a 91% growth in commuting trips in 2024, while Forest saw over a 200% increase in monthly trips by August of the same year . Additionally, the City of London experienced a 50% rise in cycling over two years, with daily cyclists increasing from 89,000 in 2022 to 139,000 in October 2024. Suggesting an increase in competitors as cycling as a whole has increased in general.

<https://www.ft.com/content/730d4dab-e80a-4e14-a343-abafd868c5f0>

<https://www.reuters.com/world/uk/cycling-city-london-rises-more-than-50-two-years-2025-04-28/>

This growth is supported by the introduction of more e-bikes, improved infrastructure, and a shift in public perception towards cycling as a sustainable and efficient mode of transport. However, challenges such as parking issues and regulatory inconsistencies across boroughs remain, prompting discussions about the need for unified citywide standards.

<https://www.thetimes.com/business-money/companies/article/lime-electric-bikes-stay-ahead-competition-533lqb98d>

The seasonality of the cycle hire schemes means cash flow considerations are going to be vital as major fluctuations in revenue may cause issues with payments to manufacturers ect…