**Portfolio**

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Add code for pricing strategy analysis!

Add code for market analysis

Add code for risk quantifying

Add links to launch proposal and powerpoint

Add Survey

# Bike Rental Schemes User Demographics

Key Findings:

* Nearly every major city in the U.K. has an existing bike share scheme
* There are 3 million active users of the schemes with 62% using them weekly or more
* 65% of users are male.
* 75% of users are aged between 25-54
* Higher income groups tend to use the schemes more
* Over 50% of trips are for commuting to work or school
* Users also report the health benefits of using the schemes for both mental and physical health.

Quantities of Users:

* 5,066,452 total users
* 2,842,823 users in the last 12 months

A map of the united kingdom

AI-generated content may be incorrect.

Areas with existing schemes:

* Quantities of bikes:
* 63,066 – total shared bikes in U.K.
* 47,720 London
* 14,129 rest of England
* 663 scotland
* 474 northern Ireland
* 80 wales

A person riding a scooter

AI-generated content may be incorrect.Age and Gender Distributions:

A pie chart with a scooter and numbers

AI-generated content may be incorrect.Usage based on income and ethnicity:

A diagram of electric scooter and scooter

AI-generated content may be incorrect.

Health levels of users:

A diagram of a bicycle and scooter

AI-generated content may be incorrect.

Frequency of use:A graph of a diagram with a few different types of bicycles

AI-generated content may be incorrect.

A graph of a person's health

AI-generated content may be incorrect.Reasons for using bike schemes:

Health benefits of the Scheme:

A graph with numbers and a number of percentages

AI-generated content may be incorrect.A bicycle with text and blue and green arrows

AI-generated content may be incorrect.A bicycle with text and blue and green arrows

AI-generated content may be incorrect.A bicycle and a fist

AI-generated content may be incorrect.

All figures taken from CoMoUK : <https://cdn.prod.website-files.com/6102564995f71c83fba14d54/686536765e7d7a9518a197f4_CoMoUK%20Shared%20Micromobility%20Report%202024_v02.pdf>

Comes from a 2024 report published in 2025 taken from users of all accredited U.K. bike share schemes

# RCYL potential competitor research

There is one company (RCYL) which are selling bikes made from 50% recycled plastics they attempted 100% but could not achieve a sustainable enough model.

They sell for €1,243, they are only just breaking into the UK market but they are already available to purchase in Germany and the Netherlands .

The company mostly targets hotels, campsites, cities, counties, and companies with factory fleets as potential clients for bulk orders,, but they also stated “our urban bikes are perfect as rental bikes”. They also state they can fix any maintenance issues within 24 hours.

1,200 orders have already been placed

# Challenges of using charity shops to source recycled DVD cases (polystyrene)

While the idea of sourcing recycled DVD cases from charity shops in the UK is commendable for its potential environmental benefits, there are significant practical challenges in terms of feasibility and reliability for manufacturing bike components.

Supply Availability and Consistency:

Limited Volume: Charity shops are unlikely to have the large and consistent volume of DVD cases required for manufacturing on a commercial scale, notes The Donation Hub. The supply will likely be sporadic and dependent on donations, making it difficult to plan and manage production. This obviously depends on how large scale you plan on taking this, perhaps they would be feasible on a small scale such as Brighton but then when looking at breaking into new markets the scalability of your manufacturing process may be limited.

Competition and Demand: Other organizations might also be interested in obtaining these materials for other purposes, creating competition and potentially driving up the acquisition costs. Making use of recycled plastics is becoming increasingly popular, at the minute it isn’t the most prominent issue especially for DVD cases, but, if this becomes large scale developing a good relationship with a scalable recycled plastics provider may be more beneficial.

• <https://www.plastikcity.co.uk/recycled-material/buy-recycled> - is a website which demonstrates the best u.k. based recycled plastics providers.

Sorting and Processing: Charity shops are typically not equipped to sort and process large quantities of materials like DVD cases for industrial recycling purposes as they rely on volunteers.

Cost and Logistics:

Collection and Transportation Costs: Collecting DVD cases from numerous charity shops can be logistically challenging and expensive, especially if they are scattered across different locations.

Processing Costs: The effort and resources required for cleaning, sorting, and processing the recycled DVD cases will be considerable. This could potentially make it more expensive than sourcing recycled polystyrene from industrial recyclers.

Low Residual Value: The low density and residual value of post-consumer polystyrene like EPS can make the recycling and transport processes economically inefficient.

Quality and Contamination:

Mixed Materials: DVD cases may be made of various types of polystyrene, some of which may be more suitable than others for manufacturing bike components.

Contamination with Non-Polystyrene Materials: Charity shop donations can easily be contaminated with other plastics, labels, or dirt, requiring significant cleaning and sorting efforts, says Commercial Waste Quotes. This adds to the processing cost and effort.

Impact of Repeated Recycling: Repeated mechanical recycling of polystyrene (like DVD cases) can lead to the degradation of the material's mechanical strength, potentially making it less suitable for applications requiring high durability like bike parts.

Additives and Impurities: Polystyrene (including DVD cases) may contain additives or impurities that could negatively impact the properties of the final product or pose potential health risks, according to PureH2O. These may be difficult to remove during recycling.

Other Sources of DVD’s

Ebay seem to sell them cheaply such as a box of 50 for £10: https://www.ebay.co.uk/itm/326681530362?chn=ps&\_ul=GB&norover=1&mkevt=1&mkrid=710-134428-41853-0&mkcid=2&mkscid=101&itemid=326681530362&targetid=2361041767663&device=c&mktype=pla&googleloc=9045080&poi=&campaignid=21701203342&mkgroupid=170248984071&rlsatarget=pla-2361041767663&abcId=10027101&merchantid=6995734&gad\_source=1&gad\_campaignid=21701203342&gbraid=0AAAAAD\_Lr1cPqkgAhN1CB-3dzYkFLH5It&gclid=Cj0KCQjwwZDFBhCpARIsAB95qO3K1zBeJepfWNiZgVYEdMk9KfrgmFPXLfCd\_NQ9aYXwb3qlvOwfpXsaAvtJEALw\_wcB

Zapper buy dvds and cds – for the purpose of recycling them – have sent an email enquiring how we could get some

Same as above with World of Books (formerly known as Ziffit)

And CEX

**Still to hear from any of them!**

# 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?

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…

# Emotional marketing aspect of DVD cases

So, if you were to use DVD cases as the material for your bikes, I thought some backstory about the harm DVD cases can cause would be useful, so I did some quick research to find a bit about them:

Key Issues Highlighted in the Media:

1. Non-Recyclable, Persistent Waste

DVD cases are often made of polystyrene or polypropylene. Many councils, particularly in London, confirm they cannot be recycled at home and must be sent to general waste, meaning they end up in landfill.

<https://www.nlwa.gov.uk/reducereuserecycle/recycle/whatcanwerecycle/dvd-cases>

Polystyrene decomposes extremely slowly (taking up to 500 years) and commonly contributes to litter and landfill bulk, making up 30% of landfill waste and 20% of general litter.

<https://it-recycle.uk/can-polystyrene-be-recycled-in-the-uk-green-disposal-guide/?utm_source=chatgpt.com#Environmental_Concerns>

2. Toxicity & Environmental Degradation

Discs themselves are typically made of polycarbonate, which also resists degradation and can take over a million years to break down, contributing to environmental persistence.

<https://www.dreadcentral.com/editorials/335206/our-movie-collections-are-killing-the-planet-and-heres-how/>

When disposed of improperly, these materials can leach BPA and other toxins into soil and water, posing health hazards to both wildlife and humans.

<https://recyclingpal.co.uk/how-to-recycle-dvds-and-cds-properly/>

3. Recycling Reliability Is Overrated

DVD cases may seem minor, but their complexity and volume add up. Improper recycling practices, often called wishcycling, where people put non-recyclables into recycling bins hoping they'll be recycled, can contaminate recycling streams, leading to more material being sent to landfill.

<https://en.wikipedia.org/wiki/Wishcycling>

Overall, only about 12% of polystyrene is actually recycled in the UK.

4. Community Sentiment & Disposal Failures

A resident in London shared on Reddit:

“Local council says no because they are hard plastic... they’re going to end up in landfill.”

Similar frustrations appear in other communities, indicating a widespread awareness that DVD cases are ending up in landfill with no good alternatives.

<https://www.reddit.com/r/Bath/comments/rvwi21/does_anyone_know_if_the_recycling_centre_accepts/>

# What the media has to say about bike rental schemes

Expansion and Popularity

Greater Manchester: The Starling Bank Bike scheme has introduced 300 new e-bikes, making half of the city's hire bikes electric. The initiative aims to achieve one million additional sustainable journeys daily by 2040.

https://evpowered.co.uk/news/three-hundred-new-e-bikes-added-to-starling-bank-bike-scheme-in-greater-manchester/?utm\_source=chatgpt.com

Worcester: Since launching in June 2024, the Beryl bike hire scheme has facilitated over 50,000 journeys, covering more than 125,000 miles.

https://www.worcester.gov.uk/news/one-year-anniversary-for-worcesters-beryl-bike-hire-scheme?utm\_source=chatgpt.com

Bradford: A new electric bike hire scheme is set to begin in 2025, funded by the city's Clean Air Zone charge. E-bikes will be available at docking stations across the area.

https://www.cyclebradford.org.uk/cycling-info/electric-bike-hire-scheme-2025/?utm\_source=chatgpt.com

Cardiff: Plans are underway to launch a new electric bike hire scheme in 2026, aiming to add thousands of e-bikes to the city's streets.

Edinburgh: The city has chosen Swedish company Voi to run its new e-bike hire scheme. The scheme will offer bikes for £2 for 20 minutes, with discounts for low-income individuals, students, apprentices, and over-60s.

https://www.edinburghnews.scotsman.com/news/edinburgh-cycle-hire-swedish-company-voi-chosen-to-run-new-e-bike-scheme-5277453?utm\_source=chatgpt.com

Challenges and Criticisms

Parking Issues: Dockless hire bikes have been found abandoned on pavements, causing obstructions and safety hazards, particularly for visually impaired pedestrians.

Rider Behavior: Incidents involving high-speed e-bikes have raised concerns about rider behaviour and safety, with some riders ignoring traffic rules and causing accidents.

Infrastructure Limitations: Operators like Forest have highlighted the need for better parking infrastructure, suggesting that reducing parking spaces for second cars could free up room for e-bike parking.

# Market Feasibility (Quantifying market attractiveness)

I’ve focused on 15 major UK cities for this initial analysis. If needed, I can easily expand the dataset to include additional location, this selection is mainly to give a clear overview. The analysis is based on seven key factors, which I’ll outline here before going into more detail later. I can also incorporate further factors if you feel something important is missing.

* **Competitors (score 0–2):** 0 = no competition, 1 = one established scheme, 2 = more than one established scheme.
* **Average Annual Rainfall (mm):** Measures how much rainfall the city receives annually. Poorer weather conditions are generally associated with lower usage of rental bikes.
* **Cycle Commute Ratio:** The average cycle commute time in minutes relative to the average of all commuting methods. This indicates how feasible cycling is as a commuting option in that city.
* **Population:** The total population of the city, representing the potential user base.
* **Cycle Infrastructure to Main Roads Ratio:** The proportion of cycle infrastructure relative to main roads. This controls for city size, as larger cities may naturally have more kilometres of cycle lanes, but the ratio better reflects how well cycling is accommodated.
* **Average Gross Disposable Income:** Indicates residents’ financial capacity to spend on commuting, including rental bike schemes.
* **No-Car Household Percentage:** The proportion of households without a car. Since around [66%](https://www.gov.uk/government/statistics/transport-statistics-great-britain-2024/transport-statistics-great-britain-2023-domestic-travel#:~:text=The%203%20most%20common%20methods,rail%20and%20tram%20(10%25)) of UK workers commute by car, a higher percentage of car-free households suggests greater potential demand for rental bikes.

A number of people in a row

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These factors were scored relative to one another across the selected cities, in order to determine which locations, appear most attractive for a rental bike scheme. The results of this scoring are shown below.

A screenshot of a table

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This analysis assumes all factors are weighted equally, which I will refine further. Based on the equal-weight approach, London emerges as the most attractive market to enter, with Brighton ranking fifth.

*\* Note that it is important to consider the local councils when planning on entering a market as you will have to work closely with them to discuss infrastructure to support your bikes such as docking bays and whether they want another rental bike scheme. Although a more modern adaption which have been incorporated in lime bikes do not require docking bays, which would save on costs, but they have received a lot of backlash as they are just left anywhere.*

A pie chart with a scooter and numbers

AI-generated content may be incorrect.A graph of different colored bars

AI-generated content may be incorrect.Below is a breakdown of how the different factors contribute to each city’s overall score. For example, London’s strong performance is largely driven by its significantly larger population, which translates into more potential users, and its higher Gross Disposable Household Income. Looking back at rental bike market statistics, we see that more affluent individuals make up the majority of users, so this factor is also likely to have a considerable impact.

**Justifying the factors**

*\*Note regression was attempted as the first means of determining the weights of each factor but the necessary data was not available for all the cities rendering it unreliable. So, determining the weights of each factor using logic backed up by research is the next best option.*

**Table: Summary Justification of Market Score Factors**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor** | **Why It Matters** | **Evidence / Source** | **Importance (High / Medium / Low)** | **Preliminary Weight** |
| Population | Larger populations → more potential users | <https://nacto.org/wp-content/uploads/City-Bike-Hire-Schemes-Emerging-Trends-in-Europe-Parkes-et-al-12-1579.pdf> | Medium | 0.118 |
| No Car Households (%) | More households without cars → higher likelihood to use rentals | <https://doi.org/10.3390/su10082720> | High | 0.176 |
| Cycle Commute Ratio | Indicates cycling feasibility relative to other modes | <https://www.washington.edu/news/2020/05/14/bike-commuting-accelerated-when-bike-share-systems-rolled-into-town/> | High | 0.176 |
| Cycle Infrastructure to Main Roads | Better infrastructure → safer & more attractive to cycle | Pucher, J., & Buehler, R. (2012). City Cycling. Transport Reviews, 32(1), 19–42.  Shaheen, S., Guzman, S., & Zhang, H. (2014). Bikesharing in North America: Past, Present, and Future. Transportation Research Record, 2387(1), 83–92. | High | 0.176 |
| Average Rainfall | Poor weather → less cycling | Winters, M., Brauer, M., Setton, E., & Teschke, K. (2011). Built Environment Influences on Healthy Transportation Choices: Bicycling versus Driving. Journal of Urban Health, 88(6), 940–957. | Low | 0.059 |
| Competitors | Fewer competitors → better market opportunity | Fishman, E., Washington, S., & Haworth, N. (2013). Bike Share: A Review of Recent Literature. Transport Reviews, 33(2), 148–165. | high | 0.176 |
| GDHI / Affluence | Wealthier areas → more potential to pay for rentals | Shaheen, S., Guzman, S., & Zhang, H. (2014). Bikesharing in North America: Past, Present, and Future. Transportation Research Record, 2387(1), 83–92. | Medium | 0.118 |

**Population**

**A graph of a number of people with a number of numbers

AI-generated content may be incorrect.**A key determinant of the potential scale of a rental bike scheme. Research shows that larger cities are generally able to accommodate and support more bicycles, as a greater population provides a wider user base and higher potential demand. Evidence from European comparisons demonstrates a clear relationship between population size and the number of bicycles in operation, although there is variation between cities of similar size due to additional influencing factors such as infrastructure, cultural attitudes towards cycling, and policy support. This highlights that while population is a strong predictor of scheme viability, it must be considered alongside other variables to give a fuller picture of market feasibility. Therefore, justifying it of medium importance.

*\*Figure is taken from Parkes and Marsden (2011)* [*https://nacto.org/wp-content/uploads/City-Bike-Hire-Schemes-Emerging-Trends-in-Europe-Parkes-et-al-12-1579.pdf*](https://nacto.org/wp-content/uploads/City-Bike-Hire-Schemes-Emerging-Trends-in-Europe-Parkes-et-al-12-1579.pdf)

**Percentage of households without a car**

Higher proportions of car-free households are strongly associated with greater uptake of bike-sharing services. Studies show that households without cars are significantly more likely to use ride-sharing and active modes like cycling—up to 42% more than households with cars. In low-income, car-free populations, bicycle trips can increase by as much as 33%. Additionally, cargo bike use has been linked to households giving up car ownership altogether. This evidence demonstrates that the ‘No Car Households %’ factor is a predictor not just of potential demand, but transformational modal shift away from car dependence. With the strength of the evidence and direct affects a high importance is justified.

Sources:

Zhang, Y., & Zhang, Y. (2018). <https://doi.org/10.3390/su10082720>

Ghimire & Bardaka, Transportation Research, April 2023 <https://doi.org/10.1016/j.trd.2023.103627>

**The Commuting ratio**

Defined as the average cycling commute time divided by the average commute time across all modes, serves as a crucial indicator of how competitive cycling is as a mode of transport in each city. A lower ratio suggests that cycling is a relatively efficient alternative to other transport options, making it more attractive for a bike-share scheme. Research indicates that cities with established bike-share systems have experienced significant increases in bike commuting rates. For instance, a study found that in bike-share cities, the rate of bike commuting increased, while car commuting decreased, from 2008 to 2016. Specifically, in 2008, about 1% of commuters in bike-share cities biked to work, and by 2016, this had increased to 1.7%, while car commuting decreased from 66% to 59%. This demonstrates that the introduction of bike-share systems can effectively shift commuting patterns towards more sustainable modes of transport. Therefore, the commuting ratio serves as a high-importance factor in assessing the potential success of a bike-share program, as it directly reflects the competitiveness of cycling compared to other transport modes.

Source: washington.edu: <https://www.washington.edu/news/2020/05/14/bike-commuting-accelerated-when-bike-share-systems-rolled-into-town/>

**Cycle Infrastructure Ratio**

The ratio of cycle infrastructure to main roads provides a normalized measure of how well a city supports cycling relative to its overall street network, making it especially useful for comparing cities of different sizes. Cities with higher ratios typically offer safer, more direct, and more convenient routes for cyclists, which encourages regular use and increases the likelihood of successful bike-share adoption. Research consistently shows that cycling uptake is strongly influenced by the availability and connectivity of dedicated infrastructure. For example, Pucher and Buehler (2012) found that European cities with more extensive cycling infrastructure experienced higher cycling rates, while Shaheen et al. (2014) demonstrated that bike-share stations located along dedicated cycling routes had significantly higher trip counts. By focusing on the ratio rather than absolute infrastructure length, this metric captures the relative accessibility and practicality of cycling in each city, making it a high-importance factor in assessing potential market attractiveness for a bike-share scheme.

Sources:

Pucher, J., & Buehler, R. (2012). City Cycling. Transport Reviews, 32(1), 19–42.

Shaheen, S., Guzman, S., & Zhang, H. (2014). Bikesharing in North America: Past, Present, and Future. Transportation Research Record, 2387(1), 83–92.

**Average Annual Rainfall**

Average annual rainfall can influence cycling uptake, as wet conditions may reduce comfort and safety for cyclists. However, across U.K. cities, the variation in rainfall is relatively limited, meaning its effect on bike-share feasibility is minor compared with other factors such as commuting feasibility or cycling infrastructure. Empirical studies confirm that precipitation can affect cycling behaviour (Winters et al., 2011; Pucher & Buehler, 2012), but in the context of U.K. urban areas, it is reasonable to consider rainfall a low-importance factor when assessing potential bike-share success.

Sources:

Pucher, J., & Buehler, R. (2012). City Cycling. Transport Reviews, 32(1), 19–42.

Winters, M., Brauer, M., Setton, E., & Teschke, K. (2011). Built Environment Influences on Healthy Transportation Choices: Bicycling versus Driving. Journal of Urban Health, 88(6), 940–957.

**Competitors**

The number of existing bike-share providers or competitors in a city is a critical factor in assessing market attractiveness. Fewer competitors generally indicate greater market opportunity, as there is less risk of saturation and more potential users available for a new scheme. Conversely, cities with multiple established operators may already have captured the core demand, making it harder for a new entrant to achieve sufficient uptake. Research on shared mobility markets supports this: studies have shown that market entry success for bike-share schemes is highly sensitive to existing competition, with new programs performing best in areas with unmet demand (Fishman et al., 2013; Shaheen et al., 2014). Given this, the number of competitors is considered a high-importance factor for determining the potential success of a bike-share scheme, as it directly affects the size of the accessible user base and revenue potential.

Sources:

Fishman, E., Washington, S., & Haworth, N. (2013). Bike Share: A Review of Recent Literature. Transport Reviews, 33(2), 148–165.

Shaheen, S., Guzman, S., & Zhang, H. (2014). Bikesharing in North America: Past, Present, and Future. Transportation Research Record, 2387(1), 83–92.

**Gross Disposable Household Income (GDHI)**

Gross Disposable Household Income (GDHI) is often used as a proxy for a city’s potential spending power, which can influence uptake of mobility services such as bike-share programs. Traditionally, higher-income areas are seen as more attractive because residents may be more willing to pay for convenience and flexibility (Shaheen et al., 2014). However, for a low-cost rental bike scheme, the influence of GDHI may be less straightforward. Cheaper pricing structures can make bike-share programs accessible to a wider range of households, including lower-income groups, potentially unlocking untapped demand that would not normally participate in premium schemes. As a result, while GDHI remains a relevant factor in assessing market potential, its importance may be medium rather than high, and the relationship may be less linear than in conventional programs.

This nuance needs to be considered when weighting GDHI in the Market attractiveness score, because the scheme aims to prioritize affordability and broad access.

References:

Shaheen, S., Guzman, S., & Zhang, H. (2014). Bikesharing in North America: Past, Present, and Future. Transportation Research Record, 2387(1), 83–92.

Fishman, E., Washington, S., & Haworth, N. (2013). Bike Share: A Review of Recent Literature. Transport Reviews, 33(2), 148–165.

Weighted Scores

A screenshot of a table

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On the left is the original scores, the right is the new weighted scores which account for the importance of each factor when it comes to scoring. Overall scores have only changed marginally with only a few changes such as Brighton moving up to 4th and oxford and Leeds dropping down which we will see why when we look at the breakdown of their scores.

A graph of different colored bars

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AI-generated content may be incorrect.

The charts demonstrate the differences between the raw score at the top and how each city adds up, the bottom chart shows how the cities change after factors have been weighted for importance (see the table on page 4).

**City Breakdown**

**Overall Pattern**

* **Big cities (London, Manchester, Birmingham, Leeds, Liverpool, Glasgow)** generally lose ground under weighting because population mattered less.
* **Smaller/medium cities with strong commute, infrastructure, and weather (Brighton, Oxford, Cambridge, Bristol, Edinburgh, Newcastle, Norwich)** → gain ground.
* **Cardiff & Sheffield** → remain near the bottom, even if they benefit a little from weighting.

Sustainability score:

A graph showing the city market

AI-generated content may be incorrect.

The sustainability score combines two measures:

* The percentage of residents willing to make sustainable changes (attitudinal measure).
* The percentage of waste that is recycled (behavioural/infrastructural measure).

This combination accounts for the fact that positive attitudes may exist in an area, but without adequate recycling infrastructure, actual recycling behaviour could remain limited. Recycling rates therefore provide a more direct reflection of sustainable action.

The scatter plot compares each city’s sustainability score (attitudes + recycling behaviour) with its market score (feasibility of business setup) to assess how viable it would be to launch a rental bike scheme made from recycled plastics.

**Top-right quadrant (high sustainability, high market score):**

These cities are the most attractive targets. They combine strong recycling behaviours and attitudes with favourable market conditions, meaning infrastructure and public support are likely to align with business feasibility.

**Top-Left quadrant (low sustainability, high market score):**

These areas have strong market potential but weaker sustainability indicators. While they may provide commercial opportunities, additional investment in public engagement or recycling partnerships might be required to ensure the scheme resonates with local attitudes and infrastructure.

**Bottom-Right quadrant (high sustainability, low market score):**

These cities show strong public support for sustainable behaviours but have weaker market conditions. Implementing a scheme here may require creative business models or partnerships to overcome financial or competitive barriers.

**Bottom-left quadrant (low sustainability, low market score):**

These cities are the least attractive for immediate implementation. Both recycling attitudes/infrastructure and market feasibility are relatively weak, making successful uptake less likely.

Overall, the data demonstrates Norwich to be the most attractive as a combination of the two aspects, but it is open to interpretation and to what sector of the market you are aiming for. It might be of interest to look at an up-and-coming rental bike market with good attitudes but maybe lacks infrastructure such as Cardiff as your scheme could really resonate with the residents and the high competition of the area may not be an issue. Or you may feel as though the sustainable attitudes are of less importance and people just want an affordable, convenient rental bike scheme.

Note: Oxford and Cambridge are excluded due to missing sustainability attitude data. If these locations are of particular strategic interest, further research would be needed before assessing their suitability.

*A table of numbers and names

AI-generated content may be incorrect.*

A graph with blue dots

AI-generated content may be incorrect.

This scatterplot illustrates how GDHI compares to market feasibility for a cycle scheme, reflecting one of the scheme’s unique aspects: affordability. The cities are divided into four quadrants based on their GDHI and market score relative to each other, providing a clear view of the market breakdown across the 15 cities.

Cities in the top-right quadrant (high GDHI and high market feasibility) are likely less influenced by a more affordable scheme, as residents can already afford existing options. However, there may still be untapped segments within these cities. By further examining income distribution, it would be possible to identify specific areas where the scheme might still succeed or where it would best succeed.

For the affordability USP, the top-left quadrant is likely the most promising target: these cities have lower disposable incomes, are feasible for a rental cycle scheme and offering a cheaper alternative is more likely to drive uptake and engagement.

# Willingness To Pay Research

Research indicates that willingness to pay in bike-sharing is strongly shaped by perceived value rather than the objective or intrinsic worth of the service. This creates a significant risk when operators rely heavily on discounts or promotions. While such tactics may increase short-term uptake, they also condition customers to expect lower prices, diminishing long-term willingness to pay and encouraging “free rider” behaviour.

These findings highlights that the fundamental value of the bike itself is not the key driver, what matters is how useful, convenient, and reliable the service is perceived to be relative to alternatives. To justify prices, particularly when set above competing transport modes, operators must focus on enhancing service quality, reliability, and customer experience. A positive perception of convenience and utility is essential for sustaining higher price points and avoiding destructive “price wars” within the market. Therefore, the sustainability of the bikes need to be drilled into the product and marketing in order to convince others to see its value, not that it is just a way to cut costs.

Willingness to pay and sustainability

Consumer research consistently shows that customers express a higher willingness to pay for services perceived as sustainable, eco-friendly, or socially responsible. However, this premium is often conditional: people may support sustainable options in principle, but the extent of their willingness to pay depends on whether the added value is clearly communicated and felt in practice.

In the cycle sector, this suggests that simply highlighting recycled materials or reduced emissions may not be enough to justify higher prices on their own. Instead, sustainability needs to be embedded into a broader value proposition—for example, linking eco-friendly materials with durability, reliability, or community benefits. By positioning sustainability as an enhancement of quality and convenience, operators can make the price premium more tangible and defensible.

Willingness to pay for sustainability is not uniform across demographics. Younger users and international tourists, for example, often show a greater preference for sustainable services, meaning targeted marketing can help capture segments most likely to accept modest price premiums. This could be perfect for the Brighton market as they are the main demographics of the city. I would make sure to consider the students are likely to value cost over sustainability as they are going to be on a budget, perhaps a student pass could account for this.

**Quantifying the Sustainablility premiums**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sector / Market** | **% of Consumers Willing to Pay More** | **Average Premium (Markup) They’ll Pay** | **Details / Source** |
| Global Consumers (PwC, 2024) | ~50% | **9.7%** | PwC survey across 25 countries |
| Developed Markets (Bain & Co.) | 30–40% | **8–10%** | UK, Germany, France, Italy |
| Global Average (Bain & Co.) | 40% | **12%** | Across 11,000 consumers worldwide |
| Emerging Markets (Bain & Co.) | 50–60% | **15–20%** | India, China, Brazil, Indonesia |
| Consumer Goods (Simon-Kucher, 2021) | 34% | **22% (avg of those willing)** | Global consumer survey |
| Meta-analysis (Food Products) | 40–60% | **29.5%** | Review of 80 global studies |
| Socially Responsible Products (Meta) | 30–50% | **17.3%** | Durable & non-durable goods |
| Mobile Phones (Nordic vs Germany) | ~30% | **18% (Nordics), 12% (Germany)** | Eco-labeled phones |
| Apparel (Luxury Fashion, UK) | ~40% | **~20%** | Fashion buyers study |
| Zero-Carbon Shipping (BCG) | <20% today | **~3%** | Expected to grow |
| European Consumers (BCG) | 17% | Varies (low, <10%) | Pan-European survey |

# Competitor Technology Analysis

**Beryl**

**Strengths / Features to Learn From**

* Incentivises riders to return out-of-bay bikes to official bays.
* Uses **pop-up questions** (e.g., “Why do you use us?”) to collect live customer insights.
* Provides a clear step-through guide on how to unlock, ride, and return bikes.
* Built-in **safety guide** for first-time or cautious users.
* Option to **favourite bays** for quicker access.
* **Pause Ride** feature allows riders to stop for up to 15 minutes without ending their trip—ideal for errands.

**Gaps / Differentiation Opportunities**

* No dedicated scheme to **encourage riders to redistribute bikes** to empty bays.
* Lacks integrated recommendations for **local activities or attractions** (e.g., days out, scenic routes, events).

**Santander Cycles**

**Strengths / Features to Learn From**

* App generates **bike release codes**, removing the need for expensive physical terminals.
* Offers a wide set of features: **journey planning, ride cost notifications, trip history, saved stations,** and gamified challenges (e.g., “London Rider” weekly prize draws).
* Recently added **“Side Quests”** – curated cycling routes to hidden gems, encouraging exploration.

**Lime**

**Strengths / Features to Learn From**

* **Uber integration** increases visibility and accessibility for users already on a popular transport platform.
* **Simple, streamlined app design** makes it easy to use, even for less tech-savvy customers.

**Cross-Competitor Gaps / Differentiation Opportunities**

* **Enhanced Fault Detection & Response**:
  + Santander has a basic “fault” button; Beryl allows reporting.
  + A stronger system could automatically detect issues (e.g., low battery, error codes), notify riders, and issue refunds or reassign bikes instantly.
* **Redistribution Rewards**:
  + Introduce gamified incentives to move bikes to high-demand zones.
  + Heatmap overlays could show “bonus zones” where returning bikes earns credits or discounts.
* **Tourist Engagement**:
  + Build on Santander’s “Side Quests” with **localised, eco-friendly routes** in Brighton—seafront trails, heritage tours, and sustainable day-out guides.
  + Multilingual app support for international tourists.
* AI route suggestions based on weather, time of day and congestion
  + Similar to waze or google maps could avoid big roads as a starting point and integrate AI to adjust real time suggestions.
* Co2 tracker
  + See how much co2 they have saved
  + Take it a step further how much plastic they have saved from landfill
* Local partnerships
  + I feel like the council will be really supportive of this, discounts for rides ending near certain locations, the other way around could work too if they have proof pf using our bikes they could get discounted entry to the pier for example.
* Advertisements on the bike itself
  + Would be an innovative way to reduce fees – feasibility of this may be the issue as changing advertisements is likely costly and labour intensive

# Distribution plan (Brighton-specific)

**Primary channels (free/owned)**

* **Uni of Sussex & Uni of Brighton**: student and staff newsletters; SU Instagram stories; posters on campus.
* **Local Facebook groups**: “Brighton People”, “Brighton & Hove Community”, “Brighton Seafront Workers”, “Brighton Students”.
* **Partnership drops**: i360, Royal Pavilion, Brighton Pier, SEA LIFE, hostel lobbies (YHA, Selina) — ask to place a QR card.
* **On-street intercepts**: laminated A5 QR cards near Beryl Bikes bays, Brighton Station, Churchill Square, Palace Pier.

**Paid/boost (if needed)**

* **Instagram/FB ads** geotargeted to BN1–BN3, interest in cycling/eco/commuting; daily cap £10–£20 for 3–4 days.
* **Google Maps local ads** near “bike hire Brighton” searches (short burst).

**Timing & quotas**

* Aim for **200–300 completes**.
* Quotas to hit balanced insight:
  + **Residents 60% / Visitors 40%**
  + **Users of shared bikes 50% / Non-users 50%**
  + **Age**: ensure at least 30% 18–24 for student skew, but keep 25–44 ≥40%.
* Run for **3–5 days** across a Thu–Sun window to capture commuters *and* tourists.

**Incentive**

* One **£50 local voucher** (e.g., North Laine eateries or One4All). Mention odds (“~1 in 300”). Collect emails in a **separate form** to keep survey anonymous.

**Analysis plan (so responses translate to decisions)**

* **Demand & pricing**
  + Using **Van Westendorp**: compute **Point of Marginal Cheapness/Expensiveness** → select optimal per-minute & unlock fee.
* **Pass design**: pick the bundle (Q12) with highest share; model expected cannibalisation of pay-as-you-go.
* **Feature priorities**: convert Q14 ranks to **Top-2 box** importance to guide MVP.
* **Redistribution reward**: from Q15–16, pick the cheapest incentive that gets ≥60% willingness.
* **Eco premium**: from Q18–19, decide if +1p/min is feasible without killing demand.

# Pricing Strategy Analysis

**1. Lime**

* **Pricing Structure**: Lime utilizes a combination of unlocking fees and per-minute charges.
  + **Unlock Fee**: £1
  + **Per-Minute Rate**: Varies by location and time; typically around £0.17–£0.29 per minute
  + **Monthly Passes**:
    - £39.99 for 300 minutes
    - £54.99 for 750 minutes
* **Target Audience**: Young professionals and commuters seeking flexible, short-term rentals.
* **Revenue Model**: Revenue is generated through frequent, short-duration rides, with additional income from monthly pass subscriptions.

**2. Beryl**

* **Pricing Structure**:
  + **Pay-As-You-Ride**:
    - **Pedal Bikes**: £1 unlock fee + £0.06–£0.08 per minute
    - **E-Bikes**: £1 unlock fee + £0.14–£0.18 per minute
  + **Passes**:
    - **Day Pass**: £9 for 60 minutes
    - **Flexi Pass**: £32 for 300 minutes
    - **Commuter Pass**: £36 for 600 minutes + £1 start fee per ride
* **Target Audience**: Commuters and casual riders in urban areas.
* **Revenue Model**: A mix of per-ride charges and subscription-based revenue, with a focus on encouraging longer-term usage through pass options.

**3. Santander Cycles (London)**

* **Pricing Structure**:
  + **Single Ride**:
    - £1.65 for up to 30 minutes
    - £1.65 for each additional 30 minutes
  + **E-Bikes**:
    - £3 for up to 30 minutes
    - £3 for each additional 30 minutes
  + **Day Pass**:
    - £3.50 for unlimited 60-minute rides
    - £1 per journey for e-bikes
  + **Annual Subscription**:
    - £90 for unlimited 60-minute rides
    - £1 per journey for e-bikes
* **Target Audience**: Daily commuters and tourists in central London.
* **Revenue Model**: Primarily based on single-ride fees, with additional income from annual subscriptions and e-bike usage.

**Pricing Structure Comparison**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Scheme** | **Unlock Fee** | **Per-Minute Rate (Pedal)** | **Per-Minute Rate (E-Bike)** | **Pass Options** |
| Lime | £1 | £0.17–£0.29 | £0.17–£0.29 | £39.99 for 300 min, £54.99 for 750 min |
| Beryl | £1 | £0.06–£0.08 | £0.14–£0.18 | £9 for 60 min, £32 for 300 min, £36 for 600 min |
| Santander Cycles | £0 | £1.65 per 30 min | £3 per 30 min | £3.50 for unlimited 60 min, £90 annual |

**Impact of Pricing Changes on Revenue Projections**

* **Dynamic Pricing**: Implementing variable pricing based on demand (e.g., higher rates during peak hours) can optimize revenue but may deter price-sensitive users.
* **Subscription Models**: Offering monthly or annual passes can provide steady cash flow and encourage customer loyalty.
* **Discounts and Promotions**: Introducing promotional rates or discounts for frequent users or students can increase ride frequency and overall revenue. Students are also less likely to use bikes at peak times as they have varying classes throughout the day smoothing out peaks in demand.
* **E-Bike Premiums**: Charging higher rates for e-bike usage can capitalize on the growing demand for electric mobility options.

**Strategic Recommendations**

* **Competitive Pricing**: Set pricing comparable to competitors, ensuring affordability while maintaining profitability.
* **Flexible Pass Options**: Offer a range of pass options to cater to different user needs, from casual riders to daily commuters.
* **E-Bike Incentives**: Consider introducing e-bikes with a slight premium to capitalize on the trend towards electric mobility.
* **User Experience**: Focus on providing a seamless user experience through an intuitive app, reliable bike availability, and convenient docking stations.
* **Marketing and Partnerships**: Collaborate with local businesses and events to promote the scheme and offer special discounts.

**Research into dynamic pricing**

In the context of UK cycle hire schemes like Lime, Beryl, and Santander Cycles, the use of dynamic pricing is very limited or mostly absent compared to other rental markets (like scooters or cars). Here’s a breakdown:

1. Lime

* Globally, Lime has the capability for dynamic pricing for e-scooters and bikes in some markets.
* UK-specific cycle hires: Lime mostly uses a flat-rate per minute plus unlock fee, with monthly passes available.
* There is no evidence of time-of-day or location-based price adjustments for UK Lime bikes.

2. Beryl

* Pricing is generally fixed per minute with pass options.
* There is no public indication of dynamic pricing based on demand, peak hours, or location.
* Their model focuses more on encouraging subscriptions rather than varying ride prices.

3. Santander Cycles

* Uses a flat fee per ride and annual subscription, with higher rates for e-bikes.
* Pricing is standardized, so no dynamic pricing is applied.

**Why dynamic pricing is not used**

* Simplicity for users – Fixed rates are easier for commuters and tourists to understand.
* Public sector involvement – Schemes like Santander Cycles are partially funded by Transport for London, which favours predictable pricing.
* Short rides – Most trips are short (under 30 minutes), so dynamic pricing offers limited incremental revenue.

Although if we were to use a dynamic pricing model it could be an innovative differentiator with users looking to try get the best deal, we could base it purely on time of the day which is more adaptive than any of the other schemes already or it could be more complex such as weather based or current demand based.

Another idea would be to reward riders for completing return trips or for parking in bays which need bikes as the redistribution of bikes can be a great operational cost, so these incentives would prevent that. Students are also likely to complete round trips as they would mainly use it for commuting to and from university, this could justify a lower price for a student membership, but it would need to be monitored in case round trips aren’t the case leading to essential redistribution of bikes.

I have created some basic pricing models to demonstrate different models, and I am more than happy to share it with you to show you how it works and what it means.

The figures are just to demonstrate, obviously you would need to strategically determine prices and multipliers based on how they influence demand but that would require a pilot study to gather data.

# Tourism Sector Research for Brighton Launch

**Tourist Origins & Volume**

* Brighton & Hove attracts **around 11.5 million visits yearly**, almost one million below pre-pandemic levels, but steadily recovering [The Independent](https://www.independent.co.uk/travel/news-and-advice/brighton-tourist-tax-overcrowding-council-b2626399.html?utm_source=chatgpt.com)[brightoni360.co.uk](https://www.brightoni360.co.uk/things-to-do-brighton/world-tourism-day-brighton/?utm_source=chatgpt.com).
* It's one of the UK’s **most visited seaside destinations**, frequently ranking among the top towns for inbound visits—even though overtourism and visitor pressure are growing concerns [Travel And Tour World](https://www.travelandtourworld.com/news/article/united-kingdom-struggles-with-seaside-overtourism-as-brighton-proposes-powerful-tourist-tax-to-safeguard-environment-and-support-local-economy/?utm_source=chatgpt.com)[The Argus](https://www.theargus.co.uk/news/23744137.brighton-named-among-uk-areas-tourism-pressure/?utm_source=chatgpt.com).
* The local tourism economy generates **over £1.2 billion annually** and supports more than **23,000 jobs** in the city [The Independent](https://www.independent.co.uk/travel/news-and-advice/brighton-tourist-tax-overcrowding-council-b2626399.html?utm_source=chatgpt.com).
* Visitor origin mix (from local survey data):
  + **Major countries**: Spain, Germany, USA, France, Australia [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com).

**Language Needs**

* Though specific data on multilingual interfaces for Brighton isn’t available, many visitors come from **non-English-speaking countries**, especially Germany, Spain, and France.
* Given this, offering at least **French, German, and Spanish** in the app would enhance accessibility for international tourists.
* Perhaps a need for Mandarin or Arabic to account for the majority of international students

**Tourist Behaviour & Hotspots**

* Most popular visitor activities:
  + Seafront/beach (82%), dining (77%), independent exploring (64%), attractions like Brighton Pier, i360, Royal Pavilion (55–64%) [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com).
* **Brighton Pride** is a massive event which draws crowds of roughly **450,000 people** over one weekend and injects around **£30 million** into the local economy [Wikipedia](https://en.wikipedia.org/wiki/Brighton_Pride?utm_source=chatgpt.com).
* Day-trippers account for a significant share of visitors, though their economic impact is lower than overnight guests. For example, overnight stays average **£169 spent per person per 24 hours**, while day-visitors spend around **£90** [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com).

**Summary Table**

|  |  |
| --- | --- |
| **Focus Area** | **Key Insights** |
| **Visitor Volume** | ~11.5 million annual visits; ~£1.2Bn economic impact; >23k jobs [The Independent](https://www.independent.co.uk/travel/news-and-advice/brighton-tourist-tax-overcrowding-council-b2626399.html?utm_source=chatgpt.com)[brightoni360.co.uk](https://www.brightoni360.co.uk/things-to-do-brighton/world-tourism-day-brighton/?utm_source=chatgpt.com) |
| **Visitor Origins** | Main overseas visitors: Spain, Germany, USA, France, Australia [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com) |
| **Language Needs** | Multilingual app UI advisable for key European markets |
| **Behaviors & Hotspots** | Popular attractions (Pier, Pavilion, i360), seafront; major events like Pride draw huge volumes [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com)[Wikipedia](https://en.wikipedia.org/wiki/Brighton_Pride?utm_source=chatgpt.com) |
| **Tourism Pressure** | High visitor pressure in peak seasons; city exploring tourist tax proposals to manage demand [The Argus](https://www.theargus.co.uk/news/23744137.brighton-named-among-uk-areas-tourism-pressure/?utm_source=chatgpt.com)[Travel And Tour World](https://www.travelandtourworld.com/news/article/united-kingdom-struggles-with-seaside-overtourism-as-brighton-proposes-powerful-tourist-tax-to-safeguard-environment-and-support-local-economy/?utm_source=chatgpt.com) |

**Recommendations for the Bike Scheme**

1. **Multilingual Support**
   * Include French, German, Spanish (and potentially Italian/Arabic) in your app and payment interface to improve tourist usability.
2. **Tourist-Friendly Features**
   * Highlight scenic routes, top attractions, and event zones in multiple languages. The homepage could open with trips in Brighton to seem like a friendlier scheme than the big companies and to encourage use of the bikes, with bike friendly routes.
   * Offer discounted **daytrip packages** or passes timed to align with major events (e.g., Brighton Pride). Again, this differentiates as it seems more special and caring than a major scheme, so it could be like a pride weekend pass especially for pride that includes just the days pride is on, or discounted prices. (may help with getting the council on side as could help with congestion during major events)
3. **Infrastructure & Operations**
   * Focus bike stations near key tourist hotspots (Pier, i360, Pavilion, Pride routes).
   * Provide clear multilingual directions.
4. **Sustainability & Safety Messaging**
   * Market the bikes as eco-friendly options to navigate congested areas—especially during tourist peaks.
   * Address overtourism by encouraging riders to explore less crowded neighbourhoods and offering incentives for doing so.
5. **Rewards**
   * Could add a reward scheme like badges for going to certain destinations or completing certain trails (like Strava) would be an incentive for repeat uses.
   * Or could add like a photo element where in the app it could let you add a photo from each destination on a map so that you can remember your stay by (gives it that personal touch) may need the ability to export the map as like a widget or photo so that it isn’t limited to only use within the app.

# Docking location analysis

A map of a city

AI-generated content may be incorrect.Map of Most frequently used cycleways in Brighton

A map of a city

AI-generated content may be incorrect.A map of beryl’s docking bays in Brighton

A map with red dots

AI-generated content may be incorrect.A Map of Available Student houses to rent

**High Priority**

**Bevendean** – Primarily a student area with a longer commute to campus, often requiring two buses. Improved coverage here could provide a faster, more convenient alternative.

**Coldean** – Another major student area for both universities. The distance is ideal for cycling—too far to walk comfortably but very feasible by bike. Currently underserviced.

**Lewes Road & London Road (student corridors)** – The main student commuting and housing routes. Almost certainly the most popular and highest-demand areas.

**Hollingbury/Coldean (Asda site)** – A high-traffic location with multiple attractors, including a supermarket and gym. Positioned between student areas, making it a strong candidate for a docking bay.

**Medium Priority**

**Elm Grove** – A steep uphill walk with infrequent buses. E-bikes would be particularly attractive here, as the gradient may otherwise deter riders.

**Kemp Town** – A student-heavy area with good cycling infrastructure linking to universities. Could help reduce congestion around The Level while offering shorter commutes.

**Low Priority**

**Old Steine (nightlife hub)** – Could serve as a route home after nights out. While there is potential demand, cycling under the influence poses safety and liability issues, so this would need careful handling.

**Brighton Marina** – Despite residential housing along the route, only one Beryl docking bay currently exists here. A possible long-term opportunity, but demand may be lower compared to student areas.

**Hove & Brighton Station** – Ideal locations but already heavily serviced by Beryl. Entering this market would be difficult and less cost-effective compared to other areas.

I believe introducing student-focused payment options could be highly beneficial, helping to capture a core user base during term time. In addition, developing tourist-friendly offers during the summer months/Weekends would broaden appeal. For example, placing a docking bay at Stanmer Village, The South Downs or the beach could be attractive, as they are popular destinations for day trips and leisure activities.

# Funding Opportunities

**1. Crowdfunding**

* **Platforms:** Kickstarter, Indiegogo, GoFundMe.
* **Why it fits your project:**
  + Eco-friendly innovation (bikes made from recycled plastics) → strong public appeal.
  + You can pre-sell subscriptions/passes to raise cash *and* test demand.
* **Examples:**
  + Dutch e-bike startup **VanMoof** successfully raised funding via pre-orders (this is a bike manufacturer bear in mind).
  + Many “green tech” projects have gained traction on Kickstarter by tapping into climate-conscious backers.
* Likelihood:
  + I think this is the least likely as I doubt there will be enough demand for subsriptions/passes.

**2. Competitions & Challenges**

* **UK-based opportunities:**
  + **Innovate UK Smart Grants** – competitions for sustainable transport and circular economy projects.
  + **Mayor of London’s Civic Innovation Challenge** – funds mobility startups that improve city living.
  + **CleanTech competitions** (e.g., ClimateLaunchpad, Green Alley Award for circular economy).
* **Why it fits:**
  + Judges love circular economy + urban mobility solutions.
  + Even shortlisting builds credibility for later funding rounds.
* Likelihood:
  + The schemes requirements seem to be along the lines of:
    - “the innovation should be completely new and ahead of anything similar on the market”
    - “applicants must be able to demonstrate a clear and sizeable market need”
  + I feel like as there is already existing rental schemes I feel like it lacks the completely new aspect

**3. Government or Private Schemes**

* **UK Government Support:**
  + **UKRI (UK Research & Innovation)** – funds transport innovation & materials R&D.
  + **Department for Transport (DfT) Active Travel Fund** – supports cycling infrastructure and schemes.
  + **Zero Emission Transport funds** at local authority level.
* **Private Grants:**
  + **Ellen MacArthur Foundation** (circular economy focus).
  + **Nesta Challenges** (mobility and climate innovation).
* **Why it fits:**
  + Sustainability + active travel = strong alignment with government climate goals.
  + Recycled plastics angle can attract *green innovation grants*.
* Likelihood:
  + support from brighton council could be likely to help meet their climate goals as recycling is a different aspect than zero emission transport.

**4. Venture Capital (VC)**

* **Target investors:**
  + Mobility VCs → e.g., Autotech Ventures, Maniv Mobility.
  + Sustainability-focused funds → e.g., Circularity Capital, ETF Partners.
  + Impact investors → those measuring financial + social/environmental returns.
* **Pros:** Large cash injection, rapid scaling potential, expertise help.
* **Cons:** Need to show strong growth model and scalability (beyond one city).
* **Why it fits:**
  + Circular economy + micromobility = hot VC themes.
  + Your recycled plastics USP differentiates from Lime/Beryl.
* Likelihood: I think it may be the best chance as there are investors which solely invest in circular economies such as <https://circularitycapital.com/> if you can present them with the potential to scale it, and enough consumer interest it could be excellent as you wont only get the funding but also expertise in development, how to market it correctly and the scaling process.

**5. Hybrid Approach**

In practice, many startups **combine** these:

* Seed stage: Crowdfunding + competitions → early validation.
* Growth stage: Government innovation grant → cover R&D costs.
* Expansion: VC → scale fleet, expand to multiple cities.

But it really depends on who you can get in contact with and how much interest you can generate.

# Competitor Customer Complaints

**Beryl (3.9/5 average rating)**

**Negative themes:**

* **Maintenance issues** – bikes not working, e-bikes without charge, and general poor upkeep.
* **Technology problems** – docking/parking failures leading to overcharging; bikes not locking properly.
* **Customer experience** – mixed reports on service, with complaints of poor response and unfair account bans (linked to promo code use).
* **Pricing** – some customers feel it is expensive (especially in certain cities).
* **Bike abandonment** – complaints about bikes left in poor locations and not collected quickly.

**Positive themes:**

* Many riders do report **good customer service** experiences (contradictory but shows inconsistency).
* **Affordable pricing** in some cities (Manchester often highlighted).
* **Ease of unlocking** (though locking back in is less reliable).

**Lime (1.2/5 average rating)**

**Negative themes:**

* **Overcharging** – frequent billing errors, with unclear costs.
* **Maintenance problems** – faulty bikes discovered only after unlocking.
* **App experience** – confusing interface and lack of transparency.
* **Pricing** – perceived as expensive compared to rivals.
* **Abandoned bikes** – poor collection/removal of dumped bikes, which has attracted media criticism.

**Positive themes:**

* **Lime Pass** subscription (£37 for 400 minutes) is praised as better value and avoids many billing issues.
* **Convenience** – easy to find and use bikes, especially in high-density areas.
* Note: positive reviews are mostly older; recent reviews skew heavily negative.

**Santander Cycles (3/5 average rating)**

**Negative themes:**

* **Billing/charges** – reports of large fines (£300) for “missing bikes,” even when returned.
* **Customer service** – slow response times and limited assistance.
* **Bike quality** – complaints of poor condition.
* **Usability issues** – app failures, international numbers not working for verification, and confusing instructions.
* **Restrictions** – standard hire capped at 30 minutes before requiring docking and changing bike.

**Positive themes:**

* **Convenience** – large network of docking stations across London.
* **Low cost** – £3.50 for 24 hours or £20 for monthly access, making it good value if used regularly.
* **App usability** – some users praise the app for finding nearby docks (though experiences vary).

**Opportunities for Improvement (for our scheme)**

From these recurring issues, key opportunities stand out:

1. **Reliability and Maintenance**
   * Competitors frequently fail here. Prioritising robust bikes (made from recycled plastics) and rapid maintenance response could be a strong differentiator.
2. **Transparent & Fair Pricing**
   * Many complaints focus on overcharging. Clear pricing rules, automatic refunds for faulty bikes (e.g., if returned within 2 minutes), and subscription options could build trust.
3. **Tech Functionality**
   * Smooth locking/unlocking and a reliable app are essential. Competitors struggle here, so investing in user-friendly, fault-tolerant software is key.
4. **Customer Support**
   * Fast, helpful responses (chat support, quicker refunds) could address one of the biggest frustrations.
5. **Docking & Redistribution**
   * Complaints about abandoned bikes suggest a chance to reward “good behaviour” (e.g., discounts for returning bikes to hubs or helping redistribute).
6. **Eco-Positioning**
   * Highlighting recycled materials and sustainability could add an emotional appeal missing from rivals.

# Regulatory Landscape: Bike Rental Schemes (Brighton Focus)

**A. Operational & Local Compliance**

* **Dockless Cycle Codes (e.g., TfL Code of Practice)**  
  Operators must follow guidelines around correct parking, public safety, and data sharing. Compliance ensures smooth integration into the public realm and avoids street clutter. [Brighton & Hove City Council+1](https://www.brighton-hove.gov.uk/parking-and-travel/public-realm-strategy?utm_source=chatgpt.com)
* **Brighton & Hove City Council Public Realm Strategy**  
  Any street furniture including bike docking stations must align with local design standards and streetscape guidelines to preserve accessibility and aesthetics. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/parking-and-travel/public-realm-strategy?utm_source=chatgpt.com)
* **BTN BikeShare (Beryl) Infrastructure**  
  The current scheme has expanded to 108 hubs across the city, including areas like BHASVIC and Whitehawk. These hubs were established following council-approved transport and infrastructure frameworks. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/travel-and-road-safety/beryl-btn-bikes?utm_source=chatgpt.com)
* **Local Cycling & Walking Infrastructure Plan (LCWIP)**  
  Brighton’s LCWIP supports active travel through separated cycle lanes (e.g., Grand Avenue), safe junctions, cycle parking, repair stations, and behaviour-change incentives like Move for Change. A bike rental scheme should integrate with and complement these improvements. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/lcwip?utm_source=chatgpt.com)

**B. Bike Standards & Safety Requirements**

* **E-Bike Classification (EAPC Criteria)**  
  Rental e-bikes must meet legal standards: ≤250 W motor, pedal-assist only, cutting off at 15.5 mph, with no license or insurance required if compliant. [Brighton & Hove City Council+1](https://www.brighton-hove.gov.uk/libraries-leisure-and-arts/seafront/seafront-bylaws-and-accessibility/cycling-seafront?utm_source=chatgpt.com)
* **Safety Equipment Requirements**  
  All bikes must have adequate lighting (white front, red rear) and reflectors (rear reflector + amber pedal reflectors). Cycling on pavements is illegal unless a shared-use path is explicitly designated. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/parking-and-travel/cycling-safely?utm_source=chatgpt.com)
* **Operator Duty of Care**  
  Bike-share operators are legally responsible for maintaining safe, roadworthy bikes. Mechanical failures (e.g., brakes) may result in operator liability. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/travel-and-road-safety/travel-transport-and-road-safety/cycling?utm_source=chatgpt.com)

**C. Brighton-Specific Context & Enforcement**

* **Seafront Cycling Regulations**  
  Cycling is permitted only within designated cycle lanes along the seafront promenade; cyclists must not ride on pedestrian benches or walkways. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/libraries-leisure-and-arts/seafront/seafront-bylaws-and-accessibility/cycling-seafront?utm_source=chatgpt.com)
* **Managing Abandoned Bikes**  
  Residents can report abandoned bikes online or by phone; unclaimed bikes are tagged for removal after 14 days to free up public cycle parking space. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/travel-and-road-safety/travel-transport-and-road-safety/cycling?utm_source=chatgpt.com)
* **Cycle Hangars & Parking Controls**  
  Brighton is rolling out lockable cycle hangars in residential areas based on demand, property type, and theft data. This reflects the city’s commitment to secure storage—beneficial for scheme participants. [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/lcwip?utm_source=chatgpt.com)
* **Topography Concerns**  
  Brighton’s hilly terrain poses logistical challenges: downhill trips are common, but uphill returns often lead to imbalance in bike distribution, increasing rebalancing costs. [Road.cc](https://road.cc/content/news/80383-brighton-hoves-hills-prove-barrier-bike-share-scheme-worthing-may-get-one?utm_source=chatgpt.com) – was a source from 2013 (no info on how beryl are doing in brighton and how the redistribution works)

**Summary Table: Regulatory Highlights**

|  |  |
| --- | --- |
| **Category** | **Key Brighton-Specific Requirements** |
| Operational Compliance | Align with Public Realm Strategy and LCWIP; integrate new hubs following planning standards |
| Bike Safety & Standards | Follow UK bike lighting laws, EAPC e-bike rules, and maintain roadworthiness |
| Public Realm Integration | Only designated cycle lanes allowed on seafront; ensure bikes don’t block public space |
| Infrastructure & Storage | Coordinate with hangar rollout and hub placement based on city spatial data |
| Logistics & Topography | Account for hilly terrain in redistribution planning |

The likelihood of a new rental scheme in Brighton:   
It's unlikely Brighton & Hove City Council would approve a second public rental bike scheme because they currently operate a single integrated scheme with Beryl, which provides both bikes and e-scooters and plans to relaunch and expand it. A second scheme would likely conflict with their existing plans and existing operator, though the council does support mixed-fleet schemes to provide choice.

Details of the Existing Scheme

* **Operator:** [Beryl](https://www.google.com/search?cs=1&sca_esv=7550878c098e0420&sxsrf=AE3TifMVWN0Tk17cqX3XVMTqe_hLyXAzog%3A1757000212267&q=Beryl&sa=X&ved=2ahUKEwjXl_Prt7-PAxXI2gIHHb1UBUAQxccNegQIEhAB&mstk=AUtExfDqqS5PFCNyvdnLVe4KoRMITu-M126n-UBeYXXdwjzKZ1XudhGBEk-f3n5BBvoQpjW7gbu-LYSI2DMokiJMVzCE-Q1RRcbbjaKLi5XBsaSbaZtH1CktoUEOMjhZDkwN0feA8-TiU38D63QidivJEb75UPiaBj13uaRWDIKE6moCoUo&csui=3) was selected to operate the [BTN Bikeshare](https://www.google.com/search?cs=1&sca_esv=7550878c098e0420&sxsrf=AE3TifMVWN0Tk17cqX3XVMTqe_hLyXAzog%3A1757000212267&q=BTN+Bikeshare&sa=X&ved=2ahUKEwjXl_Prt7-PAxXI2gIHHb1UBUAQxccNegQIEhAC&mstk=AUtExfDqqS5PFCNyvdnLVe4KoRMITu-M126n-UBeYXXdwjzKZ1XudhGBEk-f3n5BBvoQpjW7gbu-LYSI2DMokiJMVzCE-Q1RRcbbjaKLi5XBsaSbaZtH1CktoUEOMjhZDkwN0feA8-TiU38D63QidivJEb75UPiaBj13uaRWDIKE6moCoUo&csui=3) scheme after the previous provider's technical issues.
* **Technology:** Beryl uses a single app for booking and payment for bikes and e-scooters.
* **Services Offered:** The scheme aims to provide a mixed fleet of pedal cycles, e-bikes, and e-scooters.

***Why a Second Scheme Is Unlikely***

* **Consolidated Service:**

The council is focused on a single, integrated scheme through Beryl rather than multiple operators.

* **Operational Efficiency:**

A single operator simplifies management, deployment, and maintenance of the fleet.

* **Existing Infrastructure:**

Beryl uses dedicated bays for parking and a single app to manage the entire fleet.

**Potential Considerations for a New Scheme (If Council Were Open)**

* **Different Focus:**

A new proposal might need to offer a different focus, like a dedicated [bike hire](https://www.google.com/search?cs=1&sca_esv=7550878c098e0420&sxsrf=AE3TifMVWN0Tk17cqX3XVMTqe_hLyXAzog%3A1757000212267&q=bike+hire&sa=X&ved=2ahUKEwjXl_Prt7-PAxXI2gIHHb1UBUAQxccNegQINxAB&mstk=AUtExfDqqS5PFCNyvdnLVe4KoRMITu-M126n-UBeYXXdwjzKZ1XudhGBEk-f3n5BBvoQpjW7gbu-LYSI2DMokiJMVzCE-Q1RRcbbjaKLi5XBsaSbaZtH1CktoUEOMjhZDkwN0feA8-TiU38D63QidivJEb75UPiaBj13uaRWDIKE6moCoUo&csui=3) for tourists on the seafront or a community-focused [free bikes scheme](https://www.google.com/search?cs=1&sca_esv=7550878c098e0420&sxsrf=AE3TifMVWN0Tk17cqX3XVMTqe_hLyXAzog%3A1757000212267&q=free+bikes+scheme&sa=X&ved=2ahUKEwjXl_Prt7-PAxXI2gIHHb1UBUAQxccNegQINxAC&mstk=AUtExfDqqS5PFCNyvdnLVe4KoRMITu-M126n-UBeYXXdwjzKZ1XudhGBEk-f3n5BBvoQpjW7gbu-LYSI2DMokiJMVzCE-Q1RRcbbjaKLi5XBsaSbaZtH1CktoUEOMjhZDkwN0feA8-TiU38D63QidivJEb75UPiaBj13uaRWDIKE6moCoUo&csui=3).

* **Complementary Services:**

If it offered a complementary service, such as a dedicated tourist rental or a community-based [free bike scheme](https://www.google.com/search?cs=1&sca_esv=7550878c098e0420&sxsrf=AE3TifMVWN0Tk17cqX3XVMTqe_hLyXAzog%3A1757000212267&q=free+bike+scheme&sa=X&ved=2ahUKEwjXl_Prt7-PAxXI2gIHHb1UBUAQxccNegQIQBAB&mstk=AUtExfDqqS5PFCNyvdnLVe4KoRMITu-M126n-UBeYXXdwjzKZ1XudhGBEk-f3n5BBvoQpjW7gbu-LYSI2DMokiJMVzCE-Q1RRcbbjaKLi5XBsaSbaZtH1CktoUEOMjhZDkwN0feA8-TiU38D63QidivJEb75UPiaBj13uaRWDIKE6moCoUo&csui=3), the council might consider it.

* **Partnership with Beryl:**

A partnership to expand the Beryl scheme into other areas or vehicle types would be more likely than a new, competing scheme.

# App Design

In depth app features which will ensure your app has the best features from all competitors

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature** | **Which competitor(s)** | **Why it matters for UX** | **How it helps retention** |
| **Direct phone unlock / release codes** | Santander | 2-tap start avoids terminals/queues | Lowers first-ride abandonment; repeat for commutes ([Transport for London](https://tfl.gov.uk/modes/cycling/santander-cycles/app?utm_source=chatgpt.com)) |
| **Live dock/vehicle availability** | Santander | Prevents “walk to empty bay” pain | Reduces failed sessions → less churn ([Transport for London](https://tfl.gov.uk/modes/cycling/santander-cycles/app?utm_source=chatgpt.com)) |
| **Pause ride** | Beryl | Enables quick stops without ending trip | Encourages errands chains; habit forming ([help-bikes.beryl.cc](https://help-bikes.beryl.cc/en/articles/11706699-how-to-pause-your-beryl-ride?utm_source=chatgpt.com)) |
| **Minute bundles / passes** | Lime (and others) | Predictable spend, lower unit cost | Commitment device; increases ride frequency ([help.li.me](https://help.li.me/hc/en-us/articles/21280766615963-What-is-LimePass?utm_source=chatgpt.com)) |
| **City-specific scheme pages** | Beryl/BTN | Clear local rules/prices/bays | Reduces disputes & support load; trust ([beryl.cc](https://beryl.cc/scheme/brighton-and-hove?utm_source=chatgpt.com), [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/travel-and-road-safety/beryl-btn-bikes?utm_source=chatgpt.com)) |
| **Trip history & spend** | Santander | Visible value & health metrics | Reinforces benefits; lowers charge anxiety ([Transport for London](https://tfl.gov.uk/modes/cycling/santander-cycles/app?utm_source=chatgpt.com)) |
| **Big-platform integration** | Lime↔Uber | Easier discovery during trip planning | Adds rides via another habitual app ([The Verge](https://www.theverge.com/news/679783/lime-renews-vows-with-uber-ahead-of-its-busy-summer-season?utm_source=chatgpt.com)) |
| **Safety & “how-to” onboarding** | Beryl, Lime | Confidence for first-timers | Converts trials to regular use ([beryl.cc](https://beryl.cc/safety-and-security?utm_source=chatgpt.com), [Lime Micromobility](https://www.li.me/?utm_source=chatgpt.com)) |

1. **Introduction / Overview of App Vision**
   * Purpose of the app: sustainable, affordable, user-friendly mobility for Brighton.
   * Core differentiator: recycled bikes + eco/CO₂ savings + localised features.
2. **App Layout & Structure**

**A. Home Screen (Dashboard)**

* + Map view with bike/e-bike availability (real-time).
  + Quick “Unlock” button.
  + Heatmap overlay showing redistribution bonus zones.
  + Display of saved/favourite bays.
  + Personal eco-impact widget (CO₂ + plastic saved).

**B. Ride Management**

* + **Unlock flow:** QR code scan or code entry.
  + **Pause Ride button:** up to 15 minutes stop (errands, coffee, etc.).
  + **End Ride:** clear instructions to dock or lock properly.
  + **Fault Detection/Reporting:** auto-refund if bike faulty within 2 mins + simple manual “report issue.”

**C. Routes & Exploration**

* + AI-powered route planner (adjusts for weather, time, traffic).
  + Side-quests / curated routes (heritage tours, seafront trails).
  + Local “eco day out” partnerships (discounted attractions, events).

**D. User Account & Rewards**

* + Subscription & pass management (pay-as-you-go, EcoPass bundles).
  + Ride history & spend tracking (costs, distance, calories).
  + Gamification: weekly challenges, redistribution credits, tourist trails completed.
  + Rewards dashboard: credits, discounts, local partner offers.

**E. Sustainability Features**

* + CO₂ savings tracker (per ride + cumulative).
  + Plastic saved tracker (linked to recycled bike materials).
  + Share achievements (social media integration).

**F. Tourist / Multilingual Support**

* + Multi-language toggle (French, Spanish, German).
  + Tourist mode: highlights routes, attractions, local guides.
  + One-day or week passes.

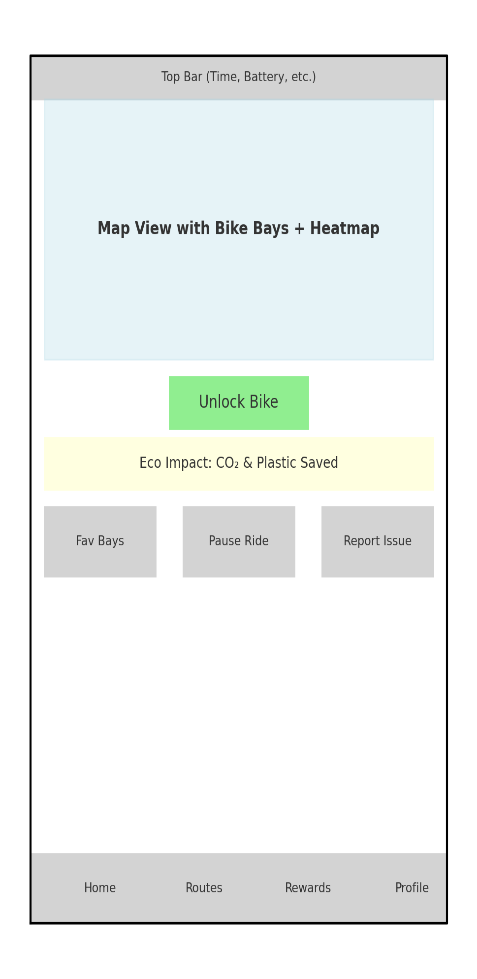
**G. Notifications & Support**

* + Push notifications for pass savings (“This ride would be £1.80 with EcoPass”).
  + Real-time ride cost updates.
  + 24/7 in-app chat for customer service.

1. **Monetisation Opportunities**
   * Subscriptions & passes.
   * Redistribution incentives reduce ops costs.
   * Local partnerships (e.g., discounts at Brighton Pier).
   * Ad placements (on bikes/in-app).
2. **Future Development Roadmap**
   * Integrate with city-wide travelcard / contactless.
   * Potential Uber/Bolt app integration.
   * Expansion to scooters or cargo bikes.

Top of Form

Very simple example of what the app could look like: Bottom of Form

It needs to be kept simple as the a lot of the reviews mention pricing and lack of clarity around it so a simple and straightforward app and webpage would help create a friendly brand which perhaps the bigger rental schemes lack.

# Target Users of a Sustainable Bike Rental System in Brighton

**1. Universities & Colleges**

* **University of Sussex (Falmer Campus):**
  + ~20,000 students and staff.
  + Located on a hilly site, where sustainable commuting is an issue. (electric bikes?)
  + Strong *Sustainability Strategy* (net zero by 2035).

*They already have a strong sustainability agenda and rank among the top 50 universities worldwide, so partnering with this scheme would strengthen one of their key USPs.*

* **University of Brighton:**
  + ~18,000 students across central and suburban campuses.
  + Strong community focus and runs *sustainable transport initiatives*.
* **Benefit:** Both universities have large student commuter populations and limited car parking, so they’re natural partners for subsidised or discounted rental passes.

**2. Corporate & Large Employers**

* **American Express (Amex House, Brighton):**
  + One of the city’s largest private employers.
  + Already active in CSR and staff wellbeing initiatives.

*American Express has a strong sustainability presence in Brighton, supporting low-carbon transport and community initiatives. A recycled bike rental scheme would complement their existing efforts, offering a visible, eco-friendly mobility option that aligns with their corporate values and local impact.* (could offer discounts or free rides as this would encourage other users as they’ll see people on the bikes)

* **Brighton & Hove City Council (as an employer):**
  + ~10,000 staff, many commuting daily.
  + Likely to adopt staff cycle schemes to match its *Climate Emergency plan*.

*Brighton & Hove City Council has declared a climate and biodiversity emergency and is committed to becoming a carbon-neutral city by 2030, supported by its Local Cycling and Walking Infrastructure Plan (LCWIP) and the broader Local Transport Plan aiming to shift travel toward active, low-emission modes. A recycled bike rental scheme complements this strategy perfectly, offering an accessible, low-carbon transport solution that supports the Council’s active travel goals.*

* **Brighton General Hospital / NHS Sussex Trusts:**
  + Large workforce with commuting and shift patterns that make sustainable transport appealing.
* **Benefit:** Employers can subsidise passes for staff, reduce demand for city-centre parking, and use bikes for inter-office travel.

*Brighton General Hospital and NHS Sussex Trusts employ a large workforce with varied commuting and shift patterns, creating strong demand for reliable, flexible transport. A sustainable bike rental scheme would provide staff with a convenient, low-carbon option that supports both employee wellbeing and the NHS’s wider Net Zero commitments.*

**3. Local Government & Public Bodies**

* **Brighton & Hove City Council:**
  + Has declared a **Climate and Biodiversity Emergency**.
  + Actively promotes cycling through its *Local Transport Plan 5 (2024 draft)*.
  + Hosts existing BTN BikeShare scheme (by Beryl), so has direct experience.
* **Benefit:** Council could co-fund infrastructure (bike bays, signage) or integrate your scheme into broader active travel initiatives.

(same as before just a slightly different angle)

**4. Tourism & Hospitality Sector**

* **VisitBrighton (Tourism Board):**
  + Promotes the city’s eco-friendly credentials.
* **Hotels & Accommodation:**
  + Chains (Jurys Inn, Ibis, Hilton Metropole) plus boutique hotels.
  + Airbnbs and guesthouses — Brighton has thousands, many eco-focused.
* **Attractions:**
  + Brighton Palace Pier, i360, Pavilion Gardens, seafront.
* **Benefit:** Bikes can be positioned as the “greenest way to see the city,” tapping into ~12 million annual visitors. Hotels and Airbnbs could offer discounted access as part of tourist packages.

**5. Health, Community & Charity Organisations**

* **Sustrans (active in Brighton):** Charity promoting sustainable transport, often partners with councils. (could look to them for advice/connections)
* **NHS Sussex (Brighton General & Royal Sussex County Hospitals):** Could link to active lifestyle initiatives for staff and patients.
* **Benefit:** Bikes become a tool for both *health promotion* and *social inclusion*.

Top of Form

Bottom of Form

# Partnership & Sponsorship Opportunities (Brighton Area)

1. Plastic Collection & Recycling Organizations

Weez & Merl

A local Brighton firm specializing in repurposing LDPE (plastic carrier bags, bubble wrap) via free collection for businesses. Their circular-economy approach aligns well with your recycled-bike focus. (not DVDs but are a much more prominent plastic which people are clearly aware if issues they have caused due to media campaigns.)

Magpie Recycling Co-op

A community-run organization providing widespread plastic collection across Brighton. Though currently near capacity, their local credibility and sustainability ethos make them a valuable partner for outreach and material sourcing. (could provide advice on messaging/business advice as will have worked with other sustainability businesses.)

Plastic Expert / Express Polymers

Brighton-based recyclers working with businesses on plastic waste. They could provide recycled feedstock or help validate your environmental messaging. (could be really useful advisers, could be of great help to reach out?)

2. Waste Management & Materials-Recovery Facilities

KSD Environmental & Recorra

Both are regional waste management and recycling services offering commercial plastic collection. Potential partners for sourcing recycled materials or cross-promoting sustainability projects. (keeping it local, seems more friendly)

Veolia / Hollingdean Depot (Council + Veolia)

They run Brighton’s materials recovery facilities and handle local recycling infrastructure. Their operational scale and recycling data could support lifecycle storytelling for your bikes.

3. Community & Eco-Innovation Groups

Waste House (University of Brighton)

An award-winning building made from a wide range of waste materials, including plastics. A strong symbol of circular innovation that could serve as a living lab or showcase for your bikes. (perhaps an unveiling/launch event)

Earthship Brighton / Low Carbon Trust

Brighton’s Earthship serves as an eco-education centre. They could co-host events or use your bikes in sustainability tours.

The Big Lemon

A community-focused transport operator using biodiesel and solar power. Cross-promotion could introduce eco-conscious riders to your bike scheme. (may be opposed to this as could be seen as competition)

4. Retail & Circular Economy Brands

Lucy & Yak (Brighton store)

A sustainable apparel brand based in Brighton. They embrace circular materials and could support co-branding or retail station partnerships.

Local zero-waste shops & co-ops (e.g., Infinity Foods, The Source Bulk Foods)

While not recyclers, these businesses attract eco-conscious customers—great for cross-promotion or docking station sponsorships. **1. Plastic Collection & Recycling Organizations**

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# Links

Launch plan PowerPoint: <https://1drv.ms/p/c/425b831761568b25/EZadM085GGNDvzbYLtLTEk8B5hc8H1VQCuXUv3lu3v5JLg?e=AmdIWw>

Launch Plan Word Doc: <https://1drv.ms/w/c/425b831761568b25/EQrzmt1Sh0lBifR6YIqTlLgBoBa9EcsshBGwtx0jAt_oew?e=l5u4ac>