



Department
for Transport

Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR
Tel: 0300 330 3000

Web Site: www.gov.uk/dft

Our Ref: F0019401
10th February 2021

Ian Norris
request-721229-fcdfb1d6@whatdotheyknow.com

Freedom of Information Act Request – F0019401

Dear Ian Norris

I refer to your request dated 24th January 2021 made under the Freedom of Information Act 2000 to provide;

‘A copy of the "Justification for cycle hire operations in city centre and a framework for long term operation of cycle hire and associated costs" requested by yourselves from Stoke-on-Trent City Council as part of their EATF bid. The second scheme funded is on College Road. College Road is to be made traffic free under the Transforming Cities Fund, again can you please advise why this scheme was funded above others in the bid?’

Your request has been considered under the Freedom of Information Act 2000. I am writing to confirm that the Department has now completed its search for the information and does hold some of the information you requested.

Stoke on Trent City Council provided the Department with the following response regarding the cycle hire scheme;

Justification for cycle hire in the city centre

The city's main bus interchange hub is in the city centre. It is the point of arrival for many trips made within the city. A number of popular destinations are a short distance from the city centre but nevertheless require a change of bus with the cost and time penalties that incurs. This includes the main rail station, two Further Education colleges and a university campus, and a major employment site at Etruria Valley all within a one mile radius. A cycle hire scheme in the city centre will enable the final part of a journey to be made faster and at less cost. In addition, cycle route improvements to all the above destinations are planned through the Transforming Cities Fund programme.

Conversely, for those arriving by rail and wishing to access the city centre, utilising the cycle hire facility at the rail station will enable the short trip to the city centre to be made and the cycle then be secured at the city centre cycle hire hub.

The cycle hire management framework

The preferred provider has committed to underwrite the operating cost of the scheme for the duration of the contract, thereby insulating the Council against ongoing running costs. It also provides a powerful partner with an established and credible track record in creating modal shift.

The proposal will bring added social value through a 'Wheels for Heroes' campaign, which has supported the NHS through the Covid-19 crisis. The provider has committed to offer a number of these bikes on a not for profit basis to deliver modal shift in low propensity to cycle groups and low income families. In addition to this, it will provide 'social memberships' at zero cost to the city council.

With regard to your request for information on why the College road scheme was funded above others within the bid we do not hold any information. College road was one of two schemes in the submission, alongside complementary measures of cycle counters and cycle hire. Other schemes were clearly identified as reserves.

Appeals procedure

If you are dissatisfied with the way we have responded to or handled your request, you have the right to ask for an internal review. These should be submitted within two calendar months of the date of this letter and addressed to the FOI Advice Team at FOI-Advice-Team-DFT@dft.gov.uk.

Please remember to quote the reference number above in any future communications.

If you ask for an internal review and are still not content with the outcome, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted via their online form: <https://ico.org.uk/make-a-complaint/official-information-concerns-report/official-information-concern/>

Yours sincerely,

John Sweetman

Cycling and Walking Stakeholder Engagement, Active Travel, Department for Transport