TOOLKIT

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Pool bike schemes
The pool bike user process

Responsibility for the scheme

To ensure a successful scheme, an administrator must take responsibility for managing and promoting it. Having a single point of contact for both staff and suppliers of bikes and maintenance is very useful.

Using a permanent or permanently funded member of staff means the scheme will be viewed as a core part of the business and embedding the administration of the scheme into a job description ensures responsibility for it is passed on. Using a member of staff who already administers a similar scheme ensures experience in such roles.

It is important not to leave the scheme to run on 'good-will' as this often leads to failure.

If one particular department manages the scheme it is important to ensure other interested parties retain an involvement. Departments to work with when setting up a scheme are (if available) building/estate managers, health and safety teams, legal teams (for insurance), HR and promotion/marketing teams.

The pool bike user process

Registered users

In order to keep a record of users, each participant should be assigned a unique ID number for use when reserving a bike.

Booking system

An ideal booking system would be online using a programme such as Microsoft Outlook. If this is not practical, paper forms and face to face contact also works, although this will depend on the administrator of the scheme always being reliably contactable. A back up member of staff would be required to cover periods of annual leave, etc.

The system should be fully accessible and enable staff to view which bikes are available, who has been allocated which bike at any time, which bikes need maintenance and when they will be available for use again, as well as being able to enter information such as what they will be using the bike for and for how long.

Bike check

Asking users to perform a maintenance check before and after use ensures that bikes are functioning properly. Users should sign a maintenance log to certify they have completed the checks.

Feedback system

A feedback system enables users to report faults with the bikes on return. If a fault is reported, the bike should automatically taken out of service, be marked as 'non-use' on the booking system and an alert triggered to the scheme administrator who should take appropriate action. This process stops faulty bikes being loaned out which may discourage staff from using the scheme again.

A general feedback system or regular feedback survey about the scheme as a whole is also essential to identify any problems and enable improvements to the scheme.

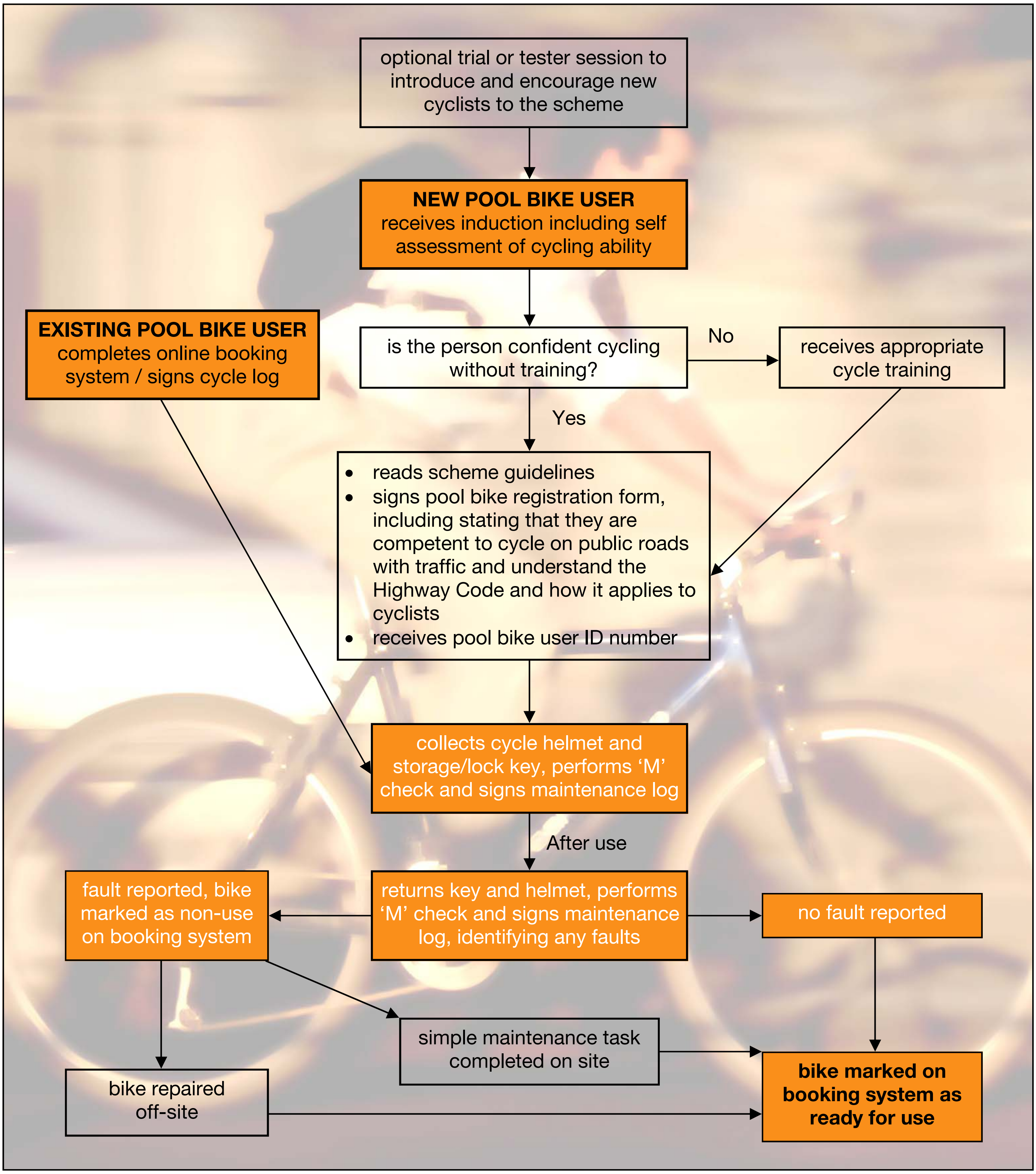
Monitoring the scheme

An effective system will monitor the scheme and collect data on information including how often the bikes are used and for what purpose.

Bikes at more than one location

If an organisation runs from more than one site the scheme could have extra bikes at particular site(s) or multi site drop off/pick up zones.

Example pool bike user process



Publicising and promoting the scheme

To encourage people to use the pool bikes as well as their own bikes, the scheme must be publicised. There are a number of ways this could be done:

- a launch event; regular cyclists' breakfasts; lunchtime maintenance, cycle safety or bike info sessions; lunchtime or after work cycle rides with a specific focus such as local historic or nature points of interest or fitness

It is important to promote these events and help people keep the pool bikes in mind. There is a number of ways this could be done:

- regular email promotions and reminders about the bikes; a regularly updated page on the organisation intranet; articles in staff newsletters; information readily available about the scheme and the benefits of cycling; posters advertising the scheme

To find out more visit **www.activetravel.org.uk/toolkit**

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