

**Cycle Hire 2010  
communications  
development**

**09098**

March 2010

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Research conducted by 2CV

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# **Introduction and background**

# Background

- The London Cycle Hire scheme is set to be launched by Transport for London in July 2010 and intends to drive a growth in daily cycle journeys within the capital through short journeys in and around London.
- Prior to the scheme launch advertising ideas have been developed to deliver a call to action to visit the Cycle Hire part of the TfL website. A leaflet has also been developed to promote the scheme.
- Research was therefore required to evaluate the advertising routes and assist in the selection and development of the campaign.
- Research was also required to understand the information needs for potential users and guidance on the development of the leaflet.



# Research objectives

- *Explore response to the new campaign ideas amongst the target market in order to inform the selection and development of the campaign*
- *Evaluate response to the creative idea in terms of:*
  - *Overall response, engagement and salience*
  - *Ability to create awareness of the scheme and where to go to find out more*
  - *Likelihood to trial scheme*
  - *Effectiveness of call to action (go to the website)*
  - *Specific guidance for development of the ideas*
- *Understand information needs of potential users*
  - *Type as well as content*
  - *Channels of communication, and sources they would use to learn more about the scheme*
- *Evaluate the copy for the leaflet that explains how to use the London Cycle hire scheme and provide development guidance*
  - *Specifically to identify any potential comprehension issues and provide recommendations*

# Methodology and sample

- We conducted 10 x 1.45 hour groups, all with a mix of genders
- Regular cyclists cycle at least once a week; Occasional cyclists less than once a week, but at least once a month
- All 'Considerers' to be definitely considering / intend to cycle in the next 6 months
- All to take journeys in Central London on any transport at least twice / week

Group	Cyclist Typology	Age	Lifestage	SEG	Location
1	Regular Cyclists	16-19yrs	Young Adults	ABC1	Inner London Borough
2	Occasional Cyclists	16-19yrs	Young Adults	ABC1	Outer London Borough
3	Regular Cyclists	20-30yrs	Pre-Family	ABC1	Outer London Borough
4	Occasional Cyclists	20-30yrs	Pre-Family	ABC1	Inner London Borough
5	Definite Considerers	20-30yrs	Pre-Family	ABC1	Inner London Borough
6	Regular Cyclists	31-44yrs	Family	ABC1	Inner London Borough
7	Regular Cyclists	31-44yrs	Family	ABC1	Outer London Borough
8	Definite Considerers	31-44yrs	Family	ABC1	Outer London Borough
9	Regular Cyclists	45-55 yrs	Empty nester	ABC1	Inner London Borough
10	Occasional Cyclists	45-55 yrs	Empty nester	ABC1	Outer London Borough

# Stimulus: Two advertising routes and a leaflet

## Product route

**Gear up for London Cycle Hire**  
London Cycle Hire starts on 30 July. Find out more at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**London Cycle Hire is as easy as riding a bike**  
London Cycle Hire is here. Find out more and get started at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**It puts all central London at your feet**  
Ride all over the London Cycle Hire fleet up to 30 minutes at a time for only £1 a day. It's got to be worth a whirl. Find your nearest docking station at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**For £45 a year you've got wheels**  
London Cycle Hire gives you the freedom of the city. Sign up now at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**It's got to be worth a whirl**  
Get all over the London Cycle Hire fleet up to 30 minutes at a time for only £1 a day. It puts London at your feet. Find your nearest docking station at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**For £45 a year you can ride around town**  
London Cycle Hire gives you the freedom of central London, all for £45. Sign up now at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

## Consumer route

**Have the Freedom of the City**  
London Cycle Hire starts on 30 July. Get ready to roll. Find out more at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**It's a breeze**  
London Cycle Hire is a fresh and easy way to get around the city. Find out more and get started at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**It's got to be worth a whirl**  
Get all over the London Cycle Hire fleet up to 30 minutes at a time for only £1 a day. It puts London at your feet. Find your nearest docking station at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**For £45 a year you can ride around town**  
London Cycle Hire gives you the freedom of central London, all for £45. Sign up now at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

## Leaflet

**Benefits of becoming a Member**

- Choose daily, weekly or annual membership
- Access to all docking stations
- Priority booking for bikes
- Ability to reserve bikes
- Ability to reserve bikes for a specific time
- Ability to reserve bikes for a specific location
- Ability to reserve bikes for a specific duration
- Ability to reserve bikes for a specific purpose
- Ability to reserve bikes for a specific group
- Ability to reserve bikes for a specific event
- Ability to reserve bikes for a specific occasion
- Ability to reserve bikes for a specific celebration
- Ability to reserve bikes for a specific milestone
- Ability to reserve bikes for a specific achievement
- Ability to reserve bikes for a specific accomplishment
- Ability to reserve bikes for a specific feat
- Ability to reserve bikes for a specific triumph
- Ability to reserve bikes for a specific victory
- Ability to reserve bikes for a specific success
- Ability to reserve bikes for a specific triumph
- Ability to reserve bikes for a specific achievement
- Ability to reserve bikes for a specific accomplishment
- Ability to reserve bikes for a specific feat
- Ability to reserve bikes for a specific triumph
- Ability to reserve bikes for a specific victory
- Ability to reserve bikes for a specific success

**How to use Cycle Hire**

Approach a docking station with a sign that says 'Cycle Hire'.

Check the bike is available for hire.

Check the bike is in good condition.

Check the bike is clean and tidy.

Check the bike is safe to ride.

Check the bike is suitable for the route.

Check the bike is suitable for the weather.

Check the bike is suitable for the terrain.

Check the bike is suitable for the time of day.

Check the bike is suitable for the day of the week.

Check the bike is suitable for the season.

Check the bike is suitable for the occasion.

Check the bike is suitable for the celebration.

Check the bike is suitable for the milestone.

Check the bike is suitable for the achievement.

Check the bike is suitable for the accomplishment.

Check the bike is suitable for the feat.

Check the bike is suitable for the triumph.

Check the bike is suitable for the victory.

Check the bike is suitable for the success.

Check the bike is suitable for the triumph.

Check the bike is suitable for the achievement.

Check the bike is suitable for the accomplishment.

Check the bike is suitable for the feat.

Check the bike is suitable for the triumph.

Check the bike is suitable for the victory.

Check the bike is suitable for the success.



NB: Catch up with the bicycle was used to illustrate the visual style of the photography used across both routes

NB: Advertising routes were rotated across groups but executions always shown in consecutive order



# **Summary of research findings**

# Overview

- The scheme itself is new and exciting and there are many questions about how it will work
  - *People have a natural curiosity to find out more about the Cycle Hire scheme*
- Advertising successfully creates awareness of the scheme and where to go to find out more
  - *There was a consistency of response to the advertising across all audiences*
  - *People prefer a direct and informative approach – they don't expect advertising to answer all of their questions but appreciate bite-sized information and where to go to find out more*
  - *Too much information in the advertising has the potential to cause confusion and raise negative concerns*
- It's important to manage expectations for the scheme in order to create the right context for leaflet and website information
  - *Generally expected to be an affordable replacement to having your own bike, and for as long as you need it*
  - *An understanding of the concept / proposition is essential before educating about how it works and how it has been priced*

# Overview of advertising response

# Cycle Hire is an exciting new scheme for London

*This is an exciting step change for London. I do wonder how it will work though. - regular*

*How much will it cost? – regular*

*What's the bike going to look like? – regular*

*I've seen this in Paris – it's exciting – occasional*

*This is good – a healthy way of getting around – considerer*

**London Cycle Hire**

*£1 for the day!  
That's much cheaper than the tube! - considerer*

*I love the thought of getting around Central London on a bike rather than getting the Tube – occasional*

*I've heard about this, I'd definitely go to the website to find out more – occasional*

**There is already a high level of anticipation for the scheme and a desire to find out more**

# The Cycle Hire advertising works well when it is direct and informative

Cycle Hire is a novel scheme and questions will inevitably be raised about how it is going to work - some of these questions can begin to be addressed in the advertising

**Header:** grabs attention with bite-sized information

- 'Cycle Hire' generates excitement in pre-launch and launch ads
- Price points grab attention in trial and membership ads

**Copy line:** delivers additional information and the call to action

- Supporting information for the headline
- How to find out more

**Images and language:** provides clues as to how the scheme works and the types of journeys it should be used for

- It can also play a role in generating emotive response

**TfL logo:** helps to position scheme as part of an integrated transport system

- Roundel and logo help to do this

Different parts of the ad play a different role in providing information about the scheme

# Too little or too much information can cause confusion

- Because people have so many questions about the scheme, it is important to provide the **right amount of information** at the advertising stage
- **Too little information** can mean that the advert fails to create interest around the scheme, as people are unsure what it is all about
  - Instant engagement needs to be generated through easy to understand information about the scheme itself
  - Otherwise potential to think the ad is promoting cycling in general
- **Too much information** can stimulate questions that lead to a negative response
  - Price is a highly emotive area - communications need to be handled very carefully
  - '30 minute journeys' information is provided without explanation as to why this is the focus
- **Conflicting information** provokes scepticism
  - £1 and free?

*This is about cycling in London isn't it? – occasional*

*So I can only use it for 30 minutes? How do I get in from Bushey in that time? - considerer*

*£1 and free, that doesn't make any sense! Who are they trying to kid! - regular*

**Important to create manageable expectations, allowing the website to explain further details of the scheme**

# Bite sized information enables people to quickly learn more about the scheme

- Most effective pieces of information provide easy to understand ‘hooks’ that make them want to learn more by visiting the website

- **What:** Cycle Hire scheme
  - **When:** 30 July 2010
  - **Where:** Central London
  - **Where to go to find out more:** website
  - **How much:** simple and clear pricing information
  - **How it works:** 30 minute journeys, roundel image, TfL logo
- More Pre-Launch / Launch information
- More Post-Launch information

- Hooks benefit from being in the header where possible
  - Often this is as far as the viewer will get
- Information hooks in the copy line often missed
  - Too small to see at a glance
  - Crucially they may miss the call to action → visit website

*The size of ‘Mayor of London’ is bigger than the website...now what is that supposed to say to me? – regular*

Hooks provide the right amount of information needed to encourage people to visit the website

**Detailed response to advertising**



# Response to the pre-launch ads

## Overall response:

### Headline

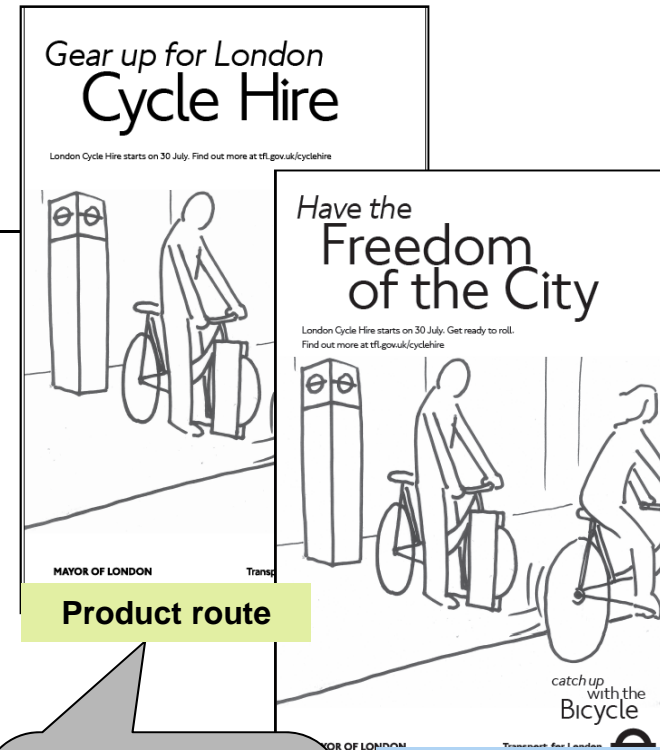
- ✓ 'Gear up for London Cycle Hire' builds anticipation for the scheme
- ✓ 'London' communicates location of scheme
- ✗ 'Freedom' lacks reference to the scheme
- ✗ 'City' causes confusion as to where scheme is based: city or City?

### Copy

- ✓ Date and website are key hooks supporting the headline
- ✓ 'Get ready to roll' is engaging but somewhat lost in copy line

### Imagery / tone

- ✓ Docking station imagery and roundel build idea that Cycle Hire will work alongside tube and bus



Product route

*I like the sound of gear up, it makes me think that all of London is getting ready for it to arrive – considerer*

Consumer route

*This doesn't say Cycle Hire – it's not telling me anything new – occasional*

At this stage it is important to build anticipation around the scheme, to get people excited and lead to the website

# Response to the launch ads

## Overall response:

### Headline

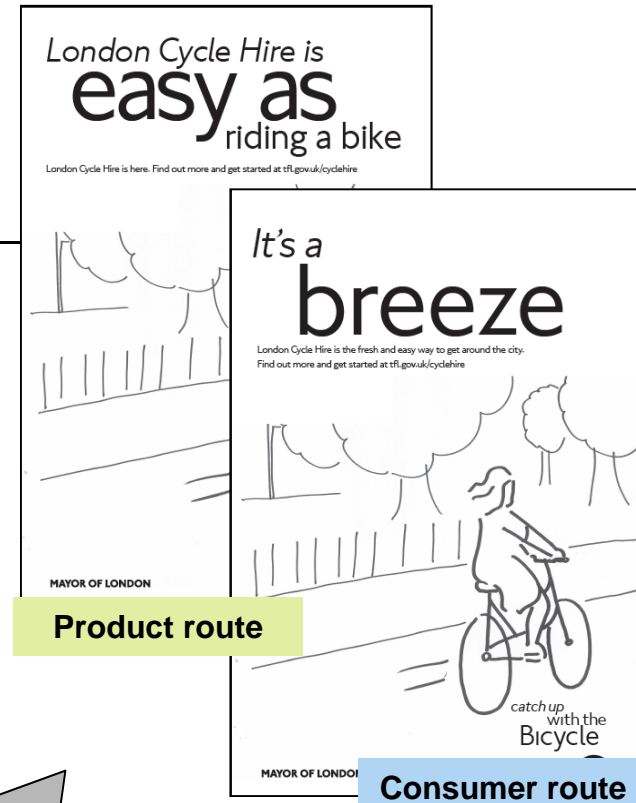
- ✓ 'London Cycle Hire' is informative, and 'riding a bike' is put in the correct context
- ✗ Emphasis on 'easy as' evokes too many questions about how it will 'feel' to use the scheme, or how it will 'feel' to ride in London which raises safety concerns
- ✗ 'It's a breeze' doesn't inform about scheme & implies lengthy leisurely journeys

### Copy

- ✓ 'London Cycle Hire is here': gives scheme a grand, confident entrance
- ✗ 'Fresh and easy' felt to be at odds with reality of cycling in central London

### Imagery / tone

- ✗ Feels like the scheme encouraging leisure journeys, not central London journeys



*I know there are parks in central London but that's not what most cycle journeys are like - regular*

*I don't want to be told how I will feel when using the bikes, I'll decide this for myself - considerer*

**At launch, important to avoid raising negative concerns about safety and ease of use in advertising**

# Response to the trial ads

## Overall response:

### Headline

- ✓ '£1' and 'central London' are key hooks
- ✗ 'At your feet' not cycling specific enough (could be about walking)
- ✗ 'Its got to be worth a whirl' feels defensive and apologetic, and no information is provided about the scheme

### Copy

- ✓ Docking station reference informs about how scheme works, good CTA
- ✗ However confusing information about pricing - £1 and free?
- ✗ Confusing info about 30mins journeys when combined with pricing info

### Imagery / tone

- ✓ Images show benefits of using bike over tube – movement, not in crowd, sociable
- ✓ Image of people riding towards viewer feels inclusive
- ✓ Tube roundel shows scheme is part of linked up transport system



Information about how the scheme works and pricing needs to be presented very simply and clearly

# Response to the membership ads

## Overall response:

### Headline

- ✓ '£45 a year' motivating – immediately compare to travel card price, and simple information to digest
- ✓ 'Ride around town' feels cycling specific and gives clues as to location of scheme
- ✓ 'You can' = enabling language, non-instructive
- ✗ 'You've got wheels' less relevant – could be about car / car hire

### Copy

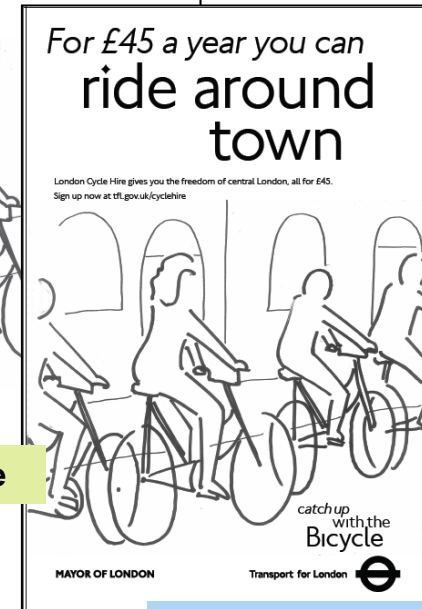
- ✓ 'Central London' is useful information about location, better than 'city'
- ✗ Lacks any other information hooks, £45 repeated
- ✗ 'Freedom of' raises expectations that price is all inclusive

### Imagery / tone

- ✓ Imagery of many people cycling makes scheme feel popular, and shift in how people travel in London is occurring



Product route



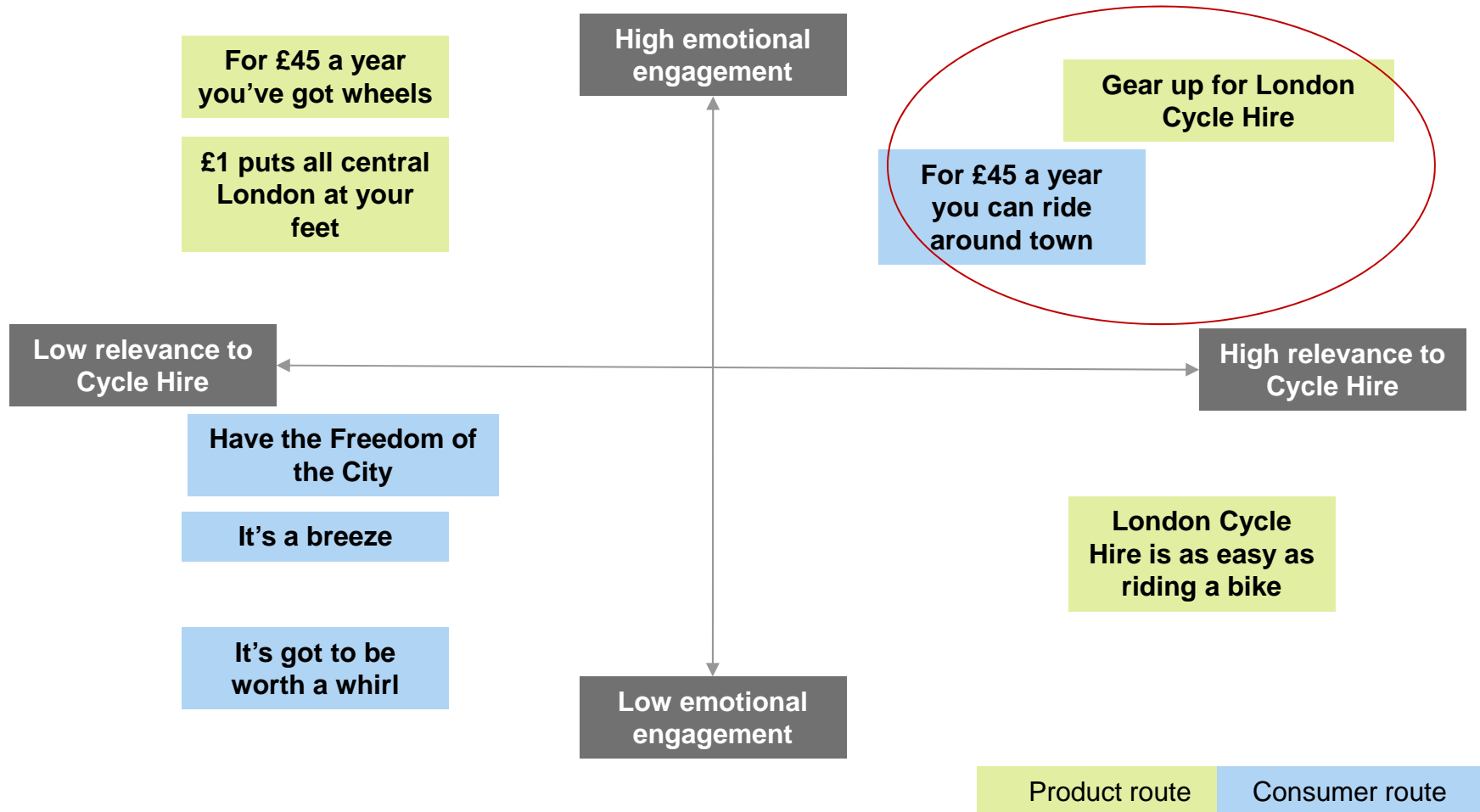
Consumer route

*That seems like very good value - considerer*

*This ad (route 2) has a really nice feel to it...its makes me want to jump on a bike and ride around! - occasional*

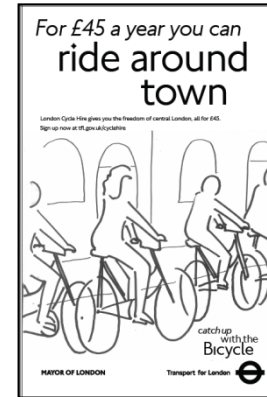
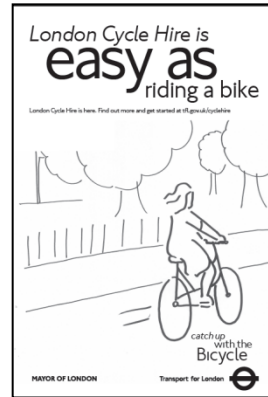
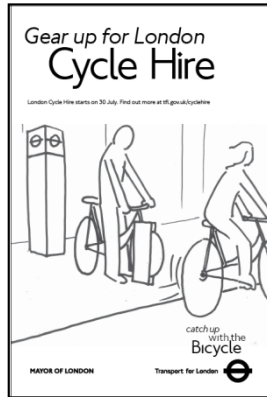
The £45 price point is highly motivating and sets up the scheme as an alternative to other modes

# Headlines that work best firstly inform, and then engage at an emotional level



Headlines must directly or indirectly reference the scheme before they can afford to be playful in their language

# The preferred executions successful at delivering call to action



Would you visit the website?	Pre-launch	Launch	Trial	Membership
Regular cyclists	✓	✓	✓	✓
Occasional cyclists	✓	✓	✓	✓
Considerers	some	some	✓	✓

**Current cyclists are engaged to a sufficient level through the winning ads to visit the website; Considerers become more likely to visit the website when they see a compelling price point in the header (i.e. £1 or £45)**

# However, many respondents have false expectations of the scheme

- Response to '30 minutes' information highlights the preconceived expectations that people have for the scheme
  - Reaction to the leaflet further demonstrates that there is a different expectation for the scheme than has been designed
- While 'Cycle Hire' is inherently an engaging concept and people want to find out more, the general expectation is for the scheme to resemble 'hiring a bike for the day'
  - Generally expected to be an affordable replacement to having your own bike
- Regular and occasional cyclists imagine using it as they do their own
  - E.g. Running errands, visiting friends, to and from meetings, commuting from outer zones, includes a lock
- Considerers could imagine using it 'for a nice day out'
  - E.g. Family occasions, visitors coming to town, day in the park
  - Concerns with safety inhibit many from feeling comfortable cycling in Central London

*I could see us taking the kids out - considerer*

*Why can I only use the bike for 30 minutes? – occasional*

*I'd rather hire a bike for £1 than bring my own bike into central London – regular*

**Vital to explain the proposition of the scheme in order to set expectations for how it has been designed and is expected to be used**

# **Information needs and response to leaflet**



# Questions raised from the advertising highlight primary and secondary information needs

## Primary information needs

### Price

*How much does it cost?*

*So how much is it if you go over 30 minutes?*

### How it works

*How long can I have it for?*

*How do you pay?*

*Where are the docking stations?*

## Secondary information needs

### Bikes

*Is there a basket?*

*Can you raise the seat?*

*How many bikes are there?*

### When something goes wrong

*What if your bike gets stolen?*

*What if you get a puncture and can't get back in time?*

### Who can ride

*Are there any age restrictions?*

### Safety

*Are there more cycle lanes?*

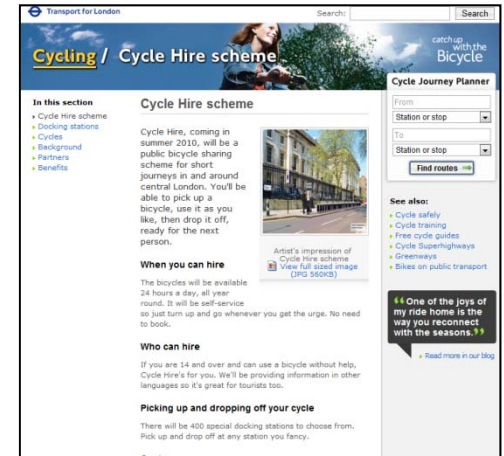
*Is there someone to call?*

*Will they give you a helmet?*

Primary information needs will be the first thing people look for on the website or leaflet

# Delivery of information expected through multiple channels

- Website is natural port of call
  - How people expect to find out detailed information about new travel options
  - Dedicated site on TfL website
- Leaflets expected at Tube stations
  - Natural place to look for information about new travel options
  - Ties in nicely with using scheme as an alternative to the Tube
- Print advertising
  - Posters on bus shelters or on buses, billboards, on the Tube
  - Experiences of what it's like to use the scheme – scenarios of how it could be useful
- Editorial
  - Experiences of using the scheme – how it works, journeys when it would be useful
- Word of mouth
  - Friends/family/colleagues who have 'tested it' first and can explain how it works



Website, leaflet and print advertising are the intuitive media choices for how to find out about the scheme

# How people read the leaflet

Cycling is a great way to get around London – it's quick, convenient, environmentally friendly and gives you the opportunity to get closer to the sights! What's more our new scheme is great value for money.

Cycle Hire is our new self-service public bicycle sharing scheme for short journeys in central London. It's part of our plan to help make London greener.

Why should you use Cycle Hire? You can now hire a bicycle for short journeys in central London. It's part of our plan to help make London greener.

How do I use Cycle Hire? You pay a small access fee to take cycles, plus a usage charge that depends on how long you ride – all journeys under 30 minutes are free.

There are two ways to buy your access:

- Sign up as a member at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire) OR
- Buy access as a casual user at any cycle hire terminal, or online at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

**6**

### Benefits of becoming a member

There are many benefits to registering as a member of the Cycle Hire scheme. Members can:

- Choose daily, weekly, or annual access periods
- Receive a key for quick and easy access to cycles
- No queuing at the terminal, just unlock and go
- Provide family and friends access and keys of their own (up to 4 additional users)
- Opt for automatic access fee renewal, so your access never expires
- Choose from Direct Debit and payment card options
- Manage their account and activities online

Annual access

For just £45 you can use the scheme every day of the year. If you use Cycle Hire regularly that's a huge saving over daily or weekly access.

Membership Key

Pay a one-off £5 fee for your membership key which allows you to take a cycle without using a terminal.

**3**

### How to use Cycle Hire

Capital users

- Purchase your access fee online or at the docking station terminal
- Go to the docking station of your choice and follow the instructions on the terminal screen.
- You will be issued with a 5 digit cycle release code
- Enter this code into the pad on the docking point where no light is illuminated to release the cycle
- Amber light will illuminate when the code is being verified
- Green light: unlock your cycle and set off
- Redlock cycle at the end of your journey and ensure that your light turns green

If your nearest docking station is full, the terminal will direct you to another. You can request a receipt or journey record if you wish.

**1**

### To hire a cycle you need to pay

an access fee for a chosen time period

The usage charge is based on journey duration

Access Fee

Allows you to use the scheme for:

- 24 hours – £1
- Seven days – £5
- One year – £45 (Scheme members only)

You can take as many trips as you like within your chosen access period.

Other Charges

- Late return charge: £150
- Damage charge: Up to £300
- Non return charge: £300

The first 30 minutes of every journey are free. After that you'll pay a usage charge, calculated from pick-up time to return time.

Up to 30 minutes	Free
Then	
Up to 1 hour	£1
Up to 1 hour and 30 minutes	£4
Up to 2 hours	£6
Up to 2 hours and 30 minutes	£10
Up to 3 hours	£15
Up to 6 hours	£35
Up to 24 hours (maximum usage time)	£50

**1**

**4**

### Payment options

Members can buy access online, and casual users can either buy access online or at a terminal with a Visa or Mastercard.

If you're a member the usual fee will be debited from your card.

Why should you use Cycle Hire? You can now hire a bicycle for short journeys in central London. It's part of our plan to help make London greener.

How do I use Cycle Hire? You pay a small access fee to take cycles, plus a usage charge that depends on how long you ride – all journeys under 30 minutes are free.

There are two ways to buy your access:

- Sign up as a member at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire) OR
- Buy access as a casual user at any cycle hire terminal, or online at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

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### Safety and training

If you are new to cycling in central London or feel you would benefit from a refresh you can really boost your confidence through some cycle training.

Training is given at various locations across London. We offer a free trial session to new members. Training is given at various locations across London. We offer a free trial session to new members.

**2**

### The Cycle Hire Users' Code of Conduct

To help you enjoy your ride and enjoy London

- DO always abide by The Highway Code ([direct.gov.uk/TravelandTransport/HighwayCode/index.html](http://direct.gov.uk/TravelandTransport/HighwayCode/index.html))
- DO consider wearing a cycle helmet
- DO watch out for other vehicles and pedestrians and give clear hand signals to show your intentions
- DO be careful around lorries and never pass them on the left at traffic lights
- DO consider using designated cycle lanes whenever possible
- DO make yourself seen at night by wearing reflective or fluorescent clothing
- DO check that the cycle is roadworthy (tyres, brakes, saddle, bell)
- DO ensure the cycle is properly docked at a docking point to avoid theft
- DO report abandoned cycles by calling the Contact Centre (05450 263 340)
- DO visit [tfl.gov.uk/cycletraining](http://tfl.gov.uk/cycletraining) to find out more about cycle training
- DON'T ride through red traffic lights – it is dangerous and illegal
- DON'T cycle on the pavement unless it is signed as a shared use path
- DON'T cycle the wrong way up one-way streets
- DON'T overtake unless there is enough room and it is safe to do so
- DON'T cycle too close to, or hold on to, moving vehicles
- DON'T get too close to parked cars in case they suddenly open their doors
- DON'T use a mobile phone or earphones while cycling
- DON'T leave a cycle unattended – if you're not cycling it, return it
- DON'T leave a hire cycle unattended – if you're not cycling it, return it
- DON'T carry passengers on the cycle or animal/bulky items in the basket

And lastly, if you're a visitor to the UK, remember to cycle on the left

**1**

### Getting started

Register as a member, pay your access fees and get all the latest on cycle hire at: [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

Cycle Hire contact centre: 0845 026 3366 or if calling from outside the UK, please call +44 2000 300000.

- Initially drawn to boxed info, pictures, visual information, larger font, easy to read colours
- Smaller copy information becomes secondary



The proposition is the last thing people read – the concept is currently being interpreted through the pricing information

# Response to leaflet – pricing box

*What!?! That's way too expensive for an hour and a half – regular*

*£50 for a day?! Why would I bother! I could buy a bike for that amount! - considerer*

To hire a cycle you need to pay

an access fee for your chosen time period + a usage charge based on journey duration

The usage charge is the same for both Members and Casual Users

Access Fee

Usage charge

Allows you to use the scheme for:

24 hours – £1  
Seven days – £5  
One year – £45  
(Scheme members only)

You can take as many trips as you like within your chosen access period.

Other Charges

Late return charge	£100
Damage charge	Up to £300
Non return charge	£300

The first 30 minutes of every journey are free. After that you'll pay a usage charge, calculated from pick-up time to return time.

Up to 30 minutes	Free
Then	
Up to 1 hour	£1
Up to 1 hour and 30 minutes	£4
Up to 2 hours	£6
Up to 2 hours and 30 minutes	£10
Up to 3 hours	£12
Up to 6 hours	£25
Up to 24 hours (maximum cap)	£50

For casual users the late return charge is pre-authorised against your payment card. This pre-authorised amount will only be taken as a late return charge in the event that you fail to return a cycle within your access period.

You must be 18 years or older to purchase access. You can take a cycle as often as you like during your access period. Access begins when you first unlock your cycle for a member or when your transaction is authorised at the terminal for a casual user.

## Overall response:

- Majority of people in sample look to the pricing chart and realise the scheme is not £1/day for length of time they would expect to use it
  - Haven't understood why short journeys are being prioritised
  - 30 minutes does not feel long – don't know how far they can get in that time
- Some people quickly work out they can ride for £1/day by returning the bikes within 30 mins starts to feel doable
  - Minority of sample, tended to be younger

## Suggested improvements:

- Important to explain the concept of how the scheme has been designed before seeing the pricing information
  - Design and layout can play a role in emphasising the concept introduction
  - Supports the need for advertising to play a role so expectations for the concept start to be set prior to reading leaflet
- Scenarios that illustrate how far an average cyclists can get in 30 minutes
- Potential to explicitly state how to make the most of the system (ride all day for £1 if you return your bikes within 30 minutes)

# Response to leaflet – pricing box

*Ok, so this is kind of like street car – well they need to explain it better – occasional*

*What does access mean? Is this like a membership fee? I understand usage charge but access is confusing - regular*

To hire a cycle you need to pay

an access fee for your chosen time period + a usage charge based on journey duration

The usage charge is the same for both Members and Casual Users

**Access Fee**

Allows you to use the scheme for:

- 24 hours – £1
- Seven days – £5
- One year – £45 (Scheme members only)

You can take as many trips as you like within your chosen access period.

**Usage charge**

The first 30 minutes of every journey are free. After that you'll pay a usage charge, calculated from pick-up time to return time.

Up to 30 minutes	Free
Then	
Up to 1 hour	£1
Up to 1 hour and 30 minutes	£4
Up to 2 hours	£6
Up to 2 hours and 30 minutes	£10
Up to 3 hours	£12
Up to 6 hours	£25
Up to 24 hours (maximum cap)	£50

**Other Charges**

Late return charge	£100
Damage charge	Up to £300
Non return charge	£300

For casual users the late return charge is pre-authorised against your payment card. This pre-authorised amount will only be taken as a late return charge in the event that you fail to return a cycle within your access period.

You must be 18 years or older to purchase access. You can take a cycle as often as you like during your access period. Access begins when you first unlock your cycle for a member or when your transaction is authorised at the terminal for a casual user.

## Overall response:

- Two part pricing system can be confusing – ‘access fee’ not immediately understood
- Usage charge: confusion over how long bike can be used for, whether pre-booking for specified time is necessary
- Other charges are expensive without an explanation for how they are charged
  - Worry that charges apply after 30 minutes or pre-booked time

## Suggested improvements:

- Reconsider more literal wording, along the lines of how car sharing clubs work
  - Access fee → ‘Membership/joining fee’
- Scenarios that illustrate how the structure works
- ‘Other charges’ would benefit from explanation for why charges are there – to encourage sharing mentality and avoidance of theft
- Explain that late charges only applicable if bike hasn’t been returned for 24 hours
- Missing information: liability in the case of theft, damage, punctures and insurance
- Emphasise receipt of journey available to counteract fear of being wrongly charged (re: Oyster) – currently in ‘How to use’ section

# Response to leaflet – the map

## Overall response:

- Exciting, people immediately look to see if there are stations near home and work
- Number of red dots/stations is visually impressive and more than expected
- Visually describes the boundaries of the scheme



## Suggested improvements:

- Emphasise large, interactive map available online
- Potential to include colour coded cycle lanes/routes
- Some found the red dots difficult to see – could be made more prominent

*Oh look there's one right outside my office! - occasional*

*Wow there's way more than I thought there would be - regular*

# Response to leaflet – code of conduct

## Overall response:

- Boxed information and pictures draw the eye in – but draws attention away from other areas of primary information needs
- Direct and helpful information about safety – expected and appreciated
- ‘Code of conduct’ and first few do’s (highway code, helmets, hand signals) lead user to expect safety messages throughout – tendency not to read all the way through
- Information about how the scheme works can be missed – or else surprised to find scheme information included in this section
  - 2: helmets not mandatory
  - 7: responsibility to check if bike is roadworthy
  - 8: how to prevent theft
  - 9: how to report abandoned cycles (and phone number)
  - 19: cycles don’t come with locks
  - 20: what to carry on the bikes



*I think it's a really positive thing that this is included, it makes me think that TfL have thought it through and care about my safety – occasional*

*This really catches my attention, the pictures make the information easier to understand - considerer*

## Suggested improvements:

- Focus information in Code of Conduct to safety messages – keep scheme specific information separate
- De-prioritise safety box in terms of size and stand out relative to other information that answer primary information needs

# Response to leaflet – how to use, benefits, how to pay

## Overall response:

- Bullet points appreciated but lacks standout against boxed information (pricing, code of conduct)
- Information about two usage types – casual and members – is fragmented and makes it difficult to understand how the scheme works at a glance
  - People are drawn to the ‘How to use Cycle Hire’ before they read about the benefits of becoming a member
  - Payment options include casual and member information together rather than split out and in a separate section
- First time users are unlikely to jump straight into membership
  - Casual usage is first port of call

**Benefits of becoming a member**

There are many benefits to registering as a member of the Cycle Hire scheme. Members can:

- Choose daily, weekly, or annual access periods.
- Receive a key for quick and easy access to cycles. No queuing at the terminal, just unlock and go.
- Provide family and friends access and keys of their own (up to 4 additional users)
- Opt for automatic access fee renewal, so your access never expires.
- Choose from Direct Debit and payment card options.
- Manage their account and activities online.

**Annual access**

For just £45 you can use the scheme every day of the year. If you use Cycle Hire regularly that's a huge saving over daily or weekly access.

**Membership Key**

Pay a one-off £3 fee for your membership key which allows you to take a cycle without using a terminal.

*Image of key to be provided*

**How to use Cycle Hire**

**Members:**

- Approach a docking station with no light illuminated
- Insert your key into the docking point slot
- Amber light will illuminate while your account is being verified
- Green light: unlock your cycle and go
- Redock the cycle at the end of your journey and ensure that the docking point light turns green

**Casual users**

- Purchase your access fee online or at the docking station terminal.
- Go to the docking station of your choice and follow the instructions on the terminal screen.
- You will be issued with a 5 digit cycle release code
- Enter this code into the pad on the docking point where no light is illuminated to release the cycle
- Amber light will illuminate when the code is being verified
- Green light: unlock your cycle and set off

**Payment options**

Members can buy access online, and casual users can either buy access online or at a terminal with a Visa or Mastercard.

If you're a member the usage fee will be debited from your account. If you're a casual user, your usage fee will be taken from your payment card when you return your cycle.

Terminals do not accept cash payments or Oyster cards.

## Suggested improvements:

- This is a primary information need – needs to be prioritised in terms of layout, font size and stand out
- Prioritise casual usage information before membership to encourage first time trial
- Simplify all information about the scheme against two categories of usage – casual or member
- Potential to use scenarios or flow chart to guide reader through how it works ('want to try it out?' or 'want to join for a year?')
- Missing information: age of use (currently only alluded to in pricing) and phone # to ask questions, or in case something goes wrong

*I didn't even read this part – what does it say again? - occasional*

*The how to use information looks simple enough, although what does member vs casual mean? - regular*



# Response to leaflet – safety and training

## Overall response:

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- Good information
  - Often unaware training exists already and seen as a benefit of the scheme – particularly for those who don't currently cycle in Central London
  - Addresses safety concerns to a certain extent
- Raises questions about the bike itself
  - Lights, lock, ability to raise and lower the seat, how to carry briefcase/bags
- Raises questions about safety measures in place
  - Helmet, high visibility, lights

### Safety and training

If you are new to cycling in central London or feel you would benefit from a refresh you can really boost your confidence through some cycle training.

#### Training

Cycle training is a great way to make sure you have the skills and confidence to enjoy cycling in London. We work with all the London boroughs to provide free or subsidised cycle training for adults.

Training from your borough is available locally and is given by qualified National Standards instructors.

You can find cycle training in the borough where you live, work or study at <http://www.tfl.gov.uk/cycletraining>

So that everyone can get the most from the scheme, you must follow our code of conduct.

## Suggested improvements:

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- Potential to focus this section on 'the bike, the kit and training'
- Give explicit information about providing your own helmet, high visibility, kit and why – e.g. this isn't the part that people want to share! up to each cyclist to decide for themselves etc.
- Explicit information about the bike – adjustable seat, three gears, reflectors, lights, and no lock (with explanation - lock up at a docking station)
- Picture of the bike with as much detail as possible

*I would definitely use the training offered; one of the main reasons I don't cycle in London is because I'm a bit nervous so this sounds great – considerer*

*So what about wearing a helmet? Will this be included when you hire the bike? – occasional*

# Response to leaflet – introduction

## Overall response:

- Current layout / presentation does not communicate importance of information
- Introductory paragraph (blue on white) communicates the proposition well, but currently lost
  - Once read, pricing structure/how the scheme works starts to make sense
  - Text in blue on green box is not easily taken in and message is not as motivating/direct as introductory paragraph
- Key words explain the nature of the scheme:
  - ‘New’: implies something different, innovative, exciting
  - ‘Sharing’: not ‘hiring a bike for the day’, for all Londoners
  - ‘Short journeys’: necessary to enable sharing system, sets scheme up as alternative to other modes
  - ‘Cycle friendly city’: community of cyclists, pride in London initiative
- Key words that explain benefits of the scheme:
  - ‘24 hours/day’: convenience, freedom, alternative to Tube in the early morning
  - ‘400 docking stations’: accessibility
  - Using stations as locks: great for people who worry about bikes getting nicked, don’t have to look for a place to lock up
- Pricing information doesn’t lend itself easily to wording
  - Key message: £1/day and journeys under 30 minutes are free
  - Key message: longer journeys will cost additional amount

Cycling is a great way to get around London – it’s quick, convenient, environmentally friendly and gives you the opportunity to get closer to the sights! What’s more our new scheme is great value for money.

Cycle Hire is our new self-service public bicycle sharing scheme for short journeys in central London. It’s part of our plan to help make London a cycle-friendly city.

### Where you pick up and leave your cycle

You can hire a cycle from any of 400 docking stations throughout the city, 24 hours a day, all year round. When you reach your destination, simply re-dock at the closest cycle hire station.

There’s no booking just take a cycle and ride!

### How does it work?

You pay a small access fee to take cycles, plus a usage charge that depends on how long you ride – all journeys under 30 minutes are **free**.

There are two ways to buy your access:

- Sign up as a **member** at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire) OR
- Buy access as a **casual user** at any cycle hire terminal, or online at [tfl.gov.uk/cyclehire](http://tfl.gov.uk/cyclehire)

*It’s different to what I was expecting – a different way to get around London...really innovative - regular*

# Response to leaflet – introduction cont'd

## Suggested improvements:

- Core proposition and introduction benefits from preceding the pricing structure in terms of how the leaflet is digested
  - Important to signal this is a 'new' way to get around London – make a grand entrance, exciting and innovative approach to transport
  - Layout and design can reflect importance of introduction – large font, boxed information, easy colours to read from
  - Potentially use a step approach to order the information flow: e.g. Step 1 – What is Cycle Hire? Step 2: How does it work? Step 3: How much does it cost?
- Missing information:
  - How many bikes are available (6000 is impressive figure)
  - Redistribution team: human presence, also impressive

Cycling is a great way to get around London – it's quick, convenient, environmentally friendly and gives you the opportunity to get closer to the sights! What's more our new scheme is great value for money.

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*So how many bikes are there going to be? ... (told answer)...oh, well this is really impressive, why don't they us this!*

*I like that it's making London a cycle friendly city - we need to share these bikes so everyone can have a go - occasional*

# Summary of suggested information hierarchy for leaflet

## Primary information needs

Introduction / concept



How to use



Pricing

- Emphasis on sharing scheme, short journeys, how many bikes/stations and innovation in how people get around London
- Streamline information against two categories: casual or member (how to use, benefits, how to pay)
- Include age restrictions and a number to call
- Potentially change language to explain access fee
- Explain charges within the context of the scheme as much as possible (how far you can get, encourage sharing, etc)
- Scenarios of 'how to make the most of the system'
- Include liability information – punctures, theft, damage, etc.

## Secondary information needs

Training and bike

Safety code of conduct

- Explicit information about the bike, what's provided/not provided (including no lock)
- Training is a benefit and addresses some safety concerns
- Focus information to safety only – keep scheme specific info separate

**Design cues - visual and boxed information, font size, colour scheme – to reflect the primary and secondary nature of the information**

# After learning more, potential users differ in interest levels

## Early adopters

Primarily regular and occasional cyclists

- Embrace the concept (when properly explained)
- Community approach, pro-cyclist

See the benefit of not using their own bikes for certain occasions

- When worried of getting stolen
- When weather is not great
- For friends who don't have bikes
- Spontaneous moments

Some considerers can see the benefit

- When commuting from outer London is too far – cycle hire perfect for once you get off the train, alternative to the Tube

## Next wave

Primarily considerers

- Safety concerns remain
- Not family friendly (younger children)
- Pricing doesn't encourage leisurely bike rides in the park

Some people wary of giving credit card details

- Across regular, occasional and considerers, proportion of people who will need to see it work before they believe it
- They recall Oyster card wrong charges in early days

Early adopters buy into the concept behind the scheme and remain enthusiastic about trial