

# Hounslow E-Bike Scheme Review

## Appendix B: Overview (Area 3)

January 2025



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3. Boroughwide Trial Results (Operations)
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# 1. Executive Summary

- 265 e-bike parking bays implemented via ETMO in 3 phases across the borough, starting June 2023.
- [16 July 2024 Cabinet report](#) delegated authority to the AD Traffic, Transport & Parking (in consultation with the Cabinet Member) to make permanent the ETMOs.
- This is subject to review of 12 months of data, review of e-bike parking bay locations, consultation with ward members and implementation of the amendments in the Cabinet report.
- This report provides a scheme overview, trial results, and recommended bay amendments.

## Borough-wide results:

From June 2023 to Sept 2024 (16 months):

- Ridership has increased **132%**  
(40,000 to 93,400 trip starts in Hounslow per month)
- Number of active users has increased **100%**  
(11,500 to 23,500 users in Hounslow per month)
- Parking compliance averaged **95%** over past year



## 2. Scheme Overview

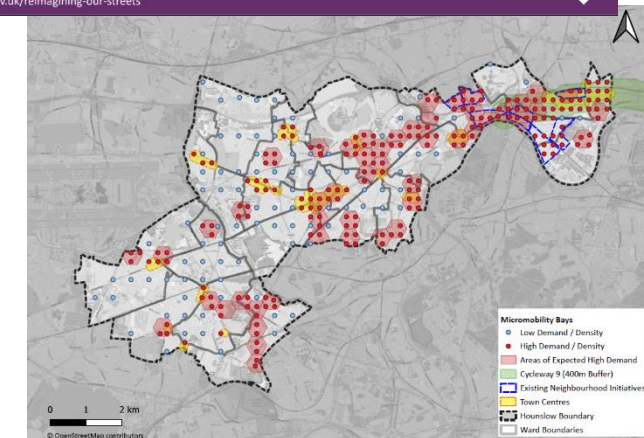
## Scheme Overview

- Prior to Summer 2023, shared e-bikes in Hounslow were operating under an unauthorised free-floating model (i.e. the e-bikes could be parked wherever the user saw fit).
- Council received frequent complaints about e-bikes left in an obstructive manner on footpaths/carriageways, impacting vulnerable pedestrians and prompting the need for a more formalised scheme.
- In response, the Council's Cabinet agreed to introduce an e-bike scheme to the borough on 18th April 2023.  
[Link to the Cabinet report.](#)
- Mandatory parking bays ensure the council has greater control over where bikes are parked and therefore reduce negative impacts on other highway and footpath users.



# Scheme Overview

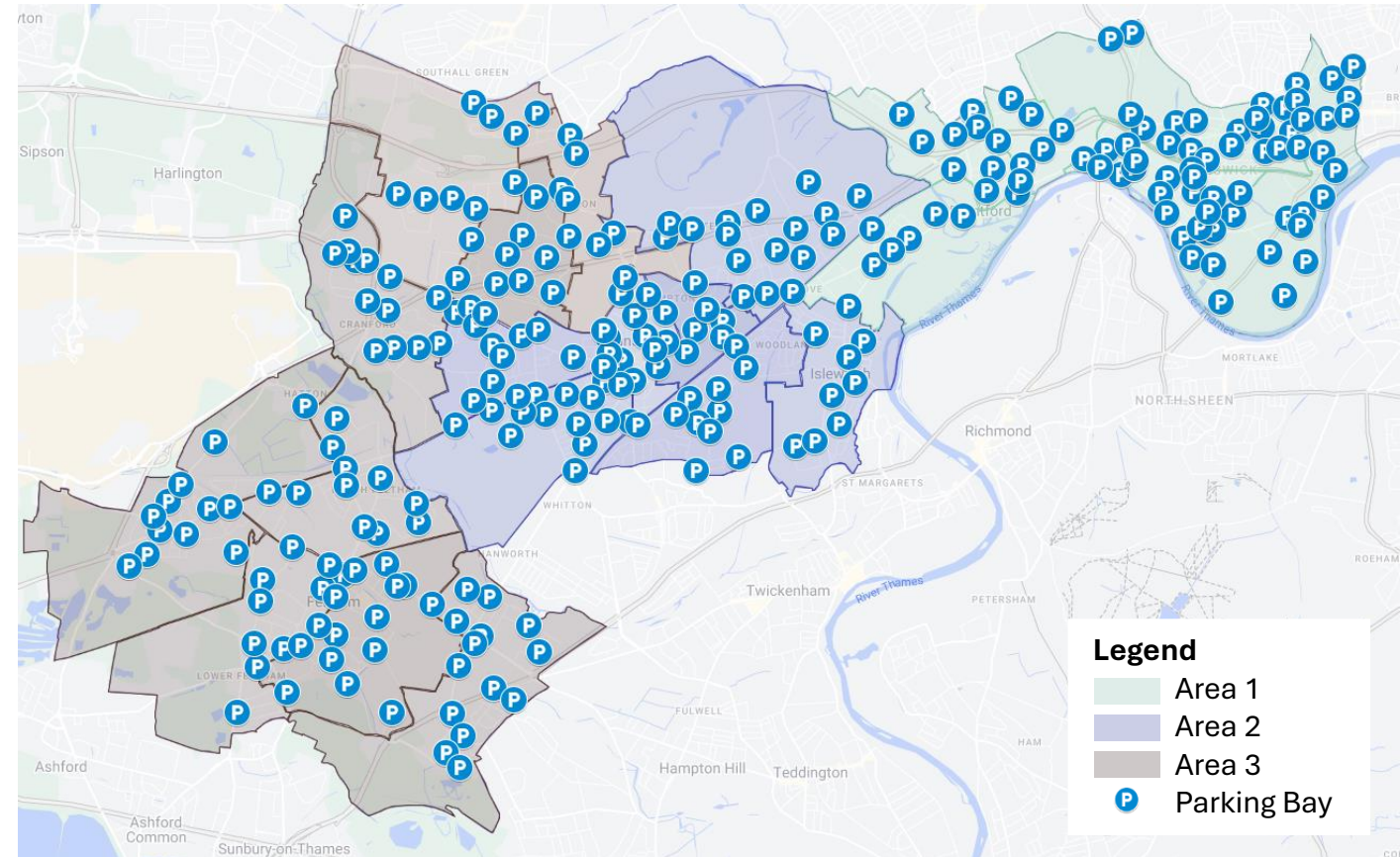
- The parking bays were implemented through an **experimental traffic management order (ETMO)** for an initial six months, with the possibility of extension to up to 18 months.
- Rationale for the location strategy was reflected in the Council's draft Kerbside Strategy, which was consulted upon in Autumn 2023.
- **265** dedicated parking bays were introduced in total across the borough.
- Bays are spaced every 250m to 500m (a 1.5 to 3 min walk away) depending on the level of anticipated demand in each area, giving users confidence they will be able to find a bay/bike when they need it, close to their origin or destination.
- Bays are predominantly located in existing carriageway parking bays; smaller number of footway bays provided where suitable.
- Single operator: **Lime**



# Scheme Overview

The e-bike parking bays were delivered across three key areas of the borough, in four phases:

- **Phase 1:** launched in Brentford and Chiswick (known as **Area 1**) in June 2023.
- **Phase 2:** launched in Isleworth, Hounslow, Osterley and Spring Grove (known as **Area 2**) in July 2023.
- **Phase 3:** launched in Bedfont, Cranford, Feltham, Hanworth and Heston (known as **Area 3**) in September 2023, along with some minor amendments to the bays in Areas 1 and 2.
- **Phase 4:** minor amendments to the scheme completed across all areas in autumn 2023, based on scheme feedback.



## Scheme Overview – ETMO Process

- The e-bike scheme is part of Hounslow's Kerbside Strategy, which was approved 16 July 2024. Read the Cabinet Report.
- As part of the ETMO process, Council required to collect feedback for at least the first 6 months of the trial.
- However, the Cabinet report above recommended that the trial be extended so that data for a full 12-month period could be evaluated in each of the e-bike areas.
- This gave residents the opportunity to try using the e-bikes across all seasons and provide feedback on the scheme.



The street  
is for  
everyone

**72% agree the street is a public space everyone should be able to use.**

*- Kerbside/Parking Strategy engagement, 2023*



## Scheme Overview – ETMO Process

- The 16 July 2024 Cabinet report delegated authority to the Assistant Director Traffic, Transport & Parking, in consultation with the Cabinet Member for Environment & Climate Change, to make permanent the ETMOs associated with the e-bike scheme.
- This is subject to the satisfactory review of a full 12 months of data from each scheme area, a further review of e-bike parking bay locations, consultation with ward members and implementation of the amendments set out in the Cabinet report.
- As of 19 September 2024, each e-bike area has been active for over 12 months. Officers have now compiled and assessed all feedback.
- **The following sections outline borough-wide trial results and ward-specific recommendations.**





# **3. Boroughwide Trial Results (Operations)**

## Trial Results – Overview

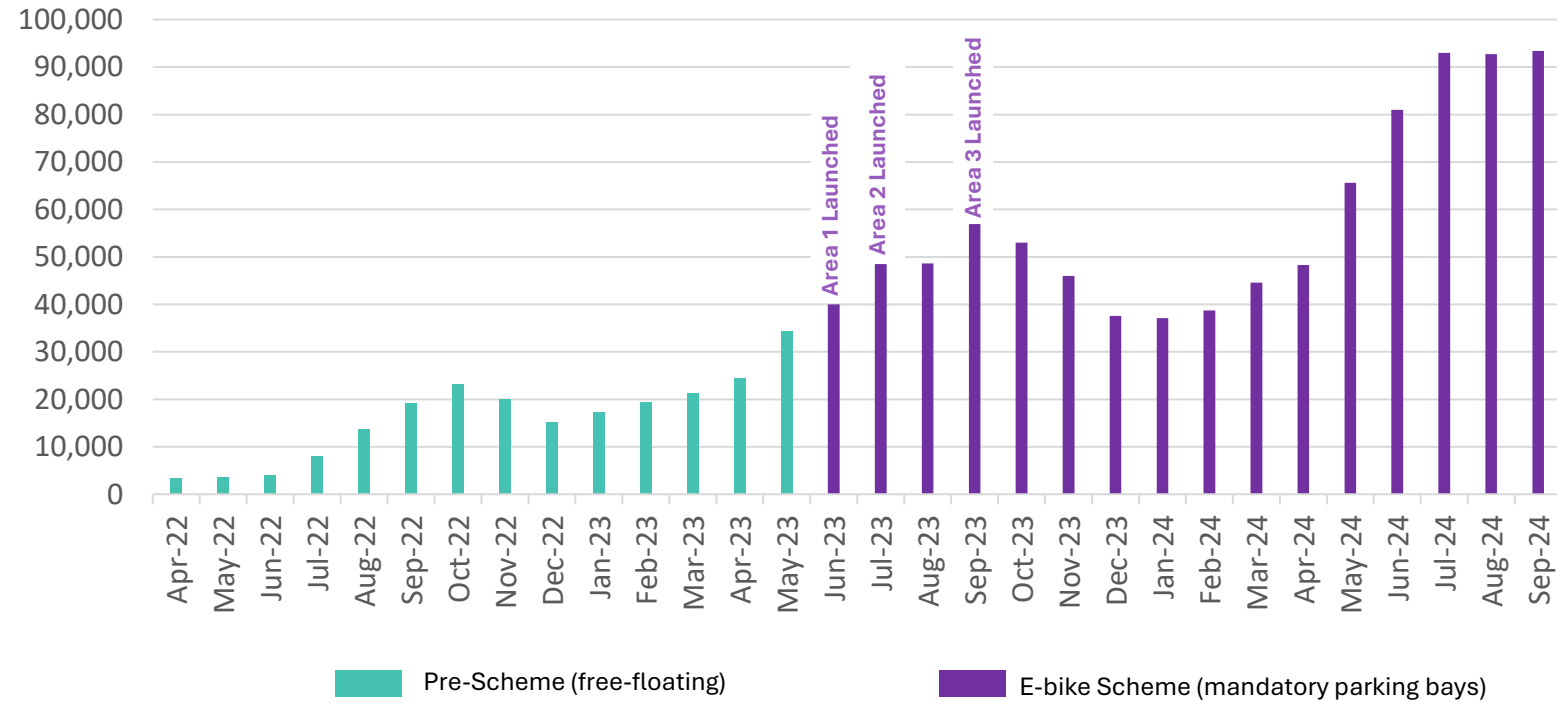
- Throughout the duration of the trial, Lime has provided the Council with data on scheme performance. A range of metrics are provided, including the number of trips made each month, the number of scheme users, key origins and destinations, collision data, and the numbers of scheme users receiving fines/bans.
- Officers have also been reviewing the feedback received from members, residents, businesses and other stakeholders.
- For the trial to be considered a success, on balance these metrics will have demonstrated that the scheme has been a positive addition to the borough's transport network. Any negative consequences will have been carefully managed or steps put in place to mitigate/reduce these as far as possible.
- The **E-bike trial evaluation report** provides a detailed analysis of initial results (as of June 2024). This report was Appendix 3 of the 16 July 2024 Cabinet Report.



# Scheme Utilization (Boroughwide)

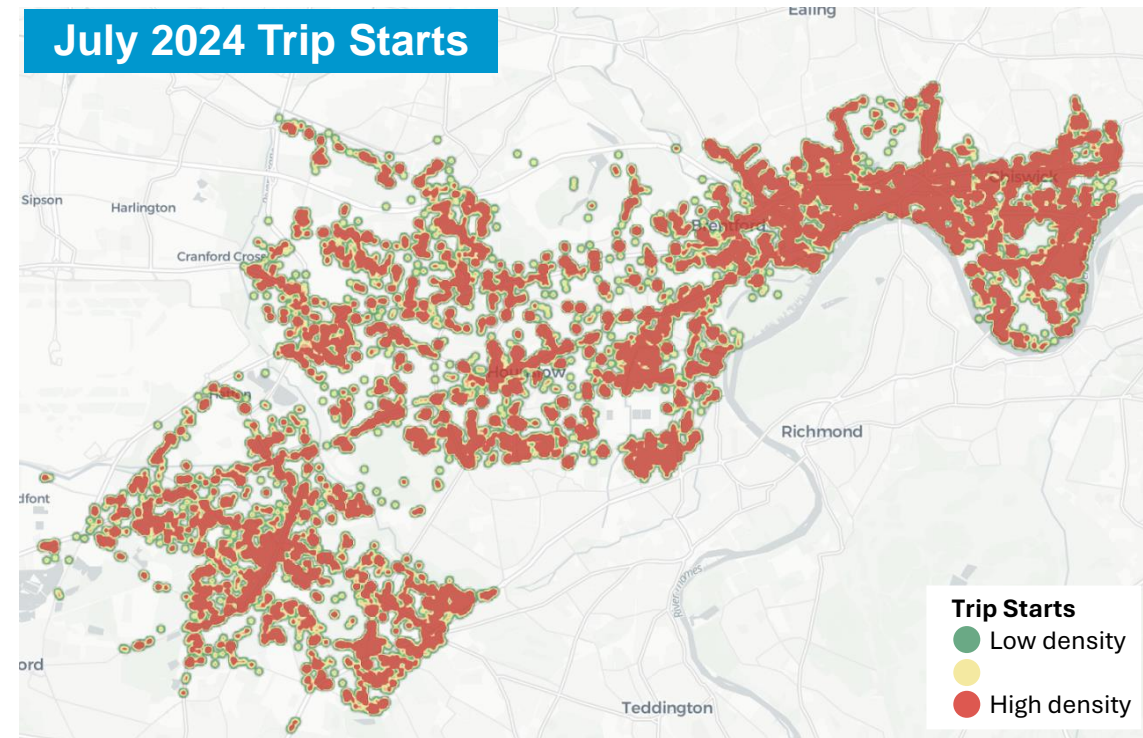
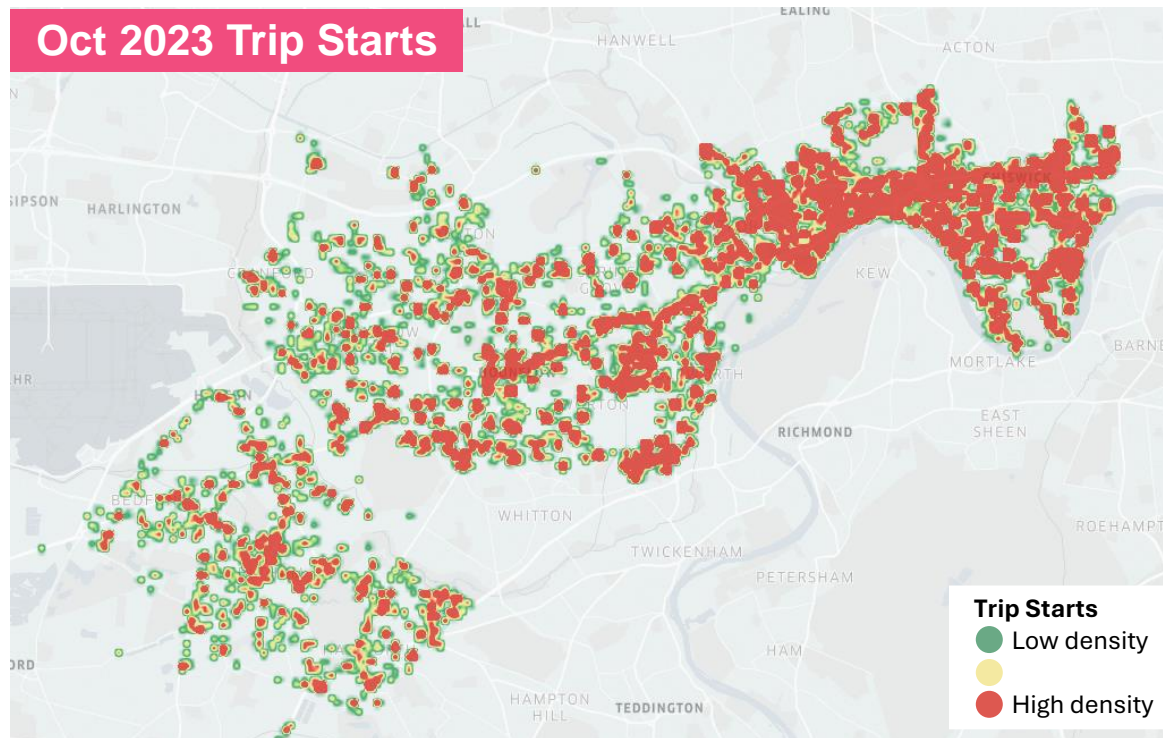
- Graph shows growth in e-bike ridership since introduction of mandatory bays in June 2023.
- Trip levels tend to experience seasonal peaks and troughs (warmer weather bringing higher trip rates).
- June 2023 (start of trial) saw just over **40,000** trip starts in Hounslow. By September 2024, ridership grew to over **93,400** trip starts in the borough.
- This represents a **132% increase in ridership** over 16 months. We would expect to see further increases next year.

Shared E-bike Trips Starting in the Borough per Month



# Scheme Utilization (Boroughwide)

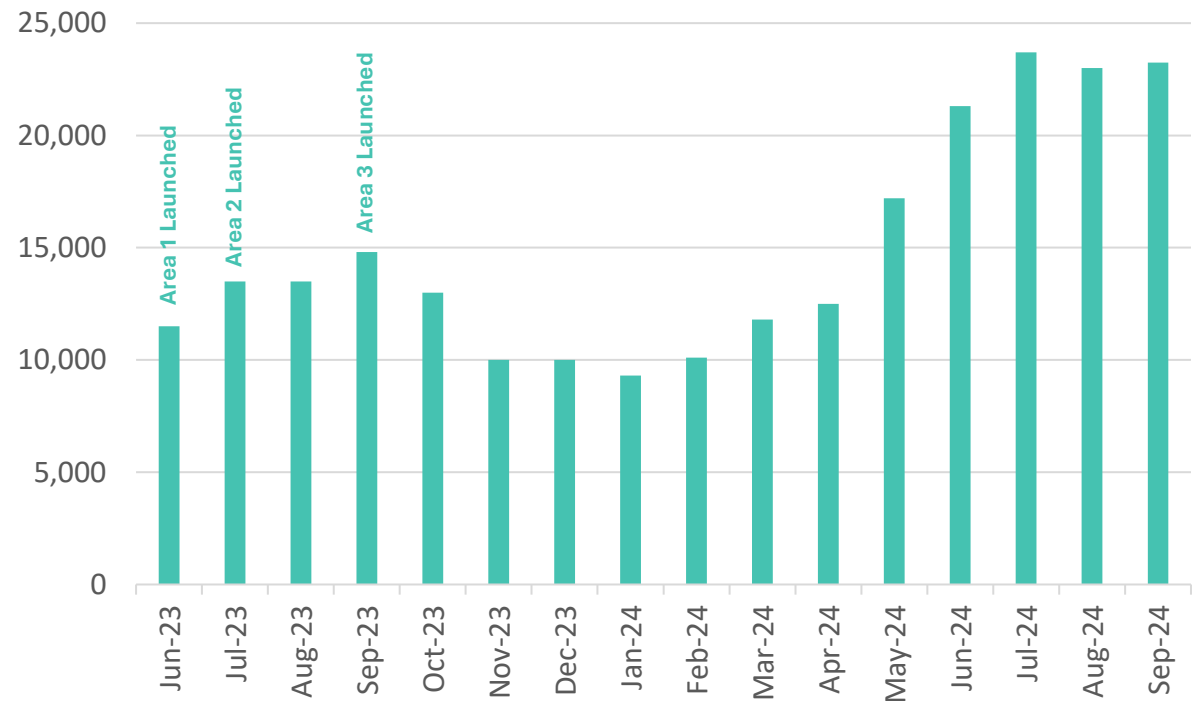
- The **heat maps** below show the growth in ridership from **Oct 2023** to **July 2024** (especially notable in Areas 2 & 3)



## Active Users (Boroughwide)

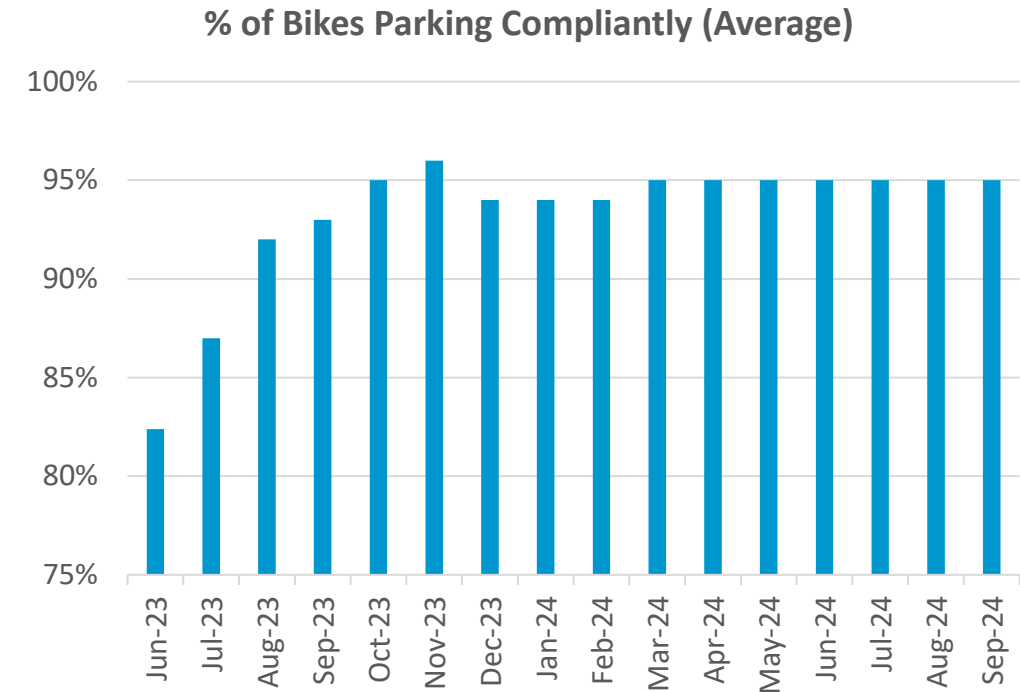
- Graph shows growth in active users (i.e. people using the Lime App in Hounslow).
- Like ridership, user levels tend to experience seasonal peaks and troughs.
- June 2023 (start of trial) saw just over **11,500** active users in Hounslow. By September 2024, there were over **23,250** active users in the borough.
- This represents a **100% increase in users** over 16 months.
- Again, this is expected to increase on an annual basis as the scheme gains more new users.

Active Scheme Users per Month



## Parking Compliance (Boroughwide)

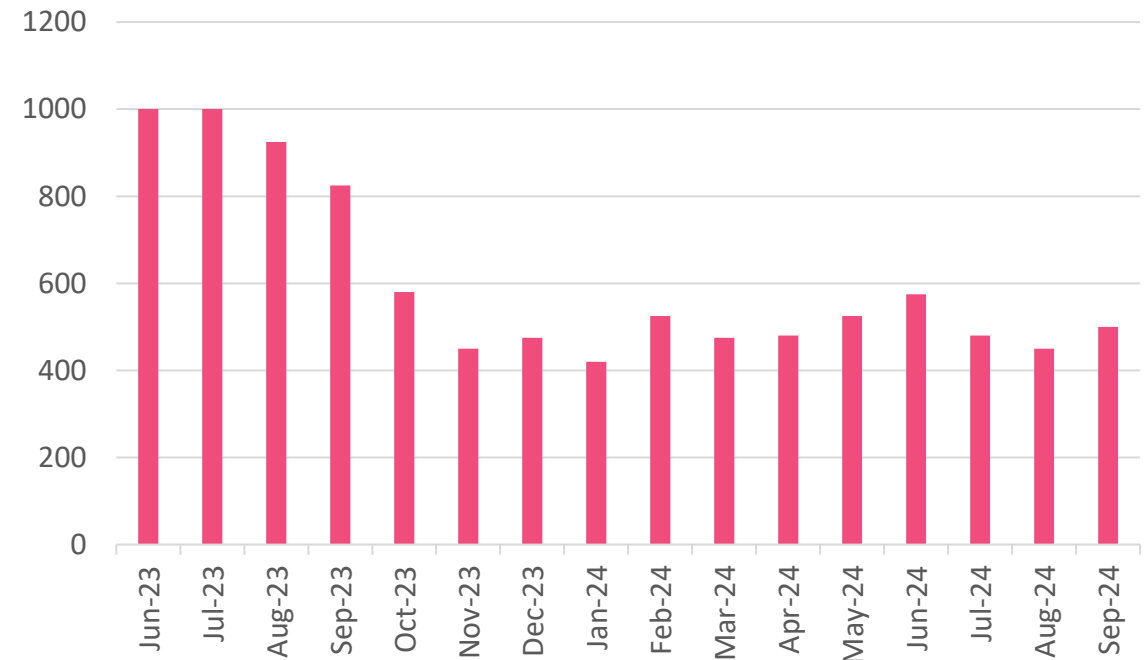
- Parking compliance is the percentage of trips ended within the dedicated parking bays.
- As anticipated, upon launch of the scheme a period of adjustment was needed as users adapted to being required to park the e-bike in dedicated bays. Parking compliance in the first month was **82%**.
- Compliance has steadily increased and levelled out at **95%**.
- Despite high reported parking compliance rates, the Council continues to receive complaints related to mis-parked bikes, with officers challenging Lime to make further improvements.
- Lime acknowledges there is always likely to be a degree of user error that will be difficult to eliminate given the volume of trips starting/ending in the borough, as well as the different parking rules across London that creates confusion for users.



## Fines (Boroughwide)

- Users who do not park within a bay at the end of their trip face a fine, the level of which increases after each use, before they are ultimately banned from the scheme.
- At the start of the trial, around **1,000 users per week** were fined for improper parking in Hounslow. This number has decreased to around **500 users per week** in September 2024
- This represents a **50% decrease in fines** over 16 months and mirrors improvements in parking compliance rates.

E-Bike User Fines per Week (Average)





## Operator Response Times

- The Council's agreement with Lime sets out operator response times dictating how quickly the operator is expected to respond to issues such as mis-parked or damaged bicycles.
- Where a Lime bike is damaged/not operational (but not causing an obstruction), it must be removed within 24 hours from the time of receipt of notification, and repaired, before returning to the fleet.
- Where a Lime bike presents a danger or obstruction, it must be removed within 2 hours from the time of receipt of notification.
- Council staff monitor response times and to date Lime has been meeting the required timelines.



## Addressing Complaints

- Council officers work closely with Lime to monitor operations and ensure issues are addressed
- Both the Council (via the [website](#)) and Lime (via in-app notifications and their [website](#)) provide educational materials outlining parking rules and best practices for users
- Officers have conducted independent e-bike parking tests to assess how the geofencing technology is working and whether parking regulations are being enforced
- Government legislation is planned to enable enforcement (see box to right) but in the meantime informal agreements are considered the best way to manage operations

## Government Regulation & Pan-London Scheme

- In the absence of dedicated bays for the e-bikes, local authorities do not currently have the power to prevent operators from deploying a free-floating fleet (i.e. e-bikes not parked in dedicated bays) in the borough.
- This will change under the new Transport Bill that is being developed by government, but the timescales for this are uncertain. The borough, along with London Councils, wrote to the MP to lobby for regulation. Subsequently, the [English Devolution White Paper](#) (16 Dec 2024) outlined the Government's intent to empower Local Transport Authorities (including TfL) to regulate on-street micromobility schemes, and the Department of Transport have begun engagement on this topic.
- TfL, London Councils and London boroughs are exploring the design of one coordinated future scheme to manage dockless e-bikes and e-scooters in London, through a contract, to improve parking, while increasing the quality and sustainability of services in London. **The borough has expressed an intent to join this scheme.**
- TfL recently announced they are planning to take enforcement action against e-bike operators who deploy bikes outside designated parking places on red routes and TfL land. TfL's offer to test this approach will inform London Boroughs' implementation of similar measures and Hounslow will monitor this pilot carefully to help define our own, local approach.

## Community Feedback (Boroughwide)

- **General Acceptance:** The majority of e-bike parking bay locations have been well-received, with no significant objections, indicating a broad acceptance of the scheme.
- **Localized Concerns:** Some locations have elicited concerns related to:
  - Safety and sightlines (e.g., placement of bays near junctions and high-traffic residential areas), with concerns regarding risk of collision.
  - Noise (from Lime operatives and users).
  - Mis-parked bikes and obstruction of pedestrian pathways.
  - Impact on local traffic and parking or impeding emergency services/waste collection.
- **Amendments:** Feedback has led to recommendations for retaining most bays, with adjustments suggested at specific sites to address safety concerns or to improve accessibility.

### For More Detail:

- See **Appendix C** for a summary of comments received on each parking bay



# 4. Review Methodology

## Review Methodology

- Officers have reviewed the trial data (from Lime) and assessed feedback from members, residents, and businesses regarding parking bay locations.
- Where requests have been made to remove or relocate a bay, officers have conducted a review to assess **safety and functional criteria** (see next page for details)
- General comments related to e-bike operations, such as mis-parked bikes, noise complaints, anti-social behaviour, etc. tend not to be site-specific as these can occur in any parking bay. As such, they were not considered reasons to remove/relocate a bay, unless there were site specific considerations.

**Recommendations** have been made regarding the outcome for each parking bay:

- **Retain the bay** (i.e. transition from experimental to permanent)
- **Relocate the bay** (within the ward)
- **Remove the bay** (without relocation)
- **Add a new bay** (due to demonstrable parking demand and pressure on the bay or to plug existing gaps in network coverage)

## Safety and Functional Criteria

Officers considered the following **safety and functional criteria** when assessing community complaints:

- **Obstructions to Vehicular Movements:** Bays should not significantly impede the flow or movement of vehicles in the area, for instance by narrowing the carriageway compared to their former use.
- **Sightline Issues for Vehicular Traffic:** Bays should not worsen sightlines for drivers, compared to their former use (typically vehicle parking), which is crucial for road safety.
- **Safety of Bike Users:** Bays located in high traffic areas or at junctions should not pose unacceptable risks when retrieving/parking bikes.
- **Impact on Pedestrian Flow:** Bays should not disrupt pedestrian 'desire lines' or cause crowding in high-footfall areas.
- **Environmental Concerns:** Any potential impact on local greenery, drainage, or nearby wildlife habitats must be considered.
- **Utilisation:** *See next slide for details*

## Bay Utilisation

- Utilisation describes how many e-bike trips started from a parking bay in a given month.
- Consistently **high utilisation** may suggest the need for an additional bay in the vicinity. In other parts of the borough, bays have been flagged for review due to identified issues with bays being overcapacity and/or demonstrated high utilisation plus community comments. No bays in Area 3 currently meet these criteria as it is still relatively newly established.
- Parking bays showing consistently **low utilisation**\*\* have also been reviewed to see if relocation/removal of the bay might be warranted.
- Any decision to remove a parking bay needs to be carefully balanced against whether this would have a detrimental impact on the overall e-bike parking network and user confidence in the scheme. In these cases, a longer period of assessment may be appropriate.
- In parts of the borough that currently have lower historic uptake of active/sustainable transport, it is important to give the scheme time to grow. Shared e-bikes can provide a convenient transport option in areas that are poorly served by public transport, but behaviour change takes time.

\*\* *Bays that did not achieve at least 30 trip starts in a single month (from July-Sept 2024) have been flagged for review. Officers recommend retaining these bays to ensure network continuity and monitoring bay utilisation.*



# 5. Ward Overviews



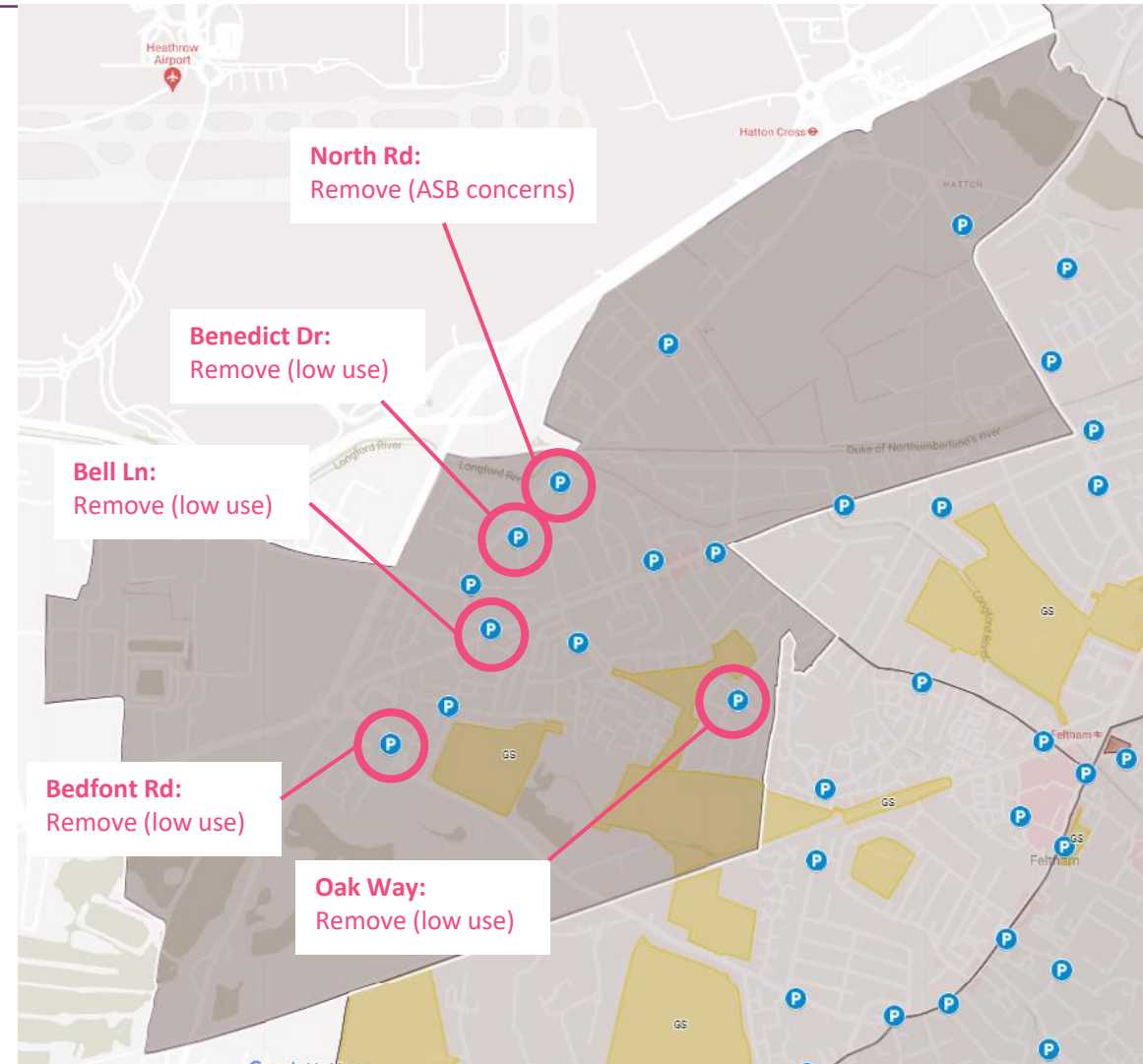
# Ward Overview

## Bedfont

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>12</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>7</b>

**Legend**

- Area 3
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed



# Ward Overview

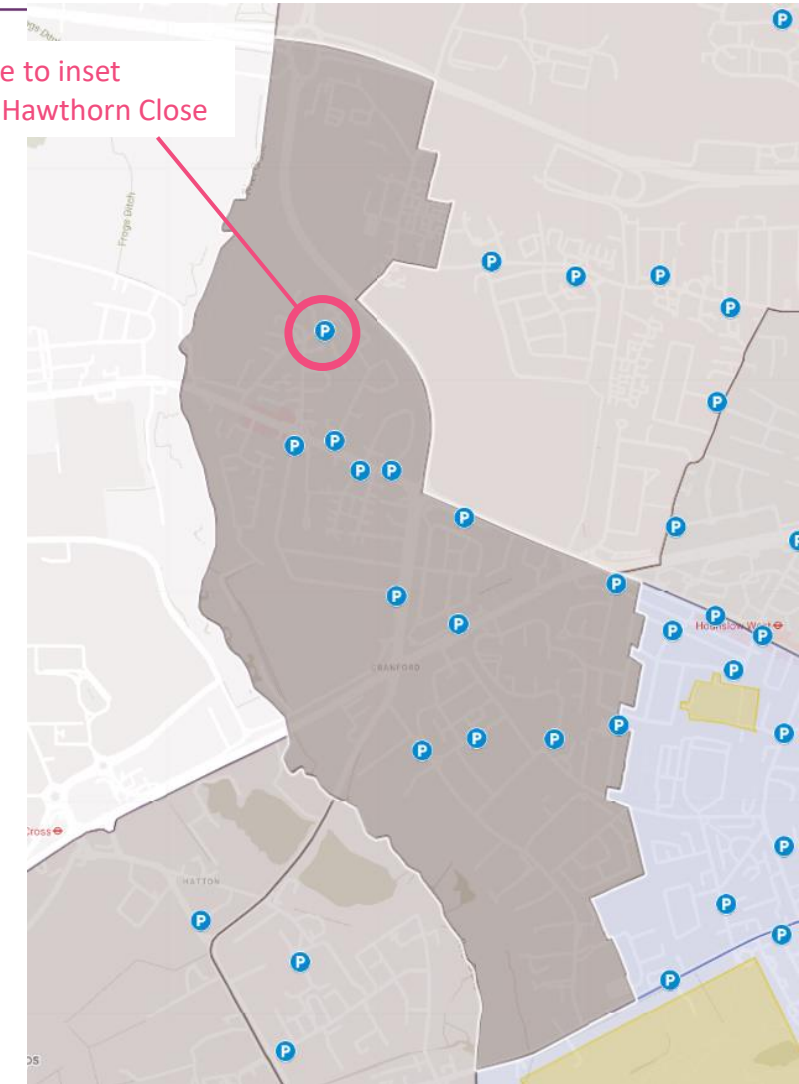
## Cranford

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>12</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>12</b>

**Hawthorn Close:** Relocate to inset parking area further into Hawthorn Close

**Legend**

- Area 2
- Area 3
- Go Slow Zone
- Parking Bay
- Relocation/Removal Proposed



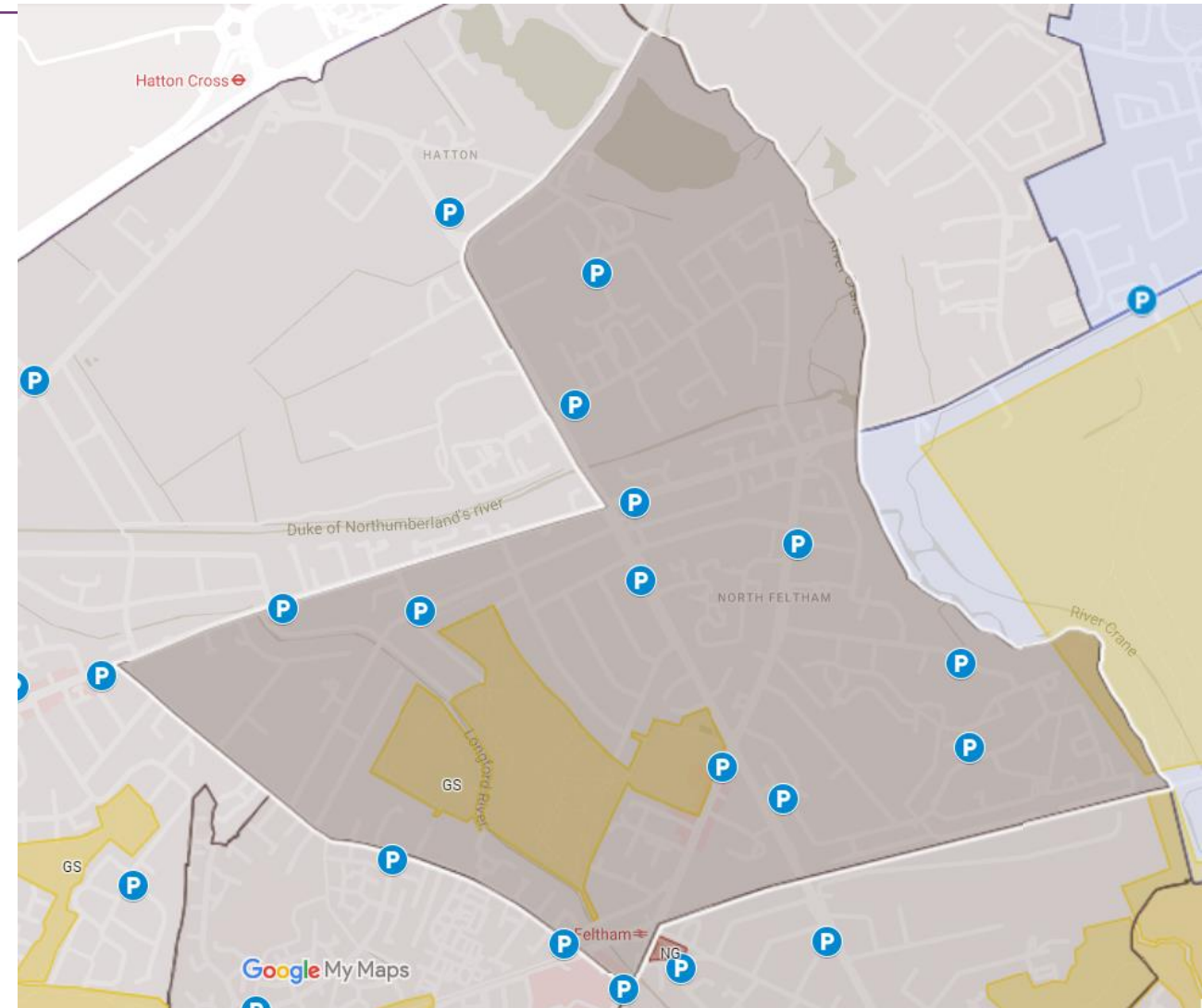
# Ward Overview

## Feltham North

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>11</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11</b>

**Legend**

- Area 2
- Area 3
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed



**No Go Zones:** cycling is not permitted (e-assist will automatically cut out);  
**Go Slow Zones:** cycling is permitted, but the e-bike's speed is automatically limited

# Ward Overview

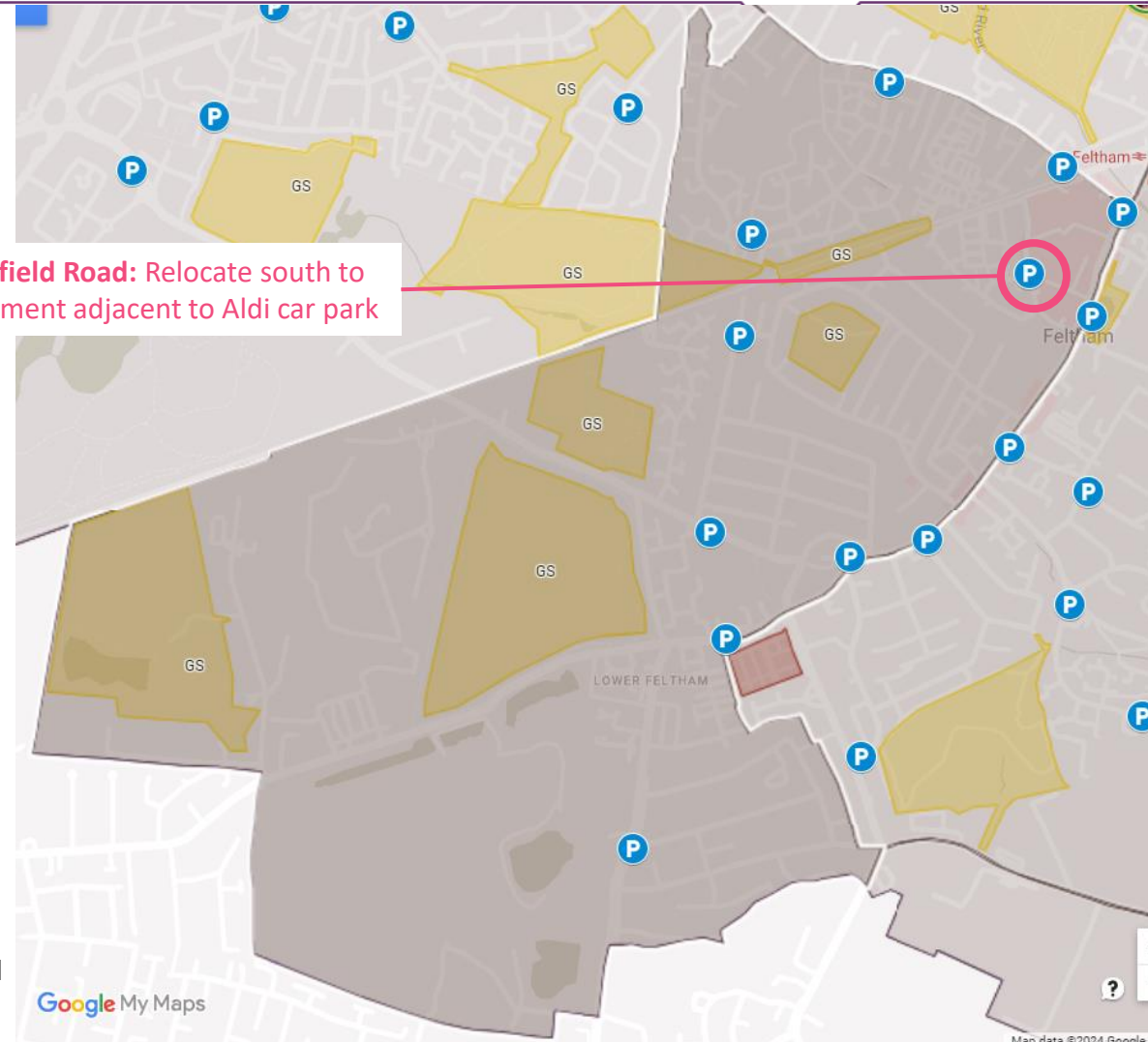
## Feltham West

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>10</b>	<b>9</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>10</b>

**Legend**

- Area 3
- No Go Zone
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed

**Highfield Road: Relocate south to pavement adjacent to Aldi car park**



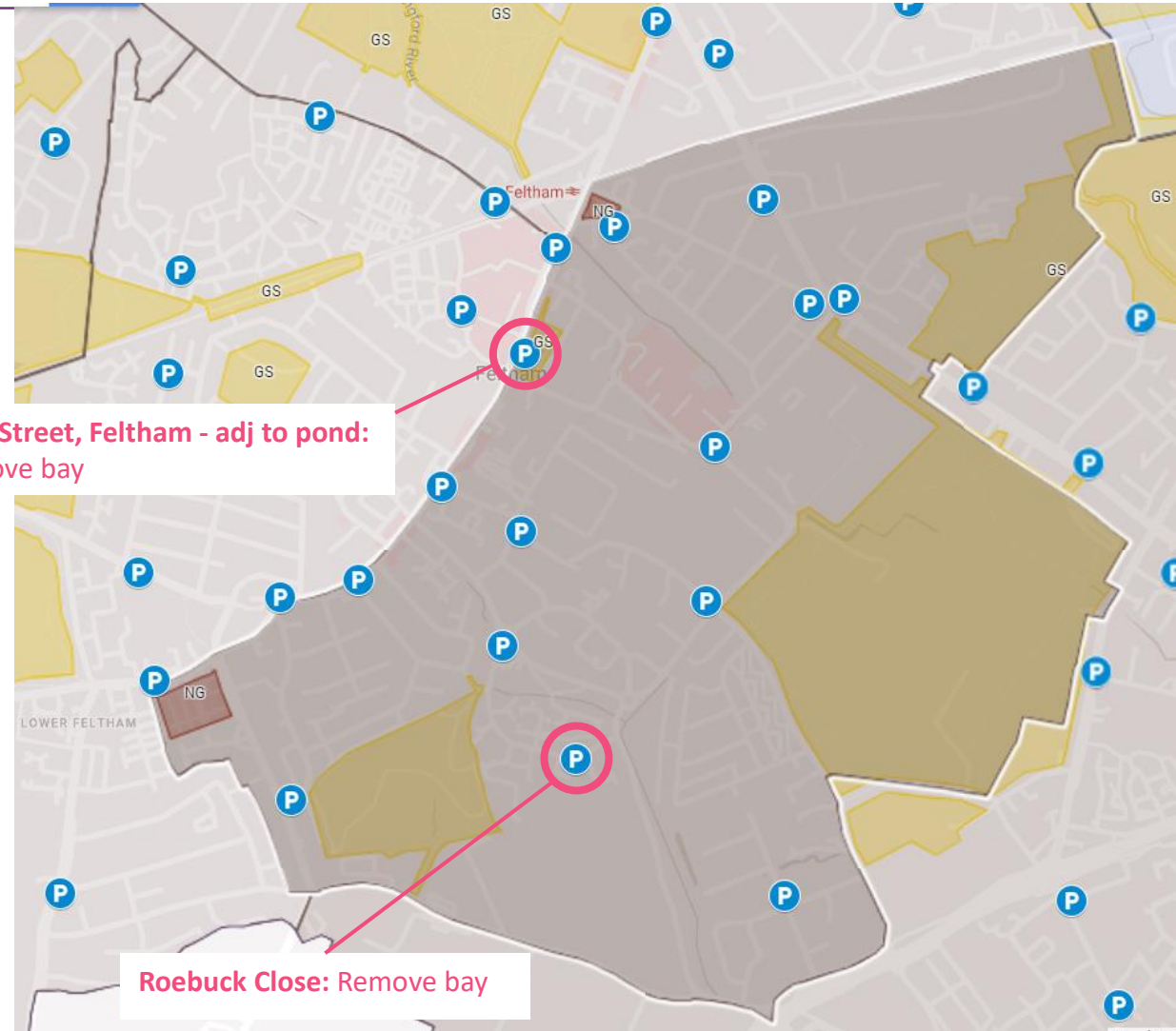
# Ward Overview

## Hanworth Park

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>13</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>11</b>

**Legend**

- Area 3
- No Go Zone
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed



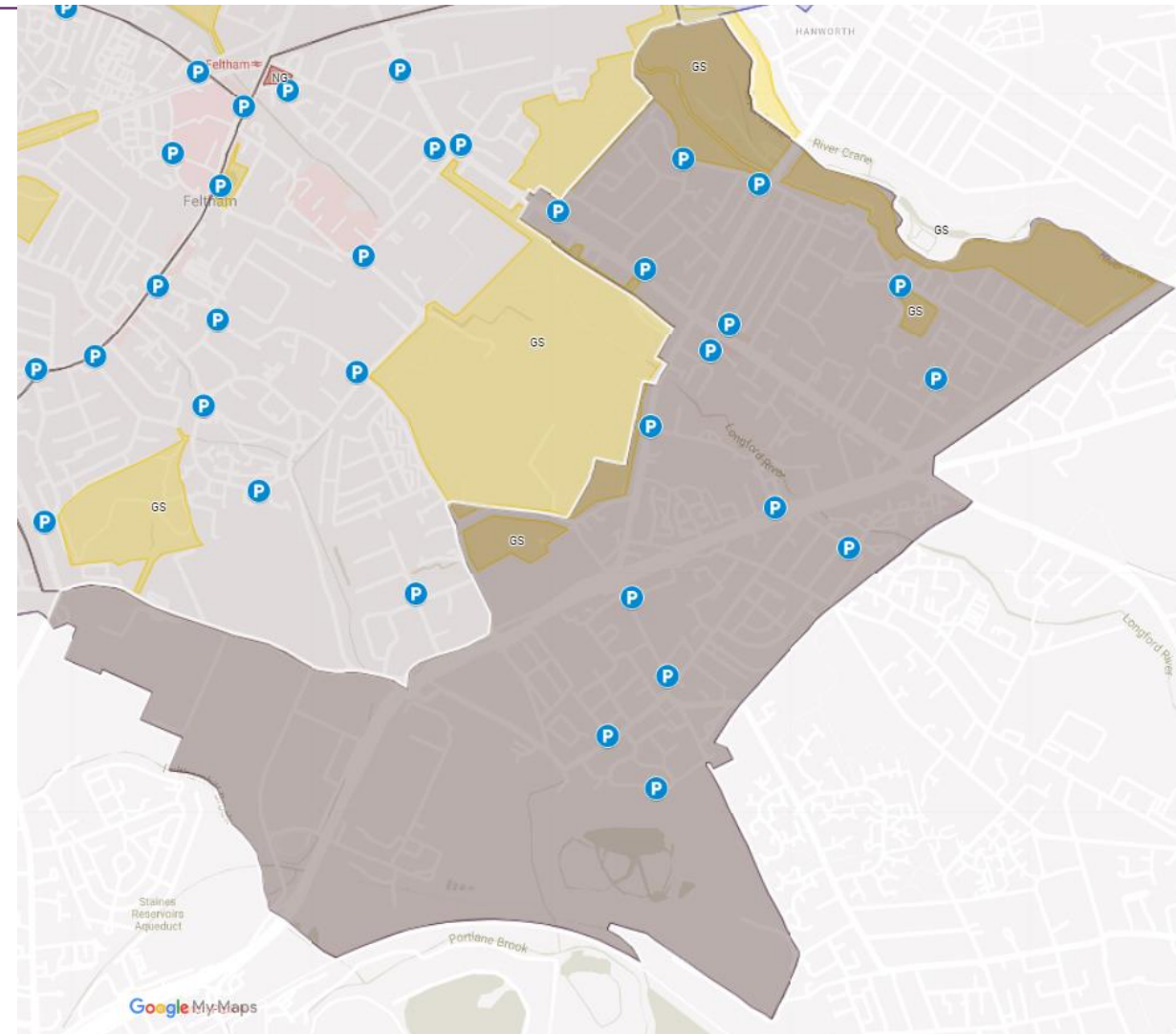
# Ward Overview

## Hanworth Village

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>15</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>

**Legend**

- Area 3
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed



**No Go Zones:** cycling is not permitted (e-assist will automatically cut out);  
**Go Slow Zones:** cycling is permitted, but the e-bike's speed is automatically limited

# Ward Overview

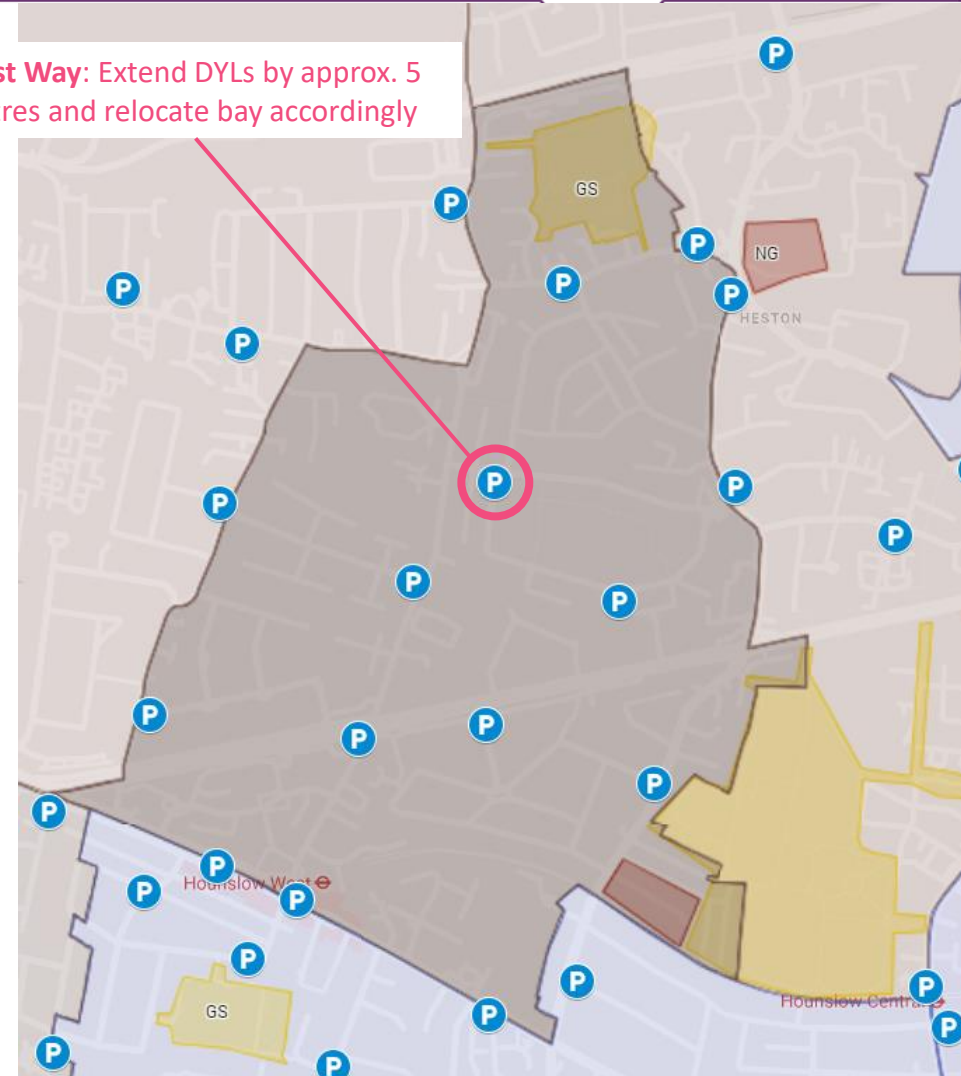
## Heston Central

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
10	9	1	0	0	10

**Legend**

- Area 2
- Area 3
- No Go Zone
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed

**West Way:** Extend DYs by approx. 5 metres and relocate bay accordingly



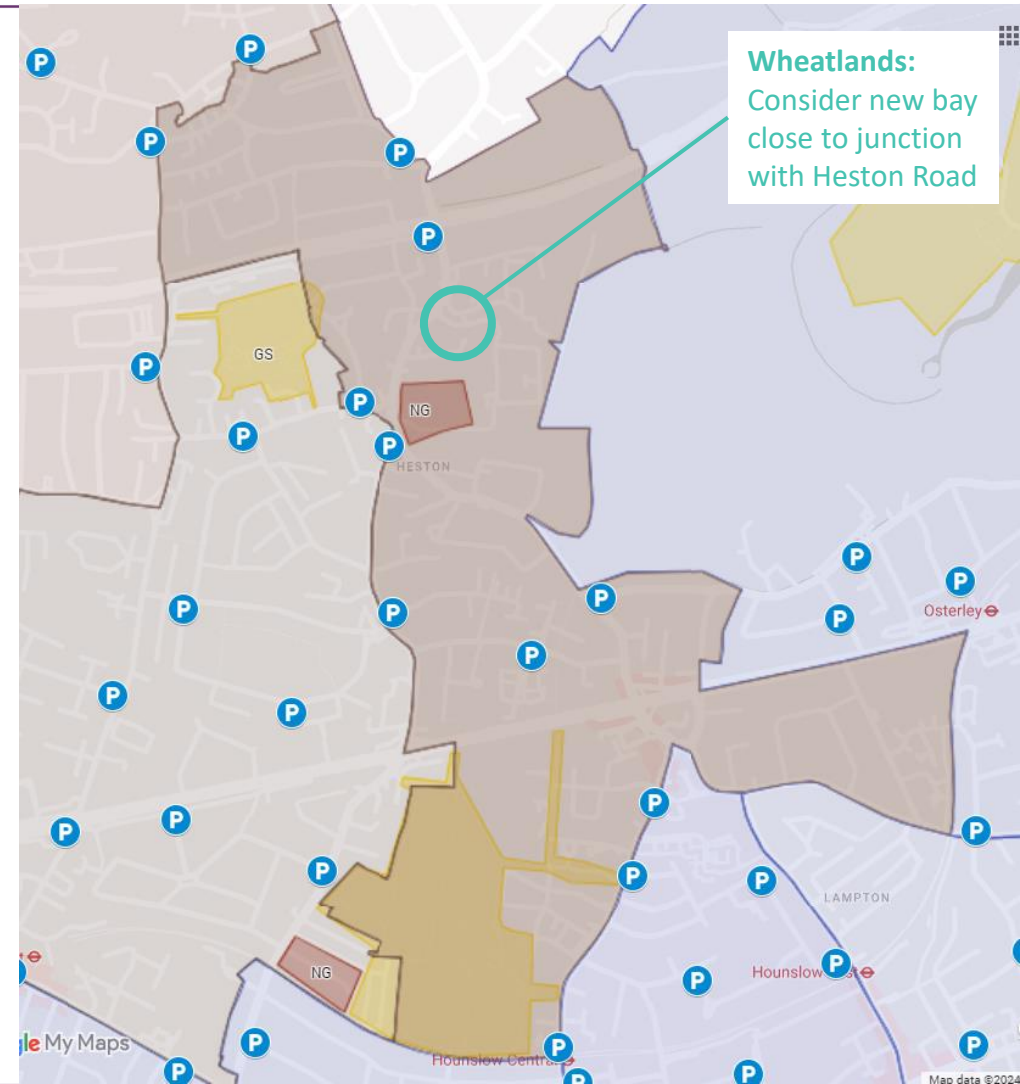
# Ward Overview

## Heston East

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
7	7	0	1	0	8

**Legend**

- Area 2
- Area 3
- No Go Zone
- Go Slow Zone
- P Parking Bay
- Relocation/Removal Proposed
- Additional Bay Proposed



**No Go Zones:** cycling is not permitted (e-assist will automatically cut out);  
**Go Slow Zones:** cycling is permitted, but the e-bike's speed is automatically limited



# Ward Overview

## Heston West

Total Existing Bays	Recommendations				Total Bays to be made Permanent
	Bays to be retained	Bays to be relocated	Bays to be added	Bays to be removed	
<b>10</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>9</b>

