



# Public Bike Share Accreditation Criteria

Full, Provisional and Basic Standard Accreditation

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## Public Bike Share Accreditation Criteria

### Introduction

CoMoUK, the UK representative body for shared transport has created an accreditation scheme to promote good practice in the sector. This new tool is designed to help city authorities manage how schemes are designed and operated in their area regardless of whether the operator has been granted public funding or just access to public space.

Accreditation has been developed in consultation with a wide range of stakeholders. It will ensure a collectively agreed set of standards are upheld across the industry to maintain the reputation that bike share has gained as a valuable component of sustainable city transportation. The criteria have been carefully chosen to provide a robust framework whilst not stifling innovation.

The accreditation scheme has been designed for the UK but we welcome discussion about its use by cities in the rest of Europe and further afield.

### Why be accredited?

Bike share operators and suppliers benefit from obtaining Accreditation by having a shortcut badge to demonstrate their credentials to local authorities and other partners. By supporting the scheme, operators are ensuring industry standards are maintained whilst also providing key data to support the development of bike share.

### Developing Accreditation for a changing market

CoMoUK reserves the right to update the Accreditation criteria and application forms to reflect changes in the public bike share market and new models of bike sharing that are emerging. These are reviewed each year before renewals in April. Changes will be open to consultation and CoMoUK welcomes feedback at any time. Any updated versions will be published on the CoMoUK website ([www.CoMo.org.uk](http://www.CoMo.org.uk)) and circulated to all accredited operators.

There are two standards of Accreditation available; full and provisional.

### Full Accreditation

Full Accreditation applies to operators who are already established and have at least one scheme in operation in the UK. Full Accreditation requires operators to meet all the requirements set out in the full Accreditation application form (see below)

Some bike share operators who are new to the market may wish to work towards full Accreditation as their operations move past the launch phase. In these circumstances, provisional Accreditation may be appropriate.

## **Provisional Accreditation**

Local authorities entering contractual agreements with operators need to have assurances that they can deliver what they claim, but at the same time, new entrants to the industry may wish to apply for opportunities prior to having all operational elements in place.

It is difficult for CoMoUK to give the necessary assurances without the applicant actually being operational and proving what they can deliver. Provisional Accreditation will only be awarded on the basis that the operator provides CoMoUK with written details of a set of milestones leading up to a launch date and evidence at each stage will be achieved. CoMoUK will update relevant local authorities on the conversion process and expects all outstanding documentation to be provided to convert to full accreditation within 60 days of receipt of a MOU /contract or launch whichever is sooner. If repeated delays to launch or receipt of documentation occur, provisional status will be revoked until rectified.

A typical scheme specification document would also ask a series of questions to assess the suitability of the proposed bike share scheme, allowing both provisional and full accredited operators to be judged on their respective merits, such as bike share model and operational experience. In order to provide full transparency and assurances to those local authorities assessing operators, CoMoUK will provide an annex to the accreditation certificate outlining areas which require further evidence post launch.

We request that provisional accreditation is not used to limit new entrants to the UK bike share market as this can inhibit innovation and limit competition.

## **Accreditation Scheme**

The criteria for the provisional and full Accreditation are split into four sections; each section contains the requirements needed and a brief explanation of what is included. The four sections are:

- **1. Business requirements**
- **2. Service provision requirements**
- **3. Maintenance and safety requirements**
- **4. Data collection requirements**
- **5. Maintaining standards**

To be awarded Accreditation, each operator will need to complete the appropriate application form and provide the appropriate supporting documentation outlined in the application form.

To be awarded full Accreditation it will be necessary for an operator to achieve all of the requirements in full. The Accreditation process will require operators to renew their Accreditation on an annual basis.

A charge will be levied each year by CoMoUK to cover the cost of administering the scheme. A penalty charge of £100 may be made if substantial information is missing on an application and a second appraisal is required. Price rises may be applied each year. Each renewal year runs April to April regardless of when a scheme is approved and operators will be notified at least one month in advance of any price rises. The core fee will be charged at 50% for those applying in the second half of the year.

All materials supporting the application will be provided in English.

***Payment structure from 1<sup>st</sup> April 2019 (prices exclude VAT)***

- £1500 membership fee including membership
- plus a bike levy of:
  - £1.50 per bike for first 1000 bikes
  - £1.00 per bike for 1000-5000 bikes
  - £0.25 per bike over 5000 bikes up to a maximum of 15,000 bikes

based on the number of bikes at 1<sup>st</sup> March each year.

A flat membership fee of £250 is applicable to community bike share schemes with less than 50 bikes, the bike levy is only applicable to bike schemes with more than 100 bikes in total across UK.

## **1. Business Requirements**

### **1.1 The operator must have a formal constitution and/or be a limited or public liability company**

Bike share operators will be required to show that they have a formal organisational structure in place. Limited companies must produce foundation documents and demonstrate that they have a formal management structure in place, such as a board of directors.

Other operators such as community groups will have, as a minimum, a formally adopted, written constitution. These groups also have an elected body that form an operational committee; these will include a Chair, Secretary, and Treasurer as a minimum.

1.2 Operating experience. Applicants must submit details of relevant operating experience in UK or overseas and a reference from at least one current public sector partner.

1.3 The operator must submit an annual report and accounts on application, unless they are not yet operational in which case they must submit a similar publicly available statement of how the scheme will be operated

In all cases the report must include details of the current number of bikes, stations, members, pricing structures, location(s) of operation and operational methods. It will also include a statement on company procedures should the operator cease to operate in a particular area, close operations or be taken over. Published audited accounts or management accounts for the previous year must also be submitted. If these are not available CoMoUK requests evidence of financial sustainability.

On renewal, it is the duty of the operator to make CoMoUK aware of any new documentation or changes to operating conditions that have a material impact on their Accreditation status (for example new operational locations that are to be included in the Accreditation). CoMoUK reserves the right to request updated documents on renewal of Accreditation (such as published accounts for the most recent year) or if it believes that substantial organisational changes have occurred (eg merger or acquisition).

1.4 The operator must meet the following ethical, social and environmental standards

To ensure high environmental standards are maintained the operator will have either:

- ISO14001 Accreditation, or
- An Environmental Policy and Environmental Impact statement to be approved by CoMoUK.

To ensure operators demonstrate fair work practices, operators will demonstrate that they:

- Support the living wage by guaranteeing a minimum standard of income for all employees and sub contactors.
- Have a wide range of staff training and development opportunities.
- Support flexible working and flexi time through the provision of relevant policy.
- Have trade union recognition or alternative arrangements to give staff a voice.
- Have a strong commitment to Modern Apprenticeships or similar training opportunities
- Minimise the use of zero hours contracts.
- An Equality and Diversity Policy.

## 2 Service Provision Requirements

### 2.1 The operator must offer a self-service bike share service

To be accredited the bike share operator must provide a service that conforms to ALL of the criteria listed below.

The bike share must have:

- Bikes which are accessible at the time of the hire commencing without assistance from a member of staff using one or more recognised access systems (e.g. credit card, smart card, or App, code provided by telephone) accessible to all customers,
- The scheme will be accessible to single use “walk-up” customers, and not require membership.
- Prices allow customers to use the bikes and pay for short trips rather than or as well as whole day hires, which may include a range of tariffs suitable for the differing user requirements; commuting, leisure and utility,
- Customers pay according to a clear price structure,
- Pricing must be available to customers at the time of booking and include any excess fees for over running any free of charge period of time,
- Bikes will be available to customers 24 hours a day, 7 days a week, 365 days. This rule allows for block bookings of a proportion of bikes by corporate members. Seasonal variations in service are permitted with agreement from local partners.
- Bikes will be available in convenient locations where there is customer demand eg residential or commercial areas,
- The scheme will allow for one way trips,
- Have defined docking stations, and /or geo-fenced stations with wireless return detection or marked / agreed public stands,
- Or where dock-less systems are employed to allow parking away from stations, the operator must demonstrate that tools including geo-fenced restrictions, penalties, incentives and rebalancing are deployed to:
  - ensure bikes can be returned to preferred identifiable locations as defined by the local authority partner,
  - ensure bikes aren't allowed to cause an obstruction,
  - ensure bike are not allowed to become excessively untidy,
  - ensure parking is not allowed in locations local authorities have identified as no-go parking areas.

Operators would be expected to proactively push information about the rules for parking in their terms and conditions to their users through all communication channels.

## 2.2 Minimum specification of bikes

The bike specification should meet the countries legal requirements. For UK bike share bikes this is:

- the ISO 4210:2014 standards for bicycles and electric pedal assist bicycles. Certificates are required for each new model of bike as they are added to the fleet
- Front bike light should be compliant with either:  
If a constant light, then it should be compliant with BS6102-3.  
If it is a flashing light, then it should be compliant with Road Vehicle Lighting Regulations - Regulation 13(g), and ISO6472-1:2015 Clause 4.2.
- Each bike to be identifiable e.g.: numbered

A local authority may also require specific features such as:

- Be suitable for all riders over the age of 16 with minimum seat height of 85 cm or less from floor to the top of the seat, and a maximum seat height of 95 cm or more from floor to the top of the seat
- Be suitable for bike share use: including being durable, easy to clean, scratch resistant, graffiti resistant, corrosion/salt resistant, rust proof construction
- Bike lights with a minimum of 100 lumens
- Have anti-tamper nuts and bolts
- Have puncture resistant tyres
- Be able to carry small items of luggage
- Have a kick stand or equivalent
- Have a bell
- Have a comfortable and adjustable seat suitable for a wide range of users.

## 2.3 Local authority permission is required and the number of bikes deployed should be appropriate to the demand in the city

Operators should never operate in an area where the local authority has not given permission. Operators in London must meet the specific permission conditions defined by each borough which may be:

- Permission for actively deploying bikes in an area
- Permission for allowing user to end a hire in a neighbouring authority by user and **being allowed** for re-hire
- Permission for allowing user to end a hire in a neighbouring authority by user and **NOT being allowed** for re-hire. **This is subject to local service level agreements**

- Permissions must be in writing and state that the operator has explicit permission OR a statement from an authorised individual in the authority that there will be no objections raised to the proposed activity. Where permission hasn't been granted there must be a procedure in place to move bikes within 24 hours or locally agreed timeframes.

Bike numbers in an operation should always be within the requirements or legal regulations set by the local authorities. Operators should agree to give local authorities at least one month notice of significant change to the quantity of bikes.

#### 2.4 The operator will have a rebalancing system in place to ensure customer demand is met and bikes are not allowed to build up and cause obstructions

The operator must submit details of their operational plans to ensure stations or geo fenced stations are not left full or empty and customer demands for collection and drop off are met. In systems without docking stations, the bikes must be rebalanced to geo fenced areas and not allowed to build up in an untidy and unsafe manner in any areas. Systems must be in place to ensure that hot spot areas where parking is prohibited are kept clear at all times. Dynamic pricing and user incentives are acceptable tools as part of the operational plan.

Specifics of service level agreements will be agreed with each local authority or contractor.

Where possible efforts should be made to reduce use of petrol or diesel vans for redistribution.

#### 2.5 Operators must be easily contactable

In order to deal with members' problems, operators must be easily contactable by telephone or other means such as text or online chat. This should cover core business hours supplemented with a tried and tested system to deal with out of hours queries within an acceptable timeframe agreed by the operator and local authority.

In order to reduce the number of out-of-hours queries, systems will be put in place to deal with non-serious matters. Customers must be able to access information on the procedure in the case of:

- No docking station space being available at the time of drop off (where relevant)
- Not being able to access the bike
- A bike being returned late (where relevant)
- Damage being discovered on the bike before riding
- A bike developing a fault or being involved in an accident.



2.6 All operators must provide user information with terms and conditions on their website and or app

To ensure that members are aware of how to access and return the bikes and how to deal with emergencies and breakdowns, a set of “frequently asked questions” or handbook must be available on the operator’s website or on application. This will include all telephone numbers that may be needed should any problem arise from using the bike including a simple procedure for reporting faulty bikes.

2.7 Operators should adopt ethical pricing strategies

Operators are expected to adopt sustainable long-term pricing strategies which are based on sustainable rates not designed to undercut and eliminate competitors with a view to later implementing significant increases. (eg: defined as a members trip rising by no more than 100% in one year). This doesn’t preclude special offers and rates designed to help specific low-income user groups. Operators should not support price dumping strategies.

2.8 Deposits, authorisations on payment cards and charges for damage taken by the operators must be set at a reasonable level

To protect the operators from cost of damage, theft or unpaid charges, it may be necessary to request a deposit or card authorisation from the customer. In all cases the deposit must not be more than the cost price of replacing or repairing the bike. Members will be made aware of what charge will be payable in the event of all scenarios.

All deposits must be returned to the customer within 10 days of termination of the service contract, any deductions must be itemised and supporting documentation and/or receipts provided. Credit card authorisations should not last longer than 48 hours after the end of the hire period. The operators procedures with deposit should be clearly visible to users.

2.9 All operators must have a complaints policy on their website and /or app

Operators will have a procedure with which members can raise complaints which will be made available to members on commencement of hire. The procedure should provide contact details of CoMoUK if members are dissatisfied with treatment by the operator.

2.10 In the event of a withdrawal of operations, operators must have an appropriate procedure in place

In the event of there being a temporary closure of a docking station, operators will where possible provide prior notice at the station and via electronic communications.

In the event that an operator ceases operations or withdraws services from a specific area, operators will give their customer two months' notice if this is practicable. Where the decision is the operators to close the scheme, they will also consider offering customers the option to transfer to another bike share scheme if available for a nil or nominal charge. We request that operators advise CoMoUK of their intention to withdraw services or close as early as possible. Operators may also seek advice from CoMoUK on an appropriate closing down procedure.

**2.11 All operators will provide a statement indicating how they are working towards being able to integrate with other local services**

Operators are expected to be working towards being able to offer the ability to create APIs (Application Program Interface) to enable integration with public transport or **other** third party aggregators by use of the same app, smart card or similar system.

**2.12 All operators have to comply with data security legislation.**

Operators must demonstrate compliance to the 2018 General Data Protection Regulations. Privacy policies need to include a clear statement of what intentions there are for any data gathered. Operators must notify CoMoUK with changes to privacy policies during the year with highlighted changes.

Accreditation also requires an outline of how user registration provides prominent, specific, data use consent opt-ins separated for different purposes.

### **3 Maintenance and safety requirements**

**3.1 All schemes must have adequate insurance.**

All schemes must be covered by the necessary insurance to meet the legal requirements of the country in order to protect the safety of other road users, property and bikes and to protect the operator. For those using the accreditation within the UK please provide evidence for the cover outlined below. Please note some cities in the UK may require £10 million public liability cover.

*Employer's Liability:*

The operator must take out and maintain throughout the annual period of Accreditation - Employer's Liability insurance to the value of a minimum TEN

MILLION (£10,000,000) POUNDS STERLING in respect of any one claim and unlimited in the period.

*Public and Product Liability:*

The operator must take out and maintain throughout the annual period of Accreditation -Public Liability insurance to the value of a minimum of FIVE MILLION (£5,000,000) POUNDS STERLING in respect of any one claim and unlimited in the period.

Product Liability insurance to the value of a minimum of FIVE MILLION (£5,000,000) POUNDS STERLING in respect of any one claim and in the aggregate.

All insurance certificates and details of cover should be submitted with applications as well as being available to customers within three working days of the request being received. The above insurances must be with an insurance company registered with Financial Conduct Authority (FCA) in the UK, or equivalent body for other EU member states by the council and any operator must not sub-let or sub-contract any part of the commission unless the sub-contractor is similarly insured, unless CoMoUK agrees otherwise. It is the express responsibility of the lead operator to ensure this is the case.

3.2 All bikes available for hire must be roadworthy and regularly serviced and maintained

To protect the customer's health and safety all bikes offered for hire must comply with all national legislation regarding roadworthiness.

- Manufacturer's service requirements must be adhered to in full
- Regular maintenance checks will be undertaken by the operator to ensure compliance with relevant legislation and the Highway Code.
- All maintenance checks will be recorded and any repairs or adjustments recorded.
- All bikes will be fully serviced at least once a year as a minimum.
- Operators should supply their mechanic staff training policy. All servicing carried out will be supervised by a mechanic qualified to Cytech 2 or equivalent. Details of the certification should be provided on application.

3.3 Reactive maintenance

The operator must clearly set out a simple procedure to users for returning, exchanging and reporting faulty bikes.

- Mechanical, technical and vandalism repairs to bikes must be addressed to make safe or unavailable to the public within 24 hours.
- 90% of bikes on the street must be serviceable to avoid faulty bikes being left on the street.
- The operator must develop a system of locating and collecting bikes that have been abandoned or not been returned within 48 hours.
  
- Mechanical, technical and vandalism repairs to bike share stations must be addressed to make safe to the public within 12 hours

#### 3.4 Bikes and bike docking stations will be kept clean at all times

To protect the image of bike schemes as a professional service, as seen by potential and actual customers the operator will have a defined cleaning procedure to ensure all bikes and docking stations are kept clean and in good order. As part of the application for Accreditation, operators must outline their checking procedures which will include responding to complaints within 24 hours

#### 3.5 Promoting Cycle safety

Operators will provide information on how they will promote safe cycling initiatives in their application. Operators will include information on websites, app and on-going communications about accessing cycle training from local providers, safe cycling messages and how they investing in technology and initiatives to improve safety. It is recommended that operators work with their local authorities to support local initiatives.

### **4. Data Collection**

The criteria outlined below are those agreed with all operators and local authority representatives for those with full Accreditation status.

One of the aims of this process is to avoid having different reporting requirements in different local authorities. This does not mean that local and combined authorities cannot make additional requirements. Some aspects may be particularly commercially sensitive and hence may need to be disclosed directly without being included in this process. Secondly it should be noted that the data criteria will have to be reviewed annually and there will be an opportunity for revisions and additions at this point.

Operators will commit to meeting the quarterly and annual reporting deadlines agreed and data should be free of charge to CoMoUK and relevant authorities.

**The data will be collated into the following reports:**

**4.1 The CoMoUK Annual Bike Share User Survey** - an annual survey of casual users and members that collates information on bike share membership, usage and customer satisfaction. It provides a standardised format to report the impact of bike schemes on travel behaviour, health and the environment allowing local authority partners to make comparisons between their areas data and the national picture. Each operator and public authority will receive anonymised data for their cities as well as the national amalgamated analysis.

Operators are required to actively promote the survey through **either an email or in-app notifications AS WELL AS social media**, providing a direct links to the survey to users on our behalf. The data analysis is verified by an independent academic or consultant.

The survey timing will be agreed with stakeholders each year.

**4.2 Quarterly report** template submitted with:

- city / town locations
- number of bikes per location
- number of casual users per location
- number of members per location
- trips per bike per day by location
- average trip length by time

**4.3 Open source real time data feeds**

Accreditation now requires operators to the NABSA General Bikeshare Feed Specification, known as GBFS. The standard makes real-time data feeds available in a uniform, confidential anonymised format so that journey-planning, mapping and transport-oriented apps can easily incorporate this data into their service platforms.

Although publication of the feed is the ultimate desired outcome, in 2019 accreditation will not make a requirement for the feed to be open.

**To view a sample copy of the CoMoUK Annual Survey, please see:**

<https://como.org.uk/shared-mobility/shared-bikes/why/>

**All information held by CoMoUK as a result of applying for Accreditation or participating in the CoMoUK Annual Survey and other data collection exercises is subject to GDPR and no company sensitive information will be disclosed to any other operator or third party. Where data is reported publicly as part of the CoMoUK Annual Survey or in monthly reports to our funding partners, the data will be presented anonymously.**

## **5. Maintaining Standards**

Principally, the standard of operators will be checked through a renewal of the Accreditation status each year. CoMoUK reserves the right to randomly check the quality of service being provided by each operator. If operators do not maintain standards throughout the year then a process has been put in place to review their continued eligibility for Accreditation as outlined below:

1. CoMoUK will write to the operator detailing the areas which are thought to need improvement, and also notify the relevant local and combined authorities and other key partners.
2. The operator has one month to challenge the claims and / or make necessary improvements.
3. If the standards are still not met after this time, CoMoUK in conjunction with the relevant local authority or other key partners will look to remove the Accreditation status.
4. If an operator has not paid the renewal fee due for the whole of the fleet by the 60th day after the renewal invoice is dated, the Accreditation will be revoked. The fee will still be payable and an additional fee will be charged if a subsequent application is made

**Please note that CoMoUK reserves the right to withdraw an operator's Accreditation if they consistently refuse to cooperate with requests for the data outlined in this document.**