CASE STUDY

Scheme: Bournemouth, Poole and Christchurch

Product: End to End Bike Share
About the city

Bournemouth, Christchurch and Poole are three councils in the south coast of England, working together to improve their transport and cycling infrastructure together. Together, they are home to around 350,000 residents, with that number significantly increasing during the summer months as tourists visit the area to enjoy the beach and seafront.

The region is investing heavily in getting people on two wheels, and has been ranked second to London in terms of cycling potential compared to other metropolitan regions in the UK.

This can be attributed to a continuing effort to improve the experience for cyclists; in 2011 the region spent 16 percent of their transport budget on cycling to encourage modal shift, well ahead of other councils and local authorities in the UK.

These investments have led to a growing percentage of the population cycling to work, and currently five percent of trips to work are made by bike. With the new funding application, the local authorities are aiming to decrease car trips by five per cent by 2022.
Bournemouth, Christchurch and Poole in conjunction with Beryl

The three councils joined together to release a tender for bike share as part of their strategy to get more people cycling, and the contract was awarded to Beryl in December 2018.

Beryl designs and builds all the physical and digital components needed for a world-class bike share platform, and will be providing this bike share solution for Bournemouth, Christchurch and Poole:

- The bicycle unit with our integrated on-bike technology and app-operated lock
- Our patented Laserlight safety device on all bikes
- The free-to-download app that users use to unlock and ride the bikes
- Reporting dashboard for Councils to better understand journey patterns and local cycling infrastructure needs.
Beryl Bike Share

The app

The Beryl app has been built by our in-house product team, and has been designed with input and feedback from our community of cyclists and citizens.

The team has focused on ease of use and the app educates the rider about how to lock and unlock the bike, where to park them and any other guidelines for cycling in the local area.

The bike

Beryl designed the bike at our London-based studio. We had experience in co-designing the latest London Santander Cycles bike, and so combined our two strengths; knowledge of bike share users, and a deep understanding of cyclists’ safety needs on the roads.

This allowed us to create a bike that reflects both the comfort and safety that bike share users expect.
The patented laser technology
Proven effectiveness

The Beryl bike is fitted with our patented Forward Projection Technology, combining a bright, dynamo-powered white light with a green laser projection. This allows the rider to be seen in blind spots and forewarn pedestrians that they’re on the road.

An independent study by the Transport Research Laboratory concluded that the Beryl laser projection improves the rider’s chances of being seen by other road users by up to 32%, offering superior visibility over standard bike lights.
Reporting

Through our custom-built reporting dashboard, we are able to provide councils with valuable data insights from the data generated by our bikes. This help city authorities plan and grow their cycling infrastructure, based on accurate journey data.
For local authorities

If you would like to discuss working with Beryl to implement a world-leading bike share scheme in your city, please get in touch with our Head of Policy at patrick.donnelly@beryl.cc