

Increasing cycling through
electric bikes:

A partnership opportunity
for the electric bike industry

31 August 2017



The benefits of working together

By working together to increase the number of people using e-bikes in London we will:

- **Contribute to the Mayor's ambition for 80% of trips in London to be made on foot, by cycle or by public transport by 2041**
- **Attract a more diverse range of people to cycle in London including currently underrepresented groups e.g. women, older people**
- **Help meet our health target for all Londoners to achieve 2 x 10 minute periods of exercise per day**
- **Significantly increase the sales and use of e-bikes in London**

You will also be able to significantly **increase awareness of your brand**. This may include opportunities for direct brand marketing through select TfL channels

By working with us you will have **access to a very large number of channels of communication** to people across the whole of London



The potential for electric bikes in London

Our 'Analysis of Cycling Potential' research (found [here](#)) found that Londoners make **8.17 million trips each day by motorised modes (car, motorcycle, taxi or public transport) that could be cycled**

Of these, 2.2 million are made by people who would consider cycling and 1.7 million are made by people who are within the e-bike target market (women, those aged 55+ and those making longer journeys)

E-bikes are likely to increase the propensity of people to switch mode to cycling as they address a number of the main barriers to cycling including - lack of fitness, mobility impairment, journey length and the need to carry luggage/cargo



Our vision for electric bikes

What we propose:

- To significantly **increase awareness and understanding of e-bikes** in London through an extensive and **multi-faceted communication campaign** (see slide 5)
- To encourage people to **trial an e-bike** through industry provided **test ride opportunities** – via shops and London workplaces
- To **encourage people to purchase an e-bike** by making them **aware of industry provided discounts and finance deals**
- To enable delivery companies to **trial replacing van trips with e-bikes** by **funding an e-bike loan scheme**
- To enable hard-to-reach communities to **trial e-bikes** by providing **e-bike purchase grants** through our [Cycling Grants London](#) scheme

Who we want to specially target:

- Women
- People living in hilly areas / outer London
- People aged 55+
- Companies that make short distance deliveries by van



Benefits to you (1)

We will promote e-bikes and industry provided test ride, discount and finance opportunities through an extensive communication campaign utilising multiple channels, which could include:

- **A dedicated page** on our website detailing those companies that are offering e-bike test rides, discounts and finance deals (see [here](#))
- **A press launch** with the Mayor's Walking & Cycling Commissioner and associated **PR activity** (e.g. e-bike user customer testimonials, competitions)
- **Promotion through TfL owned communication channels**, such as:
 - TfL social media – Twitter (2.1m followers), Facebook (398k followers), Instagram (46k followers)
 - TfL website homepage – c10m unique visitors per year
 - TfL page in Metro newspaper – 763k copies printed per day



Benefits to you (2)

- Promotion of industry provided **e-bike demo sessions to workplaces in London** – via regular emails to businesses (c20,000 contacts) and [Cycling Workplaces](#) scheme (1,600 customers to date)
- Promotion of **e-bikes and industry opportunities** through low cost, targeted advertising such as targeted online and social media adverts
- Working with all 33 London **boroughs to promote e-bikes and industry opportunities** through their multiple communication channels (e.g. websites, resident newsletters, social media)



Benefits to us (1)

In order to feature on our dedicated e-bike webpage we ask you to do at least one of the following:

1. **Test ride opportunities via shops or demo centre** – offer people the opportunity to test ride an e-bike. This offer should be free (to customer and TfL), with no obligation to purchase, for a minimum of 10 minutes and allow the e-bike to be ridden outside of your shop(s)
2. **Test ride opportunities via workplaces** – deliver e-bike demo sessions at workplaces in London. Provide a minimum of five e-bikes of varying price points for employees to test ride over a minimum two hour period at no cost to TfL, the workplace or employee
3. **Discounts on e-bike purchase** – provide a minimum 5% discount on the purchase of e-bikes. Discount does not have to apply across your whole e-bike range or be a permanent offer but it should be a simple offer **OR offer interest free finance** over a minimum 12 month period on a range of e-bikes at different price points



Benefits to us (2)

In return for our promotional support we also expect you to:

1. **Co-promote our e-bike messages** – to your customers through your own advertising at your own expense. We will provide these messages to you. In your response to us please detail how you will do this and provide an estimate of how many people this will reach and how much it will cost
2. **Sales and test ride data** – provide to us, on a confidential basis, total test ride data and e-bike sales by units sold on a quarterly basis. This will allow us to monitor how many people are test riding e-bikes and the impact on sales as a result of our proposals. Individual company data will not be shared with anyone outside of TfL. It will be combined with data from across the industry and then deleted.



Next steps

- Let us know if you are interested in partnering with us by the **30 September** by returning the Expression of Interest form provided
- In your response **please provide details on:**
 - What partnership opportunities you'd be interested in getting involved with (see slide 8)
 - What you may be prepared to offer
 - What advertising you could do plus an estimate of how much this will cost and the reach (see slide 8)
 - Confirmation that you are able to share sales data with us and what requirements you have for this
- Once expressions of interest have been received we will work with you to finalise your offer and how we will promote this
- If you have any questions in the meantime please contact: **Laura Dyett** on lauradyett@tfl.gov.uk, 0203 054 2193

