

RESEARCH SUMMARY

Title	Nursery Group Analysis		
Objective	To better understand the 'nursery group' of CH Members and their experiences in the early days of being a member		
Date	05 May 2016	Agency:	TNS (for CSS survey data)
Methodology	Data analysis of 'newly' registered CH Members (in 2015) using Q3 2015/16 CSS survey data.		

Abstract

Cyclist pain points are also largely cycle hire pain points (i.e Traffic congestion, other aggressive cyclists & road users, road works/condition of road and so addressing these will also improve the cycle hire experience and encourage usage.

Reliability is at the core of delivering a good customer experience to both Casual users and Members of Santander cycle hire. Examples are: (i) delivering consistent, accurate information on the availability of docking stations and bikes, (ii) The Santander App (now doing this), is widely used and continuing to offer an improved cycle Hire experience. We must first deliver on the hygiene factors for CH i.e. CH payments, docking station availability, bike parking/release & route information.

Key findings

New cycle hire members (i.e those who registered in 2015) have a greater representation of younger cyclists (aged 16-34), middle income (£15k-£75k), BAME, and females than older members. This suggests that a more representative cohort of London are becoming interested in the cycle hire scheme. **The 'nursery group' is evermore diverse.**

New members are increasingly like to **use cycle hire for leisure purposes** than older members, but overall, commuting is top – ease of use and convenience are the key attractions.

Newer members are more likely than older members to use an App to check for the availability of bicycles and docking stations – they are also more satisfied with the availability of docking stations. Encouraging new members to use these tools could make their experience more pleasurable/convenient.

Awareness of the 15 minute grace period at busy docks is lowest among newer members. It may be that understanding of this benefit comes about when users actually experience an issue with docking their bike. (As a large proportion of members are not aware, or do not know how to use this function, it may be beneficial to communicate this more widely especially among the 'nursery group', as 'wanting more docking stations' is currently the biggest barrier to higher use, perhaps due to a fear of the penalty charges if a docking station is full).

WOM is increasing as a source of information about Cycle Hire – almost a third of the 'nursery group' got information from friends/family.

The impact of cycle hire on cycling behaviour is positive with 4 in 5 members cycling more in London.

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