



Department
for Transport

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Public Body Applying and Responsible for the Trial: [Metro City Council]

Idea Status: [Idea]

What idea are you proposing to trial?

Trial the deployment of integrated cycle hire hubs at major public transport interchanges (rail, tram and bus), combined with real-time journey planning and incentives to encourage multimodal trips.

The trial would test whether seamless access to shared bikes/scooters at arrival points helps users complete first/last mile journeys efficiently without relying on private cars or taxis.

What transport challenge are you hoping to address through this?

Poor first/last mile connectivity discouraging public transport use

High reliance on private cars for short onward journeys

Fragmented journey experience across modes (ticketing, availability, wayfinding)

Congestion and emissions caused by short urban car trips

What do you think the benefits would be?

These measures could lead to increased public transport uptake by making journeys more seamless, while reducing short car trips and the associated emissions. They would also improve the reliability of multimodal journeys, enhance the overall user experience through better-integrated travel options, and deliver wider health benefits by encouraging more active travel.

What are your current plans for the trial?

The trial will pilot the intervention at 2 high-demand interchanges over a 12-month period, with a proposed start date in 2027 subject to final approvals. Initial funding has been identified through the local transport budget, and the council is progressing discussions with shared mobility operators and digital journey planning providers to act as delivery partners.



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The trial will include the installation of cycle hire docks supported by clear wayfinding, alongside integration of real-time hire availability into journey planning apps. Incentives such as discounted first/last mile rides linked to public transport tickets will be tested to encourage uptake.

The scheme has received initial internal endorsement, with formal approvals (including any planning or site-specific permissions) to be secured as part of the next stage. Data will be collected on usage, mode shift, trip patterns and user satisfaction to support evaluation.

Are there any key risks, dependencies or constraints you are aware of?

The availability of sufficient funding for the installation, operation and maintenance of cycle hire infrastructure, as well as procurement timelines for selecting and contracting with a suitable shared mobility provider are the main dependencies and risks. The trial is likely to depend on third-party partnerships (e.g. bike hire operators and digital journey planning platforms), which may introduce data sharing, coordination and contractual complexity.

Privacy Notice: Agree

Engagement Expectations: Agree