

Oxford Code of Conduct For Dockless Bike Sharing Operators



1. Introduction

This Code of Conduct has two elements, it lays down the process for introducing and operating dockless bike sharing schemes in Oxford as well as the core responsibilities of the operators.

2. Process

The process for operators who intend to introduce and operate dockless bike sharing schemes in Oxford is as follows:

1. Submission of Operations Plan: The operator provides Oxfordshire County Council and any other appropriate local authorities with an Operations Plan for information and future reference purposes. The document will lay down how the operator intends to operate the dockless bike sharing scheme and how the operator ensures compliance with the Code of Conduct.
2. Agreement to Code of Conduct: Once the Operations Plan has been submitted, the operator confirms in writing to the relevant District and /or City Council authorities and Oxfordshire County Council that they will work in compliance with the Code of Conduct. Operator subsequently launches a pilot phase of the dockless bike sharing scheme with a limited number of bikes (no more than 100 bikes). During the pilot phase, the operator has the opportunity to demonstrate that the dockless bike sharing scheme is carried out in line with the Operations Plan and in particular in compliance with this Code of Conduct.
3. Pilot phase report: Once the pilot phase has been conducted for at least one month, the operator submits a report to the relevant District and/ or City Council authorities and Oxfordshire County Council describing the operation of the dockless bike sharing scheme during the pilot phase and how it has been carried out in line with the Operations Plan and in particular in compliance with this Code of Conduct.
4. Additional bikes: The operator may start expanding the dockless bike sharing scheme by adding further bikes as per the following schedule:

Phase	No. of additional bikes	No. of total bikes
Pilot phase	+ max. 100 bikes	max. 100 bikes
Initial expansion	+ max. 100 bikes	max. 200 bikes
Each following expansion	to be agreed with the relevant District and/ or City Council authorities and Oxfordshire County Council	n.a.

6. Expansion reports: After each expansion, the operator submits a report to the relevant District and/ or City Council authorities and Oxfordshire County Council describing the operation of the dockless bike sharing scheme during that phase and how it has been carried out in line with the Operations Plan and in particular in compliance with this Code of Conduct. The report shall among others include data on the utilisation of bikes, maintenance of bikes, usage demand by hotspot and demand throughout course of the day as well as any complaints received including those received from both users and non users (for example local residents). The operator may initiate another expansion, once the relevant Local Authorities and Oxfordshire County Council are satisfied that the dockless bike sharing scheme is conducted in compliance with this Code of Conduct.

3. Operators' responsibilities

Operators of dockless bike sharing schemes in Oxford have the following responsibilities.

1. Safety of Bicycles

The operator ensures that all bicycles used in the scheme are safe to use, in particular:

1.1 All bicycles used in the scheme shall meet the ISO 4210:2014 standards for bicycles and if electric bicycles are used, similar appropriate and applicable safety standards.

1.2 All bicycles used in the scheme shall be equipped with a bell as well as front and back lights including a steady light feature (i.e. lights stay on for a period after the bicycle has stopped, for safety at junctions).

2. Scheduled Maintenance

The operator ensures that all bicycles used in the scheme are well maintained, in particular:

2.1 Manufacturer's service requirements shall be adhered to in full.

2.2 All bicycles used in the scheme shall be checked at least once per week to ensure that the bicycles are safe to use and comply with relevant legislation and the Highway Code. Faulty bicycles need to be immediately repaired or removed whenever a fault is identified.

2.3 All bicycles used in the scheme shall be fully serviced at least once per month.

2.4 All maintenance checks, services and repairs shall be recorded and the records shall be kept for at least 2 years.

3. Reactive maintenance

3.1 The operator must provide easily visible contact details (email + phone number) and instructions about reporting faulty bicycles on each bicycle and as part of the booking process.

3.2 The operator must have a person available to deal with any reports regarding faulty bikes at any time the bike sharing scheme is operating.

3.3 The operator must ensure that whenever a bicycle is reported as faulty to the operator and the reported fault may negatively impact the safety of the bicycle, or its fitness for purpose, the bicycle is immediately made unavailable for use and either repaired or removed within 24 hours.

4. Insurance

4.1 The operator must ensure that the dockless bike sharing scheme has adequate insurance (£10 million Public Liability; £10 million Product Liability; £10 million Employer's Liability).

5. Avoidance of obstruction

The operator must ensure that bicycles used in the scheme are not left in areas where they would be an obstacle or nuisance to pedestrians, wheel chair users or the general public. Specifically cycles should not cause an obstruction to the highway or be placed in a location which gives cause to health and safety issues.:

5.1 The operator must provide clear instructions to the users on how and where to park the bikes (and where not to park the bikes) so that the bikes do not obstruct the general public.

5.2 The operator must design and operate the scheme so that users park the bikes in such a way that they do not restrict accessibility (including to deliveries) or cause obstruction to the general public (e.g. by influencing user behaviour via an incentive system or via targeted emails). The operator shall use appropriate methods to influence user behaviour which may include a policy for penalising users who repeatedly leave bikes in the wrong place by fining them or banning them from the system.

5.4 The operator must provide easily visible contact details (email + phone number) and instructions about reporting obstructing bicycles on each bicycle.

5.5 The operator must have a person available to deal with any reports regarding obstructing bikes between at any time the bike share system is operating.

5.6 The operator must ensure that whenever a bicycle is reported as obstructing to the operator the bicycle is immediately relocated so as to no longer obstruct the general public.

5.7 The operator must ensure that whenever the owner of private land (including land owned by the University of Oxford and the 38 Colleges and 6 Permanent Private Halls) reports a bicycle as parked on that land without the owner's consent, the operator will remove such bicycle in the same way as an obstructing bicycle.

5.8 If a bicycle is reported causing an obstruction and has not been moved to a safe unobtrusive place then highway inspectors have the right to act quickly to remove the bicycle to a safe place nearby if available. In the event of a safe unobtrusive place being unavailable and the operator has not yet responded to move the offending bicycle causing the issue the highways inspectors will remove the bicycle to the local depot where it will be stored until the operator comes to collect. Please note there will be a charge for such action and storage at the depot.

6. Bike parking

The operator must work with Oxford City Council, Oxford County Council and other entities (including the University of Oxford) who currently provide bike parking on their private land which is accessible to the general public to ensure that there will be no net loss on bike parking in Oxford.

There are several possible ways to achieve this including:

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Please be aware this document is subject to change

- (i) The installation of additional bike racks,
- (ii) Marking spaces available for the bikes in the bike-sharing system so that these bikes will not be parked at regular bike racks. and
- (iii) Helping the Oxford community and bike user groups with managing the existing bike racks in such a way that less spaces are occupied by abandoned or hardly used bikes.

Implementation of any of the above measures should only be undertaken upon prior agreement with the landowner and both Oxfordshire County Council and the relevant district and/or City Council authorities

7. Data

The operator must provide an open API showing the location and availability of their bikes so they can be integrated in to journey planners to provide multi modal journeys.

The operation must provide Quarterly utilization data and journey data as requested by the authorities.

8. Oxford Living Wage

The operator shall ensure that any staff employed in Oxford in relation to the bike sharing scheme must be paid the Oxford Living Wage.

9. Further Information

You are advised of the following resources which are relevant to operations in Oxford.

9.1 The cycle route planning app cyclestreets.net

9.2 The Cyclox's Rights and responsibilities which sets out an outlined of good cycling behavior <http://www.cyclox.org/5-image-of-cycling/rights-and-responsibilities/>

9.3 A list of local bike shops where people can buy accessories (helmet, waterproofs etc)

- <http://www.beelinebicycles.co.uk/>
- <http://www.bike-zone.co.uk/>
- <http://regtaylorcycles.co.uk/>
- <http://cycloanalysts.com/>
- <http://spoke.co.uk/>
- <http://www.warlands-cycles.co.uk/>

Stakeholders supporting this Code of Conduct:

Oxford City Council

Oxfordshire County Council

University of Oxford