



Swansea
University
Prifysgol
Abertawe



 **Santander**
SWANSEA
UNIVERSITY **Bike**
Scheme

PLEDGE IT
WIN IT
USE IT

Crowdfunding a
bike share scheme
for Swansea



Bike Scheme

Santander Swansea University Bike Scheme - What is it?

We're aiming to bring a bike share scheme to Swansea – if successful, it would launch in spring 2018 with 50 bikes and 5 docking stations. Users would pay an annual membership allowing mostly free usage, or could instead opt for pay as you go payment. They would be able to pick up a bike from any docking station, and drop it back at another.

What needs to be done to make it happen?

Swansea University has entered the Santander Cycles University Challenge, a competition through which Santander will supply the capital costs of a bike share scheme, to the two universities who can crowdfund the largest value of financial pledges, relative to their projected scheme operating costs. The funds raised will support the initial operating costs and cash-flow. Swansea University has been shortlisted as one of five universities to reach this phase of the competition, so there is a two in five chance of success.

We estimate that we will need to **raise between £70k-£100k** in order to win the competition. Swansea University has itself pledged the maximum allowable £25k. The remainder will be raised through a combination of corporate buy-ins and small donations.

How does crowdfunding work?

Organisations and individuals will make pledges through the crowdfunder.co.uk website. If the crowdfunding campaign is successful in raising the required funds, these will automatically be debited from your account. If the fundraising campaign is unsuccessful and the scheme doesn't go ahead, then your pledge will be null and void and you won't pay a penny.

If it's a University bike share scheme, what does it have to do with the rest of Swansea?

It will be "the University bike scheme that everyone can use". While branded and underwritten by Swansea University, the scheme is equally aimed at the local community, local organisations, businesses and their staff. As well as at the two University campuses, there will be docking stations at the National Waterfront Museum, the Civic Centre and the Fabian Way Park and Ride. If successful, it is intended to expand the scheme in future to more Swansea locations.

05 DOCKING STATIONS

- 01 - Singleton Park Campus
- 02 - Civic Centre
- 03 - National Waterfront Museum
- 04 - Fabian Way Park and Ride
- 05 - Bay Campus



£70K - £100K TO BE RAISED

Through Crowdfunding

50 BIKES

Throughout Swansea

How do we sign up?

We're looking for bike scheme Associate Organisations and Corporate Champions.

Associate Organisations
£1000 per 500 employees

- half price scheme membership for all employees
- free one week trial for all employees
- logo and acknowledgment on the crowdfund website and scheme website
- social media share
- invitation to scheme launch event

Corporate Champions
£7500

- all of the benefits of 'Associate Organisation' status
- headline acknowledgment of 'corporate champion' status, with logo in prominent position at the top of the backers page on crowdfund website and scheme website
- acknowledgement in all press releases
- social media share "corporate champion" graphics with your company logo
- opportunity to name a docking station
- bi-annual review meeting with a scheme representative to discuss how to maximise opportunities for your staff and your organisation
- opportunity to input into the future development of the scheme
- limited to a maximum of 4 organisations

Both Associate Organisation and Corporate Champion status are for the five year initial lifespan of the project.

PLEDGE IT WIN IT USE IT

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How else can my organisation help?

Find out how on the back page



How else can my organisation help?

The scheme will only go ahead if we raise enough crowdfunding pledges to win the competition. Therefore it is imperative that we spread the word as widely as possible to build interest, and encourage people to pledge.

Bike share scheme benefits

You can help us by:

- sharing information we provide with employees within your organisation
- sharing our digital graphics through your social media channels
- allowing us to hold a roadshow event at your organisation
- inviting us to talk/present about the scheme at any relevant events

Contact Gez Watt, Commercial Projects Officer 01792 606532
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. IMPROVES HEALTH AND WELL-BEING

By increasing the number of cycle trips

. SUPPORTS PUBLIC TRANSPORT

by increasing use of public transport with multi-modal trips

. PROVIDES IMPROVED ACCESS TO JOBS

education and amenities with "first/last mile" connectivity issues and pay-as-you-go-cycling

. DEVELOPS TOURISM

by offering an enjoyable way to link city leisure facilities

. IMPROVES ROAD SAFETY

by increasing visibility of cyclists

. REDUCES CAR MILES DRIVEN

source: carplusbikeplus.org.uk

