

Seaside Cycle Hire – 2019/20 and 2020/21 Business Model

This document sets out the proposed operational model for cycle and deckchair hire based at Pelham Beach for 2019 and 2020.

Provision outline
<p>Cycle hire utilising existing bikes:</p> <ul style="list-style-type: none">- 10x adult bikes- 6x adult electric bikes- 1x Powered adult trike- 2x teen hardtail mountain bike- 4x child bikes- 2x child trailer <p>There are no plans for additional bikes to be purchased and included within provision.</p> <p>Basic maintenance will be carried out by Active Hastings staff with servicing carried out by local specialist.</p> <p>Maintenance is projected to cost £1350 across the season, comprising:</p> <ul style="list-style-type: none">- Pre-season servicing of bikes £1150 (£50 per currently un-serviced bike)- Consumable items (including tyres, inner tubes) £200 <p>This is an increase from the previous year due to new bikes purchased in 2017, which did not need a service in 2018, now requiring an annual service.</p> <p>Deckchair hire utilising existing HBC owned deckchairs: 100 deckchairs to be provided palletised adjacent to kiosk. Staff will administer hire from building and hirers will be encouraged to return the items at the end of day, however staff will also walk the beach and collect any leftover chairs at 17:00 daily.</p> <p>Deckchairs will be maintained by HBC Resort Services staff. Additional deckchairs can be added to provision depending on demand during season.</p> <p>Purchase of a bike-powered Scaletrix, which will be available for £1 per person for 5 minutes during opening hours.</p>
Operational dates
<p>Peak time service covering the school summer holiday period – Saturday July 20th through to Sunday September 1st 2019 inclusive and Saturday 18th July to Sunday 30th August 2020. 5 days per week Friday-Tuesday (closed on Wednesdays and Thursdays)</p> <p>Facilitation of ad hoc out of season group bookings during the rest of the year.</p> <p>Opening 15 days on weekends from April and July and from Sept to October. Opening days will coincide with events on the seafront and periods of forecasted good weather.</p> <p>Total operating days = 47 per year</p>
Operational times
<p>10:00-17:00 opening hours. This is an earlier opening time than 2018, due to feedback from service users that 12:00 was too late. We are closing slightly earlier than in 2018 as the majority of bikes were returned by 17:00.</p>
Staffing
<p>Staff pay at grade 11 – £9 per hour 1 x staff 9.30-17.30 1x staff 9.30-12.30 (extended to 5.30pm on event days x 12)</p>

Staff will be utilised from existing Active Hastings and Resort Services casuals where possible, however there may be a need to recruit additional staff.

Active Hastings Operation Coordinator will also:

Develop and promote the use of the Seaside Cycle Hire Hut.

Work with local organisations and charities to promote and increase cycling along the seafront. Use the hut to promote local activities.

Promote local cycling events.

Partner with local cycle shops to promote related offers.

Use the location to consult with the local public regarding funding opportunities.

Management and promotional staff costs (Active Hastings Operations Coordinator) - £825

Projected staffing cost = £7705 inclusive of on costs.

N.B Staff costs could be reduced if required by reducing the number of operating days. The saving, taking into account the reduced income, would be around £88 per day.

Fees and charges

Fees and charges will remain unchanged from 2018 fees, set in line with local market value.

2 hour Adult	£6.00
2 Hour Child	£5.00
Part Day Adult	£10.00
Part Day Child	£8.00
Full Day Adult	£14.00
Full Day Child	£12.00
Full Day E-Bike	£25.00
Part Day E-Bike	£16.00
Deckchair hire full day	£2
Bike-Powered Scaletrix (5 minutes)	£1.00

Marketing

Update Seaside Cycle Hire leaflets to show 2019 and 2020 opening dates and times.

Via HBC website and social media. New dedicated page on HBC website, linked to Active Hastings Pages.

Promotion via TIC.

Via AH social media including regular updates on the number of bikes still available for hire. (AH Facebook page and twitter has over 7500 followers)

Targeted facebook adverts, directing to the Cycle Hire page on the HBC website.

Through Active Hastings Partnership (currently made up of over 90 local statutory and voluntary partners).

Through Active Hastings' participant mailing list (reaches 8k people).

Advert in Active Hastings Summer programme – including opening times and prices (printed 10k) – distributed through school book bags, community venues and through partner organisations.

Storage and security

Continued use of existing building at Pelham beach.

The kiosk is already fitted with intruder alarm and smoke detector.

No additional storage required.

Projected income and usage levels

Income projected to be approx. £3200 from cycle hire, approx. £300 from deckchair hire and approx. £900. Total income projected £4,400.

In 17/18 the service was used on 91% of the available days, with 9% of available time lost to poor weather, this was used as the basis for this model.

When used, an average of 6 bikes were hired per day at an average cost of £10.80 per bike.

Deckchair hire during 2018 was 107, this has been used as the basis for 2019 usage projection, with an expected increase due to the earlier opening times.

Financial summary

2019

Staffing = £7705

Maintenance = £1350

Purchase of Bike-Powered Scaletrix = £2750

Marketing = £200

Total cost: £12,005

Estimated Income = £4,400

Projected provision cost to FT = £7,605

2020

Staffing = £7705

Maintenance = £1350

Marketing = £200

Total cost: £9255

Estimated Income = £4,400

Projected provision cost to FT = £4,855