

Appendix 2

The tables below outline the projected growth of membership based on figures from 2016/2017 and the impact of increasing the subscription rate on the growth.

Annual Subscriptions		
	Growth Factor Applied	Non – renewals / cancellation Applied
Option 1- keep current price of £20;	40%	10%
Option 2- Increase current price to £25;	35%	15%
Option 3- Increase current price to £30;	10%	20%

Option 1 – it is expected growth will continue at the current rate of 40%. There is a natural non-renewal of around 10% per annum.

Option 2 – it is expected that growth rate may be slightly lower and non-renewal rate slightly higher.

Option 3 – it is expected that this could reduce the growth rate and the non-renewal rate greatly.

Casual Subscriptions		
	Growth Factor Applied	Any Losses/ drop in take up
Option 1- keep current price of £5;	25%	
Option 2- Increase current price to £6;	20%	5%

Option 1 – it is expected growth will continue at the current rate of 25%.

Option 2 – it is expected that growth rate may be slightly lower.

Charging Rates for other Schemes

Dublin

The Dublin Bike Scheme offers two types of subscriptions – annual at a cost of €25 per annum and casual costing €5 for 3 days of use. Similar to the Belfast scheme the first half hour of use is free with service charges thereafter.

Glasgow

The Glasgow Bike Scheme offers an annual subscription and a casual pay-as-you-go subscription. The annual subscription is charged at £60 per annum with the first 30 minutes of each journey free of charge and 50p per half hour thereafter up to a maximum charge of £5 in any 24 hour period. The casual pay-as-you-go subscription is charged at £1 per half hour of use up to a maximum charge of £10 in any 24 hour period. An annual subscriber can hire up to 4 bikes at any one time which are charged at the standard usage rate.

Oxford

Oxford offers both pedal and electric bikes as part of their bike share scheme. For the pedal bikes there are two subscription options – annual and casual. Annual subscriptions are charged at a rate of £26 per annum with the first 30 minutes of use being free with subsequent charges of £1 per hour up to a maximum £5 charge in any 24 hour period. Casual subscriptions are a pay-as-you-go option with the first two minutes of use free and then a charge of £1 per hour up to a maximum of £6 per hour in a 24 hour period. There is no option to hire additional bikes on either of these subscriptions.