



Electric Bike Network

Morecambe Bay



Fantastic Green Business Opportunity

We are looking for businesses which have an interest in active travel to join the Morecambe Bay Electric Bike Network and become an e-bike hire point.

The purpose of this funded project

To enable local businesses to embrace low carbon tourism and attract visitors through a fleet of E-bikes available for hire to visitors around Morecambe Bay (notionally from Fleetwood to Barrow, including Lancaster, but there could be flexibility).

Who are we looking for?

A range of commercial operators which could host E-bike hire. This could be a hotel, B&B, holiday park or other business. We are also interested to hear from start-ups.



“This is a great value offer; the bike alone retails at £2,100, but our funding allows us to offer the package for £750 per bike which is 75% discount on the total cost of the package. This fee will be invested in the future running of the Electric Bike Network by Morecambe Bay Partnership.”

waysaroundthebay.org.uk





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You'll need to enter into a 1-year lease agreement with Morecambe Bay Partnership for which you will receive:

- 1 An agreed number of e-bikes, batteries and equipment including helmets, locks, pannier racks & bags.
 - 2 Annual service provision for the bikes for duration of the lease agreement.
 - 3 Marketing; the E-bike network will be promoted on a brand-new cycling and walking destination website called 'Ways Around The Bay' supported by a comprehensive local, regional and national marketing campaign to drive bookings to your hub. This will include both digital as well as traditional PR, press content and promotional flyer distribution.
- ✓ Hire points are free to determine their hire rates which are typically from £35 to £70 for a full day's hire.
 - ✓ At the end of the 1-year agreement, the business will take ownership of the bikes with the intention of continuing the hire offer as part of the Morecambe Bay e-bike network.



What you will need to do:

- ✓ Operate the hire site to maximise availability during peak season (April to September). You'll take bookings, meet, and greet the hirer, give them basic instruction, and ascertain their suitability to hire out the bikes, keep the bikes charged as per the manufacturer's instructions and carry out basic maintenance to ensure the bikes are kept clean, roadworthy, and available for hire.
- ✓ As this is a programme funded by the Department for Levelling Up, there are audit mechanisms in place to account for the funding & we'll ask you to sign a Memorandum of Agreement with us.
- ✓ Provide written proof of appropriate insurance for the bikes & equipment.
- ✓ Provide secure storage & charging facilities for the bikes when not in use.
- ✓ Ensure that e-bike hire is available for all who can ride a bike safely.
- ✓ Capture data on number of hires per year and provide this to Morecambe Bay Partnership at the end of the agreement.
- ✓ Meet with us after 6 months of operation, to review how things are going.

For further information including bike demos please contact Richard Frank:
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Ways Around The Bay

A project by Morecambe Bay Partnership.
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