



# Watford BC

July 2019



# Who are we?

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**Beryl** have been making consumer products for cyclists since **2012** and technology for bike share since **2014**.

We made the world's first Laserlight and our tech is in the city bikes of London, New York, Montreal and beyond.

We recently providing all “on-bike” technology for the new Santander Cycles; lights, lasers, GPS, Bluetooth, connectivity.

Working with Transport for London (**TfL**) for five years has given us the experience to develop a market leading bike share scheme.

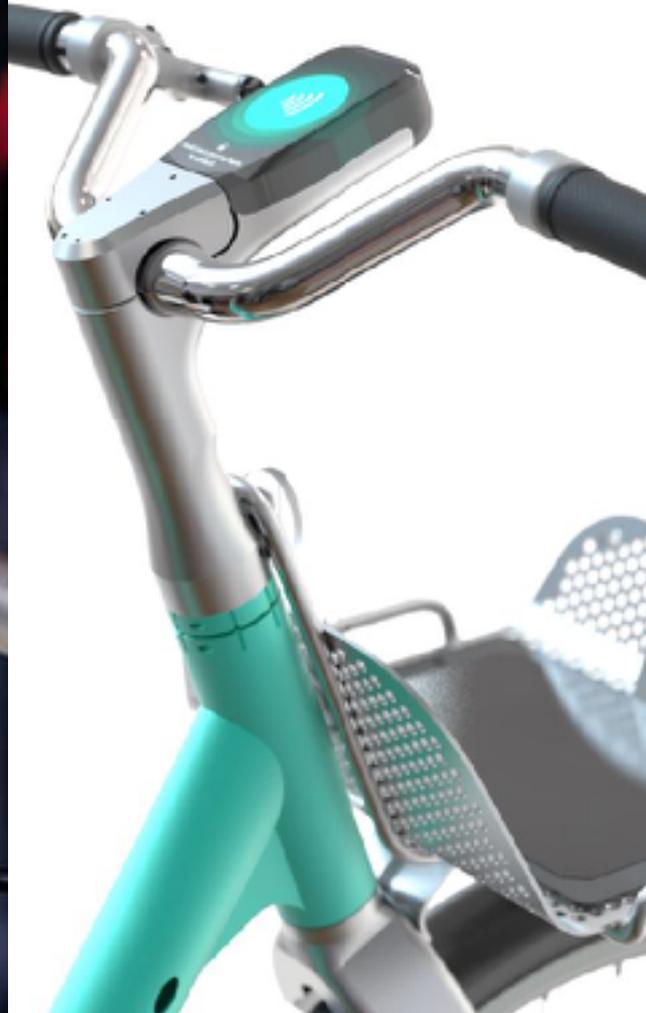
We own and operate schemes in **Bournemouth, Poole, Christchurch, London, Hereford**.

We have a heritage in creating urban cycling products with a focus on **safety, innovation** and **design**, complemented with skilled digital tech team.

We are the only micro-mobility company that is a **BCorp**.



# Safety, Innovation & Design



# Beryl Bike and eBike

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Our bike is premium quality, enjoyable to ride and the world's safest:

- **Superior UX** - one tap unlock and ride (NFC)
- The bike has GNSS (GPS), Bluetooth, accelerometer, GSM on board - we **track the bike**, not the user's mobile phone
- Lock or Lock-to available
- World leading **power management**, with dynamo and solar panel, allowing **constant connectivity** and **accurate location data**
- Proprietary laser projecting **safety** device (Laserlight)
- Fits a wider range of cyclists (4'11" - 6'5")
- E-bike: Centre mounted motor and rear mounted battery (available to demo mid August)



# Beryl Bays and hybrid bike share

## Hybrid Bike Share

- Beryl will deliver a controlled high quality parking bay based scheme.
- Bikes will be locked in specific locations, but we want the docking stations to contribute to the public realm and Healthy Streets strategy. Our Bays are designed as shared spaces, rather than specific bike share docking points.
- We enhance customer experience by allowing at agreed locations and at agreed times 'overflow parking' in specific lined areas adjacent to parking bays. This removes the pain point of not being able to dock a bike, but in a controlled way.

## Electric Bike Share

- We will introduce E-bikes into the scheme in April 2020
- We will initially identify specific locations where bikes are deployed, in order to encourage longer journeys to be served
- Battery swapping will be undertaken on street via the local ops team using zero emission vehicles. This maximise availability and will allow a speedier implementation without on street works.
- We have a preferred supplier for on-street charging and will look to implement on street shared electric vehicle charging over the life of the contract.

# Healthy Streets for Watford

Beryl Parklet



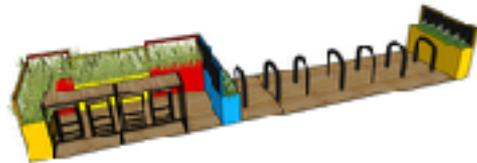
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Beryl Planter Rack

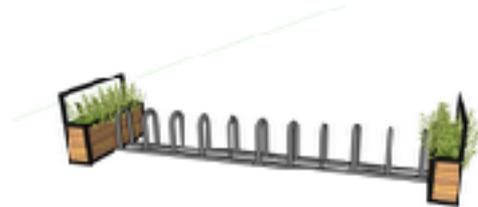


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Lock Rack



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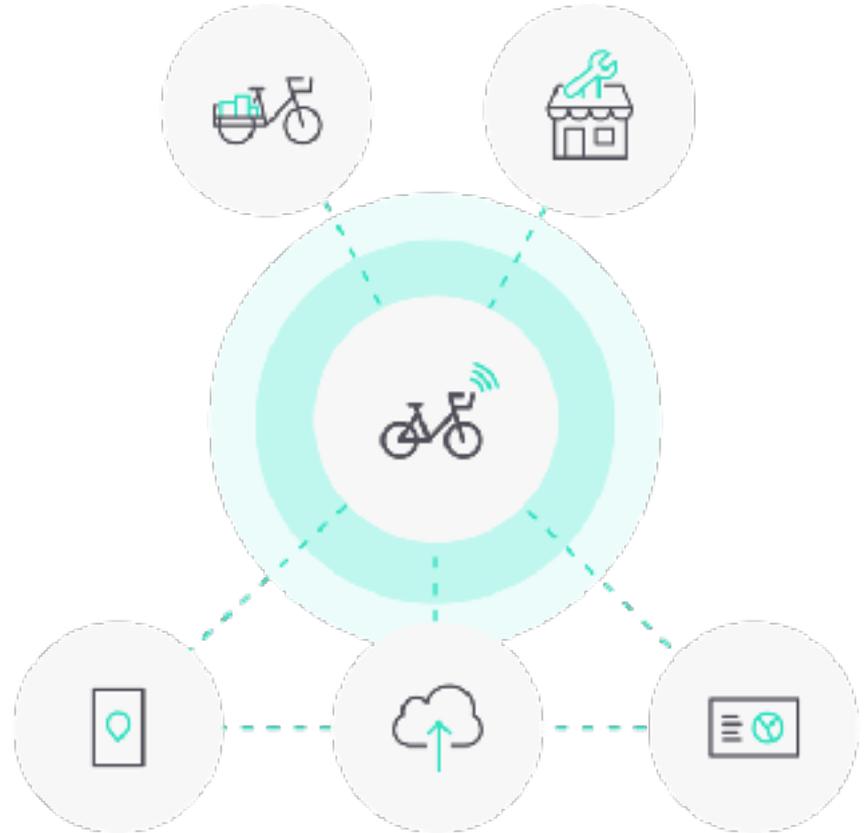


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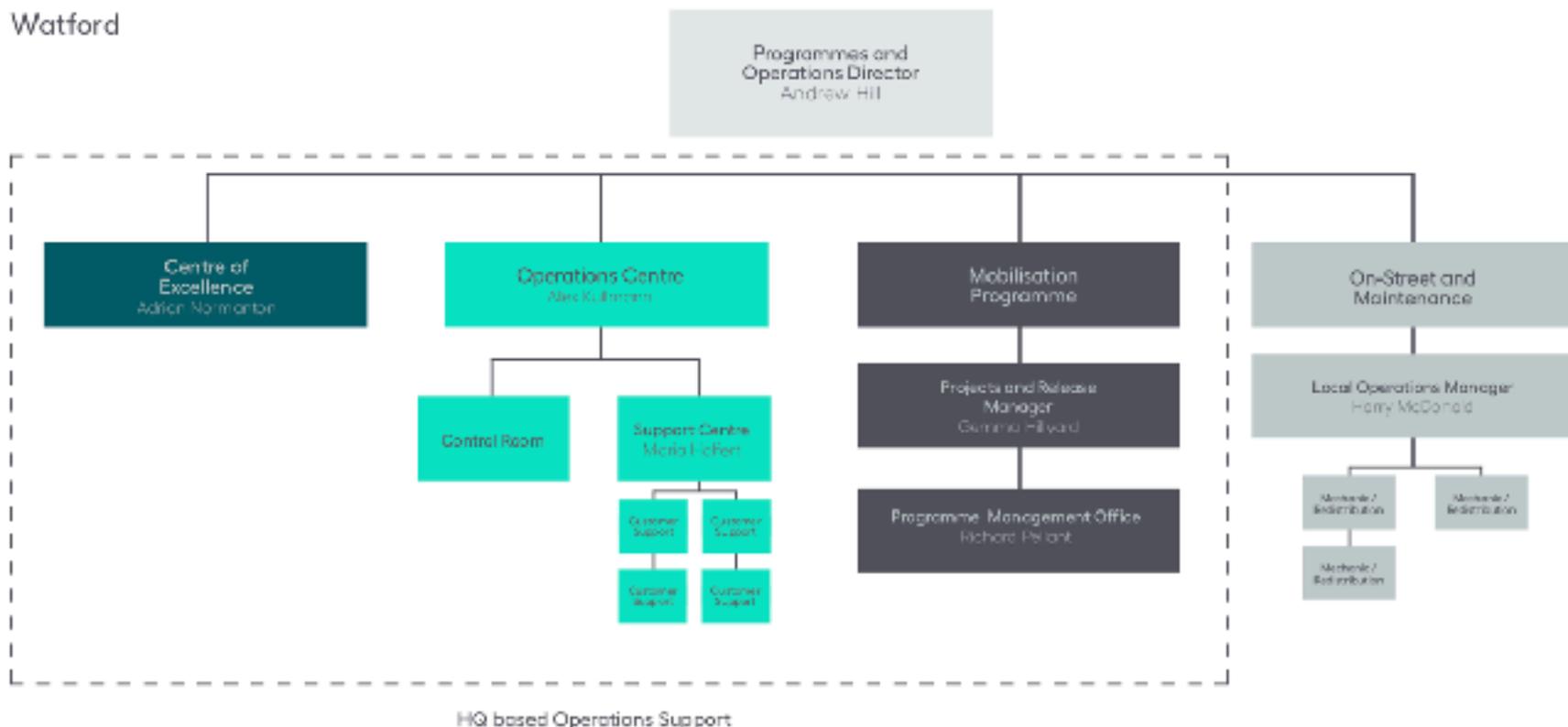
# Tech enabled Ops

- We've **designed & built** every component in our platform, in house.
- Our products and technology deliver and maintain the **safest** micro-mobility service on the market.
- Proprietary cloud based systems power our **Operational Service Centre**, providing 24/7 support in real time to **on-the-ground operatives** via proprietary web and app tools.
- The Operational Service Centre, allows for a **centralised function** to manage every individual bike and task that is completed on street, including automatically attributing tasks to employed operatives, third party contractors or for user incentivised tasks (such as bike redistribution).



# Delivering and operating the scheme

Watford



# KPIs

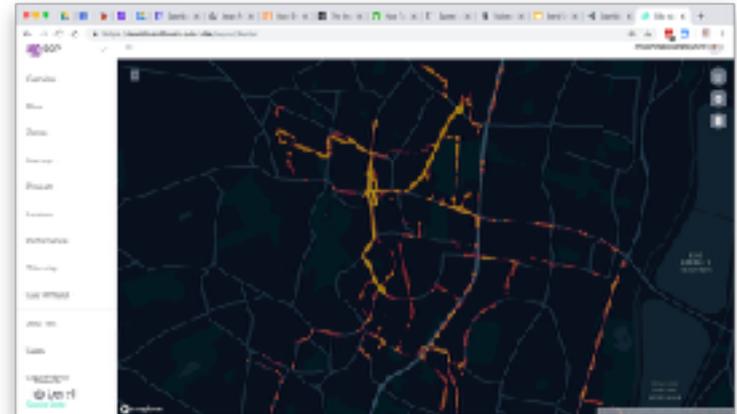
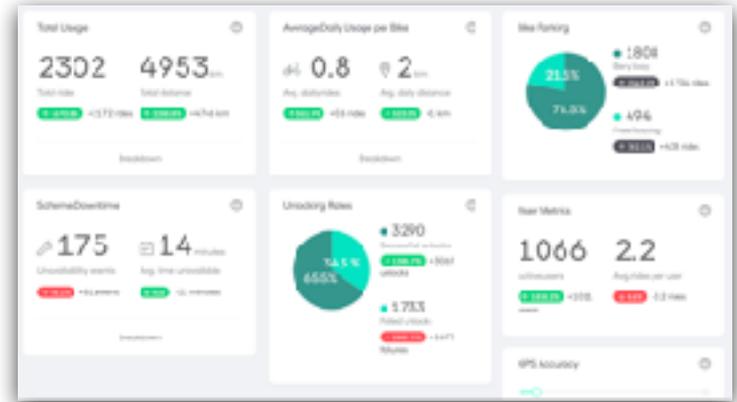
## Live performance reporting

We are able to deliver against the suggested standards and suggested management data in the tender documents. We will seek to define and agree these during contract negotiation.

We seek to build bespoke reporting tools that demonstrate in real time our performance, and alignment to the priority outcomes.

## Complete bike tracking

Beyond the suggested management data we also include full journey telemetry which and heat maps, which allows for great analysis of the usage of the scheme across bikes and ebikes.



Thank you



**Phil Ellis**

Co-founder & CEO

+44 (0)79 2117 5512

phil@beryl.cc

beryl

# Appendix

# Pricing

Our pricing model encourages frequent short journeys. It is designed to encourage modal shift. For Ebikes, the £1 unlock fee remains in each pricing model and in PAYR the minute cost is 10p.

Pricing Products	Pay-Per-Minute Plans		Daily Pass	Pay-Per-Minute Subscriptions		Corporate Plans
	PAYR	Minute Bundles		Monthly membership	Yearly membership	Corporate membership
<b>Micro</b> 5 to 10 mins.						
<b>Short</b> 10 to 20 mins.	£1 unlock fee + 5p p/min.	5p p/min.	£12	£20 monthly	£180 yearly	Paid or Subsidised - by organisations or councils.
<b>Average</b> 20 to 30 mins.	Cost examples: 10mins ride = £1.50	Four bundles available: £5 = 100mins. £10 = 200mins. £15 = 300mins. £20 = 400mins.	- Unlimited mins for a day. - No out of bay charges	- 1000 mins per month at 0.20p each.	- 1000 mins per month at 0.015p each.	
<b>Long</b> 30 to 45 mins.	- 20mins ride = £2			- Skip, freeze or cancel anytime	- One off payment	
<b>X-Long</b> 45+ mins.						

# Future Collaborations

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We believe the bike share platform is an asset that can be leveraged to continually enhance cycling and active travel in Watford, we seek to be a long term partner to Watford Borough Council.

**Policy Team:** In house travel planners and urban designers will look to work with the borough to identify improvements to the scheme, in Watford and neighbouring strategic partners e.g. 3 Rivers District Council

**Data Science:** Our collaboration with innovate UK and City University equips us with world lead data science skills to analyse and improve the scheme

**Community engagement and Marketing:** Our experience marketing team have already identifies opportunities to engage the local community and cycling groups, such as Lets Ride 2021 and supporting rider awareness programmes in Cassiobury Park.

# Data

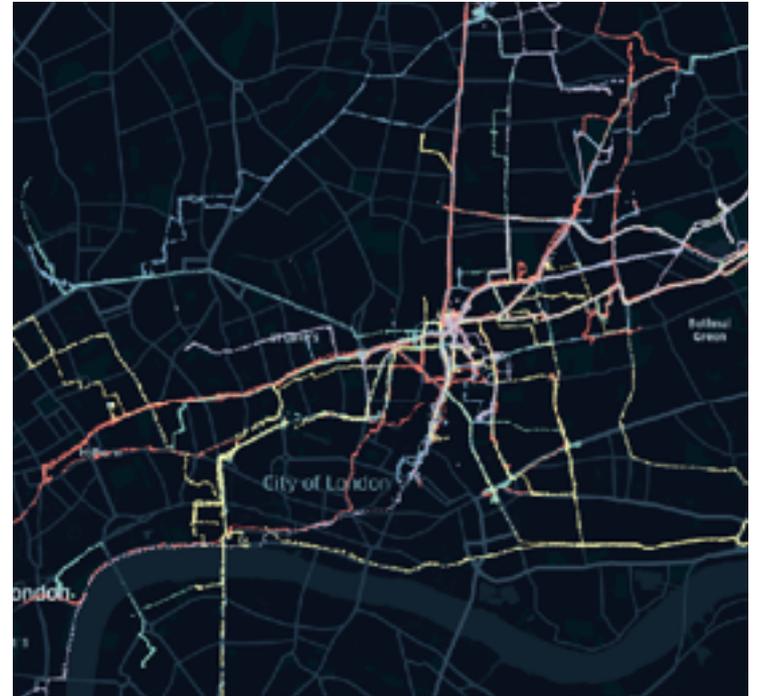
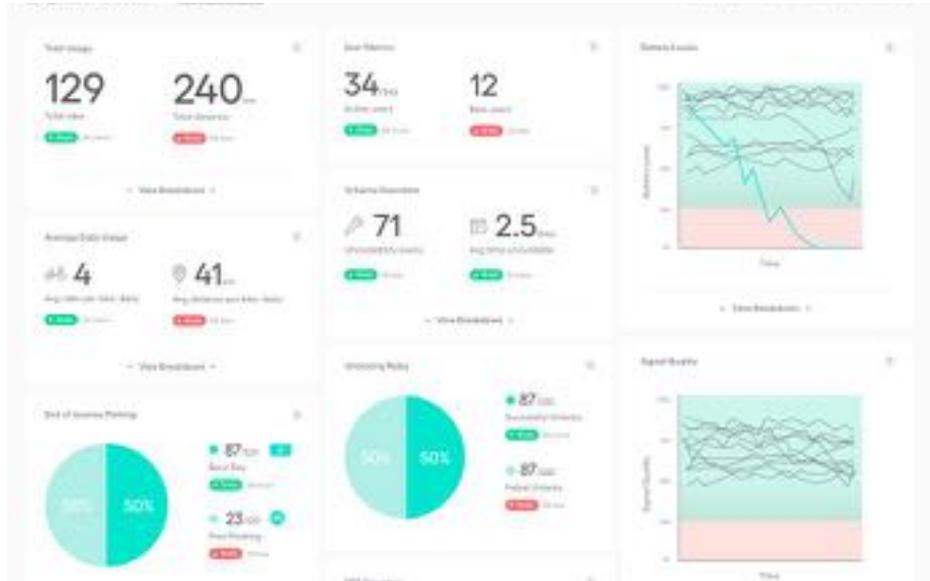
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- We track the bike, not the user - a mobile phone is only used only to unlock the bike. This means that we can share all of the data with our partners (e.g. councils) in an anonymised and GDPR compliant way.
- We share bike data with partners (e.g. council) in its entirety and can present this via live dashboards, analytics tools and a live API (the live API allows the data to be incorporated into existing digital systems the council may have).
- We would like to hold workshops between our digital design team and partners to ensure we deliver all the information, in the best way to support the borough in understanding the scheme and highlight ways in which it can be refined.
- In addition we want the scheme to benefit cycling more generally, this means assessing travel patterns, routes and even (with user acceptance) assessing how these change according to demographics (e.g. do men cycle different routes to women).
- We have the ability to share all data with partners and cities. We will work with councils to identify the most meaningful data to to extract. We wish to help influence and improve cycling infrastructure and policy making more generally.

# An example of our summary dashboard

Good for reporting to cities



# The Laserlight in action

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This would be included on every bike - independent TfL commissioned Transport Research Laboratory study showed it reduced driver blind spot by 32%.

