

Lime in Camden

Culture and Environment Scrutiny Committee February 2025



Lime



Camden

Overview

Following the previous Committee session (January 2024) Lime has worked with Camden Council to successfully deliver Phase 2 of our shared e-bike service for the last 2 years.

- To date we have delivered:
 - **Over 3.2 million rides in 2024 (up 40% on 2023%)**
 - **More than 85,000 unique riders (up 50% on 2023)**
 - **Average parking compliance over 90%**
- We recognise the seriousness of issues caused by problematic parking and clustering of our bikes in certain areas, particularly at high-usage locations, and we are fully committed to addressing these issues through our London Action Plan.
- These issues have been created by record levels of demand for our service, with over 3 million rides in Camden in 2024, and 16 million rides across London in commuting hours alone. This record demand and usage has been facilitated by the Council's commitment to active travel, increasing cycling levels and facilitating mode shift to greener, healthier transport modes.
- Lime understands our responsibility to ensure access and public safety for other road and pavement users is not impeded, and we are confident that our London Action Plan will address these issues. In order to **deliver a step change in our operational performance and deliver the requisite improvements on-street, our London Action Plan** is focused on increased staffing resources, improvements to parking enforcement technology and additional investment in parking infrastructure. **In Camden, the focus of our work is on delivering on-street improvements in the management of high usage high demand locations, in particular the redistribution of vehicles** away from parking locations that are prone to overcrowding.
- In response to record and soaring demand for e-bikes in Camden, we have also set out £5 million of additional investment in parking infrastructure to deliver additional parking capacity.
- We have also agreed and progressed new social value commitments, including hiring a **new Camden-based apprentice**, with a second apprentice currently being recruited.

Record demand

| Lime Camden e-bike service (2024) | | | |
|--|--------------------------------|--------------------------|-----------------------|
| Total trips | Total riders | Total distance travelled | Average trip distance |
| >3.2 million | 500,000 | >8.6 million km | 2.7km |
| Monthly average | | | |
| Trips | Riders | Distance travelled | |
| C. 260K, >300K in peak months | 80K, >100K in peak months | >720,000km | |
| London-wide data | | | |
| Total trips (2024) | Total riders (scheme lifetime) | | |
| >16 million in commuting hours alone | >4 million since launch | | |

Progress on parking and overcrowding

Following the previous Committee session and clear feedback from Council officers - and in the context of record demand and usage - **Lime has focused on improving issues with overcrowding and obstructions at high usage, high priority locations.** This is also one of the primary areas of focus of the London Action Plan that was announced at the end of January 2024.

| Issue | Solution |
|-------|----------|
|-------|----------|

- **Excess vehicles at popular parking locations:**
A combination of record usage and the nature of demand patterns has contributed to unacceptable on-street situations that are having an impact on public safety and accessibility.

Record levels of demand for our service has created issues with problematic parking and overcrowding, particularly at high-usage locations in the south of the borough around the morning rush hour).

- **Technology and enforcement**
Our machine-learning photo review technology only allowed for retrospective warning and fining in response to poor user parking.

- **Staffing and resources:**
Our London Action Plan will bolster our operations with an additional £13.4 million investment to increase our on-street patrols. This will include an additional 10 staff working in Camden to remove and redistribute poorly parked e-bikes from overcrowded locations using vans and cargo bikes.

Lime has made a £5 million investment in parking infrastructure across London. We want to ensure that a large proportion of this investment is spent in Camden and ensure that Camden has the resources required to deliver additional parking to match unprecedented and growing levels of demand for e-bikes in the borough.

- **Technology and enforcement improvements:**
Our new improved technology as set out in the London Action Plan will help to improve user parking, included an AI end-trip photo review to detect and prevent poor parking in real time. We are also piloting and development improvements to GPS to address issues with GPS drift.

Further improvements required

Lime understands the accessibility and safety concerns created by overcrowding and obstructions, especially in high-usage and high footfall parts of the borough. particularly in the context of ongoing record Phase 2 usage. The monitoring and management of these issues **also have a significant impact on officer resources and time.**

In the context of record usage and demand, we have conducted a data-led review and analysis of usage patterns across the borough to underpin the recently announced London Action Plan. In Camden, **our focus is on improving fleet management** and responding to feedback from officers and other stakeholders to **deliver a step change in the management of high usage parking locations.**

Specifically, **this is focused on proactively and preemptively redistributing vehicles to deliver the required improvements on-street,** in addition to improvements to our enforcement technology and significant additional investment in parking infrastructure.



London Action Plan

| New measure | Expected impact | Implementation date |
|--|--|-----------------------------|
| Operational resources | | |
| 10 additional team members working in Camden | <p>We have invested in our on-street team to ensure that our fleet is being managed in Camden with the appropriate number of staff. Of our 100 new team members, 10 will be working in Camden, a further increase on top of the additional rangers and e-vans introduced last year.</p> <p>Lime is a certified member of the Living Wage Foundation and the Mayor of London's Good Work Standard.</p> | Implemented in January 2025 |
| Increased patrols and vans | <p>Our increased team represents the highest staff to vehicle ratio of our operations to date. Our new team members in Camden will be primarily responsible for tidying bikes and removing excess vehicles. The new team will be focused on popular parking locations which have been identified as prone to overcrowding, particularly high-usage parking locations in the south of the borough around the universities district and Holborn, where we see high levels of commuter in-flow.</p> | Implemented in January 2025 |

London Action Plan

| New measure | Expected impact | Implementation date |
|---------------------|--|---------------------|
| Improved technology | | |
| GPS technology | We continue to focus on improving the accuracy of our GPS technology. We are currently developing 'Lime Location Engine' technology, which uses new vehicle hardware to reduce GPS drift. This will be ready to pilot in London in summer 2025. | Summer 2025 |
| Rider incentives | We will incentivise riders to remove bikes from overcrowded locations via offering discounts and other rewards. This feature is still being developed and we will experiment with a range of incentives in order to identify the most effective approach | Summer 2025 |
| End trip photo | We are currently rolling out our AI-end trip photo to all London users. We are training the model to accurately detect obstructive parking in real-time. | Ongoing |

London Action Plan

| New measure | Expected impact | Implementation date |
|--|---|---------------------|
| Increased investment in parking infrastructure | | |
| £5m parking infrastructure fund | <p>Lime has made a £5 million investment in parking infrastructure across London. We want to ensure that a large proportion of this investment is spent in Camden, and the parking infrastructure fund is designed to ensure that Camden has the resources required to deliver additional parking to match unprecedented and growing levels of demand for e-bikes in the borough.</p> <p>The most critical factor in improving parking compliance remains parking density and capacity. New parking locations will also help to reduce pressure on existing bays, preventing vehicle clustering and overcrowding.</p> <p>We would welcome the opportunity to work with Camden to support further investment in parking infrastructure across the borough and to ensure this funding can be spent as effectively as possible, including through sharing additional data on demand, hotspot locations and usage patterns.</p> | Ongoing |
| Private parking taskforce | Lime has set up a private land parking taskforce to identify other potential parking locations on land held by private landowners, businesses and other organisations , for example universities, NHS trusts, Transport for London and developers. | Ongoing |

Delivering social value

As part of our new Phase 2 contract, Lime is also working with Camden Council to deliver significant social value, this includes:

| Commitment | Impact | Implementation timeline |
|----------------------------------|---|-------------------------|
| Skills and development | | |
| Apprenticeship opportunities | Lime has hired a Camden-based apprentice who is fully on-boarded and working within our operations team. We recently met with the Council's apprenticeships team and confirmed that recruit for our second Camden-based apprentice will begin shortly, following confirmation of their exact role and responsibilities. | Ongoing |
| Engagement with local schools | Lime has offered school work experience placements to students in Camden. | Ongoing |
| Accessibility and cycle training | | |
| Accessible vehicle options | Lime has donated £225000 to our partner Wheels for Wellbeing to fund 12 new accessible vehicles for their fleet. These can be used by eligible Camden residents free of charge and are aimed at increasing access to and overall uptake of cycling in the borough. | Ongoing |

Delivering social value

| Commitment | Impact | Implementation timeline |
|--|--|-------------------------|
| Provision of cycle training | <p>Lime will provide monthly free cycle training sessions in Camden by our specialist cycle training partner, Bikeworks. We estimate 500 residents will be trained per year. All attendees will receive a free helmet and ride code.</p> <p>We supported the Camden Cycling Campaign to provide free access to our vehicles for their Cycle Buddy programme, including for monthly Mental Health rides.</p> | March 2024 |
| Community support | | |
| Lime Access and new Access Zones | <p>Over 1000 Access users use our service each month in Camden, helping to ensure the service is affordable for everyone who needs it in the borough. Our Lime Access scheme provides discounted rides to Job Seekers, emergency workers, students, apprentices and 60+ Oyster, Freedom and Veteran card holders.</p> <p>We are working with officers to design more “Access Zones” in areas of higher deprivation in Camden where bikes are automatically available at Access prices, removing process barriers to claiming the discount.</p> | Ongoing |
| Volunteering and support for local charities | Lime has already donated over £30,000 to our London “Hero” partner the Felix Project, which helps to save surplus food and redistribute it to local food banks, including in Camden. Lime team members are also given 4 free days volunteering per year to support local charities. | Ongoing |

Delivering social value

| Commitment | Impact | Implementation timeline |
|------------------|---|-------------------------|
| Community events | <p>We are working with officers to deliver additional support for community events, including:</p> <ul style="list-style-type: none">● Support Dr Bikes (bike maintenance) events across the borough● Provide additional free cycle training via Bike Works at community events● Support volunteering days across the borough including at Castlehaven Community Park | Ongoing |

Share the Joy

Lime, in partnership with London Cycling Campaign and a local Camden-based business Loud mobility, have launched Share the Joy - an initiative funded by Lime to provide funding and support to projects and community groups that encourage more people to cycle in London.

Share the Joy is focused on supporting projects and organisations that are working to improve Health and Wellbeing, Accessibility and Inclusion or Skills and Connectivity. Projects that support people and groups currently underrepresented in cycling are also given additional priority within this.

So far, 18 recipients have been selected and have received funding, including Cycle Sisters and Wheels for Wellbeing.

Following an initial £100,000 contribution in 2024, Lime is investing a further £250,000 in our Share the Joy Fund, with applications for the next funding window now open.

We want to support projects and organisations encouraging more people to cycle in Camden and would welcome the opportunity to work with the Council and Councillors to identify and support community groups that would benefit from this support and funding.

