

**energy
saving
trust**

**eCargo Bike Grant Fund
2021/2022 Local authority scheme
evaluation**

July 2022



Executive summary

The eCargo Bike Grant Fund local authority (LA) scheme, funded by the Department for Transport and administered by Energy Saving Trust, offered funding to LAs in England to procure ecargo bikes. The scheme was first launched in 2019/20, when 18 LAs were funded to procure 273 ecargo bikes and nine trailers. In 2021/22, the scheme was relaunched and the top scoring 14 applicants who were unsuccessful in the 2019/20 funding round were invited to resubmit their bids for funding. The LAs were able to bid for up to £200,000 of funding to purchase ecargo bikes for their areas, either within their fleets or for local businesses. When the scheme closed in 2022, a total of £1.13 million was paid out to the 14 LAs to purchase 193 ecargo bikes, 16 trailers, 62 boxes and seven storage units.

For this evaluation of the eCargo Bike Grant Fund LA scheme:

- An online survey had been administered to 2021/22 grant recipients as part of the claim process to collect feedback on the scheme. A total of 11 responses were received, corresponding to a response rate of 79% (11 of 14 LAs funded in 2021/22).
- An ecargo bike user feedback survey had also been set up and shared with LAs for collecting feedback from people who used the ecargo bikes. The survey link was shared with LAs funded 2020/21, as well as LAs funded in 2019/20. A total of 77 responses were received.¹

This evaluation relied on self-reported information from funded LAs and ecargo bike users, which could be bias. We were also unable to assess the response rate for ecargo bike users and how representative their responses were as we did not know the total number of end users. The following findings should therefore be considered within these limitations, which are further discussed in Section 1.3.

Key findings

LAs funded in 2021/22:

- the LAs are located in Yorkshire and Humber (3), South East (3), London (3), West Midlands (2), North West (2) and South West (1)
- in terms of the geographical spread, of the 193 ecargo bikes funded, 24% are in North West, 19% in Yorkshire and Humber, 18% in London, 17% in South West, 15% in South East

¹ We were unable to calculate the response rate as we did not know how many ecargo bike end users the LAs shared the survey link with.

and 7% in West Midlands

- around half of them are in the South (including London, South West and South East), followed by North West (24%), Yorkshire and Humber (19%) and West Midlands (7%)
- the LAs procured ecargo bikes for local business use (e.g. through leasing/ “try before you buy” schemes or pilot projects), internal staff use (e.g. staff pool bikes, for trials or training) and public use (e.g. ecargo bikes public sharing scheme)

Based on the LA online feedback survey, which received 11 responses:

- respondents reported procuring ecargo bikes due to their desire to achieve their environmental targets (45%) and promote active travel (36%)
- 91% of the respondents reported that the grant was very important, and 82% said their LAs would not have been able to purchase their ecargo bikes in the absence of the grant
- 91% of the respondents were either satisfied or very satisfied with the scheme. The scheme has a Net Promoter Score (NPS) of 64, which is classified as very good. ²

Based on 77 responses collected from the ecargo bike end users survey:

- 95% of the respondents were from LAs funded in 2019/20 and 5% were from LAs funded in 2021/22, indicating feedback were from people who had used ecargo bikes for some time
- respondents reported using the funded ecargo bikes for transporting equipment while at work (69%), deliveries (65%) and work-related travel (61%)
- based on the tracked mileage data provided by 46 respondents, they had used the funded ecargo bikes to travel 36,448 miles³
- using 41 respondents’ self-reported information on the types and mileage of internal combustion engine (ICE) vehicles that the ecargo bikes displaced, the estimated carbon savings was 9,630 kgCO₂e⁴
- the majority of the respondents found riding an ecargo bike easy (78%) and safe (68%)

² Net Promoter Score (NPS) is a customer satisfaction benchmark that measures how likely customers are to recommend a product or service to others. See Appendix D for further information on NPS and how it is calculated.

³ The average mileage travelled and carbon savings per ecargo bike could not be determined due to the lack of information on the unique number of ecargo bikes used by respondents.

⁴ Using <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2021>. See Appendix E for carbon savings calculation method.

- key challenges reported by respondents were the lack of secure storage or parking (23%), cycling infrastructure (19%) and difficulty in manoeuvring the ecargo bikes (19%)
- 87% of respondents said that they had observed benefits from using ecargo bikes, including improved physical health (40%), journeys are quicker by ecargo bike than motorised vehicle (33%) and reduced impact on the environment (31%)⁵
- 22% of the respondents reported they had purchased ecargo bikes since trialling ecargo bikes from their LA, and a further 16% said they have plan to purchase. These respondents reported they have purchased 27 ecargo bikes and plan to purchase a further 14.

Recommendations

Key recommendations based on the findings from this evaluation are:

- Data collected from this evaluation was insufficient to calculate the average mileage and carbon savings per ecargo bike funded due to the challenge of determining the unique number of ecargo bikes used by the end users. Therefore, it is recommended to work with LAs to collect such data for calculating carbon savings.
- Beyond promoting ecargo bikes uptake among their staff and local businesses, LAs also need to improve local infrastructure that supports ecargo bikes usage. Based on the feedback from ecargo bike end users, only 32% of them felt that local infrastructure has a positive impact on ecargo bike usage. Challenges mentioned by end users included the lack of safe storage and parking spaces, and inadequate cycling lanes for ecargo bikes. It is worth noting similar feedback had also been provided by 2019/20 national scheme grant recipients (please refer to the eCargo Bike Grant Fund 2021/22 national scheme evaluation report).

⁵ Some respondents cited more than one benefit.

Contents

Executive summary	2
1. Introduction	6
1.1. Objectives	6
1.2. Method	6
1.3. Limitation	7
2. An overview of 2021/22 applications	8
3. Local authority online feedback survey	10
3.1. Motivations	10
3.2. Influence of the grant	10
3.3. Satisfaction	11
4. Local authority ecargo bike user survey	13
4.1. Respondent information	13
4.2. eCargo bike usage	15
4.3. Carbon savings	18
4.4. Time savings	19
4.5. Feedback on ecargo bikes	21
4.6. Further ecargo bikes uptake	26
5. Conclusions	27
5.1. Key findings	27
5.2. Recommendations	28
Appendix A Local authority online feedback survey	29
Appendix B Local authority final report template	31
Appendix C Local authority ecargo bike users feedback survey	35
Appendix D Net Promoter Score	41
Appendix E Carbon savings calculation	42

1. Introduction

The eCargo Bike Grant Fund was a grant scheme funded by the Department for Transport (DfT) and administered by Energy Saving Trust for the acquisition of ecargo bikes to support low carbon transport in England. There are two elements to the grant: the national scheme and the local authority (LA) scheme. This evaluation report covers the LA scheme. A separate evaluation report has been produced for the national scheme.

Under the LA scheme, LAs were able to bid for up to £200,000 of funding to purchase ecargo bikes for their areas, either within their fleets or for local businesses. When the LA scheme was first launched in 2019/20, it was very popular and oversubscribed. 18 LAs were funded to procure 273 ecargo bikes and nine trailers. The scheme was reopened in 2021/22 and the top scoring 14 applicants who were unsuccessful in the 2019/20 funding round were invited to resubmit their bids for funding, which could include storage facilities this round. Total funding of £1.13 million was paid out to the 14 LAs to purchase 193 ecargo bikes, 16 trailers, 62 boxes and seven storage units.

1.1. Objectives

The main objectives of this evaluation are:

- to analyse the locations of LAs funded and their proposed ecargo bike use cases
- to assess LAs' motivations for obtaining ecargo bikes and influence of the grant on their decision to purchase ecargo bikes
- to generate insights on travel behavioural change as a result of the funded ecargo bikes, including petrol/diesel miles displaced and carbon savings
- to obtain feedback on LAs' experience and satisfaction with the scheme
- to generate lessons learned for informing future schemes

1.2. Method

To achieve the evaluation objectives, an online survey was administered as part of the grant claim process. The online survey was designed to collect information on LAs' motivations for obtaining ecargo bikes, their reported influence of the grant on their decision to purchase ecargo bikes, and feedback on the grant process. A copy of the survey questionnaire is provided in Appendix A. When the survey was closed in mid-April 2022, 11 responses were received, corresponding to a response rate of 79% (11 of 14 LAs funded in 2021/22).

In addition to the online survey, the final reports submitted by LAs were also reviewed and analysed. The final report template is provided in Appendix B for reference. Of the 14 LAs funded, 13 had submitted their final reports at the time of this evaluation.

An online survey was also set up for LAs to share with their ecargo bike users to capture feedback on the ecargo bikes, as well as ecargo bikes mileage data and types of vehicles displaced to estimate the carbon savings. A copy of the survey questionnaire is provided in Appendix C. The survey link was shared with LAs funded in 2021/22, as well as 2019/20 to collect feedback from their users who would have experienced the ecargo bikes for some times. The survey received 77 responses, 95% were from 2019/20 funded LAs and 5% were from 2021/22 funded LAs ⁶

1.3. Limitation

This evaluation relied on self-reported information from funded LAs and ecargo bike users, which could be bias. For ecargo bike users in particular, we were unable to calculate the response rate as we did not have information on the unique number of ecargo bike end users and how widely the LAs had shared the survey link. Therefore, we were unable to assess how representative the ecargo bike end users survey sample was.

Carbon savings calculation relied on ecargo bike users' self-reported mileage data. Some of the responses were based on estimated rather than tracked mileage data. Even for tracked mileage data, it was not possible to verify if the information provided in the survey was accurate. The types of internal combustion engine (ICE) vehicles displaced by the ecargo bikes were also self-reported and counterfactual. Therefore, ecargo bikes mileage and carbon savings presented in this report should be considered within these limitations.

It was not possible to attribute impact of the grant, in other words, how the grant has influenced uptake of ecargo bikes among funded LAs or business end users. Other variables such as introduction of Low Emission Zones (LEZs) or business model⁷ may also come into play that would affect the uptake. Therefore, it was not possible to establish the "additionality" of the scheme. It is worth noting that understanding additionality of a grant scheme is always challenging and a full evaluation may not be cost effective.

⁶ We were unable to calculate the response rate as we did not know how many ecargo bike end users the LAs shared the survey link with.

⁷ For example, some business models are based on zero emission last-mile delivery

2. An overview of 2021/22 applications

In 2021/22, 14 LAs received £1.13 million to purchase 193 ecargo bikes, 16 trailers, 62 boxes and seven storage units. Figure 2-1 shows the geographical distribution of the LAs funded. Most of them are in Yorkshire and Humberside, South East and London (21% respectively). In terms of the number of ecargo bikes funded, half of them are in the South (including London, South West and South East), followed by North West (24%) and Yorkshire and Humber (19%) (Figure 2-2).

Figure 2-1: Geographical distribution of LAs funded [N = 14]

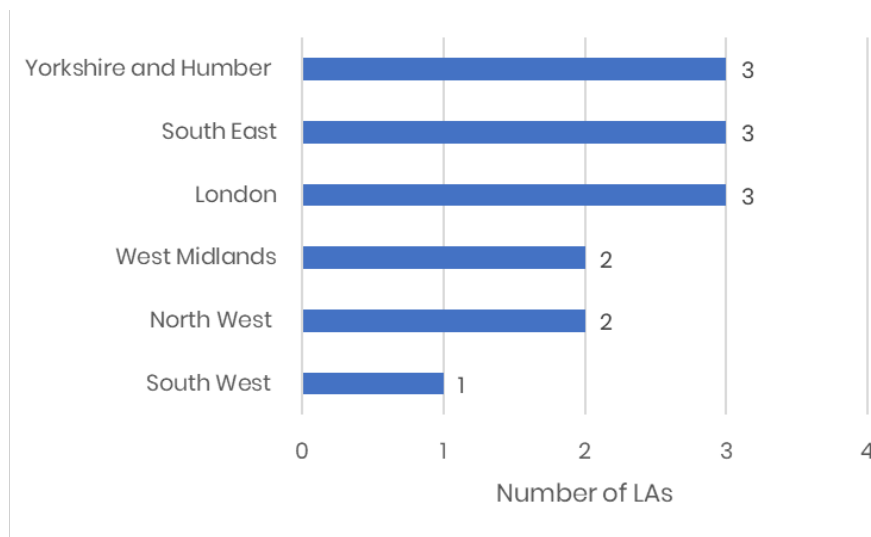
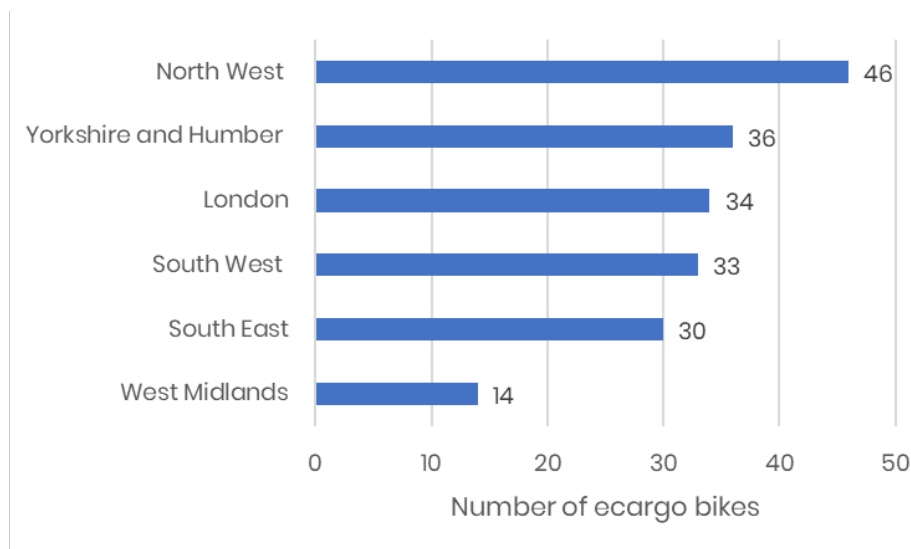
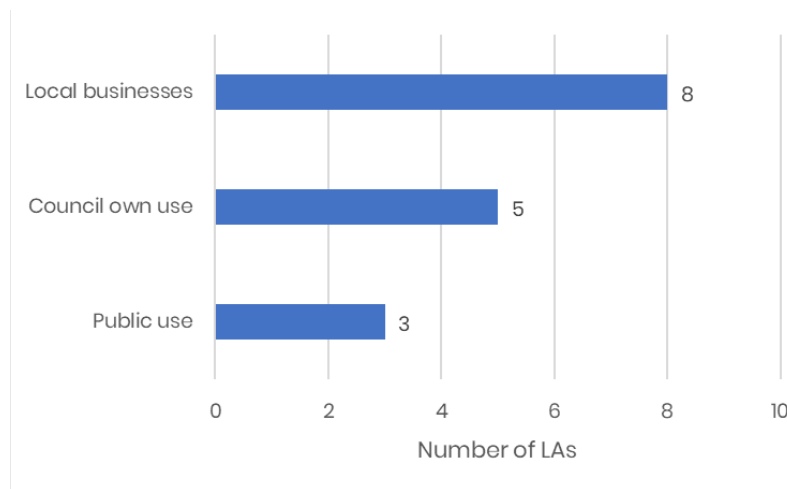


Figure 2-2: Geographical distribution of ecargo bikes funded [N = 193]



To generate insights on how the ecargo bikes will be used, final reports submitted by the LAs were reviewed and analysed. Most LAs procured ecargo bikes for more than one use case, including for their local business use (62%), followed by for their internal staff use (38%) and public use (23%).

Figure 2-3: Intended ecargo bike use cases [N = 13, coded responses, multiple responses]⁸



Examples of business use:

- ecargo bike library, loan or “try before you buy” scheme for local businesses
- pilot ecargo bike scheme with local businesses
- local charities or community groups for recycling pick-up or food deliveries

Examples of council use:

- staff cycle training
- pool bikes for site visits or delivering services
- ecargo bike trial for internal departments for consideration for their own fleet
- for promotional activities or events

Examples of public use:

- for hire at public sites eg heritage centres, museums, parks and gardens
- public ecargo bikes sharing scheme
- ecargo bikes pool for low-income or vulnerable households to access essential services

⁸ At the time of writing this evaluation report, one LA has not submitted their final report, hence N = 13. It was not possible to determine the number of ecargo bikes allocated for the different use cases due to inconsistency in the data collected across the LAs.

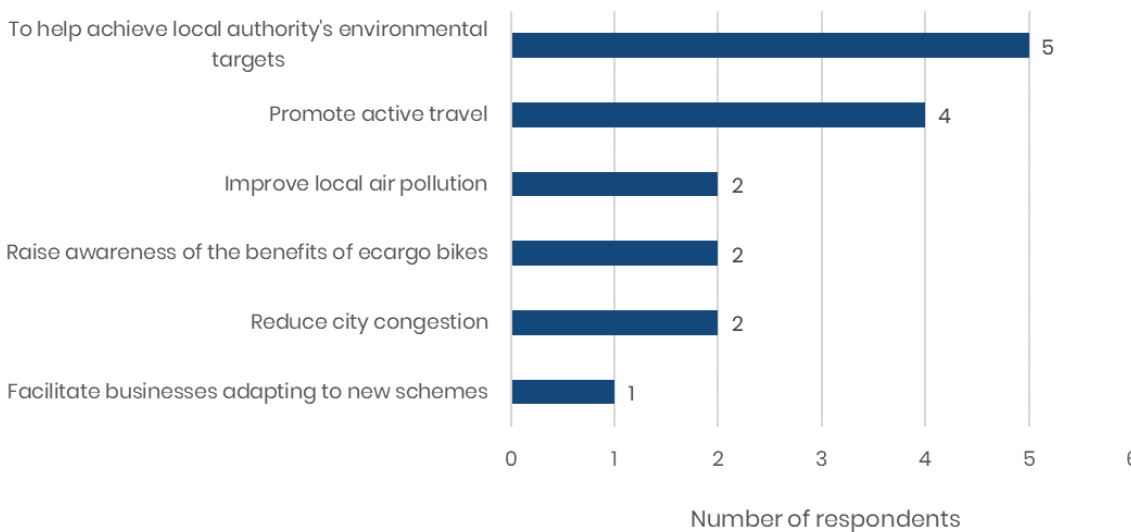
3. Local authority online feedback survey

An online survey was used to collect feedback on eCargo Bike Grant Fund 2021/22 LA scheme; it was administered on an ongoing basis as part of the grant claim process. As of mid-April 2022, a total of 11 responses were received, corresponding to a response rate of 79% (11 of 14 LAs funded in 2021/22). Note that not all respondents answered all the survey questions, as a result, the sample size (N) varied by questions.

3.1. Motivations

Figure 3-1 illustrates the key motivations for LAs to purchase ecargo bikes. Note that some respondents provided more than one motivation. Half of respondents (50%) reported their LAs procured ecargo bikes to help them achieve their environmental targets, such as becoming net zero or addressing the climate emergency. The second most common motivation cited was to promote active travel (40%).

Figure 3-1: Motivations for purchasing ecargo bikes [N = 10, multiple responses]



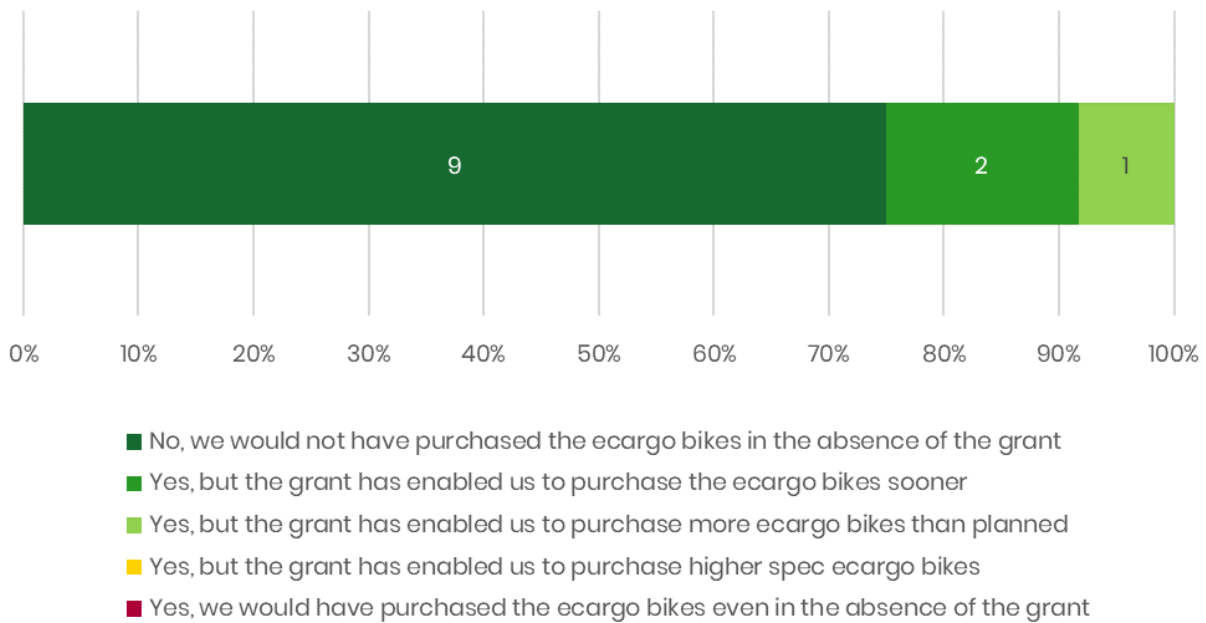
3.2. Influence of the grant

LAs that responded to the survey had procured 101 ecargo bikes using the eCargo Bike Grant Fund. In the survey, respondents were asked to indicate the importance of the grant in influencing their LA's decision to purchase ecargo bikes. 91% of the respondents reported the grant was very important and the remaining one respondent (9%) reported the grant was somewhat important in influencing their decision to purchase ecargo bikes.

Figure 3-2 provides a summary of the responses when asked if their LAs would have been able to afford the ecargo bikes in the absence of the grant. 82% of the respondents said their LA

would not have been able to purchase their ecargo bikes in the absence of the grant. One respondent (9%) reported the grant enabled their LA to purchase the ecargo bikes sooner, whilst another respondent (9%) reported the grant enabled them to purchase more ecargo bikes and sooner than planned.

Figure 3-2: Whether LAs would have been able to afford the ecargo bikes in the absence of the grant [N = 11, multiple responses]



3.3. Satisfaction

Respondents were asked to state the extent to which they agreed or disagreed with a number of statements regarding the process of applying for and receiving funds from the grant scheme. Their responses are summarised in Figure 3-3. The majority of respondents strongly agreed or agreed with the statements, aside from finding the claim process straightforward, which 73% of respondents neither agreed nor disagreed with. Respondents who disagreed with the statements were from three different LAs, showing each of them experienced different challenges with the grant process.

Recommendations to improve the ecargo bike grant scheme were diverse but included suggestions such as providing a reporting template, case studies and allowing the funding to be spent on ecargo bike accessories.

Figure 3-3: Extent to which respondents agreed or disagreed with statements regarding the grant process [N = 11]

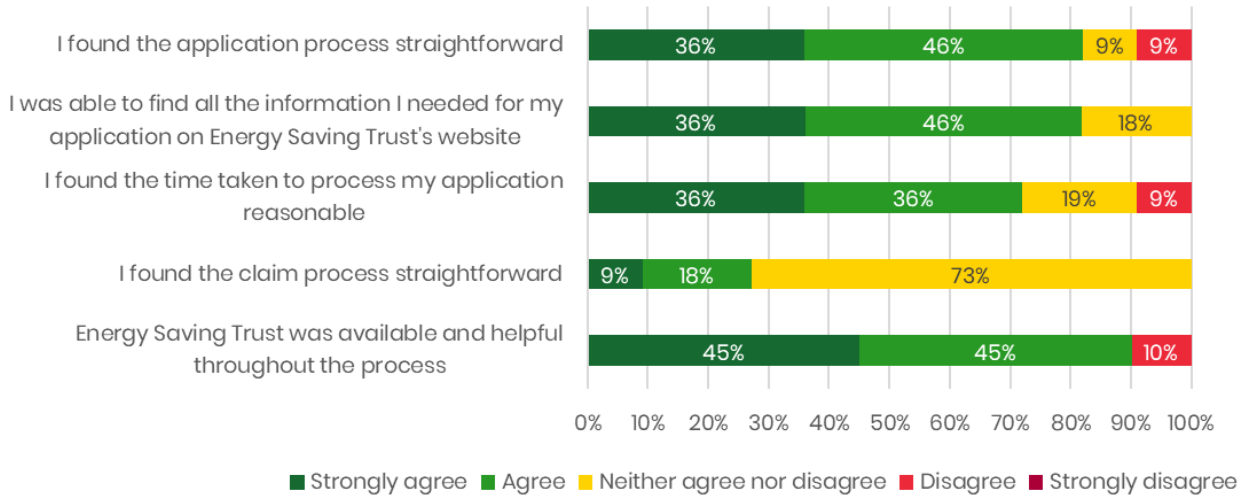
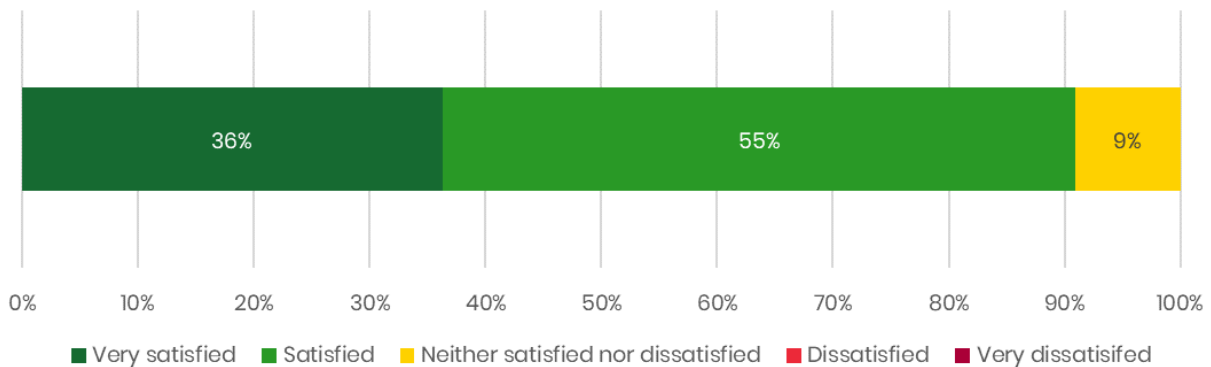


Figure 3-4 shows respondents' overall satisfaction with the eCargo bike grant scheme. Most of the respondents were either satisfied (55%) or very satisfied (36%) with the scheme. One respondent reported that they were neither satisfied nor dissatisfied. The respondent did not provide comment to explain why they felt that way.

Figure 3-4: Overall satisfaction with eCargo Bike Grant Fund LA scheme [N = 11]



Respondents were asked to rate their likelihood of recommending the eCargo bike grant scheme to others on a scale from 0 to 10, where 0 is extremely unlikely and 10 is extremely likely. Based on their responses, the Net Promoter Score (NPS) for eCargo Bike Grant Fund 2021/22 LA scheme grant was calculated as 64, which is very good. ⁹

⁹ See Appendix D for further explanation on Net Promoter Score (NPS) and how it is calculated.

4. Local authority ecargo bike user survey

An online survey was set up for 2019/20 and 2021/22 LAs to share with their ecargo bike users to capture their feedback and usage information on the ecargo bikes. The survey was administered between November 2021 and February 2022. A total of 77 responses were received. 95% of the respondents were from 2019/20 funded LAs and 5% were from 2021/22 funded LAs, indicating feedback were from people who had used ecargo bikes for some times.

4.1. Respondent information

Figure 4-1 displays respondents’ organisation type. Almost a third of them worked for local or public authorities (31%), of which the majority were working for the LAs that procured the ecargo bikes (25%).

For the remaining respondents, they worked for private companies, including limited companies (20%), sole traders/ partnerships (16%) or charities (14%). The majority of them worked in a micro-sized companies (71%) (Figure 4-2). In terms of sectors that their organisations operated in, they were wide-ranging, including retail, hire and repair (15%), catering and accommodation (11%) and transport and distribution (11%) (Figure 4-3).

Figure 4-1: Respondents’ organisation type [N = 77]

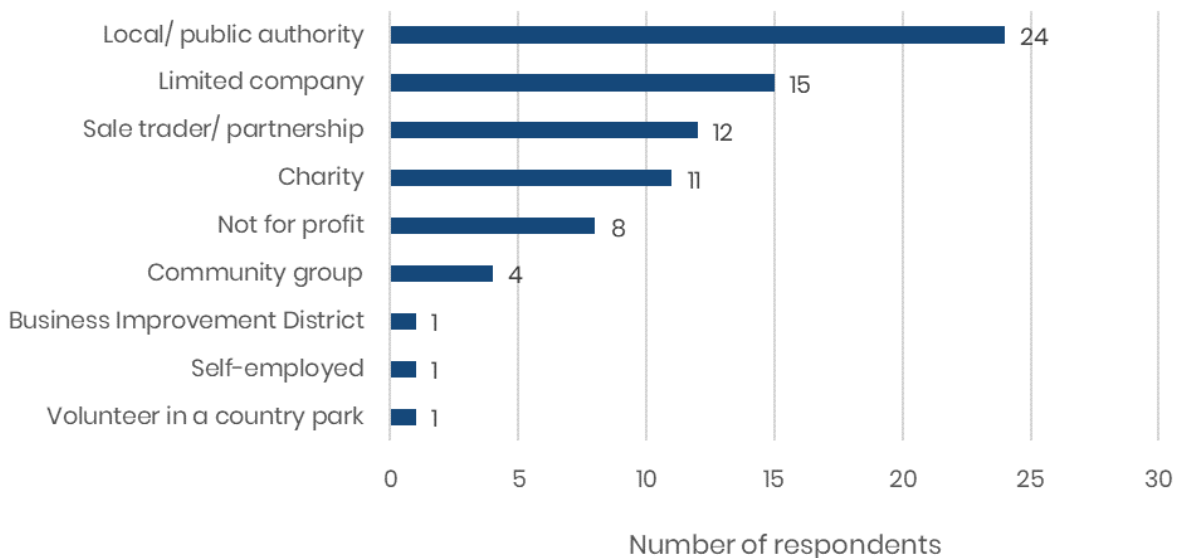


Figure 4-2: Respondents' organisation size [N = 52]¹⁰

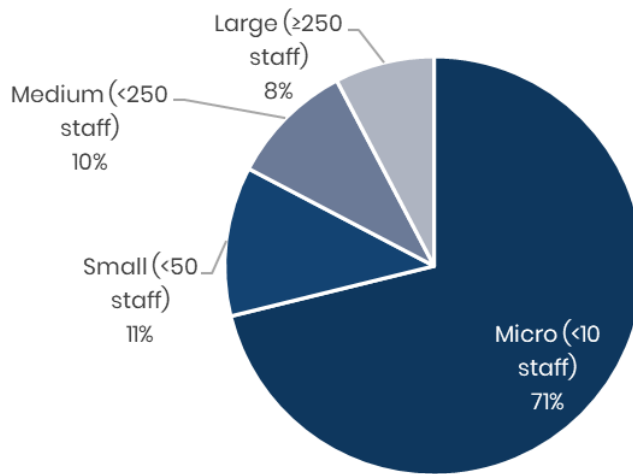
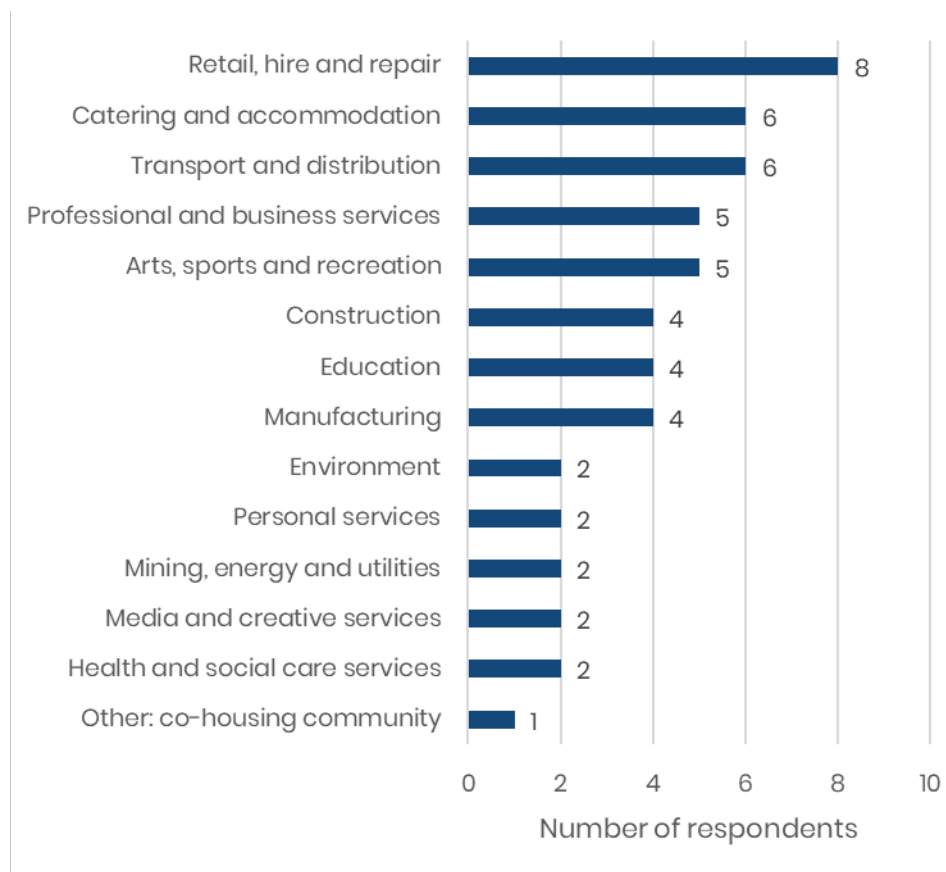


Figure 4-3: Respondents' organisation activity [N = 53]

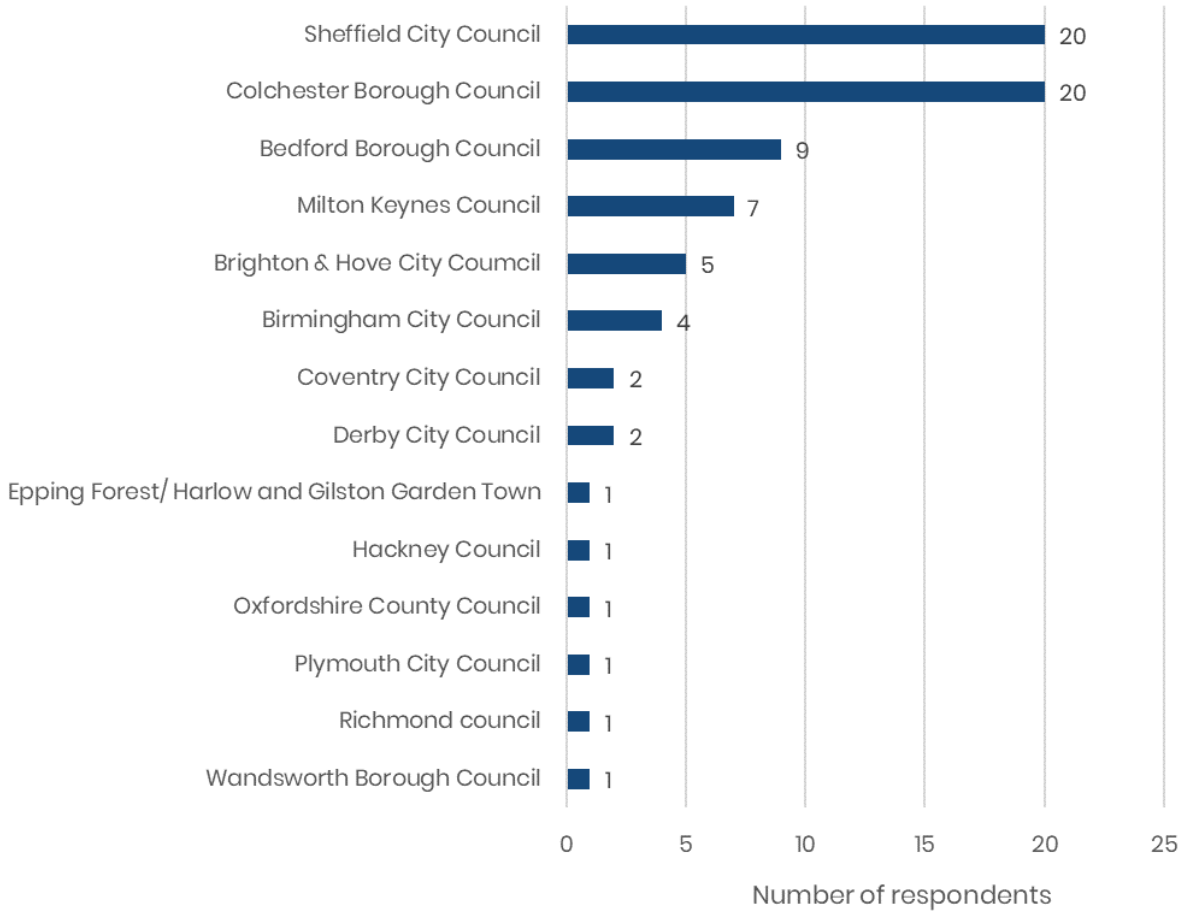


¹⁰ Only respondents who worked for private companies were asked to provide information on their organisation size and one respondent did not disclose the information.

4.2. eCargo bike usage

Figure 4-4 shows the LAs which respondents obtained their eCargo bikes from. It shows the majority of respondents obtained their eCargo bikes from Sheffield City Council (27%) and Colchester Borough Council (25%).

Figure 4-4: LAs where respondents obtained the eCargo bikes from [N = 75]¹¹



Respondents who were not LA staff were asked how many eCargo bikes they trialed or leased from the LA and for how long. The majority of them reported they trialed one eCargo bike (64%) (Figure 4-5) and for greater than three months (90%) (Figure 4-6).

¹¹ Two respondents did not provide an answer to the question.

Figure 4-5: Number of eCargo bikes trialled or leased [N = 55]¹²

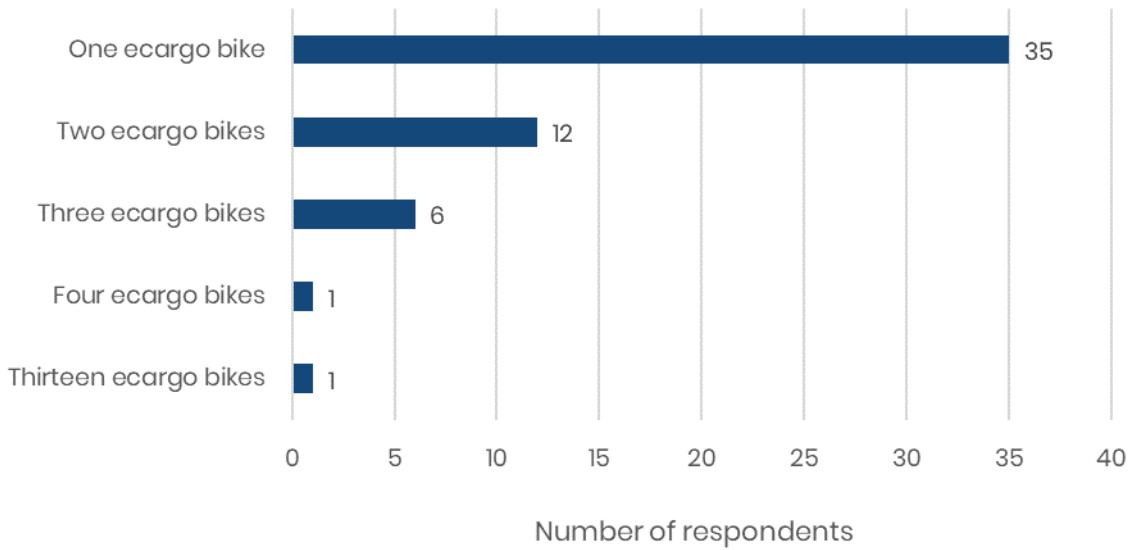


Figure 4-6: Duration of eCargo bike trial/lease [N = 58]

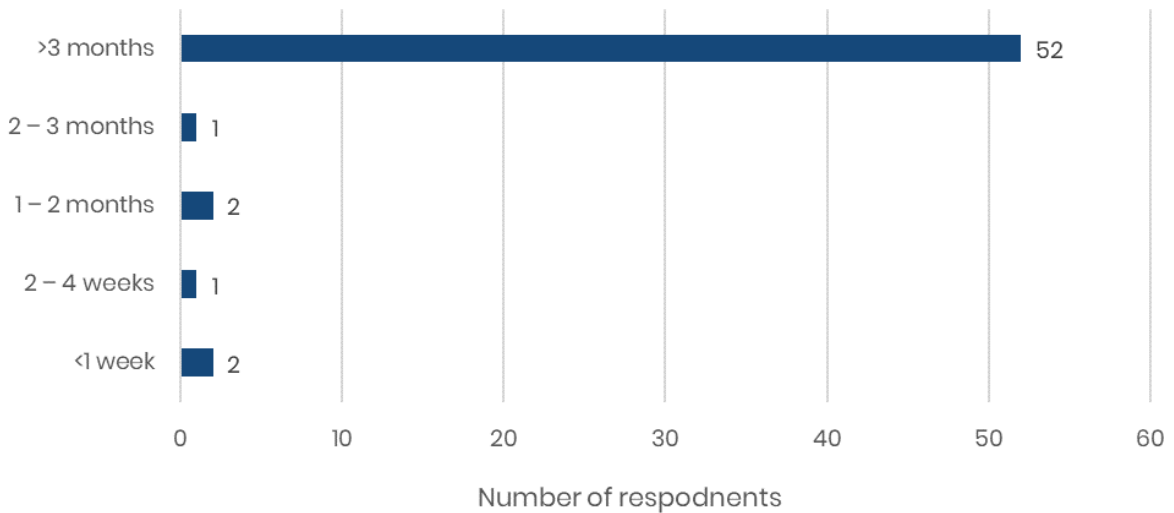
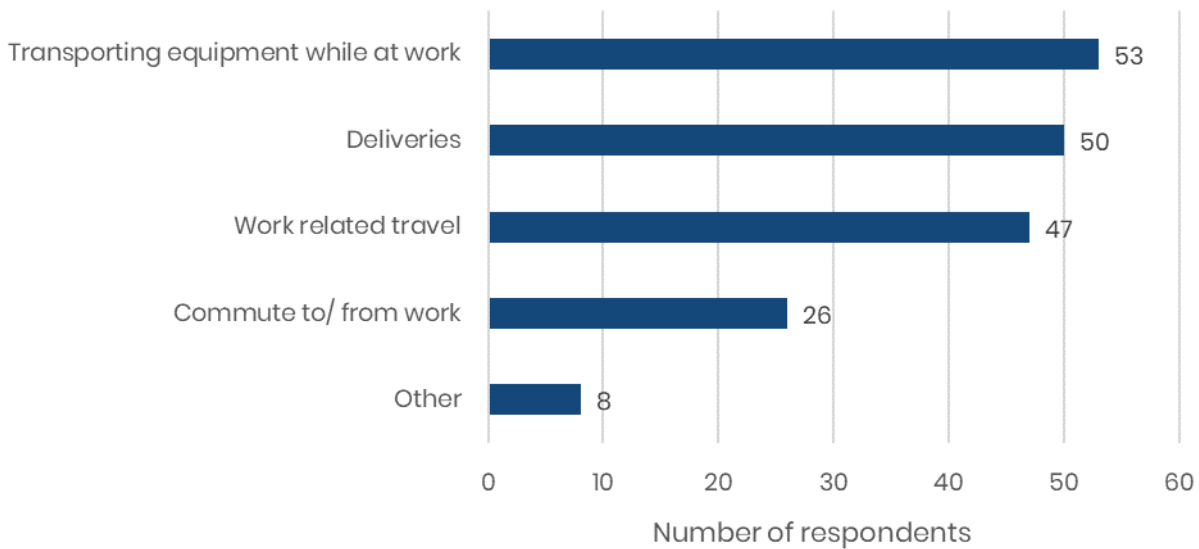


Figure 4-7 shows what the respondents used their eCargo bikes for. Respondents were able to state more than one use case. The most common uses reported were transporting equipment while at work (69%), deliveries (65%) and work-related travel (61%). ‘Other’ uses included showcasing active travel, media opportunities, assisting the homeless community and shopping.

¹² Three respondents did not answer this question.

Figure 4-7: eCargo bike use cases [N = 77, multiple responses]



All respondents were asked to provide the mileage that their ecargo bikes had travelled. 57 respondents shared such information (74%). Of these respondents, 46 respondents (81%) said they tracked their ecargo bike mileage, whilst the remaining 11 (19%) estimated the mileage their ecargo bikes travelled. Altogether, the respondents reported their ecargo bikes had travelled 37,552 miles, averaging 659 miles per respondent. Table 4-1 provides disaggregation of mileage data by tracked and estimated. The average mileage travelled per ecargo bike could not be calculated as information on the number of unique ecargo bikes used by respondents was unavailable.¹³

Table 4-1: Mileage travelled by respondents using ecargo bikes

eCargo bike mileage data	No. of respondents [N]	Mileage travelled	Mileage travelled per respondent
Tracked and estimated	57	37,552 miles	659 miles
Tracked	46	36,448 miles	792 miles
Estimated	11	1,105 miles	100 miles

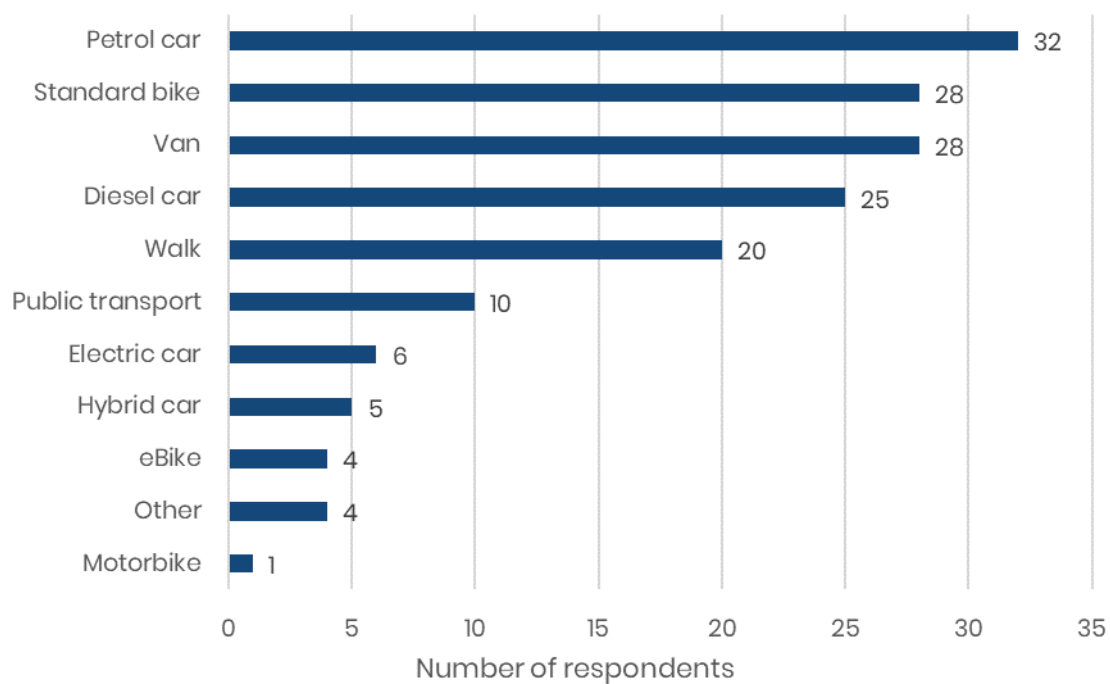
All respondents were also asked the mode of transport they would have used for the journeys in the absence of the ecargo bikes. 42% of the respondents reported all of the journeys would have been completed using ICE vehicles, whilst 39% reported some of the journey would have been completed using ICE vehicles in the absence of the ecargo bikes. For the remaining respondents

¹³ Multiple respondents may use or trial the same ecargo bike from a LA over different time periods.

(19%), none of their ecargo bike journeys would have been completed by ICE vehicles, rather they would have undertaken the journey using a standard bike, walking or public transport.

Figure 4-8 shows the mode of transport that respondents reported they would have used for the journeys that they made in the ecargo bike(s). The chart shows that the most frequently replaced vehicle was a petrol car (42%), followed by a standard bike (36%), a van (36%) and a diesel car (32%). ‘Other’ responses included taxi, electric scooter, wheelbarrows or they would not have done the journeys.

Figure 4-8: Mode of transport displaced by ecargo bikes [N = 77, multiple responses]



4.3. Carbon savings

Of the 62 respondents who reported they would have undertaken all or some of the journeys in ICE vehicles, 47 respondents (77%) provided further information on the approximate mileage of ICE vehicles that had been replaced. Their responses are summarised in Figure 4-9. Diesel vans were reported as the most common type of ICE vehicle displaced in terms of mileage, followed by diesel and petrol cars. Altogether, these respondents reported their ecargo bikes had replaced 31,375 ICE miles. Using the UK Government GHG gas reporting conversion factors 2021,¹⁴ the total carbon savings was calculated as 9,694kgCO₂e.¹⁵ For the same reason as mentioned above, the lack of information on the number of unique ecargo bikes meant the average carbon

¹⁴ <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2021>

¹⁵ Carbon savings calculation method is outlined in Appendix E.

savings per eCargo bike could not be calculated.

Figure 4-9: Mode of transport displaced in mileage [N = 47]

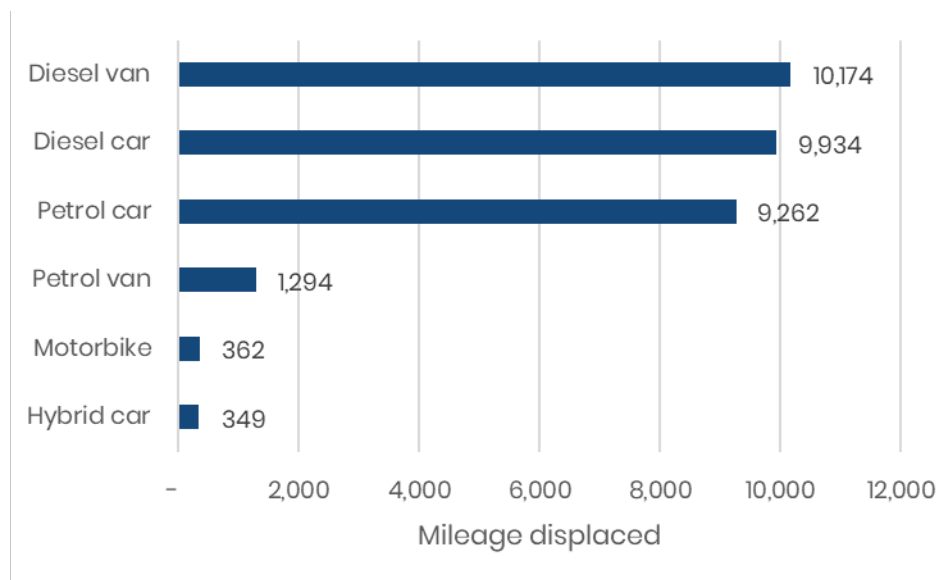


Table 4-2 shows carbon savings calculated based on tracked and estimated eCargo bike mileage data. As the mileage travelled per respondent based on tracked data is considerably higher than estimated data (Table 4-1), it is expected to see the same for the ICE mileage displaced and the resultant carbon savings per respondent.

Table 4-2: Carbon savings from displacing ICE mileage

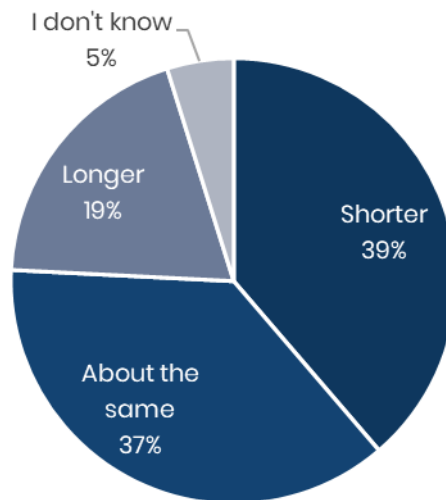
eCargo bike mileage data	No. of respondents [N]	ICE mileage displaced	ICE mileage displaced per respondent	Carbon savings	Carbon savings per respondent
Tracked and estimated	47	31,375 miles	668 miles	9,694 kgCO ₂ e	206 kgCO ₂ e
Tracked	41	31,166 miles	760 miles	9,630 kgCO ₂ e	235 kgCO ₂ e
Estimated	6	210 miles	35 miles	64 kgCO ₂ e	11 kgCO ₂ e

4.4. Time savings

Respondents who indicated they would have used ICE vehicles to undertake part or all of the journeys were also asked if journeys by eCargo bikes take longer or shorter as compared to ICE vehicles. Their responses are summarised in Figure 4-10. Most of the respondents reported about the same (57%) or shorter (39%). 19% of the respondents felt the journeys were longer

compared to ICE vehicles.

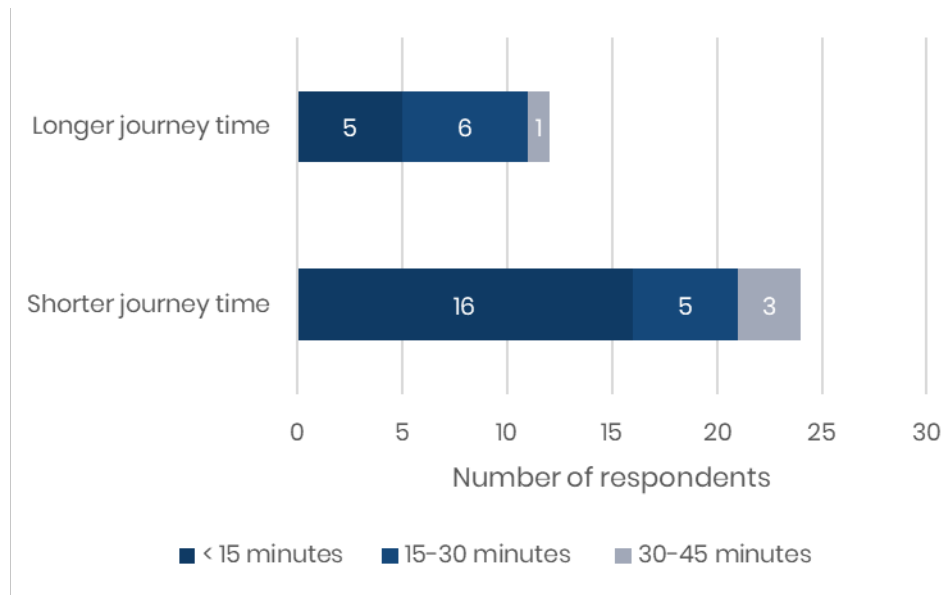
Figure 4-10: Whether journeys made by ecargo bikes were longer or shorter as compared to using ICE vehicles [N = 62]



Respondents who reported that their journeys made by ecargo bikes were shorter as compared to ICE vehicles were asked how much shorter these journeys were. Most of them (67%) said their journeys were <15 minutes shorter in an ecargo bike as compared to using an ICE vehicle.

As for the respondents who reported that their journeys were longer when made by an ecargo bike as compared to a motorised vehicle, most of them said that their journeys were <30 minutes longer in an ecargo bike.

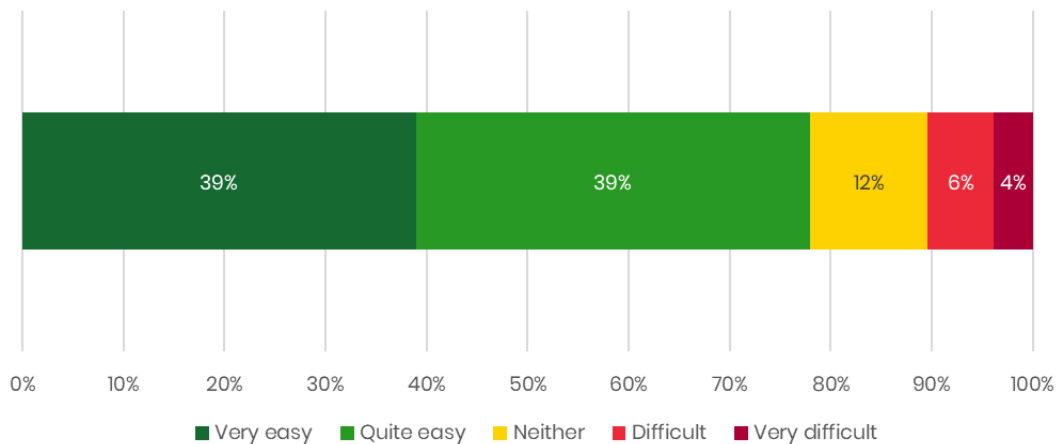
Figure 4-11: Time difference for journeys completed via ecargo bikes as compared to ICE vehicles [N = 36]



4.5. Feedback on ecargo bikes

All respondents were asked how easy or difficult they found riding ecargo bikes. Their responses are summarised in Figure 4-12. The majority of the respondents reported it was very easy (39%) or easy (39%) to ride an ecargo bike.

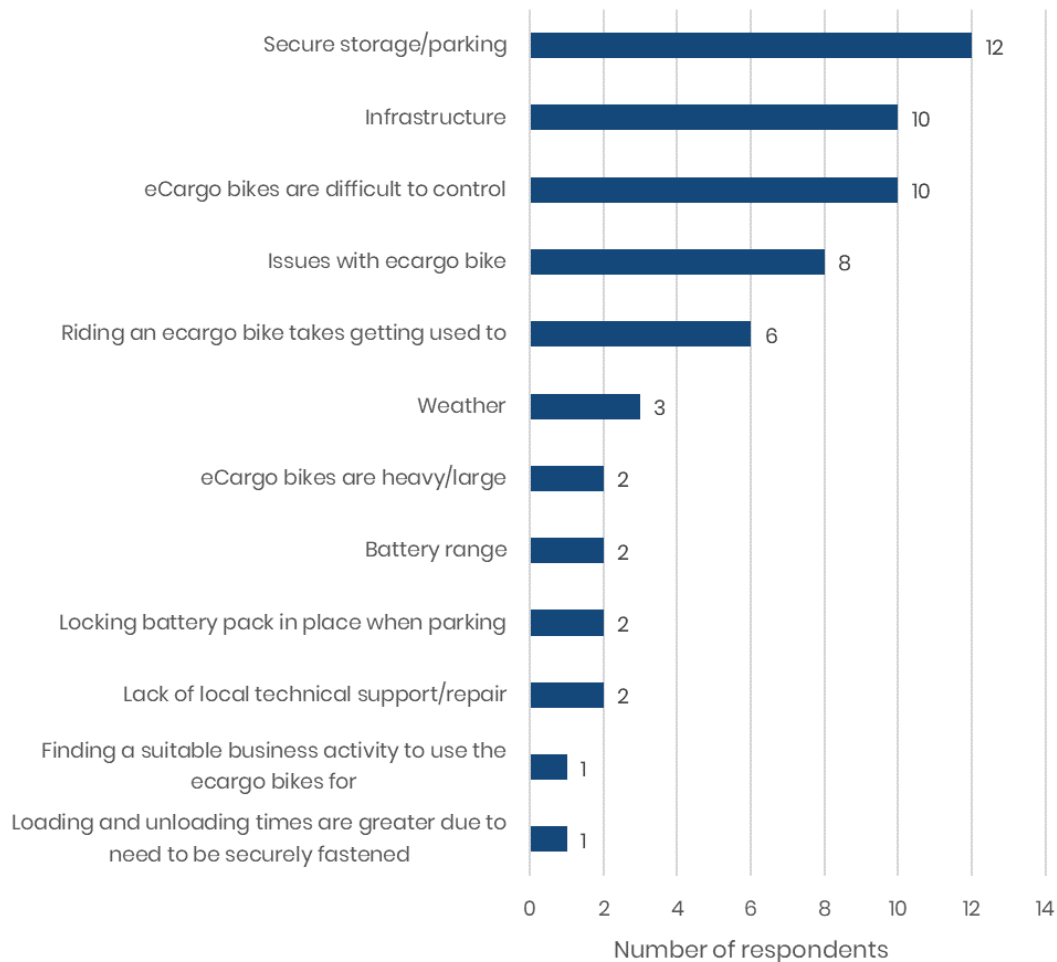
Figure 4-12: How easy or difficult respondents' find riding ecargo bikes [N = 77]



Respondents were asked to share the problems or challenges that they experienced with their ecargo bikes. 59 respondents provided an answer, of which seven stated they have not experienced any problems or issues. For the remaining 52, their responses are coded and summarised in Figure 4-13. Note that some of them mentioned more than one problem. Secure storage or parking was the most frequently mentioned issue (23%), followed by infrastructure

(19%), eCargo bikes are difficult to control (19%) and issues with the cargo bike itself (15%).

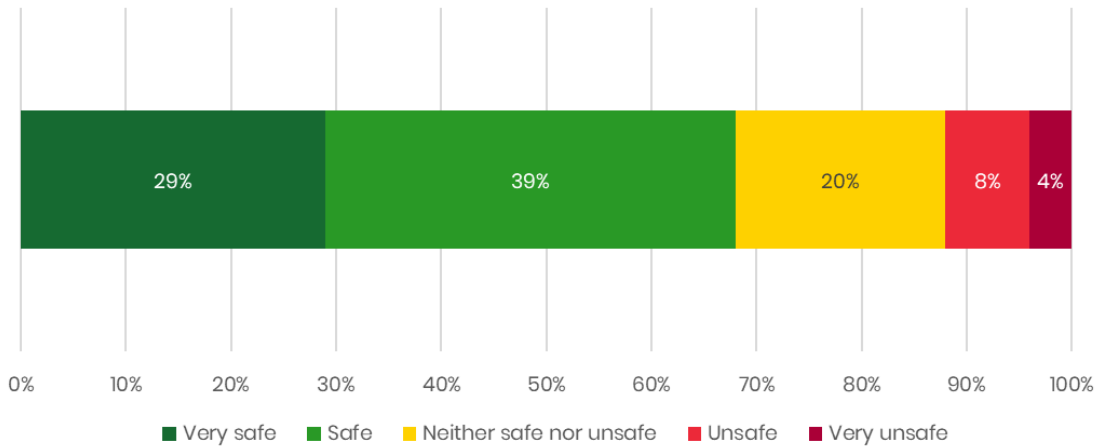
Figure 4-13: Problems experienced by respondents with eCargo bikes [N = 52, coded responses, multiple responses]



Almost a quarter of respondents (23%) reported that they had experienced difficulties in finding secure storage or parking when using their eCargo bikes. 19% of respondents identified infrastructure as a problem and 15% of respondents encountered issues with the eCargo bike itself.

Figure 4-14 shows whether respondents thought that eCargo bikes are safe to use. The chart shows that the majority of respondents felt eCargo bikes are safe (39%) or very safe (29%) to use.

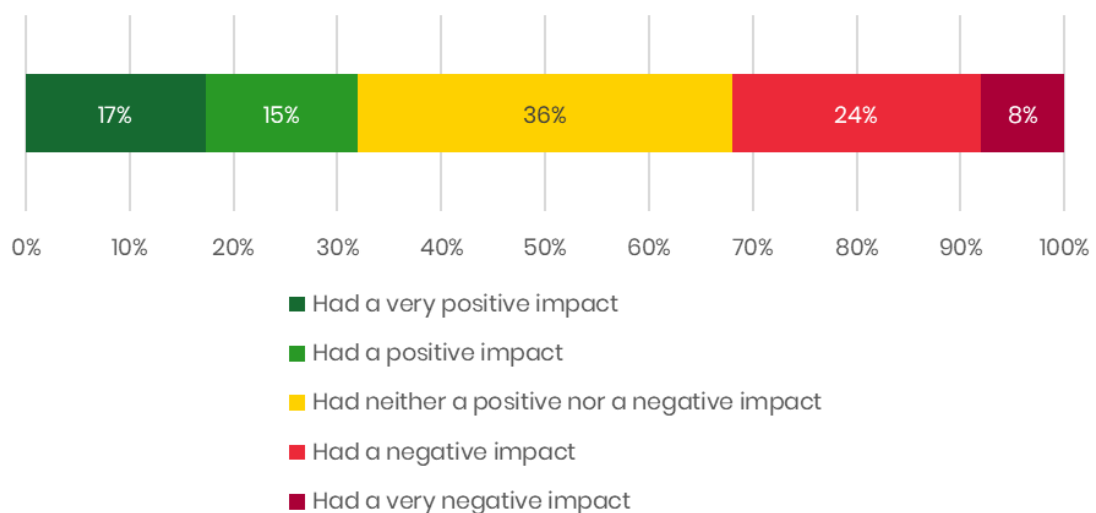
Figure 4-14: Respondents' perceived safety of eCargo bikes [N = 76]¹⁶



Respondents were asked to elaborate on their rating of eCargo bike safety. For respondents who considered eCargo bikes to be unsafe, including those who felt neutral, their comments showed it was partly attributed to the eCargo bike itself and partly attributed to other motorists and infrastructure.

Figure 4-15 illustrates how respondents felt about the local infrastructure, such as roads and parking, in affecting the use of eCargo bikes. Most of respondents felt the local infrastructure did not have any impact (36%) or negative impact (32%) on the use of eCargo bikes.

Figure 4-15: The impact of local infrastructure, such as roads and parking, on the use of eCargo bikes [N = 75]¹⁷

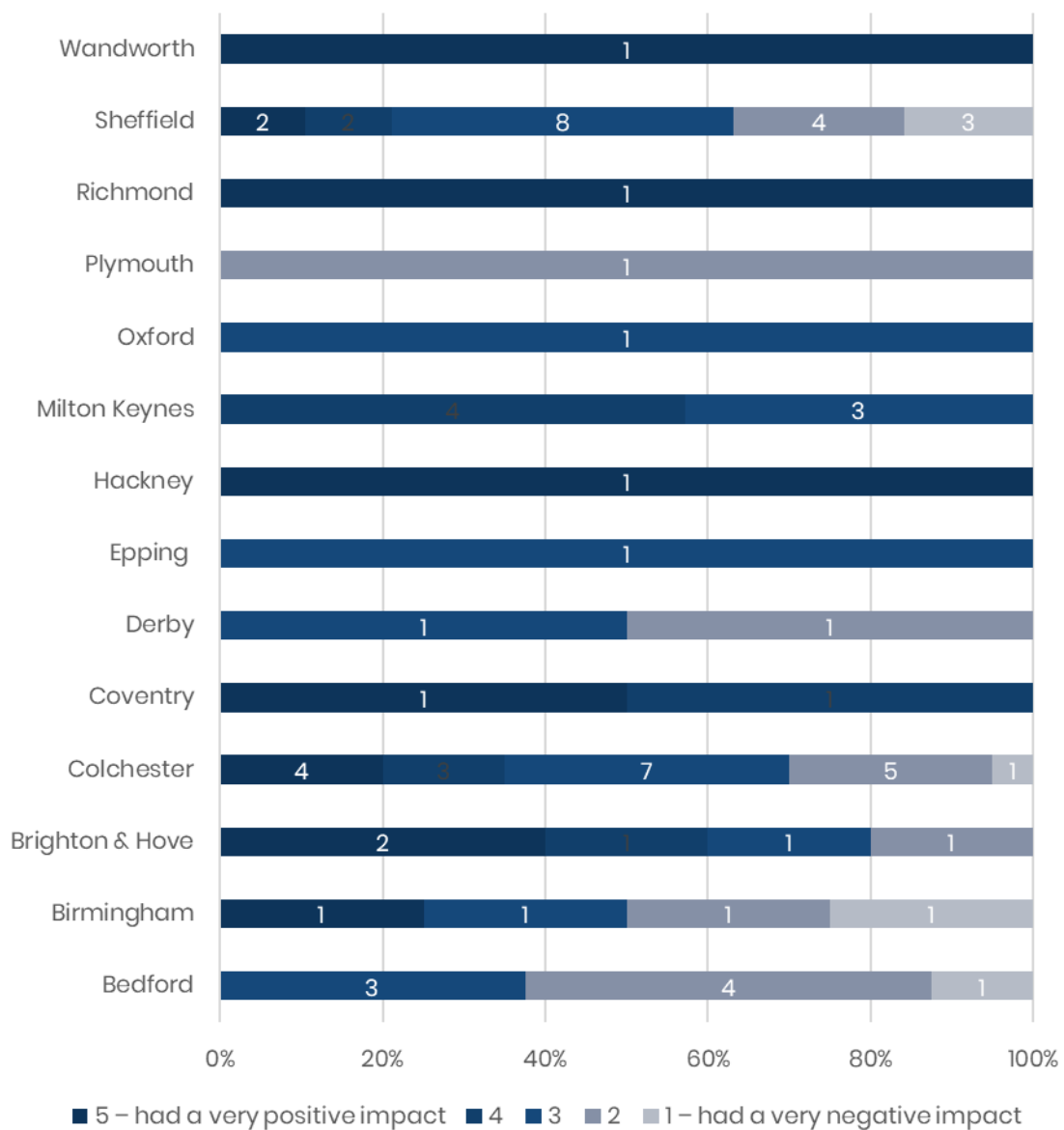


¹⁶ One respondent did not provide an answer but indicated it is less safe when cycling on hills.

¹⁷ Two respondents did not answer this question. One commented they rarely used the eCargo bike in the country park, whilst another reported potholes and the lack of cycle lanes.

Respondents who stated that local infrastructure has had a very negative, negative or no impact on their ecargo bike use reported that this was mainly due to a lack of cycling infrastructure in their local area or that the current infrastructure in place is unsuitable for ecargo bikes. Respondents also mentioned that there are limited secure parking and storage options in their area. Figure 4-16 provides an overview of locations where respondents found the local infrastructure has a positive or no/negative impact on the use of ecargo bikes.

Figure 4-16: Locations where respondents felt the local infrastructure had a positive or negative impact on ecargo bikes usage [N = 73]¹⁸

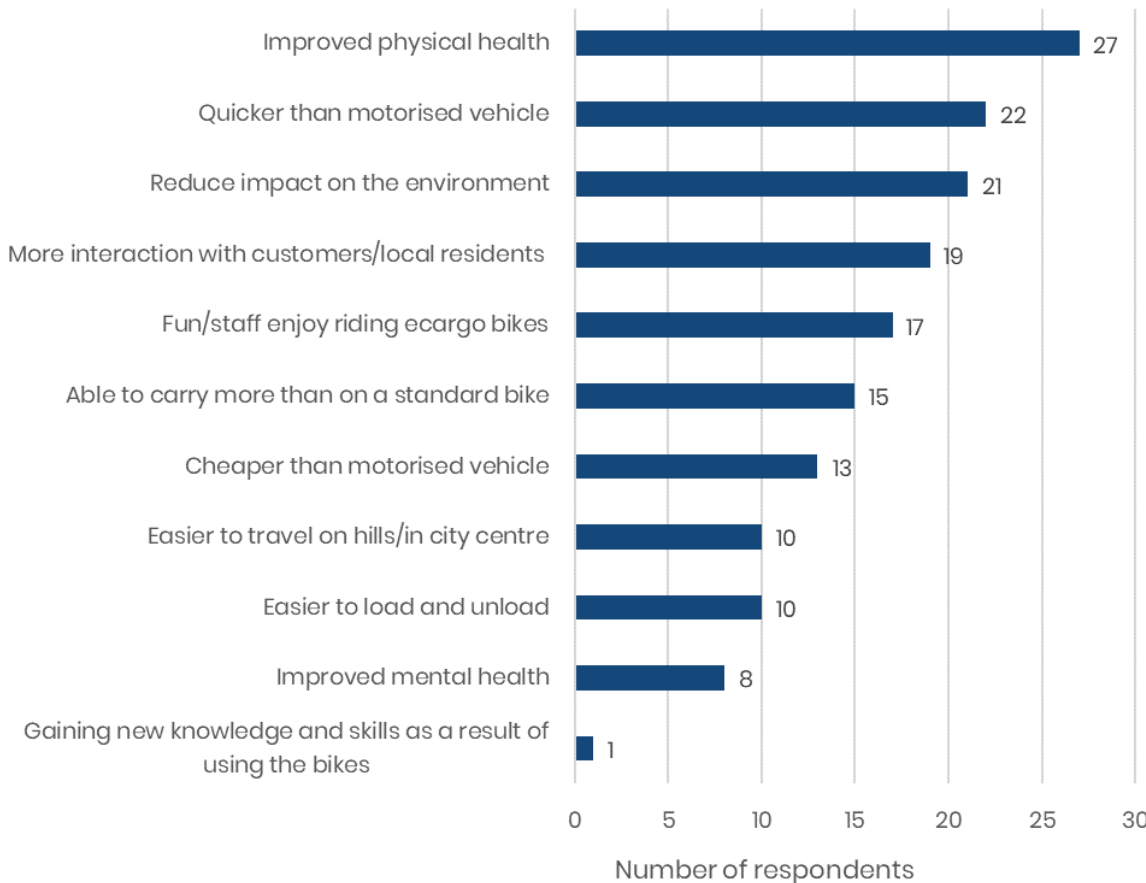


¹⁸ Two respondents did not answer the question as shown in Figure 4-15 and two respondents did not provide information on their location

87% of respondents said that they had observed benefits from using ecargo bikes, while 4% said that they had not experienced any benefits from using ecargo bikes. The remaining 9% said that they were unsure.

Respondents who reported that they have observed benefits from using ecargo bikes were asked to state the benefits that they have experienced. Figure 4-17 depicts these benefits. The most frequently cited benefits were improved physical health (40%), journeys are quicker by ecargo bike than motorised vehicle (33%) and reduced impact on the environment (31%). Note that some respondents provided more than one benefit.

Figure 4-17: Observed benefits from using ecargo bikes [N = 67, coded responses, multiple responses]



Respondents were asked to rate their likelihood of recommending an ecargo bike to friend or colleagues, using a scale from 0 to 10, where 0 is extremely unlikely and 10 is extremely likely. Based on their responses, ecargo bikes have an NPS of 50, which is considered good.¹⁹

¹⁹ See Appendix D for further explanation and calculation of Net Promoter Score (NPS).

4.6. Further ecargo bikes uptake

Respondents who work for a business and trialled an ecargo bike were asked if they had purchased any ecargo bikes since their trial. 22% reported that they had purchased ecargo bikes and a further 16% said they had plan to purchase ecargo bikes. These respondents have purchased 27 ecargo bikes and plan to purchase a further 14.

62% said that they had not purchased any ecargo bikes and have no plan to. 59% of these respondents reported that this was because they already have as many ecargo bikes as they need.

22% of those who have not purchased ecargo bikes said that this is because of cost, either because the ecargo bikes themselves are too expensive, or because their organisation does not have the sufficient funding to pay for them.

5. Conclusions

The eCargo Bike Grant Fund was a grant scheme funded by DfT and administered by Energy Saving Trust for the acquisition of ecargo bikes to support low carbon transport in England. In this evaluation, we followed-up with LAs funded in 2021/22 to elicit feedback on the scheme. We also followed up with ecargo bike end users from LAs funded in 2019/20 and 2021/22 to elicit their feedback on the funded ecargo bikes.

5.1. Key findings

LA's feedback on the scheme

The LAs procured ecargo bikes for local business use (e.g. through leasing/ "try before you buy" schemes or pilot projects), internal staff use (e.g. staff pool bikes, for trials or training) and public use (e.g. ecargo bikes public sharing scheme). They obtained ecargo bikes to help them achieve their environmental targets (such as becoming net zero or addressing climate emergency) and to promote active travel. Feedback obtained from 11 LAs (79% of all funded LAs in 2021/22) through an online survey showed most of them (91%) viewed the grant as very important for the LAs to purchase ecargo bikes.

User feedback on ecargo bikes

Responses collected from 77 ecargo bike end users through an online survey showed that the ecargo bikes were mainly used for transporting equipment while at work (69%), deliveries (65%) and work-related travel (61%). Based on the tracked mileage data provided by 46 respondents (60%), they had used the funded ecargo bikes to travel 36,448 miles. Using self-reported information from 41 respondents (53%) on the types and mileage of ICE vehicles that the ecargo bikes displaced, the estimated carbon savings was 9,630 kgCO₂e.

Feedback from the respondents on the ecargo bikes were generally positive. The majority of them found riding an ecargo bike easy (78%) and safe (68%). They also reported observing benefits from using ecargo bikes, including improved physical health (40%), quicker journeys (33%) and reduced environmental impacts (31%).²⁰ 22% of the respondents also reported having purchased further ecargo bikes after having used their LA ecargo bikes and a further 16% said they have plan to. These respondents have purchased 27 ecargo bikes and plan to purchase a further 14.

²⁰ Some respondents cited more than one benefit.

5.2. Recommendations

Based on findings from this evaluation, key recommendations are:

- Collecting ecargo bike mileage data and ICE vehicles displaced directly from end users is insufficient to calculate the average mileage and carbon savings per ecargo bike funded due to the challenge of determining the unique number of ecargo bikes used by the end users. Therefore, it is recommended to work with LAs to collect such data for calculating carbon savings.
- Beyond promoting ecargo bikes uptake among their staff and local businesses, LAs also need to improve local infrastructure that supports ecargo bikes usage. Based on the feedback from ecargo bike end users, only 32% of them felt that local infrastructure has a positive impact on ecargo bike usage. Challenges mentioned by end users included the lack of safe storage or parking spaces and inadequate cycling lanes for ecargo bikes. It is worth noting similar feedback had also been provided by 2019/20 national scheme grant recipients (please refer to the eCargo Bike Grant Fund 2021/22 national scheme evaluation report).

Appendix A Local authority online feedback survey

Introduction

Please fill in this short online survey to provide your feedback on ecargo bike grant fund local authority scheme. The survey should only take about five minutes to complete. Your feedback will help Energy Saving Trust and Office of Zero Emission (OZEV) understand the impact of the scheme and how it could be improved.

Survey questions

- 1) Which local authority do you present?
- 2) What motivated your local authority to purchase ecargo bikes?
- 3) How many ecargo bikes has your local authority purchased through the grant scheme?
- 4) How important was the grant in influencing your local authority's decision to purchase ecargo bikes?
 - Very important
 - Important
 - Somewhat important
 - Not at all important
- 5) Would your local authority have been able to afford the ecargo bikes in the absence of the grant? Please select all that apply.
 - Yes, we would have purchased the ecargo bikes even in the absence of the grant
 - Yes, but the grant has enabled us to purchase more ecargo bikes than planned
 - Yes, but the grant has enabled us to purchase the ecargo bikes sooner
 - Yes, but the grant has enabled us to purchase higher spec ecargo bikes
 - No, we would not have purchased the ecargo bikes in the absence of the grant
 - Other, please elaborate:
- 6) Please indicate to what extent do you agree or disagree with the statements below. [Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree]
 - I found the application process straightforward.
 - I was able to find all the information I needed for my application on Energy Saving Trust website.
 - I found the time taken to process my application reasonable.
 - I found the claim process straightforward.
 - Energy Saving Trust is available and helpful throughout the process.
- 7) Overall, how satisfied are you with the ecargo bike grant scheme?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

8) Please explain your answer above.

9) Do you have any suggestions on what could be improved about the scheme? If yes, please describe below.

10) How likely is it that you would recommend eCargo bike grant fund scheme to others?

0 – not likely at all 1 2 3 4 5 6 7 8 9 10 – extremely likely

Appendix B Local authority final report template

Please submit to ecargobikegrant@est.org.uk by COP of the 14th of Feb.

Local Authority:	
-------------------------	--

Project summary:

Milestones / activities:			
Milestone / activity	Contracted achievement date as per original project plan	Actual date achieved	Notes <i>If milestone was completed later, please explain why here.</i>

Key learnings:		
What went well?	What was not done well?	Notes <i>What else could be improved?</i>

Project Risks: <i>Please provide an update on risks identified in the project update report.</i>		
Description	Status	Final update

Evaluation:

How long have you had your ecargo bikes?

Your answer:

Is the mileage that your ecargo bikes travelled monitored?

Your answer:

What is the total mileage your ecargo bikes have made to-date? If the mileage is not monitored, please provide an estimation if possible.?

Please specify if this is monitored or if it's a guess.

Your answer:

We have prepared an online survey for you to share with the ecargo bike users to collect their feedback on the ecargo bikes. The survey link is provided below, and a copy of the survey questionnaire is provided as an Annex of this document.

Survey link []

Please tick to confirm you will share the survey link with your staff and/or local businesses who have used/ trialed your bikes.

Please tick if you would like us to share the survey results specific to your local authority with you.

Information on data sharing

Energy Saving Trust is collecting your views on the ecargo bike grant scheme through this survey so that we can, with your consent evaluate your experience of the scheme. This information will not be used for marketing purposes but may be shared with Department for Transport or other Local Authorities to evaluate the scheme's success.

For further information about how we use your data please see Energy Saving Trust's privacy policy available at energysavingtrust.org.uk/privacy or from our Data Protection Officer by writing to DataProtectionOfficer@est.org.uk.

Feedback: *Please provide us with some brief feedbacks on the scheme/ecargo bikes.*

Do you feel you have met your overall objectives as set out in the project summary?

Please explain your answer:

Do you have plans to use more ecargo bikes in the future?

If yes, what are your plans:

What support do you need to use more ecargo bikes?

Your answer:

Appendix C Local authority ecargo bike users feedback survey

Introduction

Thank you for using or trialling the ecargo bike(s) that is funded by Department for Transport (DfT)'s eCargo Bike Grant Fund. Please fill in this short online survey to provide your feedback on the ecargo bike(s). The survey should only take about ten minutes to complete. Your feedback will help Energy Saving Trust (who administered the scheme) and DfT understand the impact of the scheme.

Survey questions

- 1) Which local authority or local authority scheme did you obtain the ecargo bike(s) from?
- 2) Are you employed by the same local authority or do you run a local business?
 - I am employed by the local authority
 - I run a local business
 - Other, please specify
- 3) [If local business or other] How many ecargo bikes have you trialled/leased?
- 4) [If local business or other] How long have you had the ecargo bikes for?
 - <1 week
 - 1 – 2 weeks
 - 2 – 4 weeks
 - 1 – 2 months
 - 2 – 3 months
 - >3 months
- 5) What have you used the ecargo bike(s) for? Please tick all that apply.
 - Deliveries
 - Work related travel
 - Transporting equipment while at work
 - Commute to/ from work
 - Other, please specify
- 6) Is the mileage you have travelled using the ecargo bike(s) monitored?
 - Yes
 - No

- 7) What is the mileage you have travelled using the ecargo bike(s)? You can provide the total mileage travelled or average mileage travelled per week/ month using one of the boxes below. If the mileage is not monitored, please provide an estimation if possible.
- Total mileage travelled (km)
 - Average mileage travelled (km) per week
 - Average mileage travelled (km) per month
- 8) What mode of transport would you have used for these journeys in the absence of the ecargo bike(s)? Please select all that apply.
- Petrol car
 - Diesel car
 - Hybrid car
 - Electric car
 - Motorbike
 - Van
 - HGV
 - Standard bike
 - eBike
 - Public transport
 - Walk
 - Other, please specify
- 9) [If would have used ICE vehicles] How much of the ecargo bike mileage has replaced journeys that would have otherwise been made in motorised vehicles?
- All journeys undertaken by the ecargo bike(s) would have been completed using motorised vehicles
 - Some of the journeys undertaken by the ecargo bike(s) would have been completed using motorised vehicles
 - None of the journeys undertaken by ecargo bike(s) would have been completed using motorised vehicles
 - I don't know
- 10) [If would have used ICE vehicles] If some of the journeys, please indicate the percentage of ecargo bike mileage that would have been completed by a motorised vehicle.
- 11) [If would have used ICE vehicles] Please use the table below to indicate which types of vehicles and what percentage of each you would have used. For example, if the ecargo bike mileage that would have been done by motorised vehicles were 40% by a medium petrol car and 60% by a Class I diesel van, please input 40% and 60% in the respective

row. (Note: Small van = up to 1.305 tonnes, medium van = 1.305 to 1.74 tonnes, large van = 1.74 to 3.5 tonnes.)

	Vehicle size (small, medium, large)	Percentage of ecargo bike's mileage
Motorbike		
Petrol car		
Diesel car		
Hybrid car		
Petrol van		
Diesel van		

- 12) [If would have used ICE vehicles] If the type of vehicle you would have used is not listed above, please specify below and the percentage of ecargo bike mileage that would have been completed by the vehicle.
- 13) [If would have used ICE vehicles] Have you found the journeys completed by the ecargo bike(s) shorter or longer as compared to using a motorised vehicle?
- Shorter
 - About the same
 - Longer
 - I don't know
- 14) [If shorter] How much shorter are your journeys via ecargo bike compared to using a motor vehicle?
- < 15 minutes
 - 15-30 minutes
 - 30-45 minutes
 - 45-60 minutes
 - More than an hour
- 15) [If longer] How much longer are your journeys via ecargo bike compared to using a motor vehicle?
- < 15 minutes
 - 15-30 minutes
 - 30-45 minutes
 - 45-60 minutes
 - More than an hour

- 16) On a scale of 1-5, where 1 is not at all easy and 5 is very easy, how easy is it to use an ecargo bike?
- 1 – not at all easy
 - 2
 - 3
 - 4
 - 5 – very easy
- 17) Please share any problems you may have experienced with your ecargo bikes and explain whether the issues were easy to rectify.
- 18) On a scale of 1-5, where 1 is not at all safe and 5 is very safe, how safe do you feel using an ecargo bike?
- 1 – not at all safe
 - 2
 - 3
 - 4
 - 5 – very safe
- 19) Please explain your answer.
- 20) On a scale of 1-5, where 1 is had a very negative impact and 5 is had a very positive impact, how has local infrastructure, such as roads and parking, affected the use of ecargo bikes?
- 1 – had a very negative impact
 - 2
 - 3
 - 4
 - 5 – had a very positive impact
- 21) Please explain your answer.
- 22) Have you observed any benefits from using an ecargo bike?
- Yes
 - No
 - Not sure
- 23) [If observed benefits] What benefits have you experienced from using an ecargo bike?
- 24) On a scale of 0-10, where 0 is extremely unlikely and 10 is extremely likely, how likely are you to recommend ecargo bikes to others?
- 0 – extremely unlikely 1 2 3 4 5 6 7 8 9 10 – extremely likely

25) Please explain your answer.

26) [If local business or other] Have you purchased any eCargo bikes since trialling the eCargo bikes?

- Yes
- Not yet, but I plan to
- No

27) [If yes] How many eCargo bikes have you purchased/do you plan to purchase?

28) [If no] Why have you not purchased eCargo bikes since trialling one?

29) [If local business or other] What is your organisation type?

- Limited company
- Charity
- Local/ public authority
- Sole trader/ partnership
- Community group
- Not for profit
- Other, please specify:

30) [If local business or other] What is your organisation size?

- Large (≥ 250 staff)
- Medium (< 250 staff)
- Small (< 50 staff)
- Micro (< 10 staff)

31) [If local business or other] What is the main activity of your organisation?

- Agriculture, forestry and fishing
- Arts, sports and recreation
- Catering and accommodation
- Construction
- Education
- Health and social care services
- IT and telecommunications services
- Manufacturing
- Media and creative services
- Mining, energy and utilities

- Personal services
- Professional and business services
- Private Sector Landlord
- Retail, hire and repair
- Transport and distribution
- Wholesale
- Other, please specify:

Appendix D Net Promoter Score

Net Promoter Score (NPS) is a customer satisfaction benchmark that measures how likely customers are to recommend a particular product or service to others, which in turn gives an insight into the value that customers place in the product or service. To collect this data, respondents in certain evaluation surveys were asked to rate their likelihood of recommending the product or service to another person from 0-10, where 0 is not at all likely and 10 is extremely likely.

To calculate NPS, results are split into three groups: Promoters (those who rate 9 or 10), Neutral (those who rate 7 or 8) and Detractors (those who rate 0 to 6). NPS is determined by calculating the percentage of all Promoters (respondents who rated 9 or 10) and Detractors (respondents who rated 0 to 6) and converting this percentage into a value. For example, if from a survey of 150 respondents 100 are Promoters and 40 are Detractors, then the value for Promoters is 66.7 ($100/150= 66.7\%$) and for Detractors is 26.7 ($40/150= 26.7\%$). The Promotor value is then subtracted by the Detractor value to produce the NPS. In this example, the NPS would be 40 ($66.7-26.7$). Table 0-1 shows the benchmark for Net Promoter Scores.

Table 0-1: Benchmark for NPS

Score	Considered	Comments based on global NPS standards
A "negative" score or NPS below 0	Action needed	NPS below 0 is an indicator that the project needs to start understanding and improving its customer satisfaction levels
A "positive" score or NPS above 0	Good	NPS above 0 is an indicator that the project has a more loyal customer base
NPS above 50	Excellent	NPS above 50 indicates that the project places customer satisfaction high in priority and has a lot more satisfied customers than dissatisfied ones
NPS above 70	World class	NPS above 70 places the project in the list of top customer-centric companies. This most likely means that customers generate a lot of positive word of mouth referrals

Appendix E Carbon savings calculation

This section outlines the methods used in this evaluation for estimating the carbon savings. Table 0-2 below shows the questions within the survey (see Appendix C) and an example response for calculating carbon savings.

Table 0-2: Carbon savings calculation

Survey question no.	Survey question	Example response
7	What is the mileage you have travelled using the eCargo bike(s)? You can provide the total mileage travelled or average mileage travelled per week/month using one of the boxes below. If the mileage is not monitored, please provide an estimation if possible.	100 miles in total
11	[If would have used ICE vehicles] Please use the table below to indicate which types of vehicles and what percentage of each you would have used. For example, if the eCargo bike mileage that would have been done by motorised vehicles were 40% by a medium petrol car and 60% by a Class I diesel van, please input 40% and 60% in the respective row. (Note: Small van = up to 1.305 tonnes, medium van = 1.305 to 1.74 tonnes, large van = 1.74 to 3.5 tonnes.)	50% medium diesel van

The respondents indicated they travelled 100 miles with their eCargo bikes and in the absence of the eCargo bikes, 50% of the mileage would have been completed by a medium diesel van.

Using the UK Government greenhouse gas (GHG) reporting conversion factors 2021²¹ for medium diesel van (0.29476 kgCO₂e per mile), the carbon saving is calculated as:

$$\text{Carbon savings} = 0.5 \times 100 \times 0.29476 = 15 \text{ kgCO}_2\text{e}$$

²¹ <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2021>