
Newport Cycle Hub, 2024 Usage Report



INTRODUCTION

This document presents the performance of Newport Cycle Hub in 2024.

The report is divided into the following sections:

1. **Membership analysis** – examines the growth of monthly and PAYG memberships.
2. **Accesses Analysis** – reviews the growth in accesses at the facility.
3. **Waiting List** – provides context on the waiting list we will likely introduce at Newport this year.
4. **User survey** – discusses the results of December’s user survey.
5. **2025 goals** – outlines Newport Cycle Hubs aims for the year ahead
6. **Newport Cycle Network** - suggests a plan for a wider parking network in Newport

The findings indicate that Newport Cycle Hub is becoming increasingly popular, attracting a higher number of monthly users than in 2023. This will help ensure the long-term financial viability of the facility. The number of accesses, and distance travelled by bike to the facility, has also increased in 2024.

SECTION 1: MEMBERSHIP ANALYSIS

Monthly Memberships

Monthly subscriptions are the bedrock of any facility, providing more consistent and dependable revenue. A user with a monthly membership gets a permanent rack and locker, which they can access whenever they need to across the month.

During 2024, Newport Cycle Hub has seen the growth of monthly memberships. At the start of the year, the Hub had 14 monthly members - this peaked at 27 in November.

Month	2023 Monthly Memberships	2024 Monthly Memberships
January	3	14
February	4	17
March	5	18
April	6	18
May	7	20
June	10	18
July	12	21
August	13	21
September	14	23
October	16	24
November	16	27
December	16	22

The increase in monthly subscriptions will play a large part in helping the facility reach financial sustainability.

PAYG Memberships

PAYG memberships are short-term bookings, where a user can book for the day or week. Users can book multiple days in a row with ease via the Spokesafe app.

While 2023 saw the continued growth of PAYG bookings (Daily and Weekly bookings), this membership type stalled slightly in 2024, with roughly the same number of PAYG days booked across the year as a whole.

Month	2023 PAYG Bookings	2024 PAYG Bookings
January	25	113
February	44	86
March	50	106
April	62	99
May	117	174
June	125	135
July	148	191
August	209	145
September	208	107
October	202	93
November	135	66
December	149	130
Total	1474	1445

We think this slight plateau of daily bookings is due to the increase of monthly memberships. We know that cyclists are particular about which rack they use - for example it is difficult to park an eBike on an upper tier rack - and the increase in monthly memberships means there is less availability for other booking types.

Because the Spokesafe app allows users to choose their specific bike racks in advance, cyclists can choose not to cycle in on a daily booking should a specific bike rack (e.g. a Sheffield stand) not be available.

To combat this, we have used Spokesafe_OS to leave a number of Sheffield stands available for Daily bookings only.

Feature Update

To help increase the efficiency of our partners facilities, in June 2024 we introduced a Check Out feature option. This allows users to flag when they have finished with their booking and have picked their bike up, and then immediately places their rack & locker available for bookings again.

This is currently available only to Daily and Weekly bookings, but is allowing us to generate even more cycle journeys out of just the 37 spaces at Newport Cycle Hub.

Pricing

In conjunction with the Gap Wales, we also slightly increased pricing in July 2024. Prices were increased from £1 per day / £5 per week / £17.50 per month to £1.50 per day / £7.50 per week / £20 per month.

To date, we have not received a single complaint on this.

SECTION 2: ACCESS ANALYSIS

All accesses at Newport Cycle Hub are recorded via Spokesafe_OS when users open the facility's door using the Spokesafe app.

- **Total accesses in 2024:** 12,673

This is compared to 5,362 access in 2023 (please note accesses were first recorded in Spokesafe_OS in February 2023). This means the Hub is being used significantly more - and in turn generating more cycle journeys.

Indeed, there were more journeys to and from the facility between August and December 2024, than there was throughout the entire year of 2023.

Month	2023 Accesses	2024 Accesses
January		579
February	198	670
March	291	817
April	277	1010
May	344	1298
June	425	1307
July	460	1359
August	565	1217
September	676	1180
October	709	1353
November	704	1316
December	713	567
Total	5,362	12,673

- **Estimated cycle journeys:** Just under 13,000 (based on the assumption that each access represents a drop-off or pick-up).

SECTION 3: WAITING LIST

There is no current waiting list. However, we do expect to bring this in this year as desire for monthly memberships increases.

Balancing the needs of those who cycle in regularly (and would utilise a monthly membership) against those who need a space irregularly is something we have experience in and will need to manage more closely in this stage of Newport Cycle Hub's growth.

SECTION 4: USER SURVEY ANALYSIS

In December 2024, we ran the annual Newport Cycle Hub user survey, with our results below:

Part 1: Demographics

1.1 I describe myself as a..

Question	2023 Result	2024 Result
Male	83%	62%
Female	17%	38%

1.2 My age is...

Question	2023 Result	2024 Result
18-24	5%	3%
25-34	17%	21%
35-44	22%	21%
45-54	34%	14%
55-64	17%	38%
65 and over	5%	3%

Part 2: Usage Questions

2.1 How often do you use the facility on average

Question	2023 Result	2024 Result
Once a month	53%	55%
Once a week	24%	17%
2-4 times a week	13%	15%
5 times a week	5%	3%
I've stopped using the facility	5%	10%

2.2. What distance do you normally cycle to the facility?

Question	2023 Result	2024 Result
1m	17%	7%
2-5m	54%	72%%
5-10m	17%	14%
10-20m	12%	7%

79% of journeys to the Newport Cycle Hub are under 5 miles. According to The National Travel Survey 2022, 60% of car trips are under 5 miles, showing Newport Cycle Hub works as a direct replacement for the car.

Because we asked respondents to share their post code with us, we can use this data to begin to work out how many miles cycled the Hub has generated:

- On average members with a monthly subscription cycled 23.6 miles per month to the Hub.
- Daily users cycled on average 10 miles to the facility each month.

Using the responses as a proxy for the wider membership, we therefore calculate that the **Newport Cycle Hub has generated 10,367 miles cycled to & from Newport city centre in 2024.**

2.3. What type of bike do you use to get to the facility?

Question	2023 Result	2024 Result
eBike	32%	42%
Mountain bike	22%	17%
Hybrid bike	21%	15%
Road bike	18%	17%
eScooter	5%	0%
Cargo bike / eCargo bike	2%	7%

2.4. What method of transport would you have used if the cycle parking facility was not available?

Question	2023 Result	2024 Result
Car	51%	55%
Bus	20%	21%
Walk	17%	10%
Journey would't have been made	5%	7%
Other	5%	0%
Train	2%	7%

2.5. What sort of journey do you usually make by bike to the facility?

Question	2023 Result	2024 Result
Work	36%	31%
Leisure	32%	38%
As one step in a longer journey	15%	14%
Shopping	15%	14%
Other	2%	3%

2.6. Since the facility has opened, do you cycle into the centre of town more often, the same or less often?

Question	2023 Result	2024 Result
More often	75%	83%
The same amount	23%	14%
Less often	2%	3%

Qualitative Feedback

3.1 If the facility didn't exist, where would you have parked your bike instead?

Below are the responses to this question:

I wouldn't- it'd likely be stolen so I would drive if it wasn't for Spokesafe
Opposite my house on bike rack
Would not have cycled
Might have tried Newport Rail station.
I wouldn't have cycled.
Any uncovered stand
Newport station as there are stands on the platform.
Would not have cycled
Take into work
I would not have ridden my bike due to fear of theft
Found a bike rack somewhere if possible
Wouldn't
Outside locks
I wouldn't leave the bike unattended
I probably wouldn't as I don't particularly like the position of many of the cycle parking places. (Round the side of the theatre, out of sight for instance is not a good place)
I wouldn't- i have only bought an e-cargo bike because I know i can park it securely at Spokesafe!
I would not take bike to town and I would walk
I wouldn't make that journey.
I wouldn't have taken my bike
I wouldn't have taken it. I'd be too worried about it being stolen.
I wouldn't park my bike anywhere else in town

I wouldn't have ridden in as I would worry about damage to my bike or worry it would be stolen
Newport train station - but realistically I probably wouldn't cycle
Wouldn't have used bike as wouldn't want it to get stolen
Opposite my house.
Train station
No idea !
On the bike ranks in the city centre
I wouldn't have ridden

We also asked respondents what they loved most about the facility, and what we should improve - we have selected some quotes below:

"I love the ease of booking, the remote access, the location, the security, it's a great facility."

"Perfectly located and clean and tidy and easy to park your bike and you can put your bike helmet in locker and you are good to go"

"The lockers are a great option. I can take the battery off the bike and lock all the extras away."

"Little more storage (I'm being picky though!) Other than that it's brilliant."

"It is incredibly safe! The code was really safe but I did worry I wouldn't get it. The safety is great for Newport and much needed but you do need to give yourself a bit more time to get your bike parked."

"I've recently moved into the City centre so it's no longer practical to use the current site. Having others across the city would be of more use to me."

"I've been using the facility from the very start and have enjoyed using it. It's now starting to reach capacity with a lot of weekly/monthly bookings. Some thought should be given to either more spaces or reserving some spaces for occasional users."

“As a female cyclist, I love that it's indoors and secure. Love that a locker is included. My only improvement would be to have you all over the place, like there are public car parks all over the place! That way I would feel safe cycling to other places too and could reduce my car use much more”

“It is central, very easy to use and feels safe.”

“I like the safety aspect. A handy addition would be somewhere to get changed out of wet cycling clothes into regular clothes for example if I'm then getting a train to work.”

“Easy to book and use. Decent tools / bike pumps for any ad-hoc work on the bike”

“I love being able to travel at times when buses have stopped running, and still know I can get home. It's also brilliant on eg match days when parking is chaotic in town. I just wish the local council would look to ensure the roads leading to the hub also encourage cycling and have safe and signposted routes. They should put the cycle hub on local street signs.”

“Its easy to use, convenient and has changed the way I travel - I now cycle to work. It feels warm and safe.”

We also ask our users if they have any suggestions for future parking locations in Newport. This was their response:

[Redacted]

SECTION 5: NEWPORT CYCLE HUB'S 2025 GOALS

Newport Cycle Hub is continuing to grow, and is generating more journeys by bike each passing month. Our partnership with the Gap Wales is growing, and in 2025 we hope to:

- **Introduce shower booking options at the facility.**

On-site works have been ongoing to set this up. We have also procured a specialist lock which connects to Spokesafe_OS, and allows us to charge for shower timed shower access in a safe & secure manner.

- **Review our cargo bike rental option**

Uptake at Newport has been less than what we initially expected. We will further shape this based on user feedback we are receiving from across the UK.

- **Introduce a waiting list**

We also expect this year to reach capacity in terms of monthly memberships, and introduce a waiting list. While we will reserve spaces for shorter booking durations, we expect the Check Out function will become more heavily utilised as the year goes on.

SECTION 6: NEWPORT CYCLE PARKING NETWORK

Expanding Secure Cycle Parking with Outdoor Lockers

Building on the findings of the user survey regarding future cycle parking locations, we would like to highlight our outdoor lockers.

These lockers operate in the same way as the Newport Cycle Hub—cyclists registered with the Spokesafe app can book them by the day, week, or month—while offering the flexibility to be installed in locations where a larger facility may not be feasible. Battery-powered and requiring no enabling works, they provide a highly adaptable and low-maintenance solution for secure cycle parking. Further details are available in our [locker brochure here](#), should you wish to explore this option further.

