

# ELECTRIC BIKE TRIAL

## IN MEDSTEAD AND FOUR MARKS HAMPSHIRE



CAMILLA SWIDERSKA,  
CPRE HAMPSHIRE 'Stands up for your countryside'  
[WWW.CPREHAMPSHIRE.ORG.UK](http://WWW.CPREHAMPSHIRE.ORG.UK) Charity Reg No 245967



[www.e-bikeshop.co.uk](http://www.e-bikeshop.co.uk)

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## CPRE HAMPSHIRE

The Campaign to Protect Rural England (CPRE) is a long established environmental charity that campaigns for a sustainable future. The Hampshire branch was founded in 1966 and works on both national and local campaigns in addition to county wide projects where we highlight threats and promote positive solutions.

Launch of electric bike project in Medstead, May, 2011



During the summer months of 2011 CPRE Hampshire conducted a trial of electric bikes (ebikes) in the Hampshire villages of Four Marks and Medstead. The aim of the project was to see if ebikes could be used as an alternative method of transport in rural communities and if so, how? Would having a bike with power assistance on the hills really make a difference and would it encourage more people to cycle? Would people enjoy them enough to want to use them for commuting, for shopping and/or for leisure rides? Electric bikes are quite expensive so would individuals be prepared to make that investment, or would a pooling or a hire scheme be better?

In order to answer these questions twenty volunteers from the community were offered an ebike for up to 4 weeks and used it for as many of their journeys as possible. There were 3 ebikes available for use free of charge. Some volunteers opted to take one for one week and others for four weeks during May, June and July. As each volunteer finished their trial, they were asked to deliver the ebike to the next triallist, so that they were constantly in use throughout the three months.

The results have been collated in this report. The conclusion is that there is a role for ebikes in rural areas, especially hilly ones. They are popular, particularly with the middle to older age groups; they make hills easy which means that the rider can cycle further faster. However they are expensive and this would need to be overcome if rural schemes are to be developed. Possibilities include hire schemes, cycle to work initiatives and community bike pooling.