

STORY BIKES IN SOMERS TOWN FOR THE PEOPLE'S MUSEUM



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STORY BIKES IN SOMERS TOWN FOR THE PEOPLE'S MUSEUM

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Report Submitted to:

Diana Foster

The People's Museum: A Space for Us

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Abstract

The People's Museum in Somers Town seeks to create a Story Bike service that would use a passenger cargo bicycle to provide transportation to residents in the area with limited mobility and offer historic guided tours to promote the museum mission. We surveyed the public and determined there is likely sufficient demand for such services. Through background research and interviews, we identified logistical and operational concerns associated with implementation of Story Bikes. We recommend the museum establish a pilot program that employs young people, purchase a Triobike Taxi, basic maintenance tools, and insurance through Unity Insurance. We also recommend developing an online booking system and using the Phoenix Place storage facility operated by Camden Council.

Acknowledgments

We would like to thank the staff and volunteers at the People's Museum: A Space For Us for allowing us the opportunity to work alongside them. We were constantly inspired by the work they do to create an impact in their local community. Within the organization, we would especially like to thank Diana Foster for her unwavering support and continued assistance throughout the course of our project.

We would like to thank our advisors Professor Lauren Elgert and Professor Sarah Riddick for their encouragement and guidance throughout the course of our project.

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Executive Summary

The People’s Museum: A Space For Us is a community-led museum in Somers Town founded by Diana Foster that seeks to preserve the history of the ordinary people in the area through community engagement. The museum opened in May 2022, and it offers various events to expand their community outreach and spread awareness of its local history. This includes supporting local campaigns, hosting workshops about historical movements and current social issues, conducting guided walk tours, curating art, and hosting exhibitions.

Somers Town, a small neighborhood in the Camden Borough, is an economically challenged area in Camden (London Borough of Camden Council, 2016). It has a rich history of ordinary, working-class citizens; however, much of this history is being lost as the neighborhood is gentrified.

Creating a Story Bike Service

The People’s Museum wants to further expand their community outreach by implementing a ‘Story Bike’ service, which uses a passenger cargo bicycle to provide transportation and historic tour services. A passenger cargo bicycle is a type of bicycle that is built on a three-wheeled platform and designed to transport more than one person. Passengers sit in the front of the bike, and the cyclist sits behind them on an elevated seat (see Figure ES1).



Figure ES1. A passenger cargo bicycle

Passenger Cargo Bike Benefits

- ❖ Passenger cargo bikes are an environmentally-friendly mode of transportation that are relatively easy to operate. Electric-assist motor options are common and provide additional power to the cyclist.
- ❖ The bicycles are a faster mode of transportation than walking, but they can operate at slow enough speeds to allow for passengers to immerse themselves in the surrounding environment; this combination makes it an attractive option for transportation and historic touring.
- ❖ Given their vehicle classification, passenger cargo bikes can operate on almost any road in London.
- ❖ There are an increasing number of bike lanes throughout London, which makes it easy to travel safely.

The People’s Museum hopes to use this kind of bicycle as the Story Bike. This service can help to increase attendance at the People’s Museum, encourage community engagement and promote awareness about Somers Town history.

Project Objectives

To determine the feasibility of creating a Story Bike service for transportation and guided historic touring, we developed four objectives:

1. Assess the public interest and market potential for the Story Bike service
2. Evaluate the operational aspects of historic tours
3. Evaluate the operational considerations of using a passenger cargo bike for transportation
4. Establish strategies and recommendations for maintaining the service.

Methods

To achieve these objectives we surveyed the public, interviewed tour guides, bike mechanics and managers, and conducted in-person evaluations of historic tours and bike models.

To gain insight into the public's interest in the Story Bike service, we conducted anonymous surveys of five main groups: Somers Town residents, London residents, daily commuters, tourists from the United Kingdom, or international tourists. In the survey, we asked respondents about their knowledge of the People's Museum and their expectations of and concerns for the Story Bike service. Following a pretest, we distributed our survey using street interception, table sitting, and social media. We also contacted different people for interviews through email, phone calls, or connections from our host. We prioritized in-person interviews when possible, but many contacts preferred to meet online over Zoom due to convenience.

To better understand tour guiding methods, we interviewed tour guides of a varied level of certification. We also attended a tour guide training class for the Camden Tour Guides.

To learn more about passenger cargo bicycle services, we contacted bike shops and organizations that could offer relevant maintenance information, including Bugbugs, Bikeworks, YourBikeProject, and Cycling Without Age. We also attended a meeting with members of the Camden Council, the governing council in Somers Town.

We attended historic walking tours hosted by Living London History, Historic London Tours, and the British Museum, led by Open City, Camden, and volunteer tour guides, respectively. We evaluated each tour based on tour criteria discovered in background research.

Findings

Public Opinions

We received complete questionnaires from 86 participants. We had too few responses to draw meaningful conclusions about daily commuters or tourists. Future surveys might need to focus more on these groups to generate sufficient information. Our data analysis looks exclusively at the Somers Town residents and London residents outside Somers Town. We present a summary of the major findings below.

Residential Origin: Both the Somers Town residents and London residents outside Somers Town are slightly more interested in the bike tour service than the transportation service. However,

overall interest in both services are relatively high (Figures ES2 and ES3).

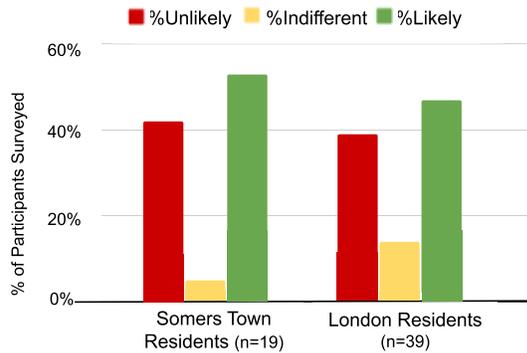


Figure ES2: Interest in a Guided Bike Tour Service by Residential Origin (n=58)

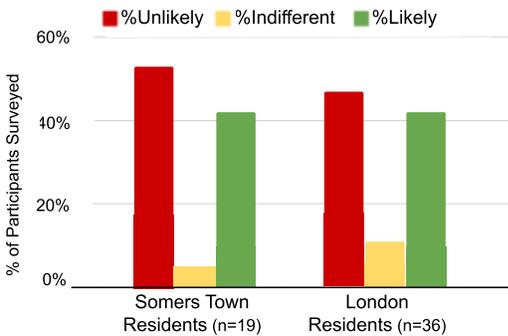


Figure ES3: Interest in a Bike Transportation Service by Residential Origin (n=58)

Age Groups: We recorded stronger support among older people for a bike tour, and wider support across ages for transportation. The 16-34 year age group had the least interest in these services (Figures ES4 and ES5). The leading concerns were found to be weather, prices, and safety for both services.

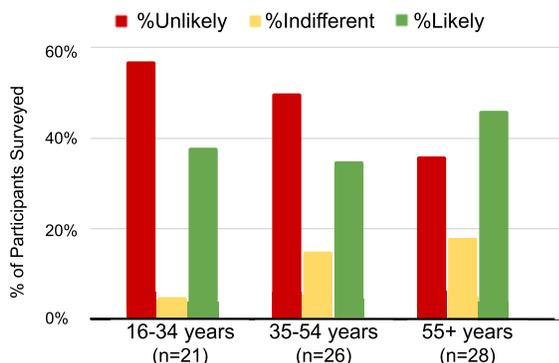


Figure ES4: Interest in a Guided Bike Tour Service by Age Group (n=75)

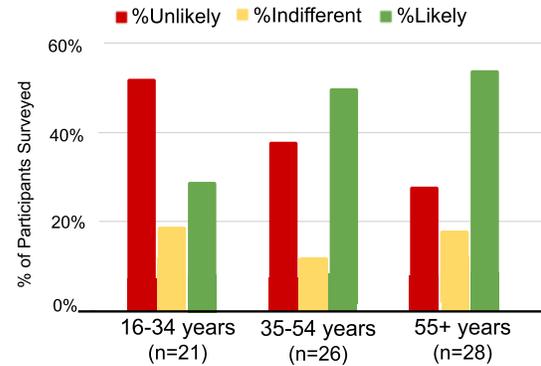


Figure ES5: Interest in a Bike Transportation Service by Age Group (n=75)

Tour Guide Interviews

Our interviews with tour guides revealed that one does not need a certification to be a tour guide in London; however, it often helps to learn about guiding techniques to create a more memorable and enjoyable tour. Our research shows that a memorable tour should offer content that meets six criteria. Tours should be: **interesting or unique, easy to understand, relevant to the audience's lives, personalized to the audience, and engaging.** A guide can also choose whether or not to incorporate **technology** into the tour, such as digital tablets or headsets.

Interviewees offered different insights for managing tours. We learned that training can easily be provided to staff. Most guides preferred an online booking system. We found that tours were most popular on the weekends and during warmer months. Guides considered social media the most effective tool to advertise tours. Guides suggested email lists, websites, and word of mouth to promote tours. Tour content seldom needs much revision, given the nature of the topics, but personalization is always important.

Bike Logistics

We found four possible passenger cargo bike options. Through interviews, we also learned to prefer bikes that have standardized components, easy accessibility, and strong electric assist systems.

We identified three options to store the bike, and that storing the bike outside is not feasible due to concerns of theft and weather.

Insurance for the Story Bike service is very specialized. We identified Unity Insurance, an insurance firm that offers policies covering public liability (minimum of £5 million), theft and employee liability.

We found that younger individuals have the strength, ability, and interest to operate a passenger cargo bicycle. In London, young individuals are required to be in school until they are 18 years old so their availability tends not to match opening hours at the People's Museum. We found that young people ages 16-17 are incentivized to work at the London Living Wage, £11.95 per hour. Slightly higher wages will need to be used to make the employment opportunity more attractive for older age groups.

Recommendations

We make two overall and several targeted recommendations based on our findings.

Overall Recommendation

We recommend that the People's Museum conduct a trial of the tour and transportation services before officially launching these services to the general public. Unfortunately, temporarily acquiring

a passenger cargo bike is not possible, so the museum will need to purchase a bike in advance of the trial period.

We also recommend that the People's Museum collaborate with local community organizations to spread the word of the Story Bike in Somers Town and engage a larger community. This could include working with the senior living homes and the local market.

Target Audience

We recommend that the People's Museum target Somers Town residents and the residents of London for the services provided by the Story Bike because these groups expressed more interest in the services than tourists.

For the guided tours and transportation services we recommend targeting the older generations, specifically 55+ who would be most interested in partaking in either service. We would also recommend focusing towards 35-54 year olds for transportation service as they also reported being more likely to use the bike for that purpose.

In terms of marketing the bike, we recommend highlighting the numerous benefits of the Story Bike in Somers Town, such as its multi-generational impact, emphasis on sustainability, opportunity to increase overall physical and mental health, and accessible configuration.

Bicycle Tour Recommendation

We recommend that the tour guides meet all the tour criteria to deliver the most memorable and enjoyable tour. The

passenger cargo bike can drive on any road, avoiding bumps and potholes. Tours should be conducted on the weekends. Bookings should be handled through an online booking system, and advertising should emphasize social media. We recommend promoting the services also through email, website postings, and word of mouth. We recommend tours lasting between 30 minutes to 1 hour.

Bicycle Recommendation

We recommend the Museum purchase a Triobike Taxi. Its serviceable components are widely used across the industry. The bike has a removable foot platform, making entering and exiting the bike very accessible for less mobile individuals. The electric assist battery has the highest charge capacity, allowing for longer operation between charges. Its motor has high torque, allowing the pilot to pedal the bicycle with ease. The Triobike Taxi also has a large storage compartment, which we recommend storing a passenger blanket and first aid kit inside.

Service & Employment Recommendation

The passenger cargo bike will require relatively little maintenance. Tire pressure, loose bolts and overall wear & tear should be checked on days the bike is used to ensure the bike is operating smoothly and safely. These tasks require no professional skill, a bicycle tire pump and a multi-tool will be needed to carry out these tasks. Other infrequent maintenance tasks can be found in the manufacturer's service manual

and should be completed by qualified personnel. The museum should also keep batteries charged for the electric assist system to prevent premature wear on the battery.

The Camden Council's Phoenix Court storage location is the ideal option for the Story Bike, as it is close to the museum and will come at no cost. The People's Museum should continue with their efforts to hire young workers, as there is significant interest in local employment. We recommend hiring people 18+ years due to the operating hours of the museum conflicting with school schedules; resultantly, we recommend they should be paid £13-15 per hour for adequate incentive. We recommend insuring the passenger cargo bike with Unity Insurance, as it is the only UK-based insurance firm that covers insurance for this particular passenger cargo bike.

Based on survey data, we recommend charging the public £10 per mile for the transportation service, and £10-£15 per tour ride per person for the guided bike tour service. Survey data indicated that Somers Town residents were interested in the services, but were not willing to pay as much. Therefore, we recommend providing them either discounted prices or free service as an incentive to stimulate the local area.

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2.3 The People’s Museum: A Space for Us	Sydney Smith	
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3.2 Objective 2: Operational Aspects of Historic Tours	Claire Higginson	
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5.2 Bicycle Tour Recommendations	Claire Higginson	Connor Dowgielewicz
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1.0 Introduction

People's history is a narrative history that depicts the lifestyles of common people throughout time. It aims to do so by documenting cultural events, social movements, and political campaigns. Somers Town is a rapidly changing neighborhood in the London Borough of Camden, located in the center of the Knowledge Quarter. It houses a large network of businesses and institutions and is flanked by three major London train stations. The area is increasing in popularity, driven by new developments. With the ongoing process of gentrification in the area, the community created the People's Museum in Somers Town to preserve the area's history and working-class heritage. Like all museums, the People's Museum plays a role in bringing together the community through a shared history.

The People's Museum has already implemented various events, tours, and activities to connect and engage the community with its local history. However, their outreach is limited by the small size of the museum. Therefore, the People's Museum aimed to implement new services that will present the neighborhood's history to a larger portion of the community and audiences outside Somers Town. To do this, the museum wanted to implement a 'Story Bike' service.¹ This service would provide historic tours of Somers Town using a passenger cargo bicycle, as well as local transportation for less mobile members of the community.

Our research goal was to assess the potential and feasibility of Story Bike services using passenger cargo bicycles to provide guided tours and transportation across Somers Town. We created four research objectives to complete this goal:

1. Assessed public interest and market potential for Story Bike service.
2. Evaluated operational aspects of historic tours.
3. Evaluated operational considerations of a passenger cargo bike service for transportation.
4. Established strategies for maintaining the Story Bike services and developed a list of recommendations.

¹ The Story Bike service implements a passenger cargo bicycle, which is a specific type of rickshaw bicycle that seats passengers in front of the person piloting the bike. 'Rickshaw bicycle' is the more common term; however, it has a negative connotation in London. Therefore, 'passenger cargo bicycle' refers to this certain type of bike that we used for the Story Bikes, while 'rickshaw' or 'rickshaw bicycle' refers to the general three-wheeled bike with passengers behind the pilot used throughout London.

We assessed the market potential for a Story Bike service by surveying commuters, residents, and tourists in and around Somers Town, and we explored the feasibility of employing youth workers as ‘pilots’ for the bikes. We evaluated operational aspects of historic tours by observing the strategies used in various walking tours across London. Additionally, we evaluated operational considerations for implementing a passenger cargo bike service by assessing how similar services operate their businesses. Finally, we established strategies for maintaining the service and developed a list of recommendations that the People’s Museum can use to implement the Story Bike.

2.0 Background

In this chapter, we examined the importance of forming intergenerational relationships with neighbors, how museums add value to a local community, and what it means to preserve the history of ordinary people. We discussed Somers Town's history, its development, general demographics, social housing, and the history and formation of the Somers Town People's Museum. Then, we explored the factors that contribute to creating and operating a successful tour, the use of passenger cargo bicycles for tours, and how these bike services run in London. Finally, we bring together our research on bike transportation services, historic guided tours, and community engagement to lay out the options for a 'Story Bike' service in Somers Town for the People's Museum.

2.1 Community Relations, Museums, and Ordinary People

Relationships are important for forming a sense of belonging and care that is often lacking in larger, less connected communities. Studies have shown that residents that actively engage in their neighborhood have an improved physical and mental health (Pinto, 2020). Increased self-confidence, healthier habits, longer lifespan, and greater sense of purpose and resiliency all result from having a trusted circle of social connections. Interacting with a multigenerational community has additional benefits (Pelto, 2020). Older generations can transfer wisdom and advice to younger generations through personal stories and oral histories to broaden their perspective on life. Children, teens, and young adults can also keep older residents connected to society and engaged in activities. This is important for boosting morale and happiness, leading to a longer, healthier life (Pelto, 2020).

Local museums like the People's Museum can play an integral role in a local community by bringing together its residents through a shared history. Such a museum creates an environment where locals can actively engage in their history and build relations with their neighbors. There are many proven benefits of local museums. They promote knowledge of the past that can be applied to the future and inspire individuals with new perspectives. Melo (2017) suggests that people were generally motivated to engage in local museums as a way of developing their personal identity. This community-museum relationship has unfortunately

diminished over the years, especially following the recent pandemic. Some museum administrators have noticed that poorer, local residents have much lower visitation rates than better educated, middle-class members of the community, as well as tourists. The root of this issue lies in social and physical barriers, such as cost, exclusivity and most notably, inaccessibility (Booth et al., 2017). Inaccessibility can take several forms, but physical inaccessibility poses particular barriers for people with disabilities and less mobile residents, which can inhibit their involvement in museum and community gatherings. Creating an inclusive environment for all residents shows that everyone is valued, and their worth is respected.

The history of ordinary people, otherwise known as people's history, is the narrative history depicting the lifestyles of common people in a community. In England, people's history involves organizing the nation's chronological history "not in terms of kings and dates and battles-nor yet in terms of dry economics-but in terms of people, showing how the English people have shaped their own history and their social institutions from the time of the Norman Conquest" (Morton, 1938). In contrast to the standard notion of history, people's history aims to emphasize the history of ordinary lifestyles by documenting cultural events, social movements and political campaigns throughout a region over time. The term "People's History" was first established in 1938 with A.L. Morton's *A People's History of England* and has been adopted more widely in subsequent years. In 1980, Howard Zinn helped familiarize the American public to the concept in his book *A People's History of the United States* Zinn (1980, p.30) said "Nations are not communities and never have been, The history of any country, presented as the history of a family, conceals fierce conflicts of interest (sometimes exploding, most often repressed) between conquerors and conquered, masters and slaves, capitalists and workers, dominators and dominated in race and sex". There has been a similar burgeoning of interest in the UK in what has been variously called people's history, the history of ordinary people, and history from the bottom up. In 1990, the People's History Museum was established in Manchester, and currently serves as England's largest collection of artifacts pertaining to the lifestyles of English common people over time (PHM, n.d.).

2.2 Somers Town

Somers Town is a small neighborhood that is part of the St. Pancras and Somers Town ward located in the southern end of the London Borough of Camden (Figure 1). The ward has a population of 18,000, a small portion of the 280,000 residents estimated to reside in the borough as a whole (London Borough of Camden Council, 2020). Somers Town is a quiet community where transportation is dominated by walking and biking. The areas around Somers Town, however, suffer from very high volumes of pedestrian and vehicular traffic. Euston Road on the southern boundary of the ward is a major thoroughfare connecting the busy train stations of Euston, St. Pancras, and King's Cross. The Knowledge Quarter is an area just outside Somers Town that includes many educational institutions (e.g., University College London, the British Library, and the Wellcome Foundation) and high-tech companies (e.g., Google) that also generates significant traffic.

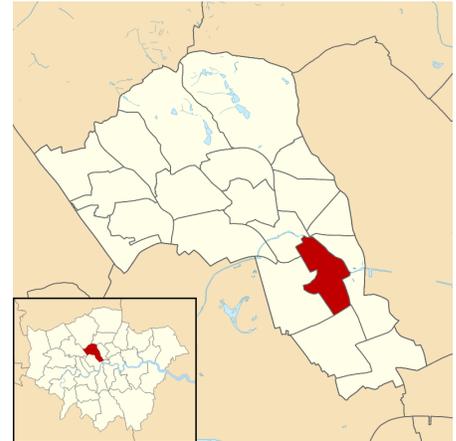


Figure 1: Map of Camden, St. Pancras and Somers Town Ward Highlighted. The Somers Town neighborhood takes up the south end of the ward. (Berrely, n.d)

Somers Town is ethnically and socioeconomically diverse. The ward contains the second largest youth population in Camden and only 8.6% of the population is 65 years or older (London Borough of Camden Council, 2020). Somers Town has larger proportions of Bangladeshi, African British and mixed-race British ethnic groups and a smaller proportion of whites than the rest of the borough (London Borough of Camden Council, 2016). The St. Pancras and Somers Town ward is the most economically challenged in the borough, as 35% of the ward's households are reported with median incomes less than £20,000 a year (London Borough of Camden Council, 2020). This pattern is repeated in the neighboring wards of Regent's Park (27%), King's Cross (25%) and Cantelowes (20%). Among Somers Town residents, 34.4% are living in income deprivation and 50.7% of children are living in poverty (London Borough of Camden Council, 2016).

During the French Revolution, Somers Town welcomed 40,000 French Huguenot refugees trying to escape persecution by the French Catholic government (Hanson, 2000). With the construction of the Euston, King's Cross, and St. Pancras railway stations in the nineteenth century, the population swelled due to immigrant arrivals from Italy, Spain, and Ireland.

With increased industrialization and urbanization in the late nineteenth and early twentieth centuries, housing quality declined and slums expanded. In response, the Liberal party implemented the Town Planning Act in 1909 that enabled local governments to tear down slums and build social housing in their place (Sait, 2016). In London, social housing refers to housing that is managed by the local borough council or approved landlords and organization; it is a very popular form of housing for the working class. This act helped develop the first large social housing projects in London's history.

Construction of the railway termini attracted large numbers of laborers but the lack of decent housing turned Somers Town into "one of central London's most squalid slums" by the 1920s (Jeffery, 2008). Around this time, Anglo-Catholic clergyman Father Basil Jellicoe arrived in Somers Town for missionary work. He lived by a strong belief that all people should have the fundamental right to live decent lives, including adequate housing and living conditions. Horrified over the terrible conditions that its poor residents were forced to live in, he helped form the St. Pancras House Improvement Society in 1924 (Whitehead, 2018). The organization raised money from private investors to rebuild, restore, or construct new housing in Somers Town while charging no more in rents than tenants already paid. Father Jellicoe caught the attention and gained support of the Prince of Wales, Queen Mary, and the Archbishop of Canterbury through this project. The Sidney Estate, established in 1938, was one of the new housing developments that comprised 250 flats named after saints, including St. Nicholas', St. Michael's, St. Anthony's, St. Francis', St. George and St. Christopher's. The society not only built housing units, but also wanted to populate Somers Town with art made for the people. English sculptor Gilbert Bayes was tasked with decorating the estates with ceramic sculptures, garden ornaments, and clothesline finials, some of which remain to this day. Bayes drew inspiration from the lives of saints and the fairy tales of the brothers Grimm for his pieces. The Somers Town project was particularly close to his heart as he believed that artwork should be made available to the general public, not just the wealthy. His artwork is still seen throughout the town on buildings and in courtyards to this day. The Somers Town Housing Improvement Society has rebranded various times, and is now a part of the Origin Housing social housing association (Jeffery, 2008).

The next social housing movement in London would occur after World War II, as German bombing attacks on London between 1940 and 1941 led to the destruction of housing

units across the city (Sait, 2016). The devastation from the bomb attacks not only required the lost housing to be rebuilt, but it also raised awareness to the slums that had existed in London prior; thus, the post-war period in London led to the largest social housing movement in London. Although the estates built after World War II provided essential housing, they were eventually criticized for poor design, low quality and lack of essential community services, including shops and parks. “The idealism of post-war Britain was met [with] a backlash against the paternalism

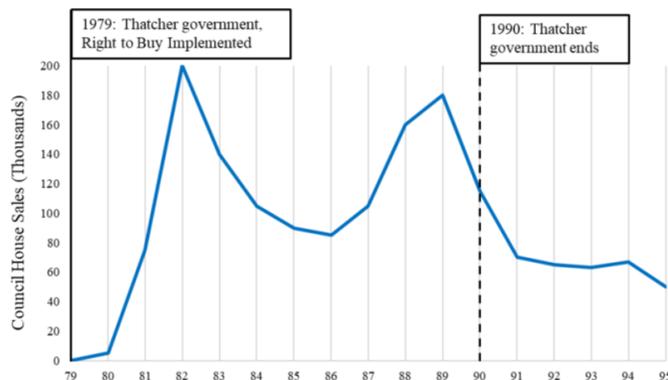


Figure 2: Council House Sales across Margaret Thatcher’s time as Prime Minister (BBC Modified, 2005)

of the modernist architecture that sought to destroy historical areas of Britain’s cities and concrete housing estates” (Sait, 2016). In 1975, Margaret Thatcher was elected Prime Minister, and pushed to enact the Conservative Party’s campaign pledge to allow council house tenants the Right to Buy. Figure 2 shows the sales of council housing during Thatcher’s years as Prime Minister rose dramatically after the

Housing Act of 1980 and then again in 1989. At the same time, housing prices also increased sevenfold while peak unemployment doubled and disposable income remained flat for the poorest decile of the population (BBC, 2005). During this time period, the total number of council housing units declined because the government failed to build new units to replace those that were sold off.

Simultaneously, squatting became a growing problem in London by the 1970s.² Originally just an adverse effect of World War II with ex-military occupying their retired camps, squatting slowly crept into London’s housing culture over the decades following the war (Leslie, 2020). Squatting was especially common in Somers Town. Squatting was criminalized in 1977 and declined thereafter, but poor housing conditions persisted.

Gentrification has exacerbated the housing crisis in London since the 1970s. Gentrification is the process in which wealthier individuals move into an area and squeeze out

² Squatting is the act of occupying or residing in an unowned area without permission from the property owner. Although squatting is illegal, limited enforcement makes it appealing for those economically challenged. The squatting area is often unoccupied or abandoned, enabling long-term residential use without action against the squatter (Leslie, 2020).

the poorer residents as property prices rise. In 1964, Ruth Glass developed the term to express “the social and spatial manifestation of the transition from an industrial to a post-industrial economy” (Hamnet, 2003). In the case of social housing, the privatization of many social housing units has made it harder for the industrial working class to compete with the post-industrial upper class that controls the housing market. Somers Town continues to be adversely affected by gentrification with the recent development of the areas around King’s Cross, St. Pancras, and Euston stations. From 1995 to 2002, housing prices in Camden rose by 40% with no government action to combat the rising house prices or rents. Squatting is still a major concern in Somers Town, and housing conditions near Euston, King’s Cross and St. Pancras stations are adversely affected by the traffic they produce (Leslie, 2020). The People’s Museum: A Space for Us was created in this context as a way to preserve the culture and history of the working class through engaging with the Somers Town community.

2.3 The People’s Museum: A Space for Us

The People’s Museum: A Space for Us is a non-profit, community-led collective founded in 2019 by Somers Town residents to preserve the unique history of their working-class community. The director and founder, Diana Foster, developed interest in the town’s neglected histories beginning with a participatory film *somertownwishes*. She continued her work by gathering oral histories of Somers Town and creating another interactive film, *Spirit!*, to further her efforts of preserving and sharing Somers Town’s working class history. In 2016, Foster and seven others founded the Somers Town History Club with support from local historians, and other academics. The club grew and The Somers Town Space Community Interest Company was established in 2019 to connect with larger audiences and better serve the community (*About Us*, n.d.).



Figure 3: Photo of the exterior of the Somers Town People's Museum: A Space for Us. On display is the museum's March gallery on Women's History Month and the notable women from Somers Town.

What began as an oral history project to capture local stories and significant relics grew into a community-led collective known as The People's Museum that worked to record and celebrate the community's "incredible 'radical, reformers and rebels' histories" (Puri, 2022). The community has a fascinating history, home to many radical thinkers, writers, and advocates, such as Mary Wollstonecraft, Mary Shelley, Basil Jellicoe, and George Padmore (O'Carroll, 2021). The founders of the club believed that the stories of both the ordinary residents and the famous radicals and writers should be preserved and celebrated for generations to come. The museum is located on Phoenix Road within the Ossulston Estate, a Grade II listed building that is of special historical interest (Howells, 2022). As a Grade 2 listed building, the estate is protected from alteration or demolition without permission from local planning authorities. This provides a measure of protection to the museum.

Since its establishment, the museum has made great efforts to create a safe space for locals to gather while keeping sustainability efforts in mind. The People's Museum has evolved to meet the needs of the Somers Town community, which includes collaborating with local campaigns and organizations to support important causes and host inclusive events. This includes working with the British library, the Skip Garden in King's Cross, and the Black Heros Foundation on programming events. The museum also hosts many workshops where they take a deep dive into historical movements and current social issues, including women's rights, social

housing, and African decolonization. This past summer during the London Festival of Architecture, they hosted a series of guided walks that took visitors around Somers Town to highlight the festival's theme, 'Act' (Mendy, 2022). Some of their walks had a focus in social housing where they led tours in The Oakshott Estate to look at the architectural works of Peter Tabori, Roman Halter and James Gowan and highlighted the ceramic art of Gilbert Bayes. Another set of guided tours centered around social justice and radicalism. Esther Leslie, an academic lead at the People's Museum, led these walks to further discuss black radicals and notable female anarchists that inspired change. All the events are put on by museum volunteers, who have been able to conduct over 200 events with over 500 contributors on local histories.

Being patrons of the arts, the organization has curated a variety of art, film, music, and reading exhibitions for all ages and demographics in addition to producing four books and two movies. Recently, they worked with the students of the Edith Neville Primary School on creating an outdoor display of art on Phoenix Road with audio of the children explaining their local history. The Lost/Found collection is another exhibition developed for the People's Museum: A Space for Us grand opening in May 2022. It tells "the story of change from growth to decline, from slum clearance to social housing, from reform to protest," using collected artifacts that were seemingly lost in time in demolition sites and basements (*A Great Opening*, 2022). Events and programs like these help connect the new and old generations of Somers Town.



Figure 4: The Phoenix Road Map mural art exhibition put on by the People's Museum



Figure 5: Art Finials from the Lost and Found art exhibit at the Museum

A potential way The People’s Museum is interested in expanding their services is through launching a Story Bike service that would use passenger cargo bicycles to provide historic tours and transportation services. The organization would be able to create content for the passenger cargo bicycle tours modeled on the guided walking tours mentioned previously. Additionally, the museum is interested in using the bicycles for a transportation service, as their location between the Euston and King’s Cross / St. Pancras stations would make it an ideal area to operate a transportation service.

2.4 Historic and Heritage Tours

A historic or heritage tour is an organized trip with the primary purpose of exploring the history and heritage of a place (eTravel Team, 2019). Typically, tour participants visit a series of historical sites in a sequence of stops, where the historical significance of each site is explained. Guided tours usually involve a tour guide explaining stops along a tour to an audience and can be conducted using different modes of transportation, such as walking, biking, or being driven around in a vehicle, such as a rickshaw bicycle or bus. People attend historical or heritage tours to gain knowledge about the history of a certain place which can lead to a more in-depth understanding of routes to travel and places to explore (Arifrahara, 2018). It is meant to be an engaging and enjoyable way to gain more knowledge about different places. Memorability is directly correlated with the popularity of a tour service, so it is essential to design tours to be memorable (Ghanem & Shaaban, 2021). A historical tour can be made more memorable by delivering the tour in a unique fashion. It is also important to present content that is easy to understand as well as relevant, engaging, personalized, and interactive (Figure 6).

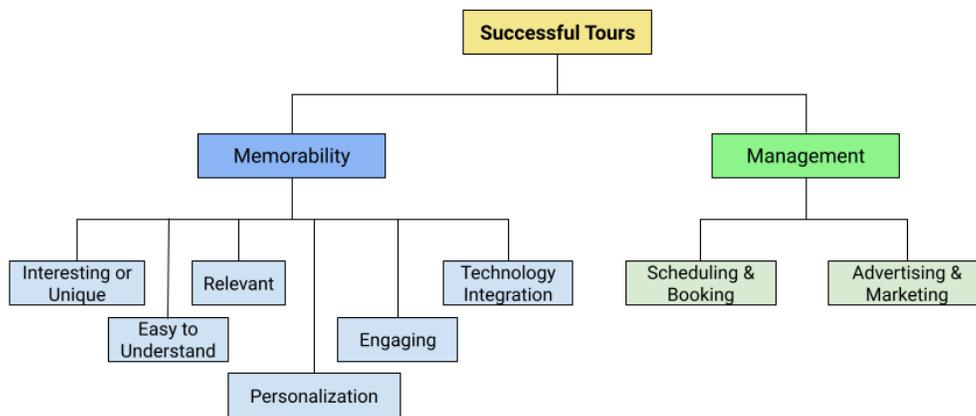


Figure 6: Criteria for a Successful Tour

Historical tour content must be presented in an interesting way to increase the audience's interest (Canis, 2019). A tour may appeal to a broader audience if it is distinct from other experiences and encourages participants to share and recommend the tour to friends and relatives (Thomson, 1996). Monotone lectures explaining the significance of historic sites are of limited appeal to many audiences; highlighting interesting elements of the content, however, can enhance the tour experience and increase service performance (Best, 2012). Using a theme to structure content is another way to make tours more interesting, distinct, and memorable. Not only are themed tours easier to market, but they also help make content easier to follow during the tour (Canis, 2019). Integrating technology into the tour experience can also keep the audience actively engaged, such as using interactive technological elements or presenting images on a technological device to enhance the tour explanations. Lastly, ensuring tour information is clear, engaging, and easy-to-understand enhances memorability, as audiences are more likely to remember facts presented on the tour if they have a solid comprehension of the information presented. Bringing the scenes to life by using dramatic language and engaging the five senses encourages people to be more involved in the tour content (Weiler & Walker, 2014). Learning can also be facilitated by drawing analogies between pieces of information that offer audiences new and relatable perspectives (Thomson, 1996).

Relevance of the tour content is important for memorability because it gives the audience a way to relate aspects of the tour to their own lives, creating a personal connection with the tour itself. Relevance can be enhanced by establishing links with the likely experiences of the individuals taking the tour, or by simply explaining the meaning behind the facts (Thomson, 1996). An audience is more likely to remember information presented on a tour if it is related to their own lives or if they can connect to more general explanations of an event. Social history can be included to illustrate how times have changed. Adding personal anecdotes and humor during tours can help with relatability as well (Baltimore Heritage, Inc, 2014). Creating relatable content requires personalizing tour information and tailoring it to particular audiences. Considering the kinds of people who will attend the tour helps create guidelines for personalization, such as making a tour more accessible and the content more interesting to participants. It is important to consider aspects such as how much ground the tour will cover, how much time it will take, how physically challenging the route is, and how best to reach the audience during the tour (Cook, 2018). A tour can be personalized also by simply discussing the

human implications of events (Thomson, 1996). This functions in a similar way as providing a general explanation or reason for an event, as something that is a more general human occurrence is easier to relate to personally.

Engagement during a tour is a large part of what makes a tour successful because using interactive communication tools fosters understanding and meaning making (Weiler & Walker, 2014). It is a simple way to ensure that the visitors leave having learned something they may not have known before (Cook, 2018). Audience engagement during a tour consists of interacting with the audience as well as encouraging participation in various questions or activities. Audience interaction can include making sure the tour guide is facing the crowd when presenting information, making eye contact, or using hand gestures (Baltimore Heritage, Inc, 2014). Such approaches emphasize active speaking rather than lecturing and should make the audience feel more included in the content being conveyed. Tour guides can ask the audience questions or encourage them to share experiences to facilitate active participation during tours. Audiences can also partake in emotional engagement, which encourages self-reflection and often integrates sensations, perceptions, feelings, and ideas together to create new meanings of concepts (Weiler & Walker, 2014). Thought-provoking questions that are relevant to the audience's lives and to the tour content can be posed to help promote this kind of emotional engagement.

The delivery method of the tour is also an important consideration (Thomson, 1996). Certain tours, like rickshaw bicycle tours, may benefit from having an audio narration or enhancement as tour guides can struggle to be heard talking on a busy street (Canis, 2019). Speakers could also be set up in a vehicle and the tour guide can speak into a microphone to better project their voice. Current audiences focus heavily on mobile devices (Cook, 2018), such as phones, which can be easily integrated into a tour. Providing a downloadable application for the historical tour could have many uses, such as showing the current route of the tour or providing easy access to additional pieces of information about sites en route. It is also essential to the tour's success to gain feedback from customers because they can provide valuable insight and suggestions for improvement. Incorporating a technological aspect, especially some accessible from mobile devices, can make it easier to administer feedback surveys after the tour as well as keep track of the results. It can also be an effective way to promote other businesses or ask for donations at the end of a tour. London offers several ways that people may train to become a tour guide, with different course options leading to different qualifications. These

options include Camden Tour Guides, Open City Tour Guides, and White, Green, and Blue Badge Tour Guides. Each of these training courses requires fees and one to two years of classes and assessments to receive the qualification.

While the content of tours is paramount to success, the management and marketing of tours are also important. Managing tours involves many aspects, including making sure there is sufficient planning time, thinking about when the tour will take place, how often, on what days, how many days a week, what provision can be made in case of bad weather and how the tour will be booked (Manitoba Historical Society, 2013). Using technological platforms to handle scheduling of bookings of tours is ideal in today's modern society. However, how frequently the tour occurs depends on how well attended the tour becomes, which relies on marketing of the tour. Advertising can take many forms such as paper or electronic flyers, emails, commercials, billboards and other ways to inform people of a service being offered. The London Rickshaw company uses their rickshaws as a canvas to showcase clients' promotional artwork (London Rickshaw, 2016). This can provide a way to promote the tour on the side of the rickshaw, or in the case of the Story Bikes, a passenger cargo bicycle, which can prove to be a reliable method of advertising.

2.5 Rickshaw and Passenger Cargo Bicycles

A rickshaw is a type of bicycle that is built on a platform with three wheels. It includes a seat for the driver, or pilot, to operate the bike and a separate shared seat for two passengers to rest behind the driver. These types of bicycles first emerged in Japan during the 1860s; they were two-wheeled and were pulled by a person on foot (Grear, n.d.). The Story Bike service will implement 'passenger cargo bicycles', which are rickshaw bicycles that seat passengers in front of the person piloting the bike. They are less widely used across London.

Because of the additional weight passengers bring, these types of bicycles are harder for the pilot to move. To account for this, bikes can have an electric assist component, as they provide additional power and torque to the wheels via a battery and direct current motor combination.



Figure 7: A passenger cargo bicycle.

This enables faster travel and easier mobility, especially when ascending hills (Rajvanshi, 1999). Figure 7 shows a Triobike Taxi, a typical electric-assisted passenger cargo bicycle. This particular model has a recommended retail price of €10,699, or approximately £9,500 (*TRIOBIKE taxi*, n.d.). Electric rickshaws and passenger cargo bikes are more expensive than non-electric counterparts, but demand less physical strength and endurance from the driver.

A rickshaw or passenger cargo bicycle possesses many attributes that make it an attractive option for touring and short-distance transportation services. They operate at speeds slow enough to allow passengers to immerse themselves in the environment while still being a faster alternative to walking. Passenger cargo bikes are better than rickshaws for seeing the surrounding environment as passengers in the front can see everything the driver can. Such bikes are also sometimes allowed to operate in areas where other vehicles are prohibited (Grear, n.d.).

Like other types of bicycles, rickshaw and passenger cargo bicycles serve as effective tools for building community and spending time outdoors. These attributes make these bikes an appropriate tool for motivating the elderly and less mobile individuals to increase time spent outside and create social networks. For example, a passenger cargo bike driver can travel with two elders as passengers on the bike; the environment holds an opportunity for social interaction and a breath of fresh air, which is especially valuable to those in nursing homes or related environments where both opportunities can be limited (Lassen & Moreira, n.d.). The passenger cargo bikes also make for easier embarking and disembarking for passengers since the seat in front is easier to access compared to rickshaws, making it more ideal for less mobile passengers.

Rickshaw bicycles have become increasingly popular in London; however, passenger cargo bikes are not as common. Rickshaws serve as an attractive activity for both tourists and residents as they can be used for transportation, private events, and holidays. Figure 8 shows a typical rickshaw bicycle used in London. They are often flashy, colorful, and play loud music as they transport passengers, which is why they are negatively perceived by many in London.



Figure 8: A rickshaw bicycle

Rickshaw and passenger cargo bikes are classified in London as ‘stage carriages’ under

the Metropolitan Public Carriage Act of 1869. Therefore, they are not subject to as many regulations as regular vehicles, such as an automobile. (Metropolitan Public Carriage Act of 1869, n.d.).

London has been implementing a variety of measures to create a greener city with less air pollution and traffic congestion, such as the creation of the Congestion Charge Zone (CZ) and construction of biking infrastructure in the central areas of the city. As a result, the popularity of cycling is increasing (London.gov.uk, n.d.) while the use of private cars and trucks is decreasing (Cycling U.K, 2022). The infrastructure within London is increasingly friendly towards both bicycles, rickshaws and passenger cargo bikes. Six different types of cycle lanes have been installed across London, ranging from cyclists-only lanes to lanes integrated with road traffic (Adams & Aldred, 2020). Of the six different cycle lanes, Figure 9 details the four styles most prominent across Somers Town. In 2021, there was a rise of almost 50% in journeys made on cycles in London and 21.5 kilometers of cycle lanes were added or improved, allowing bikers to travel with ease (*Annual Report and Statement of Accounts, 2022*).



Shared Bus Lane

Cyclists are allowed to use the bus lane outside of operation hours.

Stepped Cycle Lane/Track

Cycle tracks with a small vertical lift between the sidewalk and main road.

Advisory Cycle Lane

Dedicated, but not restricted for cyclist use. Other vehicles may enter into it.

Curb Split Cycle Lane

Cycle lane separated from main road by continuous physical upstands.

Figure 9. Four types of cycle lanes prominent across Somers Town

2.6 Summary

A Story Bike could offer a variety of services that would benefit Somers Town residents while raising interest in local history and the People’s Museum. Using a Story Bike as a transportation service would help connect many less mobile residents throughout the community. The recent pandemic impaired connections between neighbors, friends, and family in Somers Town; the proposed service would be especially beneficial for reconnecting members of the community.

A transportation service could also be used for travelers to sustainably commute between the King’s Cross St. Pancras Station and Euston Station. Figure 10 shows that both stations are situated on opposite ends of Phoenix Road, with the People’s Museum directly in between them. The Camden Council currently has various initiatives to help make Somers Town a more environmentally friendly area, including the ‘Greening Phoenix Road’ and ‘Future Neighborhoods 2030’ initiatives. The Story Bike service has potential to be integrated into some of these initiatives, allowing for potentially greater support by the Camden Council.



Figure 10: ‘Greening Phoenix Road’ route with the proposed green space area enclosed in red. The location of the People’s Museum is marked by the purple dot (*Greening Phoenix Road, 2021*)

The Story Bike also has the potential to be used to deliver a historic touring service for the People’s Museum. This would take participants on a guided tour across Somers Town, highlighting its unique and radical history. The People’s Museum already has walking tours and heritage trails that they run on occasion, which could serve as a basis for how the Story Bike tours could be structured.

The museum has established historical walking tours in the past and needs to ensure that the conversion to a passenger cargo bicycle tour format would be manageable for them and meaningful to the community. Using the passenger cargo bicycles for a transportation service in

between tour appointments would allow for the museum to help bridge transportation between the two major neighboring stations. Both the historical tour and transportation Story Bike services would allow for the People's Museum to engage the community with its history while staying environmentally friendly.

3.0 Methods

Our research goal was to assess the potential and feasibility of Story Bike services using passenger cargo bicycles to provide guided tours and transportation across Somers Town. To achieve this goal, we developed four supporting objectives:

1. Assess public interest and the market potential for Story Bike services in Somers Town.
2. Evaluate operational aspects of historic tours.
3. Evaluate operational considerations of a passenger cargo bike service for transportation.
4. Establish strategies for launching and maintaining the Story Bike services

Figure 11 details the breakdown of our project goal into these four research objectives and each objective's associated tasks. We completed these research objectives by conducting interviews, administering surveys, and evaluating related programs and services. Questionnaires were beneficial for quickly reaching a large audience, and they allowed for further analysis of trends and quantitative data (DeBose, n.d.-b). Interviews allowed for more personalized, open-ended questions to targeted groups, and they helped us better understand the research subject's opinions on the matter in terms of qualitative data (DeBose, n.d.-a). Before distributing our surveys and conducting our interviews, we read a statement of consent to inform participants about the nature of the research and their rights (Appendix A). Evaluations and observations of historic tours and bike services allowed us to gain personal insight and experience into how the operations run. We created a chart of criteria to fairly evaluate tours and service, and to take note of key observations. Overall, these methods helped us gain a better understanding of current operations for passenger cargo bike services and historic tours, public opinion on a new Story Bike service in Somers Town, and the logistics of how these services might run.

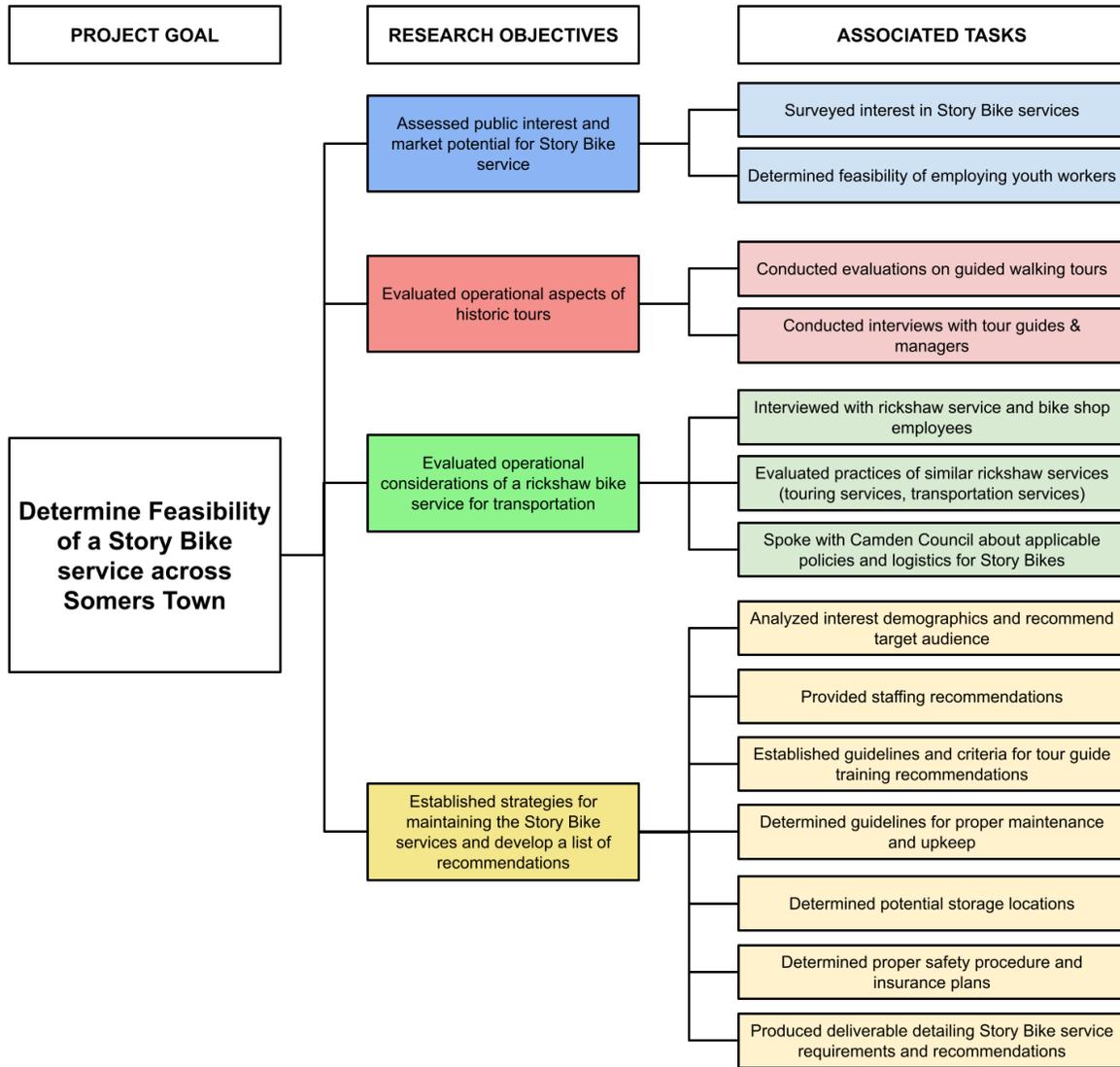


Figure 11: Project goal breakdown, split by research objectives and associated tasks

3.1 Objective 1: Public Interest and Market Potential

To help the People’s Museum launch a Story Bike service in Somers Town, we assessed the service’s market potential with the general public, and we explored potential options for employment.

3.1.1 Surveying the Public

Surveying the public gave us perspectives on potential public interest and concerns about the proposed Story Bike services. In our anonymous survey, we classified participants into five main groupings: Somers Town residents, London residents (outside Somers Town), daily commuters (outside London), tourists from the United Kingdom, and international tourists. A set of screening questions preceded the general questions, which asked participants to select which group best aligned with them; based on their response, they were directed to a specific branch of questions. The survey inquired about familiarity with the People's Museum, expectations of and concerns for the service, and interest in the historical touring and the transportation aspects of the service. It also gathered the participants' opinions on the operational logistics of the service, including cost per ride, booking options, and the distance the bike would take riders. Appendix C includes the full set of questions asked in the survey as well as a flowchart of the question format. It consisted of multiple-choice, ranked, and 'yes or no' type questions. For a majority of questions, survey takers were given the option not to answer or to further elaborate at their discretion. We administered the surveys using Qualtrics, because of its capability to dynamically change the questions based on previous responses, which we used to collect personalized information on select demographics.

We pretested the survey with a small number of volunteers from the People's Museum; staff members of the nearby Somali Youth Development Resource Center (SYDRC), and attendees of the British Library. We consulted these three groups to get a variety of feedback. Before conducting these pre-tests, we clarified that the purpose of the pretest was to not collect data, but rather ensure the survey questions were comprehensible and well-placed, addressed local context, and used appropriate response categories. While pre-testing the survey, participants took notes on questions that need adjusting or further clarification. We conducted a debrief afterwards to make necessary changes and to finalize the survey for distribution.

In order to reach our target audiences, we used three main strategies to distribute our survey: social media, street intercepts and table-sitting. The first strategy was to distribute the survey through the People's Museum Instagram account. We produced a flier containing a QR code that links participants to access the survey. The museum's Instagram had a large following that could help us reach a large audience who were already familiar with the museum, so we

posted the flier to the account. Our host also sent the survey to colleagues, friends from other organizations and other interested parties.

For street intercept surveys, we used our QR code flier to request surveys from passersby travelers and London residents. To engage participants, we provided a five-second elevator pitch that drew in participants with a brief explanation of the project; if conversation continued, we also explained how we would use their data as explained in the Statement of Informed Consent at the beginning of the survey. We used this strategy at the King's Cross Station, St. Pancras Station, public markets and at an event held at the People's Museum. We conducted the street intercept surveys in pairs on various days of the week, usually around lunchtime or early afternoon; we chose these intervals because the areas, especially the train stations, were most likely to be busy at these times. We administered the surveys at different times of the day to gather a more diverse and representative sample.

At other organizations, we set up a table and administered surveys on personal computers. This strategy was carried out at the Francis Crick Institute, a tour accreditation course at the Working Men's College, the St. Pancras Community Association's Golden Years program, the Clyde Court Memory Cafe and Somers Town community events. We chose these locations because more people would likely have time to sit down and take a survey with us. It was especially useful to sit down with the older people, who often needed assistance filling out their responses. We administered these sit-down surveys based on the preferences of the host organization. We were able to reach out to these various organizations by emailing people who worked at the organizations, visiting these organizations in-person, and receiving direct contacts from our hosts.

3.1.2 Employment Options

We also explored which groups of people might be interested in being employed to pilot the passenger cargo bicycle for tours and rides. Riding a passenger cargo bicycle requires not just an understanding of how to safely operate a bicycle on the streets of London, but also the physical strength to transport passengers. With this in mind, the People's Museum was interested in the potential of employing youth workers (ages 16+) to operate the bicycles. Considering youth employment for the Story Bike service would encourage multi-generational community involvement as well as part-time job opportunities. To determine the parameters enabling youth

employment, we conducted interviews with employees of the Somers Town Community Association. We discussed the operational considerations of different employment strategies with passenger cargo bicycle company managers and bike shop employees. From these interviews, we developed a list of recommendations for which option makes the most sense regarding bike pilot employment.

3.2 Objective 2: Operational Aspects of Historic Tours

The People's Museum already had implemented two historic walking tours around Somers Town, and our hosts wanted us to examine how to adapt these preexisting tours into Story Bike tours. Therefore, we participated in one of two of their historic walking tours, and we spoke to one of our hosts about the tour structure, content, and delivery. We used this tour as an opportunity to understand the history and layout of the Somers Town area more, and to think about the challenges that needed to be overcome to adapt them to a passenger cargo bicycle tour.

Based on our background research, we determined that there are no historic tours in London that are delivered using passenger cargo bicycles. Therefore, to understand the operational aspects of historic tours, we had to look at the practices used to deliver guided walking tours, the most common form of historic tours in London. We evaluated walking tours based on content, structure, and delivery to understand what makes historic tours engaging, effective and memorable. The information we gathered on tour delivery could then be combined with our knowledge about passenger cargo bicycles (found in Objective 3) to help build our proposed plan to launch a Story Bike tour.

We assessed the content and structure of different historic walking tours, such as Historic London Tours, Living London History, and British Museum tours, by participating in the tours and evaluating them based on the audience engagement, the relevancy of the information presented, the personalization of the tour, the clarity of information, the uniqueness of the tour, and the tour's use of technology (see Appendix D for the tour evaluation sheet). We also interviewed tour guides to ask about these topics in greater detail. We interviewed a variety of different tour guides at varying levels of qualifications, including a Camden Tour Guide, Blue Badge tour guide, and an Open City tour guide to understand the different rules they learned and abide by on their tours. We also interviewed the manager of the volunteer tour guides at the British Museum. More detailed criteria and interview questions are listed in Appendices D and B

respectively. We were also able to ask questions about tour management, such as tour pricing, frequencies, booking systems, staffing, marketing/advertising, and costs. Interview questions pertaining to tour managers can be found in Appendix B. These interviews were conducted in-person, typically with one group member acting as a facilitator and the other members as scribes. We connected with interviewees through tours we evaluated, connections through our host, and recommendations from tour guides we have interviewed. Additionally, we attended a Camden Tour Guide training class, which was part of the Camden Tour Guides curriculum. By attending this class, we found out more about how people are taught to lead historic tours, and we identified which strategies guides use to create engaging tours. This also became an opportunity for us to distribute our surveys.

3.3 Objective 3: Bike Services for Transportation

3.3.1 Bicycle Services

To understand how to run a transportation service using passenger cargo bicycles, we interviewed touring employees who use these bicycles. These interviews helped us identify various operational considerations that would apply to the Story Bike service. We met with employment managers and senior employees, and, with their expertise, we identified the practices they used to outsource maintenance and upkeep their bicycles.

We contacted bike companies local to Somers Town, as well as distant companies and organizations that are similar to the proposed Story Bike service or could offer relevant maintenance information, such as Bugbugs, Bikeworks, YourBikeProject, and Cycling Without Age (CWA). We prioritized in-person visits and interviews when possible, but many contacts preferred to meet over Zoom due to convenience or location difference. Interview questions asked are detailed in Appendix B. Through these conversations, we identified key information about using bicycles to transport less mobile individuals, such as passenger-cargo-bicycle model recommendations, accessibility features, operating costs, and insurance policies.

3.3.2 Government Bike Initiatives and Regulations

Camden Council is the governing council in Somers Town who are responsible for overseeing government services in the borough, including environmental standards, road

maintenance, parking permits, building developments, social housing policies, social care management, and record keeping (*Home - Camden Council*, n.d.). They also provide grants for local organizations, oversee public programs, and provide support for the people of Camden. We interviewed two representatives of the council who discussed the ‘Greening Phoenix Road’ and ‘Future Neighborhoods 2030’ initiatives. In this introductory meeting, we discussed our project with them, learned if and how our project can fit into the ‘Future Neighborhoods 2030’ initiative, and received additional Camden Council contacts.

We then were able to attend a Camden Council meeting where we were given a time slot to present our project to several volunteers and council members. We discussed the feasibility study and key points of our research. We also asked for feedback on some unanswered questions and additional points of contact. These unanswered questions pertained to borough policies and regulations with which the Story Bike service needed to comply with, storage options for the bicycle when not in use, rules of driving a passenger cargo bike on roads without bike lanes and safety concerns. Using the information gathered from this meeting, we had a better understanding on the feasibility of the Story Bike project in Somers Town.

3.4 Objective 4: Maintaining a Story Bike Service and Developing a Recommendation List

Through interviews, surveys, assessments, and background research from Objectives 1-3, we obtained the information necessary to establish a preliminary plan that the People’s Museum could use to launch the Story Bike service. In this set of recommendations, we included the items that the People’s Museum would need to address to launch the service to the public. We also developed a strategy that the museum could consider to maximize its audience participation while receiving long-term support for the Story Bike service.

From the survey results, we discovered types of individuals might be most interested in the Story Bike services and their concerns for how it would operate. We then recommended strategies on who to cater the service to, how it would be used, and how to market it to the public. Our tour-guiding research allowed us to recommend guidelines and criteria for tour-guide training for the historic tour aspect of the Story Bike. We were also able to evaluate which options the museum has to purchase, operate, and maintain and store the bicycle, which led to

recommendations for the transportation part of the Story Bike service. These recommendations included information about safe travel, as well as an insurance plan for the bicycle, rider and passengers. Accumulating these recommendations together, we produced a report including procedures to follow, items to acquire, and programs to accompany the service. This includes our expected cost of the service, maintenance equipment, management software, staffing wages, and storage options. The deliverable also includes an array of options the People's Museum can consider to support the Story Bike service long-term and expand its outreach.

4.0 Findings

In this section, we outline our findings by objective, explore the feasibility of a Story Bike service in Somers Town, and explain how our results answer the research questions based on our four objectives.

4.1 Public Interest and Market Potential

Before we began administering surveys and interviews, we learned from our host that it was best to not advertise the Story Bike as a rickshaw bicycle. In London, rickshaw bikes have a negative connotation, as they are known for being flashy, gimmicky, loud, and over-priced. It was in our best interests to not associate the new Story Bike service with these stereotypes. Instead, we followed our host's advice and used the term 'passenger cargo bike' when describing the bicycle to survey participants and interviewees. We found this 'rebranding' to be beneficial, especially when discussing the new service with older generations and London residents. These groups were not interested in traditional London rickshaws, which typically target tourists and younger demographics. However, they were more inclined to learn more about passenger cargo bikes in Somers Town.

We received 86 completed surveys. The survey sample included: 20 Somers Town residents, 40 London residents (outside Somers Town), 8 daily commuters (outside London), 9 tourists from the UK, and 6 international tourists. 61% were female, 31% were male, 1% were non-binary, and 7% preferred not to answer. We targeted a variety of age groups for our survey and received responses from 21 16-34 year olds, 26 35-54 year olds, 28 55+, and 1 from someone who preferred not to answer. Although we were happy to receive 86 responses in a relatively short time, we should note that the sample size and method of distribution means that the data cannot be considered statistically representative of any of the population subgroups we targeted. Our survey findings are therefore more illustrative than definitive. Given these limitations, we use only reported responses without further statistical analysis.

4.1.1 Residential Origin vs Interest

We found substantial interest among Somers Town and London residents for both the historic bike tours (Figures 12) and local transportation (Figure 13). In each case, we noticed a bimodal distribution with substantial numbers of respondents expressing strong interest or a lack of interest. There were too few respondents in our sample to make conclusions about daily commuters or tourists. Future surveys might need to focus more on these groups to generate valid information. Our data analysis for residential origin vs interest exclusively looks at the Somers Town residents and London residents outside Somers Town.

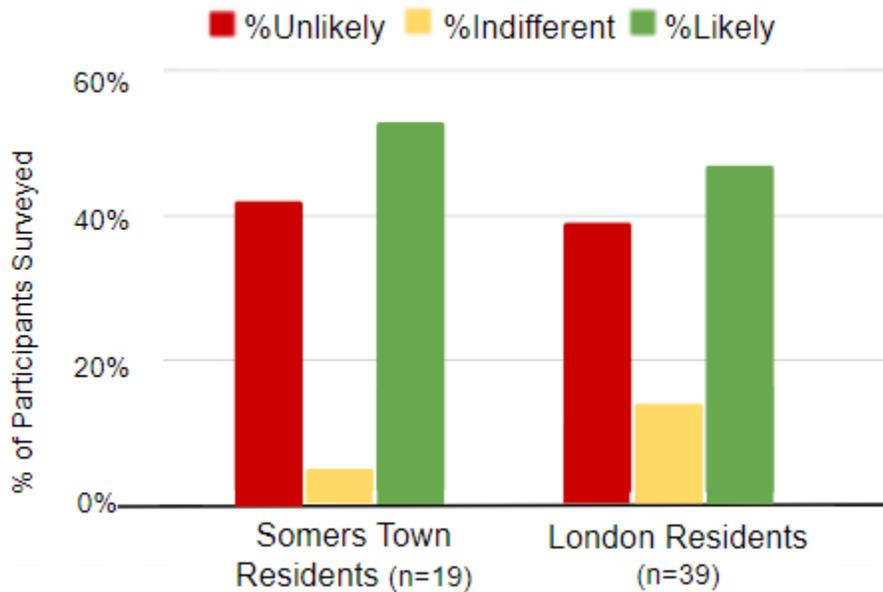


Figure 12: Interest in a Guided Bike Tour Service by Residential Origin (n=58)

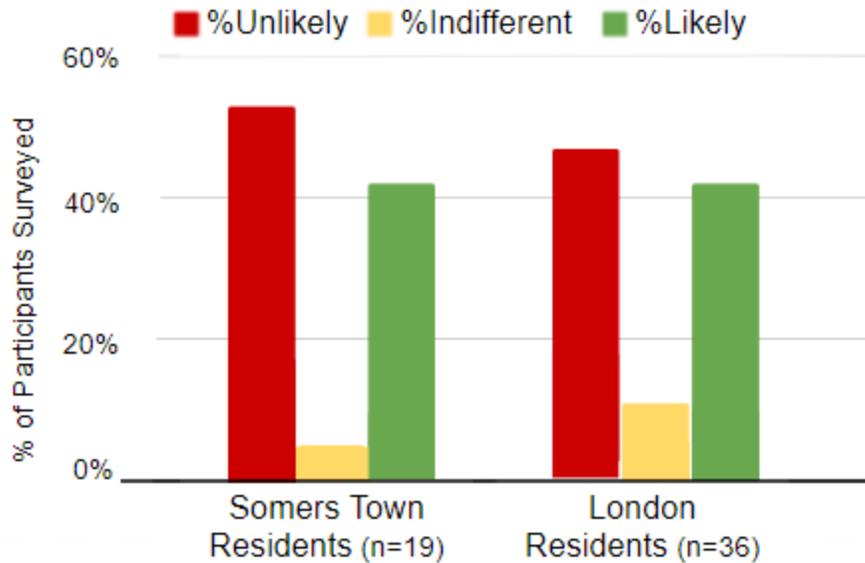


Figure 13: Interest in a Bike Transportation Service by Residential Origin (n=58)

To create comparable data between the two residence groups, we simplified the data to depict unlikely, indifferent, or likely interest in each service. This simplification helped us identify that Somers Town residents and London residents were generally more interested in the guided bike tour service than the bike transportation service. However, the number of likely and unlikely responses were very close in numbers for both services, which indicates there is still interest.

When asked how they planned on using the transportation service, Somers Town residents said they would be most interested in engaging in a leisure bike ride around their community and for transportation to health care appointments. They generally anticipated traveling between 1 to 2 miles in the Somers Town area.

4.1.2 Age Groups vs Interest

Our survey also gave us insight on how interest in the Story Bike services varies between age demographics. Similar to the analysis on interest based on residential origin, we quantified the raw data using the likelihood categorical scale.

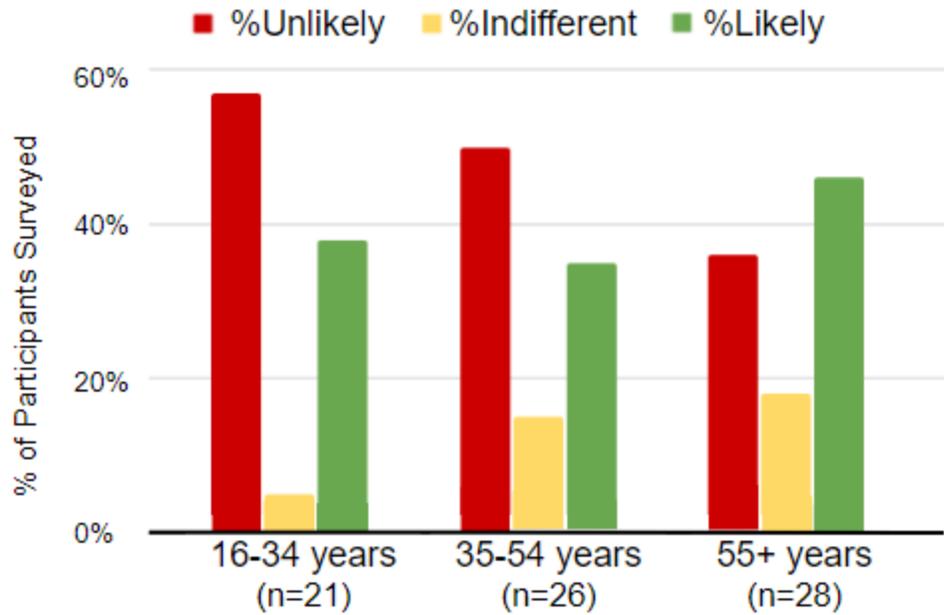


Figure 14: Interest in a Guided Bike Tour Service by Age Group (n=75)

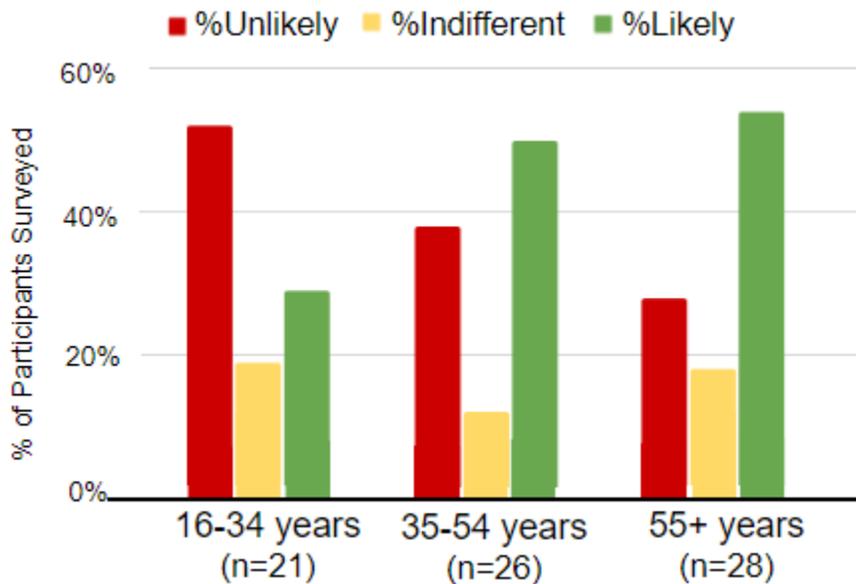


Figure 15: Interest in a Bike Transportation Service by Age Group (n=75)

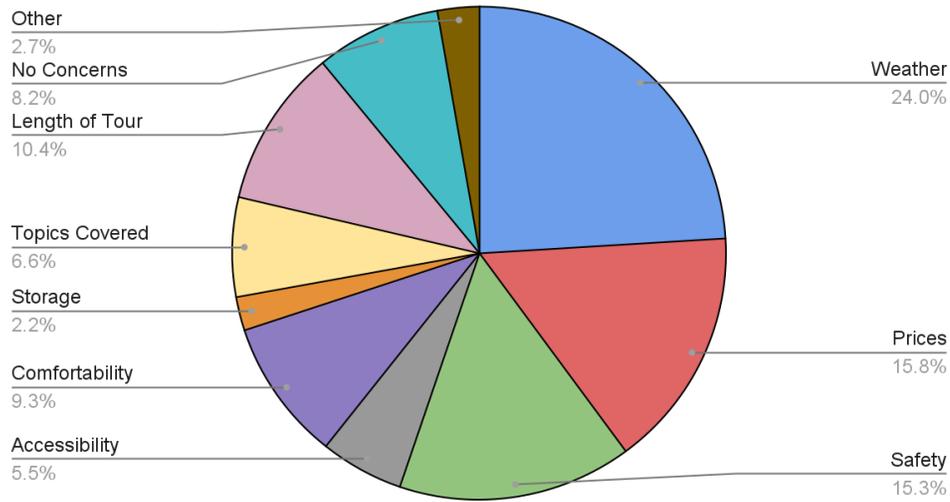
From Figure 14, we discovered that there is high interest in the guided bike tour services with the 55+ age group. The 16-34 year and 35-54 year age groups were significantly more unlikely to partake in this aspect of the service. From Figure 15, we can see that there is much

more interest in the bike transportation service from the 35-54 year age group as well as the 55+ age group. A generalization can be made that there is a stronger support among older people for a bike tour and wider support across ages for transportation. After conducting surveys and conversations with members of the community, many locals showed high interest in the service. One individual stated she travels by bus to visit her sister who lives in the building behind the People's Museum, she concluded that the Story Bike being a door-to-door service could provide her with a more accessible way to travel.

4.1.3 Concerns About the Service

Not only did we want to learn of interest in the services, but we also wanted to hear from potential customers about their concerns and general feedback. Our survey inquired potential concerns that the general public, including residents, tourists, and commuters, might have, which could prevent them from using the services in the future. These considerations will be taken into account as we form our list of recommendations. In Figure 16, we can see that weather was the most concerning factor for both services. Additionally, we learned that prices, safety aspects, and length of tour were common concerns across survey participants. From the open-ended responses we also learned that there was some concern over hygiene, how the tours would be conducted on a bicycle, speed and efficiency, and quality of service.

Concerns for a Guided Bike Tour Service



Concerns for a Bike Transportation Service

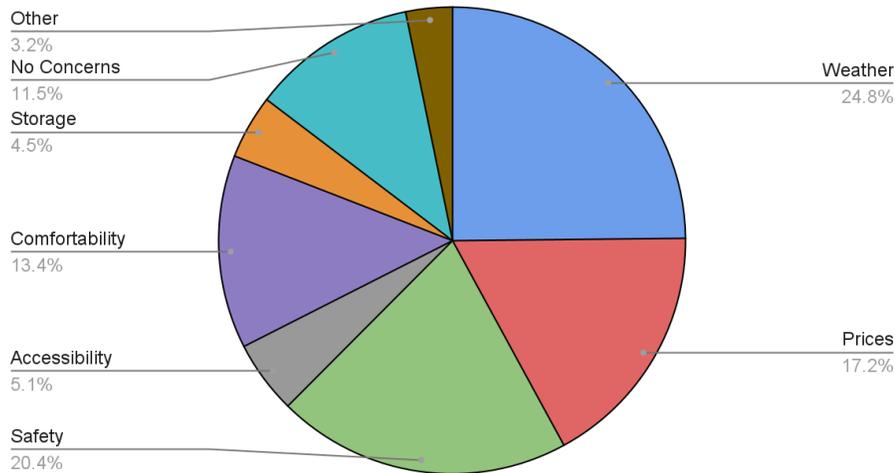


Figure 16: General Concerns for the Guided Bike Tour Service (top) and the Bike Transportation Service (bottom)

Somers Town residents were asked if these services would be something they would be willing to pay for. 9 (48%) residents responded yes, 5 (26%) responded no, and the remaining 5 (26%) responded maybe. A majority of those who responded yes reported that they were willing to spend less than £5 per person for each guided tour/bike ride. The remaining four residential groups were asked the same question of how much they would spend on these services and the

following data was collected. In regards to the transportation service, 31% of the participants who answered this question (n=57) only wanted to spend less than £5 per person per mile, 25% would spend between £5 and £10, 18% were not interested in the service, and the few remaining were willing to spend more than £10. In reference to the touring service, 35% of the participants were willing to spend between £5 and £10 per person per ride, 21% would spend between £10 and £15, 18% would only spend less than £5, 14% would spend between £15 and £20, and the remaining were not interested. Regarding tour length, 50 (66%) people indicated that they would prefer a tour that lasted approximately between 30 minutes to 1 hour. Only 9 (11%) of the respondents indicated they would not be at all interested in a guided tour.

4.2 Operational Aspects of Historic Tours

In this section, we will discuss our findings about the operational aspects of historic tours beginning with the perspectives of tour guides based on our interviews with the guides, following with the observations of how tours operate in practice.

4.2.1 Tour Guide Perspectives

We discovered that the information gained from the British Museum, Camden Tour Guides, Blue Badge guides, and Open City tour guides bolstered our background research on engagement, relevance, personalization, and ease of understanding for historic tours. However, they had different opinions on technology integration and how to make the tour interesting or unique. The guides also had different recommendations for managing tours. Through our interviews, we discovered more about what each accreditation is and what the organization they associate with does.

The British Museum hosts a large collection of artifacts from different civilizations across the world. To enhance visitor experiences, the museum offers both paid and free tours of exhibits across the museum. Free tours are run exclusively by volunteer guides, who are managed by another staff member of the museum.

Camden Tour Guides is an organization that provides guided walking tours across Camden. Each of their tour guides receives certification to tour guide across the borough by taking a one-year long Camden Tour Guide course. Students pay to take night classes and assessments to learn about tour guiding. We attended one of these night classes to learn more

about what students are taught in this curriculum, and we found relevant information about the engagement, personalization, and relevance categories of giving a historic tour.

The Blue Badge certification is the highest accreditation for guides and qualifies individuals to give tours anywhere in London. Blue Badge guides are certified after taking a rigorous two year course with multiple exams. The certification also requires proficiency in a second or multiple languages. There are also lower-level programs, the Green Badge and White Badge programs, which certify tour guides for a smaller area through a one-year course each; the Green Badge program accredits a tour guide to multiple specified historic sites and the White Badge program accredits a guide for only one.

Open City tour guides offer an accreditation curriculum that focuses on architecture, which draws in older professionals. Unlike the other certification programs, it requires less investment of time to become a tour guide and accredits people to be able to tour in the Camden borough.

We found that accreditation to lead a guided tour is not required, but that the associated training helps tour guides deliver a more memorable experience. The tour guides we interviewed offered many insights which we used to create training guidelines for the pilot of the Story Bike project.

We found that the tour guides emphasized many of the attributes we had identified in our background research as contributing to effective tours. Engagement, personalization, relevance, and ease of understanding were all emphasized to different degrees by interviewees.

For a tour to be engaging, the tour guide should not stick to their script concretely. Instead, they should be more flexible with the information they present and make sure to be interactive with the group by allowing for questions from the audience or asking the audience questions. The Open City and Camden tour guides put greater emphasis on including humor during their tours as a way to further engage the participants. All guides interviewed agreed on the importance of making sure the audience can see the sites that the tour guide is talking about, whether in-person or in photos, to increase general engagement as well.

To cater to audience personalization on guided tours, the guide must target their group's demographics and interests. The Camden guide talked about how it was helpful to ask a few questions about the participants' demographics and interests when they book the tour or at the beginning of the tour so the guide can prepare content in advance that the audience might

appreciate. The Open City and Blue Badge guides were more focused on personalizing the tour in real-time, and adjusting tour content and information based on how interested the group seemed. Relevance was closely related to personalization. The Blue Badge and Open City guides also spoke about how tours are more memorable when the history presented relates to the audience's lives, or how history relates to life in general. The Blue Badge and Camden guides emphasized that tours had to be easy to understand, and that technical facts should be reduced to short and simple points that use fun and exciting language.

The last two tour guide criteria we identified in our research were making sure the tour is interesting or unique and incorporating technology into the tour. Tour guides differed in their opinions about these criteria. The Blue Badge guide stated that to make a tour interesting, it is all about connecting the past to what you can currently physically see. They claim that making the tour relatable is what makes it more interesting. The Camden tour guide, however, was more interested in the academic, cultural, and historic information presented in tours, and enjoyed catering to older residents who took great interest in these topics.

While all guides agreed that supplementary pictures should be included in the tour to show the audience points of interest that cannot be otherwise easily seen, they disagreed on the type of technology that should be used. The Blue Badge and Camden guides said that digital tablets were the best to provide these reference photos, as it is easier to store and retrieve as many photos as necessary rather than carrying large numbers of paper copies. However, the Camden tour guide class and Open City guide claimed that physical copies of photographs were better to carry around because the sun glare often causes issues when showing the pictures to the audience. The only other form of technology that any guide mentioned was the possibility of using a microphone for the guide and headsets for the audience so that the tour guide's voice is better projected to a larger group of people. The Blue Badge guide recommended a VOX whisper system as the headset comes with a simple user application. The British Museum recommended regular microphones and headsets for larger tour groups. Other than these minor recommendations, the guides all agreed that it was not necessary to include technology in tours to make them successful.

For managing a guided tour, interviewees offered many different insights and options towards staffing, tour bookings and scheduling, advertising, tour content, maintenance and pricing. We learned from the British Museum that tour guide staff can be as young as 18 years

old, and their guides do not need to have any accreditation to run tours at the museum; instead, the museum provides volunteers with tour guide training. The Open City guide emphasized that one does not need a specific qualification to be a tour guide in London. The guide also stated that tour guiding tends to be a part time profession for younger people, although the Blue Badge and Camden Tour Guides said that many retirees or older people are looking for a full-time occupation, and therefore seek the accreditation.

The Blue Badge and Camden guides said that many tour guides work freelance, so tours are offered when the tour guides are available and want to work. The British Museum and Open City guides explained that booking applications are helpful for managing tour bookings, either through a mobile device or an online website platform. Usually, a booking application will charge a small fee per booking, however. The British Museum also mentioned that it is easy to run tours where people drop in at specified times.

In our survey, we asked participants how they would prefer booking this service (Figure 17). 63% of respondents stated that an online booking option would be the preferred way to book the Story Bike tour or transportation service.

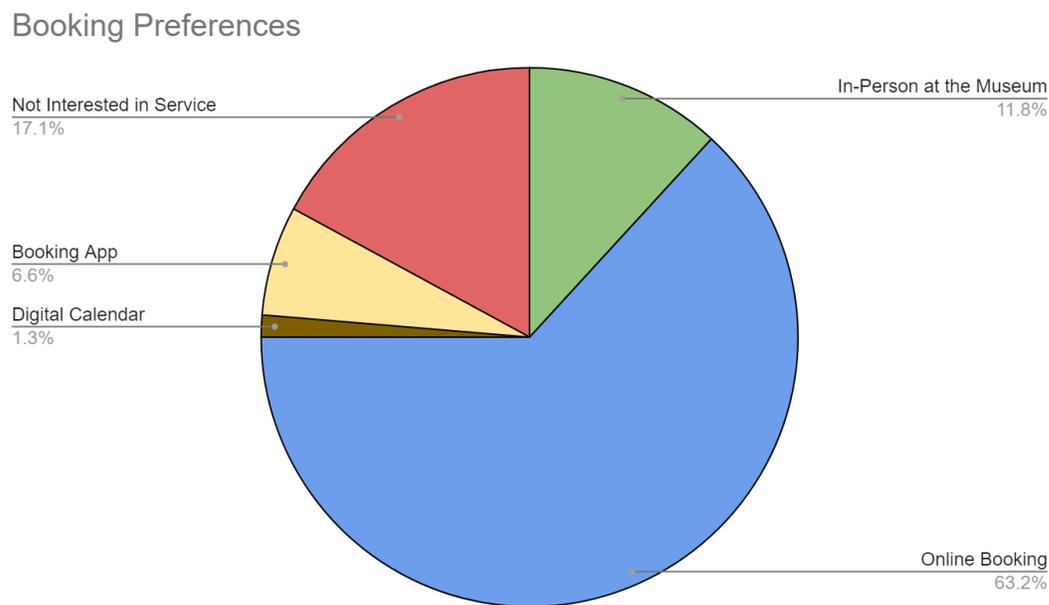


Figure 17. Story Bike Booking Preferences (n = 76)

The interviewees had different recommendations on advertising, with most agreeing on social media being the most effective form. They also suggested advertising the service using a

website, creating an email list, and using word of mouth. The guides also generally agreed that tours are more popular on the weekends, with the Blue Badge and Open City tour guides noting that summer months are more popular due to the influx of tourists. It is important to note that Blue Badge and Camden Tour Guides emphasized that safety is very important to keep in mind while delivering a tour to an audience.

For updating the historic tour content, the Blue Badge guide insisted that it must be changed frequently to keep the tours interesting, and to combine a mix of sites people do or do not expect to see on a tour. The Open City guide claimed that tour information did not really need to be updated as long as the tours themselves were personalized enough to the audience. Both guides agreed on pricing though, saying that the price of the tour varies based on other competitors, and as the tour becomes more popular, the price can afford to be raised.

4.2.2 Historic Tour Evaluations

To further understand how to make a historic tour more memorable, we attended different tours and used criteria we discovered made tours the most memorable via prior research to evaluate them. The categories we used for evaluation were whether they were interesting, easy to understand, relevant, personalized, engaging, and how they used technology. We attended three different tours at the British Museum to gain a general understanding of how their tours run, a tour with Historic London tours, and a Living London History tour. The general findings of the tours can be seen in Table 1 below.

Table 1. Tour Guide Criteria Chart from Three Different Museum Tours

Topic Criteria	British Museum (3)	Living London History (1)	Historic London Tours (1)
Interesting or Unique			
<i>Was the tour based off a specific theme?</i>	yes		
<i>Was content made more interesting by using descriptive language?</i>	gave detailed explanations	gave detailed explanations and painted pictures of the past very well	gave detailed explanations
Relevant			
<i>Did the tour information relate to your own life/current events at all?</i>	few modern day life references	related to London resident life	related to American life and history
<i>Did the tour guide explain the meaning behind the facts presented?</i>	yes		
<i>Was the way the information was presented make it more memorable?</i>	no	yes; good storytelling and used humor	no
<i>Did the tour guide stay on theme?</i>	yes		
Easy to Understand			
<i>Did the tour guide speak clearly and loudly?</i>	generally no	yes	yes
<i>Were analogies drawn to make information easier to comprehend?</i>	sometimes used size comparisons	often drew analogies to modern day	sometimes used size comparisons
<i>Were you able to ask clarifying questions?</i>	yes		
Personalization			
<i>Did the guide take into consideration audience demographic?</i>	no; did accommodate larger group sizes however	no; adapted tour to how audience was responding however	yes; related content to America and made stops specifically for photographs
<i>Did the guide interact with the audience and reference members throughout the tour?</i>	rarely; usually tried to make artifacts discussed visible to everyone	yes	yes
Engagement			
<i>Did the guide encourage audience participation?</i>	minimally	yes	minimally
<i>Did the tour guide make eye contact or use hand gestures?</i>	yes		
<i>Did they ask the audience questions?</i>	Asked rhetorical questions	yes	no
<i>Did the guide ask thought-provoking questions or encourage self-reflection about topics mentioned?</i>	no	yes	no
Technology Integration			
<i>Was technology used in any way?</i>	no		
<i>Were other materials used?</i>	binder with photos and personal notes	laminated sheets of paper	no

All three tours met the criteria for being interesting or unique. They were all based on specific themes and used descriptive language to describe the content. They also did not utilize any technology on their tours, although Living London History and the British Museum tours had sheets of paper with photographs to show the group as they explained content the audience could not see.

Living London History and Historic London Tours performed similarly on the evaluation chart in all the other categories. Both of these tours were very relevant to their audience, with Living London History relating more towards Londoners and Historic London Tours gearing more towards Americans. Both explained the meaning behind the facts well and stayed on theme for the entire tour. However, Living London History presented the information in a way that was more memorable to us than that of Historic London Tours. The guide provided a gossip-like storytelling explanation of sites visited during the tour, making it feel more personal and that they spoke to the audience like they were all close friends. This formatting of language caused the information to be more memorable as it ended up being funny and relatable, while Historic London Tours presented information much like a history book, reciting information similar to how a story is told. Both tours were very easy to understand however, as the guides spoke loudly, clearly, and drew analogies to common ideas when explanations became unclear. It was very easy to ask questions during the tours as well. Both tours were personalized by encouraging audience interactions and references. Historic London Tours especially personalized material to American audiences and made specific stops for photographs of important landmarks, knowing the entire audience comprised American tourists. Living London History on the other hand related their content to Londoners and did not take into account other members that were part of the tour group. However, they did adapt tour information based on how the audience was responding. Living London History excelled in engagement, constantly asking questions to the audience, encouraging self-reflection on past historic events, and asking the audience to think about the ramifications of ideas explained on the tour. Historic London Tours did not achieve any of this, however, both tours did make eye contact and explain information using ample hand gestures. Overall, Living London History proved to be the most memorable tour for us, while Historic London Tours was memorable, but not as enjoyable.

The British Museum tours performed poorly in many of these evaluation categories. In terms of relevance, the tour information was only related to some aspects of the everyday life of the participants on one tour, and the information presented was very stale and unmemorable. The guides did not speak loudly or clearly, although they did draw a few analogies and the audience was able to ask the guides questions during the tour. However, some subcategories in the criteria chart are more important to meet than others, for example, since the tour guide did not speak loudly enough to hear much of the content of the tour, it made it more difficult to meet other categories as much of the information had been missed. While the tours met some relevant categories, they did not personalize the information, which made the tour significantly less memorable. The lack of engagement, similar to in Historic London Tours, also contributes to less memorability. The lack of relevance, personalization, engagement, and clear descriptions makes the audience feel less important to the guide, causing them to become uninterested in the subjects spoken about. The British Museum tours saw a dramatic decrease in tour participants throughout the 40-minute tour as individuals did not enjoy the tour. It shows that the fewer criteria met on the tour criteria chart, the less memorable and enjoyable the tour becomes, and the more categories met, the more successful the tour becomes.

4.3 Bike Services for Transportation

In this section we outline our findings of how a passenger cargo bicycle can be utilized as a transportation vehicle in and around Somers Town. We investigate aspects such as road regulations, bike models, storage, insurance, trialing the service, and employment options.

4.3.1 Passenger Cargo Bike Regulations

Through interviews with rickshaw company managers operating in London, we became aware of the pertinent regulations and vehicle classifications. In London, pedicabs are classified as stage carriages and can be hired anywhere in Greater London with no licensing provisions. Passenger cargo bikes are considered pedicabs under this clause; therefore, there are no licensing restrictions in London applicable to passenger cargo bikes.

Through observations, we noticed rickshaws and bicycles in London operate in the same lane as other vehicles and are passed by others when it is safe to do so. In Hassocks, a much less densely populated area when compared to London, the Cycling Without Age (CWA) passenger

cargo bikes were operated on roads with passing lanes, allowing others to safely pass by.

4.3.2 Bike Models

Through interviewing passenger cargo bike mechanics and managers, we determined it is essential that the Story Bike has electric assist. A passenger cargo bicycle is large relative to other bicycles and transports two additional passengers, moving a passenger cargo bicycle requires significantly more work from the driver. Since the Story Bikes services will be tailored for elderly and less mobile individuals, our host prefers to acquire a passenger cargo bicycle configured with front-seated passengers for increased accessibility. Our interviews with bike shop employees and tour guides confirmed this decision.

We have identified four available passenger cargo bicycle models that the People’s Museum can consider purchasing: the Triobike Taxi, Christiana Taxi, Van Raam Chat and Nichola Taxi. Figure 18 includes a visual image of each model. All four models are three-wheeled with passenger seating in the front and an elevated driver seat in the rear; each also has electric assist built into the bike directly by the manufacturer.

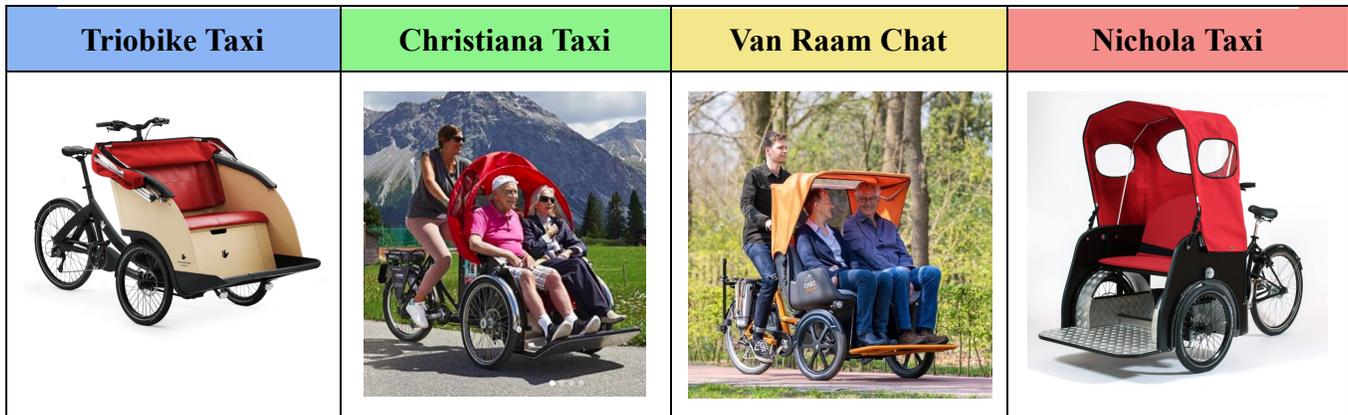


Figure 18. Passenger Cargo Bicycle Models

Table 2 below contains the specifications of each model. There is considerable difference in quality between the bicycle options. Our interviews helped confirm the significance of these differences and helped us identify optimal features.

Table 2. Passenger Cargo Bicycle Model Comparisons

Make/Model:	Triobike Taxi	Christiania Taxi (mid-drive)	Christiania Taxi (rear-drive)	Van Raam Chat	Nihola Taxi (250W)	Nihola Taxi (500W)
Price	€10,699	€7,300	€5,900	€8,915	€7,685	€8,355
Gearing System	Shimano Nexus 5 Speed	Shimano Nexus 5 Speed	Shimano Nexus 8 Speed	Unspecified 8 Speed	Shimano Nexus 8 Speed	Shimano Nexus 8 Speed
Battery Manufacturer	Brose	Promovec	Promovec	Celestron	Promovec	Promovec
Battery Size	508Wh	490Wh	490Wh	490Wh	490Wh	490Wh
Motor Configuration	Brose Mid-drive	Shimano Mid-drive	Rear-drive	Rear-drive	Rear-drive	Rear-drive
Motor Power	250W	250W	250W	250W	250W	500W
Motor Torque	90Nm	40Nm	40Nm	60Nm	40Nm	65Nm
Payload (front)/(total)	160kg/190kg	160kg/319kg	160kg/319kg	200kg/320kg	-/250kg	-/250kg
Canopy Included	Yes					
Warranty	2 years					
Electric Assist	Yes					

One key preference we found across our interviews was to select a bike that is built with universal parts; this can be seen on the Triobike Taxi with its widely used Shimano gearing system and Brose motor and battery combination. Selecting a bike with components commonly used across the industry will also prove to be valuable, as replacement parts will be more available and mechanics will be able to conduct maintenance on the bike more easily due to increased familiarity. The Triobike Taxi also boasts the largest battery size when compared to all models, allowing it to travel longer between charges. The motor power and battery size are directly related to how long the bike can travel for when the motor is operating at full power. For example, the Triobike Taxi has a 504Wh battery and a 250W motor. Dividing 50Wh by 250W is around 2 hours of travel at full power before the battery loses its charge. A mid-drive motor configuration seen on the Triobike Taxi and Christiana Taxi gives the bike a more integrated look and keeps valuable components out of areas subject to foreign debris which causes additional wear. Bikes that use rear-drive are more subject to this damage and wear. The higher the torque

rating of the bicycle, the less effort it takes to operate the bike. For example, the Triobike Taxi would be easier to drive than the Nihola Taxi because their motor torques are 90Nm and 40Nm, respectively. Payload numbers of each bicycle can be shown as well. The front weight refers to the weight of passengers and cargo in the front of the passenger cargo bike, where the total weight refers to the total weight of passengers, cargo, and the driver. The higher the payload value, both front and total, the more weight can be carried on the bike.

4.3.3 Storage Options

We also investigated reliable storage options for the passenger cargo bike. Initially, the People's Museum considered storing the bike outside the museum. After interviewing passenger cargo bike service employees and individuals from local bike initiatives, we disregarded this option due to concerns of theft and weather. Our interviewees recommended we investigate storage options with adequate security and protection from the weather.

The first potential storage option we learned about were mobility hubs proposed for a project in the *Somers Town Future Neighborhoods 2030* initiative. These are outdoor spaces designed to promote sustainable practices, and include electric vehicle charging stations, public transportation connections, and public bicycle storage. The Camden Council aims to implement a mobility hub in Somers Town in the near future. However, since storage here will be outdoors, it leaves storing the passenger cargo bike prone to theft and weather.

During our search, we also discovered that the space underneath the St. Aloysius R.C. Church is used to store rickshaw bicycles. This is down the road from the People's Museum, but currently is fully occupied with no spots readily available at this time. Informally, we were quoted a cost of approximately £160 per month per bike.

The last storage option we discovered was the Phoenix Court garage. This space currently holds bicycles and cargo bicycles and is owned by the Camden Council. It is located on Purchase Street, just a few minutes walk from the People's Museum. After the council learned about the Story Bike project, they took interest in it and informed us that this space could be slightly modified to accommodate the passenger cargo bike. In the past, the storage space has had some issues with bike theft; however, the Camden Council aims to make improvements to the space in the future to have more sufficient security from theft.

4.3.4 Insurance, Liabilities & Other

In our interview with BugBugs, we discovered that a very specialized insurance is required to safely operate a passenger cargo bike and be sufficiently covered in the event of an accident. Due to the niche nature of passenger cargo bicycles, few firms provide this insurance. In our visit with the Hurst & Hassocks chapter of CWA, we discovered that the organization uses Unity Insurance to insure their passenger cargo bikes. This insurance costs ~£700 annually for one bike and includes public liability (minimum of £5 million), theft and employee liability.

We also observed a few preventive measures CWA practices in the event of accidents and injuries. Within each bike, there was a first-aid kit placed into the storage compartment. Additionally, CWA uses waiver forms to obtain passenger consent to ride; by having passengers sign the agreement prior to the ride, this mitigates the accountability of the pilot in the event of an accident. These practices are implemented to ensure that if an accident is to occur, immediate assistance is available and fault is minimized.

4.3.5 Story Bike Trial

The People’s Museum expressed interest in trialing the Story Bike service before fully implementing it as a regular service to the museum. With this, the People’s Museum wanted to “hire” a passenger cargo bicycle to trial the service. We investigated the potential of acquiring a passenger cargo bicycle for a trial service for any amount of time and did not identify any way to accomplish this without purchasing it. Most passenger cargo bicycle shops do not loan or lease their bicycles for testing months at a time; for instance, Christiana Taxi hand-makes their bikes in Denmark, so all bikes are produced based on demand and go directly to prepaid customers. Although there is not a passenger cargo bike available for temporary hire, we identified that Van Raam does have a different bike style (Fun2Go, Figure 19) that is available for single-day test drive hire, including a pilot driver. However, this bike negates the accessibility and pilot aspect of a passenger cargo bike, making it difficult to implement as a Story Bike.



Figure 19 - VanRaam Fun2Go Model (*Fun2Go*, 2018)

We had also discovered an option of becoming an affiliate of Cycling Without Age. The Story Bikes initiative follows the same mission statement as Cycling Without Age: to use

passenger cargo bicycles to transport less-mobile individuals. Joining the globally-established organization would assist the People's Museum in operating the service. One benefit included by joining is access to their crowdsourced support network of volunteers and bike specialists. In the United Kingdom, chaptering also gives access to the organization Crowdfunder, a platform to help receive funding for the service. In addition, partnership also provides an increased social presence across major platforms. Through becoming a Cycling Without Age Chapter, the People's Museum could receive an additional source of project funding and customer access. However, joining as a chapter of CWA would require the Story Bike service to follow the organization's mission statement; one important clause this includes is conducting passenger cargo bike rides without any cost to the passengers. This means that outside of voluntary donations, the People's Museum would not be allowed to charge customers for historic guided tours or transportation services using the Story Bike. Therefore, this option would require all service costs to be covered through community fundraisers and Camden Council funding.

4.3.6 Youth Employment Options

When we interviewed Cycling Without Age, we learned that it was possible to have young people pilot the passenger cargo bicycle; CWA mentioned that they have trained individuals as young as twelve years old. With the help of electric assist, the passenger cargo bikes do not require much additional training beyond basic cycling skills to confidently operate.

Once we learned that young people could meet the physical demands of piloting the Story Bikes, we investigated what options the People's Museum had to hire workers of this age group. Meeting with the Somers Town Community Association (STCA), we learned that there is great potential in employing young workers to operate the Story Bikes. The STCA helps create connections between people of different backgrounds and boundaries, including multi-generational community involvement. One way they accomplish this is through having a pool of young workers, peaking at approximately 120 daily workers, available to recruit for varying tasks. The STCA recruits young employees through posting events or activities they would be interested in servicing, and workers can choose requests they believe they can carry out.

Our conversation with the STCA also made us aware about how the availability of this demographic can vary. All the employment opportunities are part-time and can be accomplished

without significantly influencing any other aspects of the young workers' day-to-day lifestyle. The youngest age people can work in the United Kingdom is 16, and people are required by law to be in school until they are 18. Since ages 16 and 17 are still enrolled in school, it may make this age range fairly unavailable, apart from weekend and summer work. This could conflict with the People's Museum's current visiting hours, which are Wednesday through Saturday, 11am until 5:30pm. Therefore, young workers ages 18 and older are more likely to be available for employment for the Story Bike.

We also learned that the London Living Wage is £11.95 per hour and is a sufficient wage to incentivise young workers aged 16 or 17, or those who are looking for first time jobs. Young people aged 18 or older are more likely to have already had past job experience and are less incentivized by the London Living Wage. Older individuals will need increased wages, such as £13-15 per hour, to be able to afford other living costs. Additionally, when discussing the Story Bike services, we were advised that if the biker responsibility exceeds more than just biking around, such as the addition of delivering tours, wages may also need to be further increased to accommodate the more demanding job.

Overall, the Somers Town Community Association informed us that there is interest in young workers being recruited to operate the Story Bike services. They would be willing to connect with the People's Museum in the future if the Story Bike services are launched.

5.0 Conclusion and Recommendations

This section concludes our research and findings by outlining recommendations for the People’s Museum to implement for the Story Bike service. We describe conclusions we found from surveying the public about the interest in the services, as well as employment recommendations. We provide information for historic guided touring as well as the best passenger cargo bike option. Finally, we conclude with outlining the general logistics of running the Story Bike service.

5.1 Target Audience Recommendations

Based on our data analysis from the survey distributed to residents of Somers Town and the public environs we recommend that the People’s Museum target specific groups of individuals based on interest in the various services the bike would provide. We have also devised some strategies to reach out to these groups.

For the guided tours and transportation services we recommend targeting the older generations, specifically 55+, who would be most interested in partaking in either service. In order to engage this group, the museum should collaborate with local senior living centers to get these residents out of their homes and into their community. Because there were also a lot of positive responses from 35-54 year olds for the transportation service, we also recommend reaching out to this group through social media strategies and some of the larger institutions in the area, like the Francis Crick Institute.

Both Somers Town residents and London residents have high interests in the services, so they would be ideal groups to curate the services to. This recommendation was supported by our meetings and interviews with Somers Town community leaders and organizations that were enthusiastic about the addition of the Story Bike to their community because of its many benefits and applications. These benefits include but are not limited to sustainable transportation, increased mental, social, and physical health, increased accessibility in Somers Town, and multi-generation interactions. In terms of its versatile applications, we also recommend the museum collaborate with community organizations and their upcoming projects to spread the word of the Story Bike in Somers Town and engage a larger community. This could include

working with the senior living homes, the local market, and the Camden Council's Future Neighborhoods project.

5.2 Bicycle Tour Recommendations

We recommend that the tour guides meet all the criteria outlined in Table 1 and detailed in Appendix D to deliver the most memorable and enjoyable tour. The information used in the current People's Museum walking tours can be used, however, stops should be made shorter and explanations should be more concise. The passenger cargo bike can drive on any road, but should avoid driving over bumps or potholes. Tours should be conducted on the weekends, bookings should be handled through an online booking system, and advertising should mainly be done through social media platforms. Tour content does not need to be updated frequently.

We found that the criteria we established to evaluate tours was an effective measure of how memorable and enjoyable historic tours are. Therefore, the tour guide should be sure to meet as many categories as possible in the criteria chart shown in Table 1 to ensure a memorable and enjoyable experience. For example, the tour guide should speak at a sufficient volume based on surrounding noise in a clear voice to meet a large part of the ease of understanding category, and the content they explain should be relevant and personalized to audience members. The guide should also be adequately engaging by encouraging some form of audience participation. The tour guides should have sufficient experience, practice and confidence in giving their tours before operating a passenger cargo bike.

The use of technology such as interactives or tablets to portray information are not necessary for delivering an effective tour on a passenger cargo bike. Even additional graphics or text such as printed photos that many guides use, may not be applicable for a tour on a passenger cargo bike versus a walking tour. If printed out materials are used, the passengers will have to hold onto them during the tour and the guide will have to instruct when to flip to which image to thoroughly explain what the passengers are looking at. However, this might be too involved for a pilot during a tour, especially when they also have to drive around the bike in a safe manner. It is therefore recommended that the content in the tour follows sites that can be easily visible from outside on the passenger cargo bicycle.

Since there are no specific road regulations unique to passenger cargo bikes, we recommend that the services use bike lanes when available for safety, however, they do not need

to. The guide should be able to narrate the tour and pilot the bike at the same time, as it is easy to hear the pilot speaking because they are sitting behind the passengers. This means that other technological devices, such as headsets and microphones for the passengers and tour guide, will not be required either. The content on the museum's existing guided walking tours can stay the same, with guides describing the information while meeting the criteria in Table 1. However, explanations of historical sites should be minimized and simplified as the sites will be quickly driven by without much time to explain them, unless the guide wishes to make stops at the sites. The bike should also avoid going down bumpy roads, such as cobblestone ones, to minimize the discomfort for passengers.

We recommend conducting a majority of the tours on weekends to increase interest and attendance. It is also recommended the tours should be booked online via a booking website, however, booking tours via drop-ins in person at the museum are encouraged for individuals who are less experienced with technology or those who do not have easy access to it.

Advertising the touring service is recommended for the museum to continue its outreach. This can be done in a variety of different ways, and we recommend using social media platforms and keeping a consistent, updated mailing list where events and tours can be shared. We recommend applying graphics to the passenger cargo bike to advertise the museum's services and extend their outreach.

The information provided on the tour does not need to be updated very frequently as the service is starting out, as long as it is personalized to each audience effectively. As the tour becomes more popular, it will be in the museum's best interest to update the tour information to keep the tours interesting and to encourage repeat customers. Tour information could be updated based on other events the museum is putting on at the time, therefore staying on theme with the museum's efforts.

5.3 Bicycle Recommendation

We believe the Triobike Taxi is the best passenger cargo bicycle for the Story Bike services. We developed this recommendation, as it is made of components used across the bicycle industry, has features making it easily accessible for less mobile people, and a strong electric assist system that will allow pilots of varying bike experience to operate with ease.

All of the passenger cargo bicycle options we identified come standard with electric assist, hold a two-year warranty, and come with a canopy to protect the passengers from wet weather. Beyond this, the Triobike Taxi stands out past all the other bike options for many reasons. First, the bike components in it that will need the most frequent maintenance (such as the gearing system) are made by a manufacturer well known in the industry. Secondly, it has the largest battery capacity, allowing the bike to function longer between charges. The motor on the Triobike Taxi also has the most torque compared to other options, demanding less work from the pilot. Lastly, the Triobike Taxi has the simplest accessibility out of all the options; it has a removable slot in the foothold that enables passengers, particularly less mobile individuals, to enter the seat as close as possible. We additionally recommend acquiring a blanket for the passenger cargo bicycle to keep passengers warm. Triobike sells blankets specifically fitted for the Taxi at an additional cost. Keeping a first aid kit in the bicycle storage component is also recommended for the event of an accident.

If the museum decides to trial the service, they will need to fully purchase the bicycle. The Van Raam Fun2Go is the only bike we identified that can be temporarily acquired; however, this is not a passenger cargo bike, and it does not meet the aspects of the Story Bike service we are trying to implement. If the People's Museum aims to trial the service, they must be prepared to completely purchase the bicycle, then store and maintain it until the Story Bike services can be implemented regularly.

5.4 Service and Employment Recommendations

We recommend the museum equips itself with sufficient tooling and maintenance practices as well as a secure and weather protectant storage option for the passenger cargo bike to allow the Story Bike service to run safely and smoothly.

The passenger cargo bike will require various maintenance tasks. On days the bike is being used, simple tasks such as validating tire pressure, tire wear, brake wear, loose bolts, and general wear and tear should be checked to ensure the bike is operating smoothly and safely. To carry out these tasks, the museum should purchase a bicycle tire pump and a multi-tool. Other, more complicated maintenance tasks can be found in the service manual of the bicycle and should be completed at the recommended interval by qualified personnel. The museum should

also keep batteries charged for the electric assist system to prevent premature wear on the battery.

The Camden Council's storage location is an ideal space for the passenger cargo bike to be stored. Not only is the space conveniently located near the People's Museum, but it can potentially come at no additional cost to the project funding. This can also help establish a deeper partnership between the People's Museum and the Camden Council; the People's Museum can receive an extended network of support and service outreach, and the Camden Council can increase their array of sustainable practices. Patronage with the Camden Council can help integrate the Story Bike service into future borough initiatives to turn Somers Town into a more environmentally-friendly area. Therefore, we recommend the People's Museum to inquire with the Camden Council about using this space to store the passenger cargo bike.

We recommend the People's Museum to pursue hiring young workers for piloting the Story Bikes. Our conversation with the Somers Town Community Association assured us that there are young workers interested in picking up part-time work in the Somers Town area. We advise the People's Museum to employ workers at least eighteen years old. Employment for ages sixteen or seventeen is unfeasible due to the museum's operating hours overlapping frequently with the school calendar, preventing this age group from being able to work often. Establishing a preference for bike drivers ages eighteen or older would also allow the People's Museum to pay a fixed wage that does not differ by age, which we recommend to be £13-15 per hour. We modeled this number from the STCA's young worker system, as this increase from the London Living Wage helps compensate for an older, more experienced driver. To launch the Story Bike service, we recommend the People's Museum to collaborate with the Somers Town Community Association and other institutions to search for young workers. The staff should be provided with training from the People's Museum, in both historic touring as well as piloting the bike. Touring training should emphasize the guide meets criteria presented in Table 1. Bike training should consist of at least one session with the worker practicing driving the bike, beginning with no passengers and in an area with little vehicular traffic. As the session goes on, the pilot can attempt to drive the bicycle with volunteer passengers, and then within a more heavily trafficked area, or just around where they will be driving the bike. We recommend a cyclist to accompany the new driver during this training session to ensure their safety

We recommend the People's Museum reach out to Unity Insurance to ensure the Story Bike services are protected. The policy should include public liability (minimum of £5 million), theft and employee liability.

Based on survey data, we recommend the museum charge £10 to £15 per tour per person for the public audiences and transportation services at a rate of £10 per mile per person. Compared to typical London rickshaw prices, which averaged around £18 per mile, and historic walking tours prices starting at £15, these recommended prices are competitive enough to bring in new customers. To further incentivize community participation, we recommend offering local Somers Town residents a discounted or waived fee for the services. We recommend the museum construct their guided bike tours at a length between thirty minutes to one hour.

Although we do not recommend that the People's Museum becomes an affiliate chapter of Cycling Without Age, we do recommend that they use their company's model as a template for developing their service's business and implementing our recommendations. This includes looking at the trishaw bicycle, their insurance and liability policies, and their safety precautions used to operate their business.

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7.0 Appendices

Appendix A: Statement of Informed Consent

Interviews:

We are a part of a student-led project group from Worcester Polytechnic Institute. We are undertaking this interview on behalf of the People's Museum in order to conduct a feasibility study for creating a Story Bike service across Somers Town.

The interview is entirely voluntary and will take around 30 minutes of your time. You can choose to answer the questions we ask and to stop participating at any time.

Any personal data you choose to share with us will be stored securely and disposed of May 31, 2023 in line with the UK General Data Protection Regulation 2018.

WPI and the People's Museum will produce research reports and other outputs using the data we collect from the survey. All data will be reported anonymously.

If you have any queries about the survey please contact gr-lon_d23_aspaceforus@wpi.edu OR golding@wpi.edu OR sriddick@wpi.edu

If you have any questions about how the People's Museum uses data please or email diana@spaceforus.club

Surveys:

We are a part of a student-led project group from Worcester Polytechnic Institute. We are undertaking this survey on behalf of the People's Museum in order to conduct a feasibility study for creating a Story Bike service across Somers Town.

The survey is entirely voluntary and will take less than 5 minutes of your time. You can choose to answer the questions we ask and to stop participating at any time.

Any personal data you choose to share with us will remain anonymous and be stored securely. Data will be disposed of May 31, 2023 in line with the UK General Data Protection Regulation 2018.

WPI and the People's Museum will produce research reports and other outputs using the data we collect from the survey. All data will be reported anonymously.

If you have any queries about the survey, please contact gr-lon_d23_aspaceforus@wpi.edu, golding@wpi.edu, and sriddick@wpi.edu

If you have any questions about how the People's Museum uses data please or email diana@spaceforus.club

By proceeding you consent to participating in this survey.

Appendix B: Interview Questions

Questions for Historic Tour Guides and Managers

Tour Managers

1. How frequently do your tours run and how many tours do you schedule each day they are offered?
2. How do you manage tour bookings?
3. How do you choose what days to schedule tours?
4. Is the price charged for the tour enough to make it profitable?
 - a. How do you determine the price of your service?
 - b. What might some other expenses be if you do not have other staff?
5. What is the hiring process you use to hire staff for tours?
 - a. Are they required to have previous tour guide training? If so, what kind? (Open City Tour Guides, Camden Tour Guides)
6. What have you found to be the best way to advertise or market your business?
7. (If tour is outside) How do you handle bad weather? Do you have a bad weather refund policy?
8. Is any technology utilized during your tours, why or why not?
9. How do you maintain the tour? Is tour information changed or updated?
10. Are there materials used on the tour that you have to store somewhere? What do you have for storage?

Tour Guides

1. Did you have any formal guide training? If yes, what did you learn?
2. What do you do to engage your audience during tours? Do you have a way to gauge how well the audience is responding?
 - a. If the guide cannot come up with any specific ways, we can ask about ways to keep the audience engaged we discovered in our research and ask if they have done any of those (ex. Do you ask or answer questions? encourage audience participation? personalize or customize the tour?)
3. What historical sites seem to be the most popular to tour goers and why?
4. Is any technology utilized during your tours, why or why not?

For Camden Tour Guide/Open City Tour Guide/Blue Badge Guides

1. How does the tour guide accreditation work? Can anyone be a tour guide? What qualifications does it give you and what kind of work can you do afterwards?
 - a. What's the youngest age a tour guide could be hired or attend a tour training session?
2. Do you have criteria that you train your tour guides to abide by? What is it?
3. How do they pass the training course (i.e. what are the training modules)?

Questions for Rickshaw Touring Companies

Managers/Senior Employees

1. How do you determine a price for your service?
2. What is your preferred rickshaw manufacturer
3. What are some negative and positive attributes of the rickshaw bikes you use?
4. How do people book your service?
5. Describe the demographics of your employees.
6. How did you find your employees?
7. How do you deliver information on a tour?
8. What are some important insurance/legal implications to consider?
9. How do you advertise your services?
10. London Rickshaws advertise other company logos on their bikes. How does this program work?

Maintenance/Mechanics (Same questions for bike shop employees)

1. What maintenance tasks do you carry out for a rickshaw bike?
2. How often do you carry out these tasks?
3. What tools/supplies would you recommend for everyday maintenance?
4. What are the extra maintenance considerations with an electric assist rickshaw bike?

Questions for Bike Shop Owners

1. Sales Personal/Senior Employees:

- a. What are some possible rickshaw bike options based on our use case?
 - b. Would you be willing to lend a bike to trial our service?
 - c. How do payment methods usually work on a rickshaw bike?
 - d. Would you be willing to work out some sort of partnership with the People's Museum?
 - e. How do you recommend protecting the bike from harsh weather conditions?
2. Maintenance/Mechanics (Refer to questions above)

Questions for the Camden Council

1. What city policies would the Story Bike service need to abide by?
2. Are there any safety policies or regulations the bicycles would need to follow?
3. What storage options are there for the bike?
 - a. What are the Mobility Hubs in the Future Neighborhoods project?
4. What existing policies and regulations pertain to transportation services for less mobile residents?
5. Which roads and paths in Somers Town can bikes be driven on?

Appendix C: Survey Questions

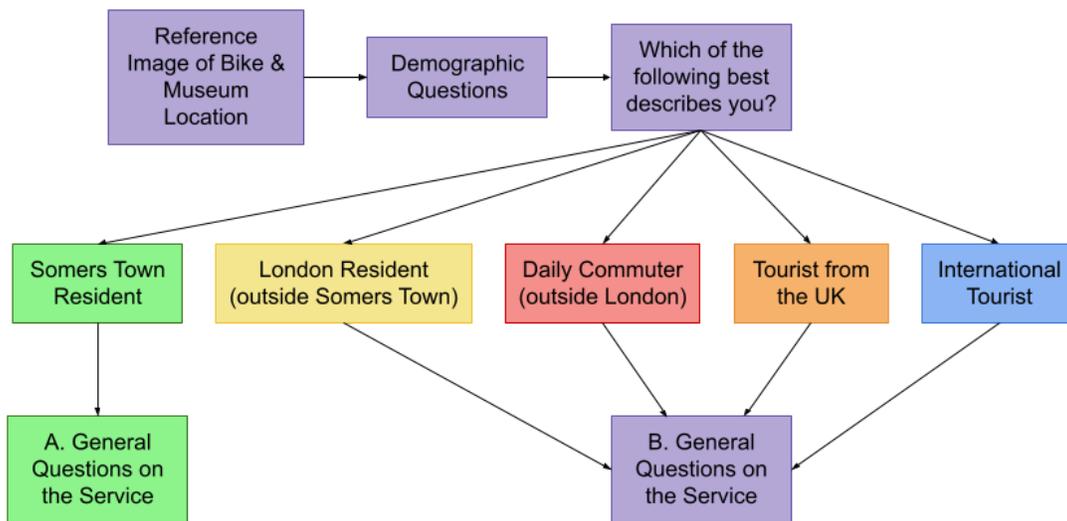


Figure 20: Flowchart of Questions Format

Demographic and Screening Questions

1. In which age group do you belong?
 - a. Under 16
 - b. 16-24 years
 - c. 25-34 years
 - d. 35-44 years
 - e. 45-54 years
 - f. 55-64 years
 - g. 65+ years
 - h. Prefer not to answer
2. Which of the following do you most identify with?
 - a. Asian or Asian British
 - i. Indian
 - ii. Pakistani
 - iii. Bangladeshi
 - iv. Chinese
 - v. Other (fill in)
 - b. Black, Black British, Caribbean, or African
 - i. African
 - ii. Caribbean
 - iii. Other (fill in)

- c. White
 - i. English, Welsh, Scottish, Northern Irish, or British
 - ii. Irish
 - iii. Other (fill in)
 - d. Mixed or Multiple Ethnic Groups (fill in)
 - e. Other Ethnic Group Not Listed (fill in)
 - f. Prefer Not to Answer
3. Which gender do you identify as?
- a. Male
 - b. Female
 - c. Non-binary
 - d. Prefer not to say
4. Would you consider yourself to be a less mobile resident in your community?
- a. Yes
 - b. No
 - c. Prefer not to say
5. Which of the following best describes you?
- a. Somers Town Resident
 - b. London Resident (outside Somers Town)
 - c. Daily Commuter (outside London)
 - d. Tourist from the UK
 - e. International Tourist

Somers Town Residents (A. General Questions)

6. What is your main mode of transportation in Somers Town? Select all that apply.
- a. Walking
 - b. Tube/Train
 - c. Bus
 - d. Personal Bike
 - e. Personal Car
 - f. Rented Scooters/Bikes
 - g. Taxi/Uber
7. Have you heard of the People's Museum?
- a. Yes
 - b. No
- 7a. Have you attended the People's Museum in the past?
- a. Yes
 - i. What did you go to the museum for? Select all that apply.
 - 1. Participated in one of their walking tours or heritage trails

2. Attended an event/festival where the People's Museum was in attendance
 3. Went to the museum for an art exhibition
 4. Participated in a community activity that the People's Museum hosted
 5. Explored the museum for a general walk through
 6. Other (fill in)
- ii. How were you pleased by your experience at the museum?
 1. Extremely pleased
 2. Somewhat pleased
 3. Neither pleased nor displeased
 4. Somewhat displeased
 5. Extremely displeased
 - iii. How likely are you to return to the museum for another visit?
 1. Extremely likely
 2. Somewhat likely
 3. Neither likely nor unlikely
 4. Somewhat unlikely
 5. Extremely unlikely
- b. No
 - i. What barriers prevented you from attending the museum? Select all that apply.
 1. Did not know the People's Museum offered guided tours of the area
 2. Financial reasons (too expensive)
 3. Difficulty walking (inaccessible)
 4. No interest in local history
 5. Other (fill in)
8. How likely would you use a Bike Transportation Service offered by the People's Museum? This service would use a passenger cargo bike to provide local residents, especially less mobile people, with transport for short trips around Somers Town.
 - a. Extremely unlikely
 - b. Somewhat likely
 - c. Neither likely nor unlikely
 - d. Somewhat likely
 - e. Extremely likely
 9. In terms of transportation around Somers Town, what would you most likely use the passenger cargo bike service for? Select all that apply.
 - a. Visiting friends and family
 - b. Running errands

- c. Health care visits
 - d. Attending the People's Museum
 - e. Transportation to and from the train stations
 - f. A leisure bike ride
 - g. Other (fill in)
 - h. Not interested in the transportation service
10. How far do you anticipate you would travel using the bike service?
- a. Less than a mile
 - b. Between 1-2 miles
 - c. Between 3-5 miles
 - d. More than 5 miles
 - e. Not interested in the transportation service
11. Regarding the transportation service, please indicate which of the following concerns you? Select all that apply.
- a. Weather
 - b. Prices
 - c. Safety
 - d. Accessibility
 - e. Comfortability
 - f. Storage
 - g. No concerns
 - h. Other (fill in)
12. Would these transportation services be something that you would be willing to pay for?
- a. Yes
 - i. How much, per person, would you be willing to spend for each bike ride?
 - 1. Less than £5
 - 2. Between £5 - £10
 - 3. Between £10 - £15
 - 4. Between £15 - £20
 - 5. More than £20
 - b. No
 - c. Maybe
 - i. How much, per person, would you be willing to spend for each bike ride?
 - 1. Less than £5
 - 2. Between £5 - £10
 - 3. Between £10 - £15
 - 4. Between £15 - £20
 - 5. More than £20

13. How likely would you use a Historic Bike Tour Service offered by the People's Museum?
This service would provide residents with a guided historic tour of Somers Town in a passenger cargo bike.
- Extremely unlikely
 - Somewhat unlikely
 - Neither likely nor unlikely
 - Somewhat likely
 - Extremely likely
14. On a scale of 1 to 5 (where 1 is not all interested and 5 is very interested), how interested are you in learning more about the following topics during a guided bike tour around Somers Town?
- History of the Architecture and Construction of the Buildings
 - History of Somers Town's Formation and Development
 - History of the Arts in Somers Town
 - History of the Important Figures and Radicals in Somers Town
 - Heritage and Culture of Somers Town
15. Ideally, how long would you want the tour to be?
- About 15 minutes
 - About 30 minutes
 - About 45 minutes
 - About 1 hour
 - About 90 minutes
 - About 2 hours
 - Not interested in the touring services
16. If the People's Museum was to offer these bike services, how would you prefer to make a booking?
- In-person at the museum
 - Email/Online through a booking system
 - Using a digital calendar on their website/Instagram
 - Through a booking app
 - Not interested in booking the service
17. Regarding the historic bike tour only, please indicate which of the following concerns you? Select all that apply.
- Weather
 - Prices
 - Safety
 - Accessibility
 - Comfortability
 - Storage
 - Topics covered

- h. Length of tour
 - i. No concerns
 - j. Other (fill in)
18. Would these services be something that you would be willing to pay for?
- a. Yes
 - i. How much, per person, would you be willing to spend for each guided tour/bike ride?
 - 1. Less than £5
 - 2. Between £5 - £10
 - 3. Between £10 - £15
 - 4. Between £15 - £20
 - 5. More than £20
 - b. No
 - c. Maybe
 - i. How much, per person, would you be willing to spend for each guided tour/bike ride?
 - 1. Less than £5
 - 2. Between £5 - £10
 - 3. Between £10 - £15
 - 4. Between £15 - £20
 - 5. More than £20

International Tourist

- 5a. Which country are you visiting from?
[countries listed with a 'prefer not to answer' choice]
- 5b. Which source(s) did you use for finding information on where to go in London?
- a. Travel Websites
 - b. Social Media (Instagram, Pinterest, etc.)
 - c. Word of Mouth
 - d. Other (fill in)

Tourist from the UK

- 5a. Where do you live?
- a. England
 - b. Scotland
 - c. Wales
 - d. Northern Ireland
 - e. Prefer not to answer

- 5b. Which source(s) did you use for finding information on where to go in London?
- e. Travel Websites
 - f. Social Media (Instagram, Pinterest, etc.)
 - g. Word of Mouth
 - h. Other (fill in)

Daily Commuter (outside London)

- 5a. Where are you from? [list of cities in London with a 'prefer not to answer' choice]

London Resident

- 5a. Choose the option that includes the first part of your postcode.
- a. E (1-18)
 - b. EC (1-4)
 - c. N (1-20)
 - d. NW (1-10)
 - e. SE (1-28)
 - f. SW (1-20)
 - g. W (1-14)
 - h. WC (1-2)
 - i. Prefer not to answer

B. General Questions

6. What is your main mode of transportation in Somers Town? Select all that apply.
- a. Walking
 - b. Tube/Train
 - c. Bus
 - d. Personal Bike
 - e. Personal Car
 - f. Rented Scooters/Bikes
 - g. Taxi/Uber
7. Have you attended any guided walking tours in London in the past?
- a. Yes
 - i. How were you generally pleased with your experience(s)?
 - 1. Extremely displeased
 - 2. Somewhat displeased
 - 3. Neither pleased nor displeased
 - 4. Somewhat pleased

- 5. Extremely pleased
 - ii. How likely would you go back on another guided walking tour in London?
 - 1. Extremely unlikely
 - 2. Somewhat unlikely
 - 3. Neither likely nor unlikely
 - 4. Somewhat likely
 - 5. Somewhat likely
 - b. No
 - i. What prevented you from going? Select all that apply.
 - 1. Do not know of any guided walking tours
 - 2. Financial reasons (too expensive)
 - 3. Difficulty walking (inaccessible)
 - 4. No interest in the topics covered
 - 5. Other (fill out)
8. Have you heard of the People's Museum?
- a. Yes
 - a. No
- 8a. Have you attended the People's Museum in the past?
- a. Yes
 - i. What did you go to the museum for? Select all that apply.
 - 1. Participated in one of their walking tours or heritage trails
 - 2. Attended an event/festival where the People's Museum was in attendance
 - 3. Went to the museum for an art exhibition
 - 4. Participated in a community activity that the People's Museum hosted
 - 5. Explored the museum for a general walk through
 - 6. Other (fill in)
 - ii. How were you pleased by your experience at the museum?
 - 1. Extremely pleased
 - 2. Somewhat pleased
 - 3. Neither pleased nor displeased
 - 4. Somewhat displeased
 - 5. Extremely displeased
 - iii. How likely are you to return to the museum for another visit?
 - 1. Extremely likely
 - 2. Somewhat likely
 - 3. Neither likely nor unlikely
 - 4. Somewhat unlikely
 - 5. Extremely unlikely
 - b. No
 - i. What barriers prevented you from attending the museum? Select all that apply.

1. Did not know the People's Museum offered guided tours of the area
2. Financial reasons (too expensive)
3. Difficulty walking (inaccessible)
4. No interest in local history
5. Other (fill in)

9. How likely would you use a Bike Transportation Service offered by the People's Museum?

This service would use a passenger cargo bike to provide commuters and other travellers transportation between King's Cross, Euston, and St. Pancras Stations through Somers Town.

- a. Extremely unlikely
- b. Somewhat unlikely
- c. Neither likely nor unlikely
- d. Somewhat likely
- e. Extremely likely

10. How much, per person per mile, would you be willing to spend on this bike transportation service?

- a. Less than £5
- b. Between £5 - £10
- c. Between £10 - £15
- d. Between £15 - £20
- e. More than £20
- f. Not interested in the touring services

11. Regarding the bike transportation service, please indicate which of the following concern you? Select all that apply.

- a. Weather
- b. Prices
- c. Safety
- d. Accessibility
- e. Comfortability
- f. Storage
- g. No concerns
- h. Other (fill in)

12. How likely would you use a Historic Bike Tour Service offered by the People's Museum?

This service would provide visitors with a guided historic tour of Somers Town in a passenger cargo bike.

- a. Extremely unlikely
- b. Somewhat unlikely
- c. Neither likely nor unlikely
- d. Somewhat likely
- e. Extremely likely

13. On a scale of 1 to 5 (where 1 is not all interested and 5 is very interested), how interested are you in learning more about the following topics during a guided bike tour around Somers Town?

- a. History of the Architecture and Construction of the Buildings
- b. History of Somers Town's Formation and Development
- c. History of the Arts in Somers Town
- d. History of the Important Figures and Radicals in Somers Town
- e. Heritage and Culture of Somers Town

14. Ideally, how long would you want the tour to be?

- a. About 30 minutes
- b. About 45 minutes
- c. About 1 hour
- d. About 90 minutes
- e. About 2 hours
- f. Not interested in the touring service

15. If the People's Museum was to offer these bike services, how would you prefer to make a booking?

- a. In-person at the museum
- b. Email/Online through a booking system
- c. Using a digital calendar on their website/Instagram
- d. Through a booking app
- e. Not interested in booking the service

16. How much, per person, would you be willing to spend on a Somers Town guided bike tour ride?

- a. Less than £5
- b. Between £5 - £10
- c. Between £10 - £15
- d. Between £15 - £20
- e. More than £20

17. Regarding the historic bike tour, please indicate which of the following concerns you? Select all that apply.

- a. Weather
- b. Prices
- c. Safety
- d. Accessibility
- e. Comfortability
- f. Storage
- g. Topics covered

- h. Length of tour
- i. No concerns
- j. Other (fill in)

Appendix D: Evaluations and Observations

Interesting or Unique	
Is the tour based off a specific theme?	
Is content made more interesting by using language that brings the scene to life? If so, describe it.	
<i>Other ways the tour felt interesting</i>	
Easy to Understand	
Does the tour guide speak clearly and loudly? Could you hear and understand them the whole time?	
Are analogies drawn to make information easier to comprehend? If so, describe them.	
Can you ask clarifying questions?	
<i>Other ways the tour felt easy to understand</i>	
Relevant	
Did you feel the tour information presented was related to your own life at all? If so, describe it.	
Did the tour guide explain the meaning behind the facts they presented? If yes, did it cause you to enjoy or remember learning the information more?	
Did the tour guide stay on theme?	
<i>Other ways the tour felt relevant to you</i>	
Personalization	
Has the guide taken into consideration their audience demographic, i.e. if there are old people in the group, do they walk slower? if there are children, do they try and include them?	
Does the guide interact with the audience and reference members throughout the tour?	
<i>Other ways the tour felt personalized to you</i>	
Engagement	
Does the guide encourage audience participation?	
Does the tour guide make eye contact or use hand gestures?	
Do they ask the audience questions?	
Does the guide ask thought-provoking questions or encourage self-reflection about topics mentioned?	
<i>Other ways the tour felt engaging</i>	
Technology Integration	
Was technology used in any way? i.e. phones, microphones, speakers	
If yes, how was it used?	
If no, did the audience seem like they wanted it to be included, i.e. were they complaining they couldn't hear the guide well enough so they'd like speakers, or do they talk about wanting to be on their phone more?	
<i>Other ways the tour integrated technology</i>	

Table 3: Criteria for Observing and Evaluating Historic Tours

Extra Criteria to Consider when Evaluating People's Museum's Historic Tours

1. Pay attention to the route of the tour, is it easily accessible for bikes? i.e. is it on the road, is it through the woods, are there bike lanes
2. How close together is each historical site? Does the guide stop to explain them for a long time or just short explanations?