

# Clean Air Better Business

## Steering Group Meeting

Cross River Partnership  
10<sup>th</sup> August 2016



**CROSS RIVER  
PARTNERSHIP**



**Transport  
for London**

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**MAYOR OF LONDON**

## Agenda – CABB Steering Group

Item	Lead	Paper	Time
Introduction/welcome	Brendon Harper/All	None	9.30 – 9.35
TfL – Cycle Hire for Business	Siva Iyer (TfL)	Presentation	9:35 – 9:55
Kings College - Update	Andrew Grieve (Kings College London)	Presentation	9:55 – 10.15
CABB1 Evaluation & CABB2	Brendon Harper (CRP)	Presentation	10:15 – 10:30
BID & Borough round-up	All	None	10:30 – 10:50
Break – Teas/Coffee 10:50 – 11:00			

Siva Iyer (TfL)

# CYCLE HIRE FOR BUSINESS

# Santander Cycles Business Accounts



"It's a lot quicker than driving and it's a lot easier, because you don't have to worry about parking. It can be difficult to park in this part of London."

Some girls don't want to get on a bike, but you can do it in a dress. If I can do it, they can all do it! A lot of our clients actually use them as well. The whole of London uses them."

Holly Gregory - Keatons estate agents, Shoreditch

# Talking points

- Introduction to Cycle Hire
- Products available
- What's in it for your business?
- What's in it for your staff?
- 10% discount through Cycling Workplaces
- Find out more and register



# How Santander Cycles Works

- Three user types:
  - Casual and PAYP (24-hour access) - £2
  - Yearly access (£90)
- Once an active access period is held all journeys under 30 mins are free
- All journeys over 30 mins = £2 per 30 mins





# Scheme Information and Map

- July 2016 broke hires records: 1.28 million
- 760 docking stations
- 11k + docking points
- Present in 13 Boroughs
- New Major Sadiq Khan sees promoting cycling for businesses as a major TfL objective



# Pooled business account

- Businesses can purchase up to 20 pooled keys for £90 each
- A pooled key grants a years access and the business pays for all charges
- Business administrator manages their account through the cycle hire website
- Online tools allow staff to manage keys for hiring bikes by signing them in and out





# Individual business account

- A business can buy yearly memberships for a staff for £90 each
- This is delivered as a promo code which staff use to register for their own account
- Staff own their account and assign their personal bank account to the membership key
- This means staff are responsible for all account administration and costs incurred throughout the year



# Business Codes

- Businesses can provide Cycle Hire access to customers by purchasing promo codes which can then be given out as gifts
- Promo code options:
  - 24-hour access (£2 each)
  - Yearly access (£90 each)
- These were designed primarily with the hotel, leisure and tourism industries in mind but are available for purchase by any business



# What's in it for your business?

- Improve staff retention
  - Increase productivity
  - Corporate social responsibility
  - Save space
- 
- Direct Debit payment
  - Sequential invoicing
  - Automated reporting
  - Bespoke online account management

# What's in it for your staff?

- Easy to use
- A new benefit to your staff
- It saves money
- Health and fitness



# 10% Discount through Cycling Workplaces

All members of Cycling Workplaces are entitled to a 10% discount off their first Business Accounts purchase

## **What else is available?**

- If you have five or more employees, you could benefit from the following free products and services as part of [TfL Cycling Workplaces](#) including:
- **Cycle safety seminar**
- **Commuter cycle skills sessions**
- **Cycle safety checks and bike marking**



# Next Steps

## Partnership Developments

- TfL can attend individual events to discuss Business Accounts. For any general requests/questions email [sivaiyer@tfl.gov.uk](mailto:sivaiyer@tfl.gov.uk)
- Copy ready to share for website articles, email newsletters and social media posts (Twitter, Facebook, LinkedIn etc.)

## Registration and account enquiries:

- **Email:** [business@santandercycles.tfl.gov.uk](mailto:business@santandercycles.tfl.gov.uk)  
**Telephone:** 0343 222 0066 ([TfL call charges](#))
- **Cycling Workplaces Registration:** [businessoffers.tfl.gov.uk](https://businessoffers.tfl.gov.uk)

# Cleaner Air Action Days Monitoring Results

Andrew Grieve

**10<sup>th</sup> August 2016**

Design is...  
devising the means that seem  
obvious in retrospect, but are  
anything but in advance



MRC-PHE  
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Present

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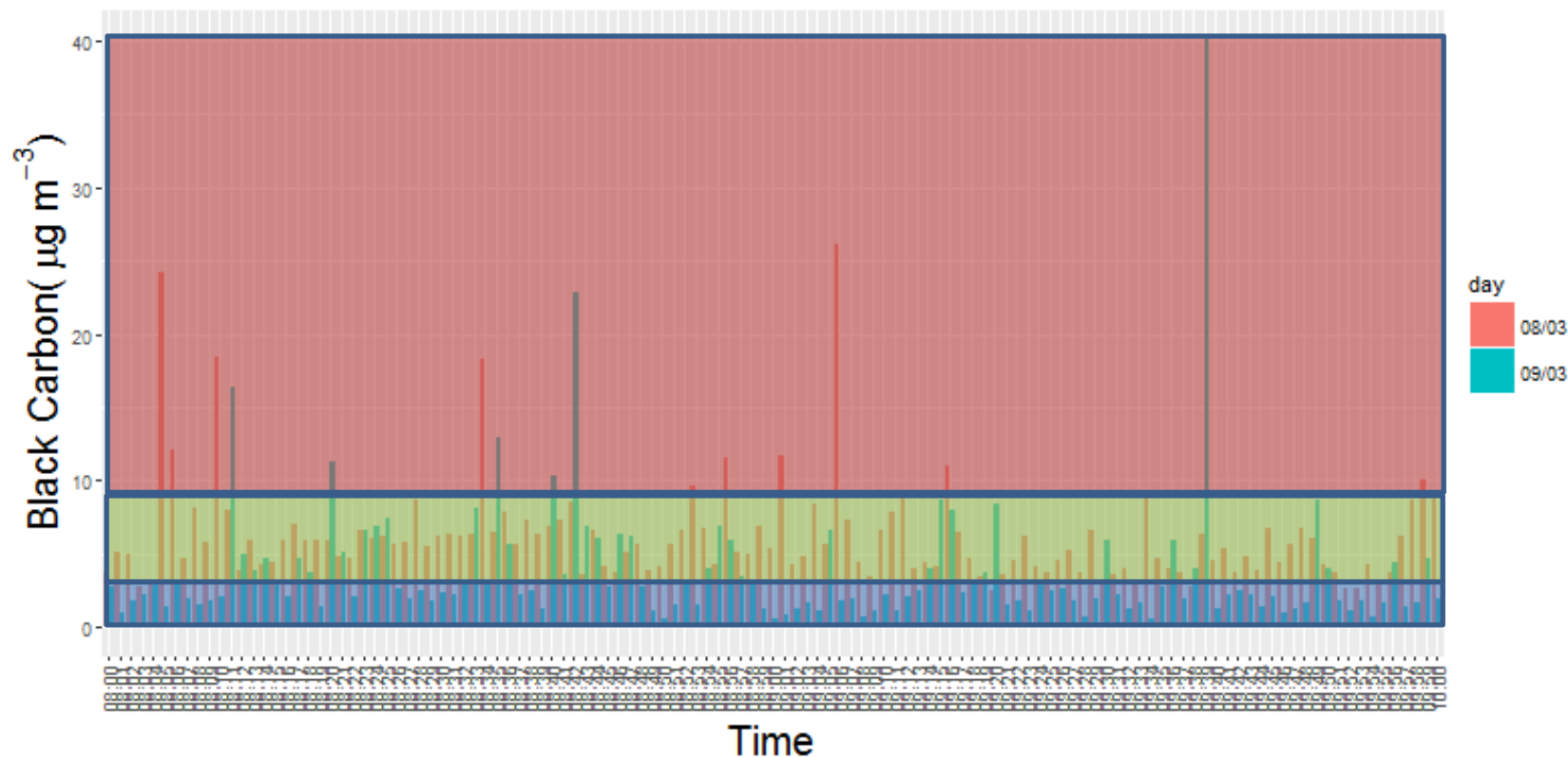


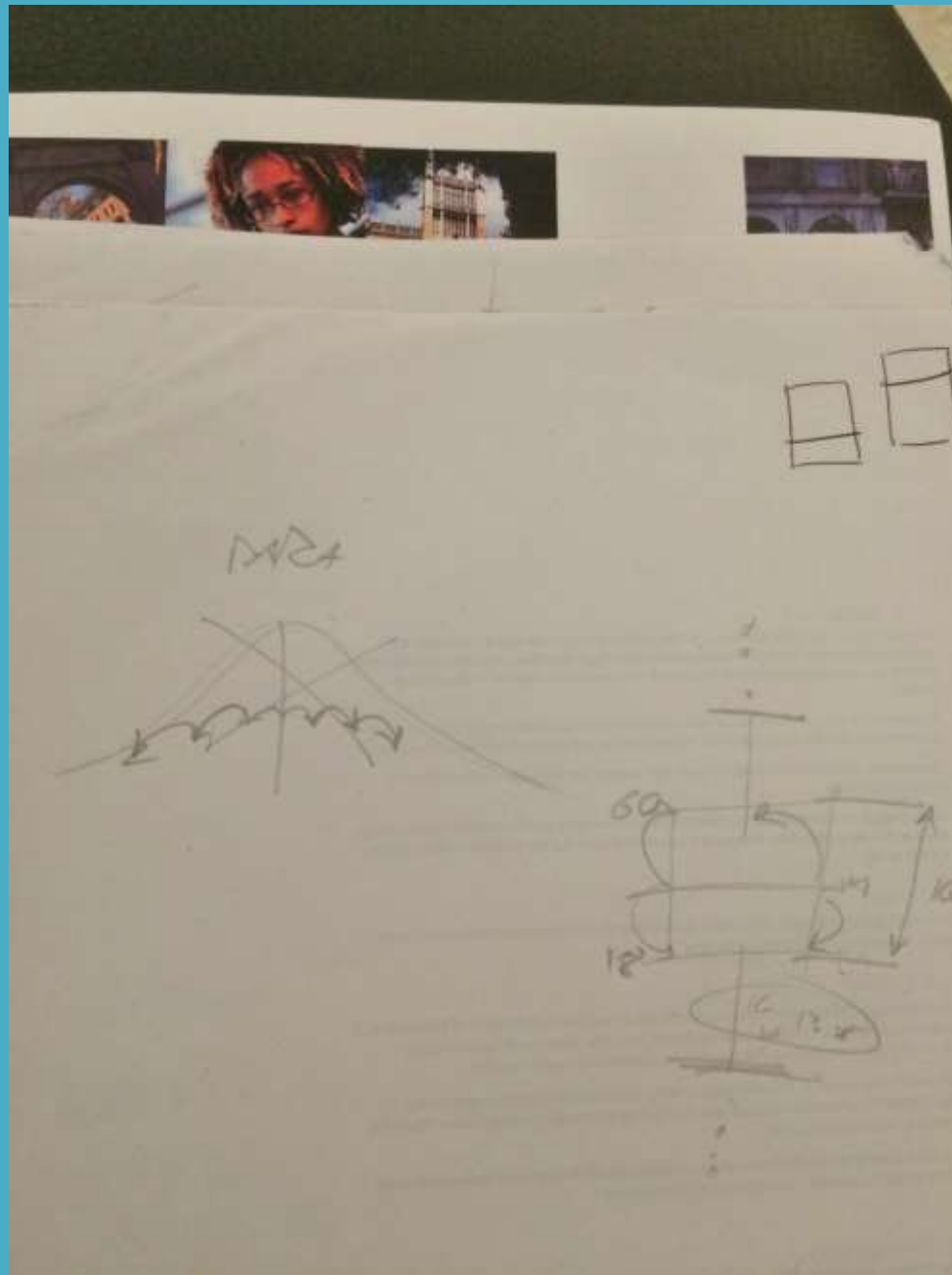
Present

MRC-PHE  
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West End 8th Vs 9th





- a) Do five sites each site 4:  
 b) possible all sites & <sup>more</sup> <sub>more</sub> 100

c)

A	A
M	M
O	O
O	O

→ Consider patterns might be leather?

Incubator { MY1, BT4 + TM 4 as non spread? sites? }

d)

££	££
££	

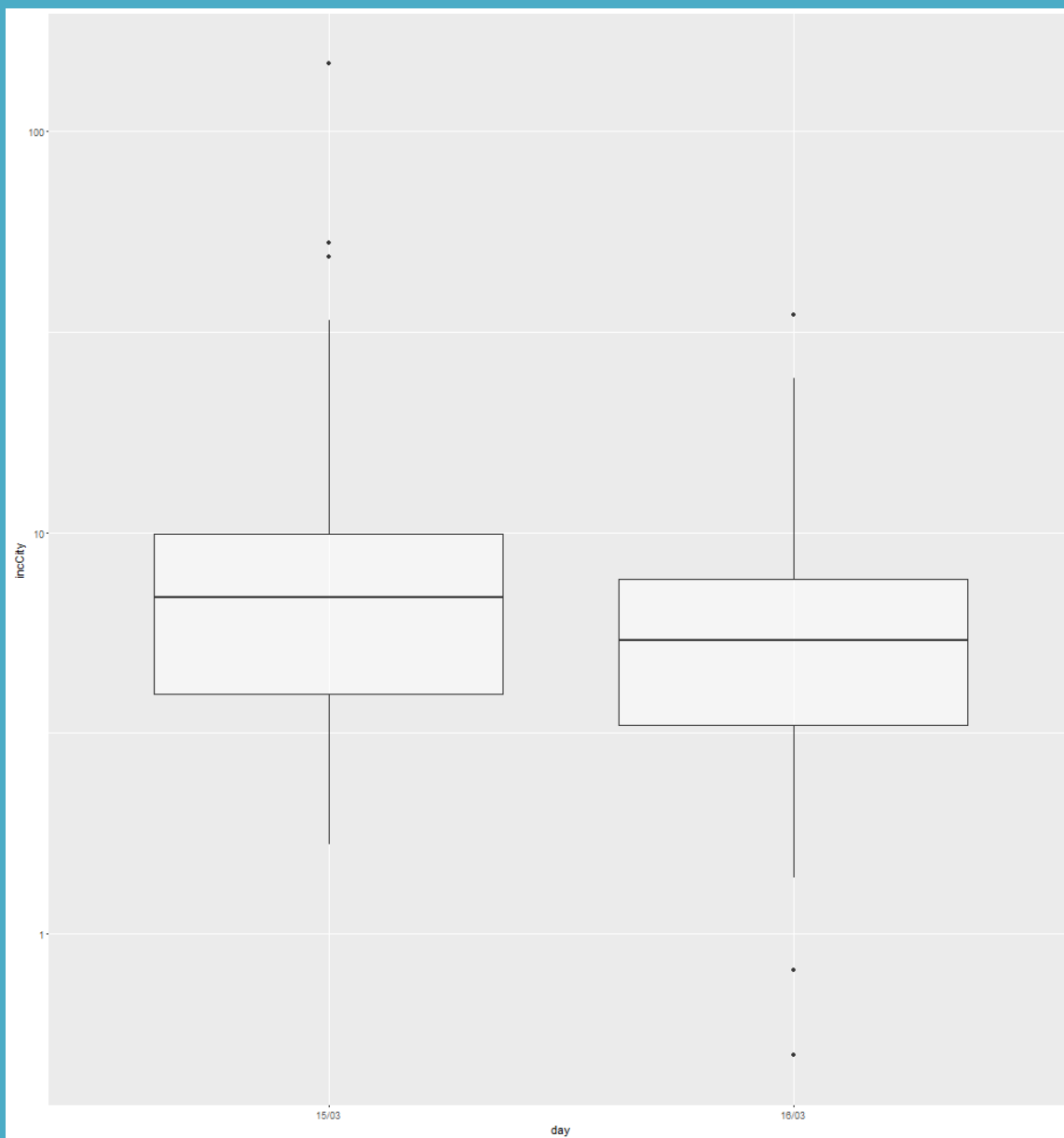
— see box & write for 4 plus MY, DC rule?

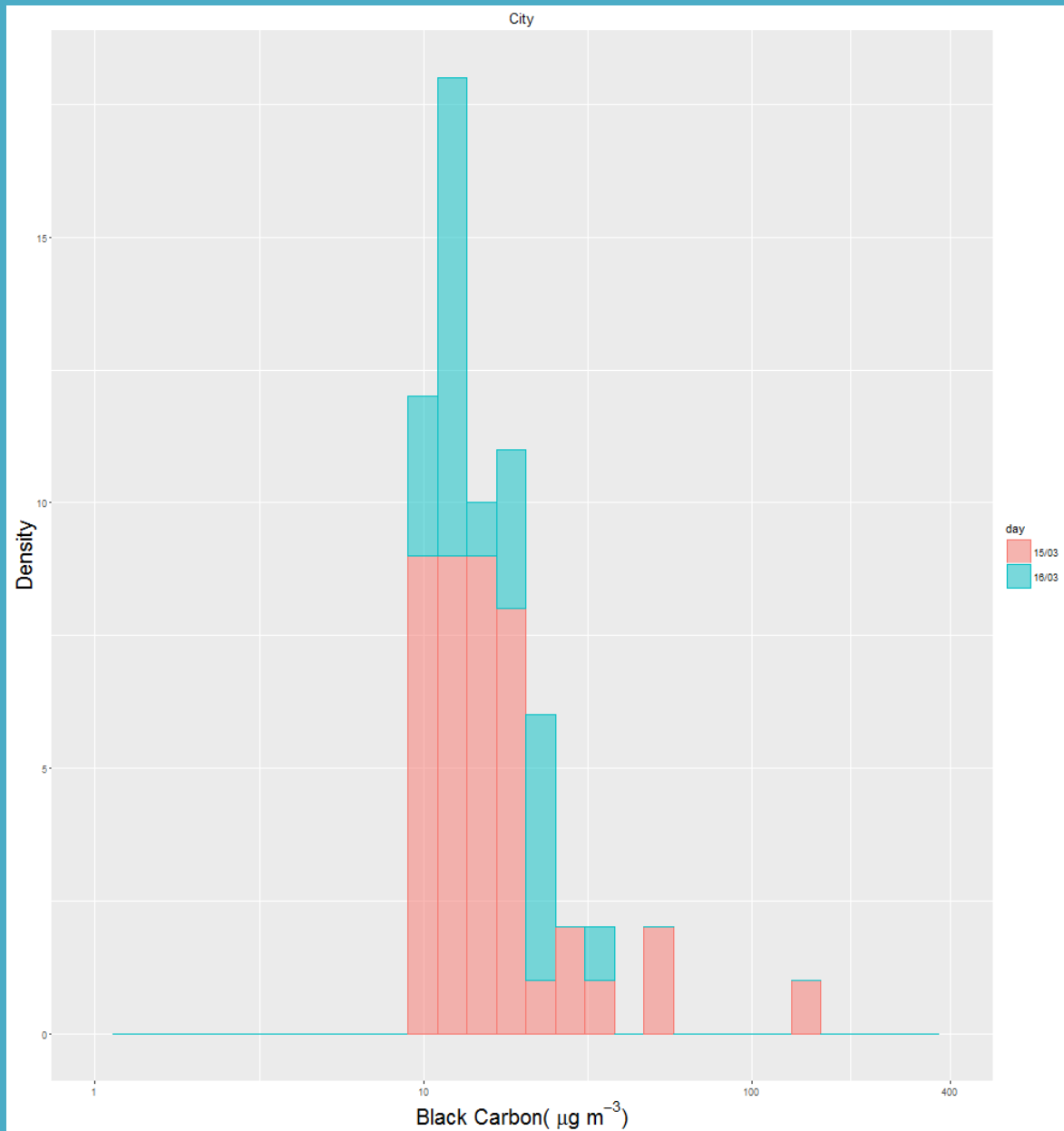
5?

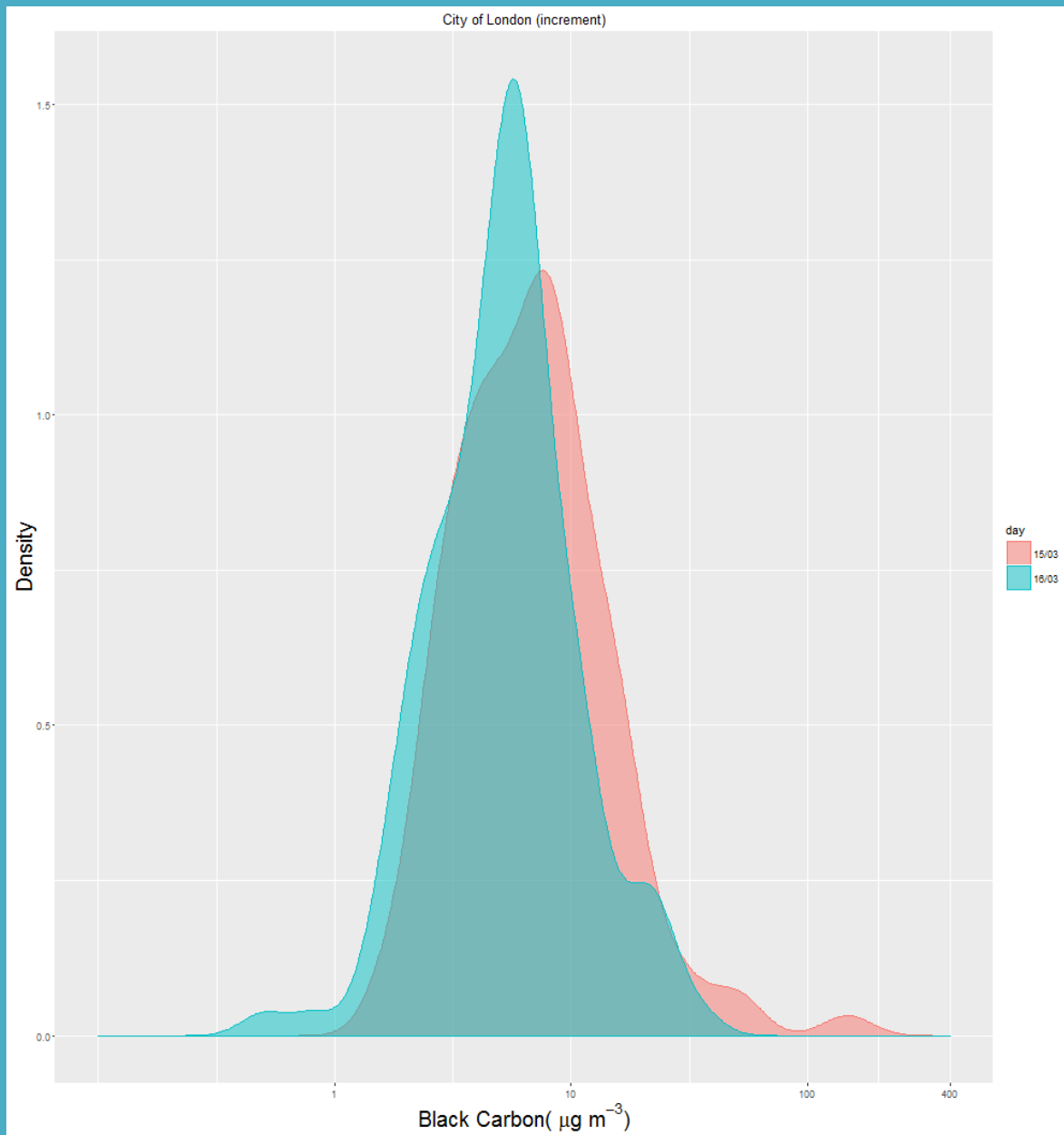
— Dave for Kenos challenge test or another site?

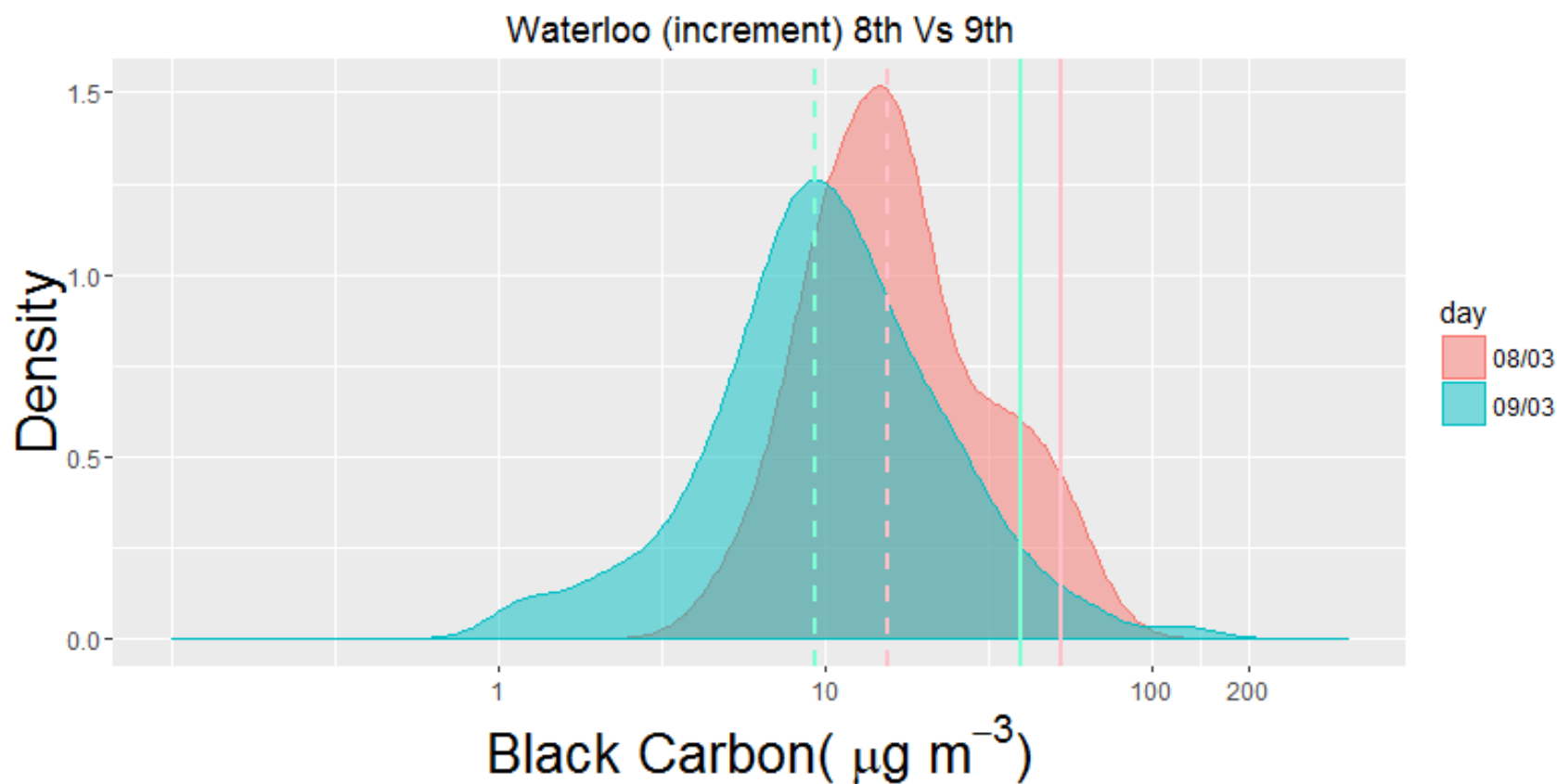


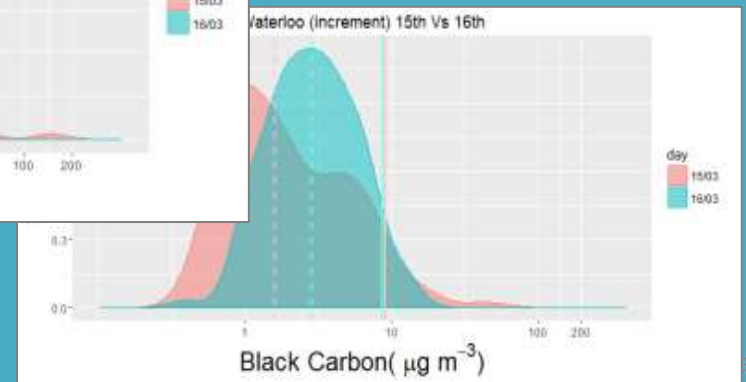
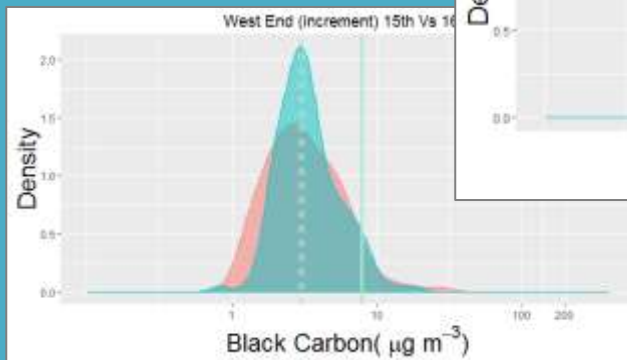
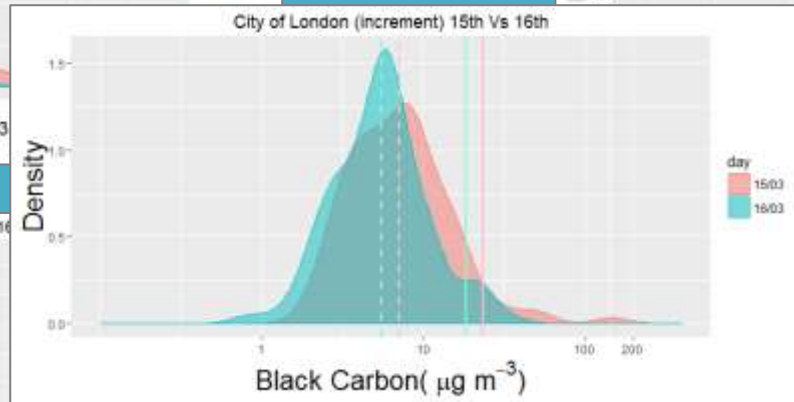
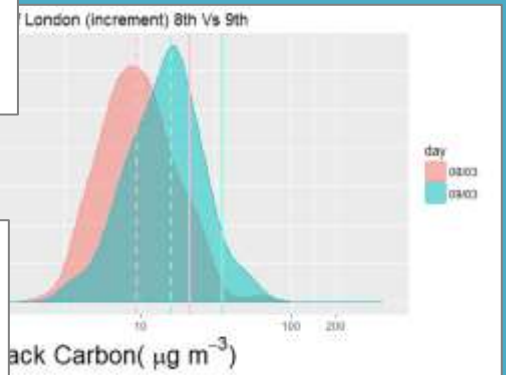
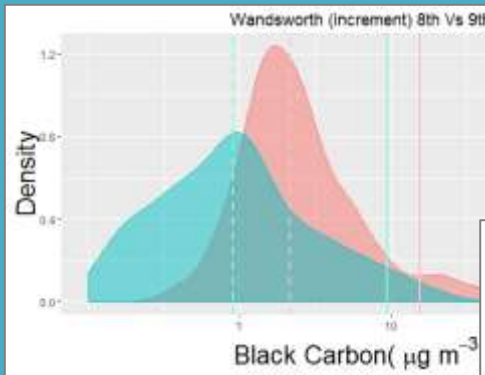
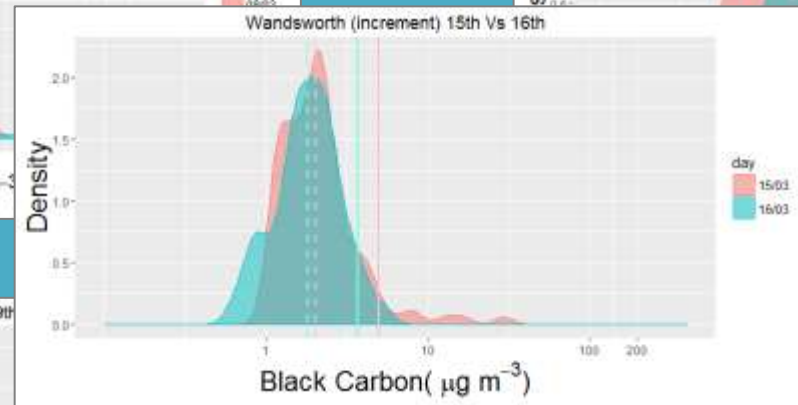
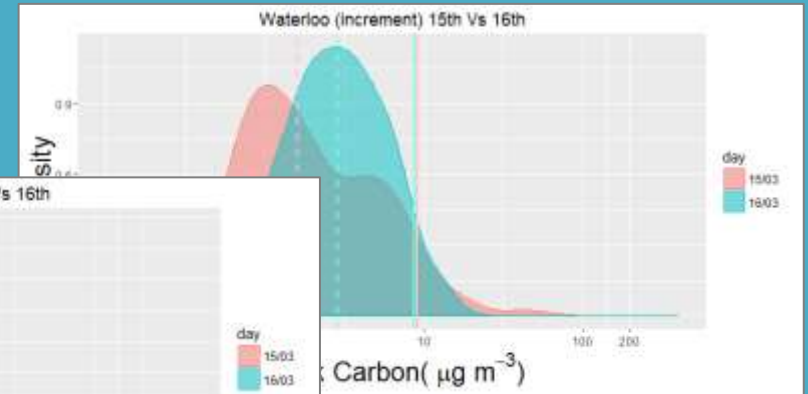
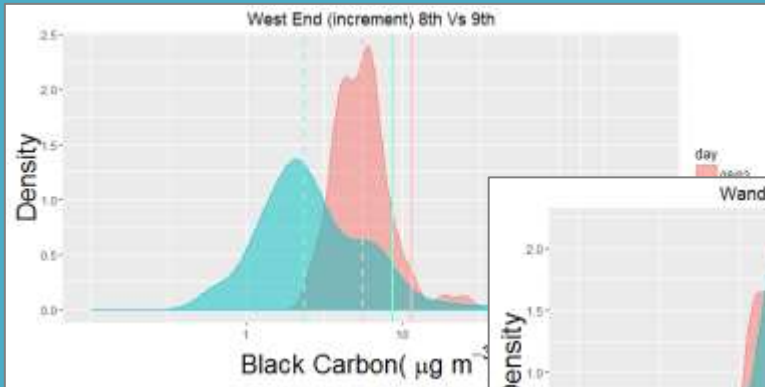














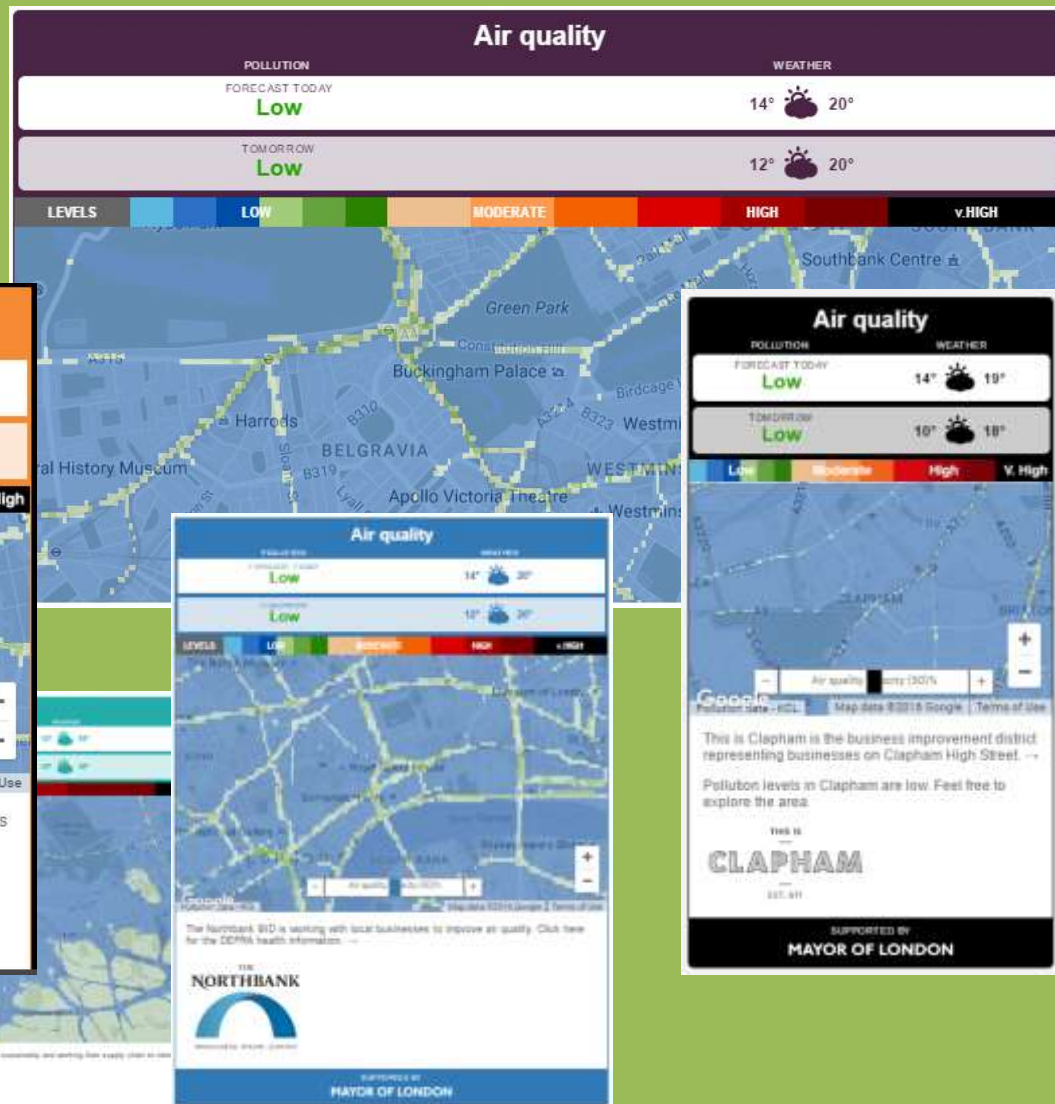
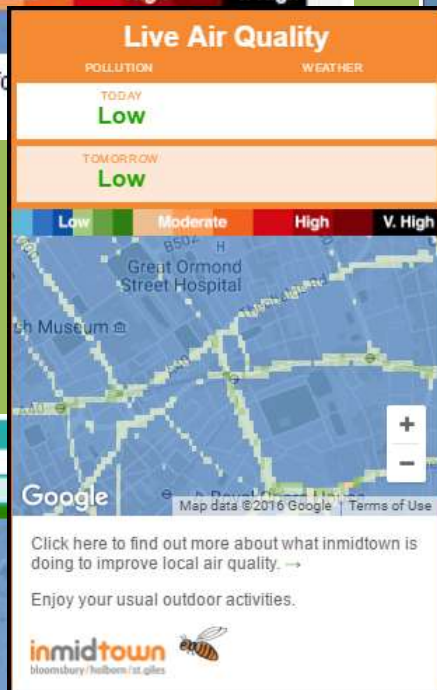
Location	Day						% reduction/increase (9th as % of 8 <sup>th</sup> )
	8th			9th			
	Median	95th percentile	Difference	Median	95th percentile	Difference	
City	9.5	23.8	14.3	15.9	34.9	19.0	+32.9
West End	5.6	11.6	6.0	2.4	8.7	6.3	+4.8
Waterloo	15.6	53.2	37.6	9.4	39.8	30.4	-19.0
Wandsworth	2.1	15.6	13.4	0.9	9.4	8.5	-36.3

Location	Day						% reduction/increase (16th as % of 15th)
	15th			16th			
	Median	95th percentile	Difference	Median	95th percentile	Difference	
City	7.1	23.7	16.5	5.5	18.4	12.9	-22.2
West End	2.9	7.8	4.9	3.1	7.9	4.8	-1.2
Waterloo	1.6	9.0	7.4	2.9	8.7	5.8	-21.5
Wandsworth	2.0	5.0	2.9	1.8	3.7	1.9	-36.2

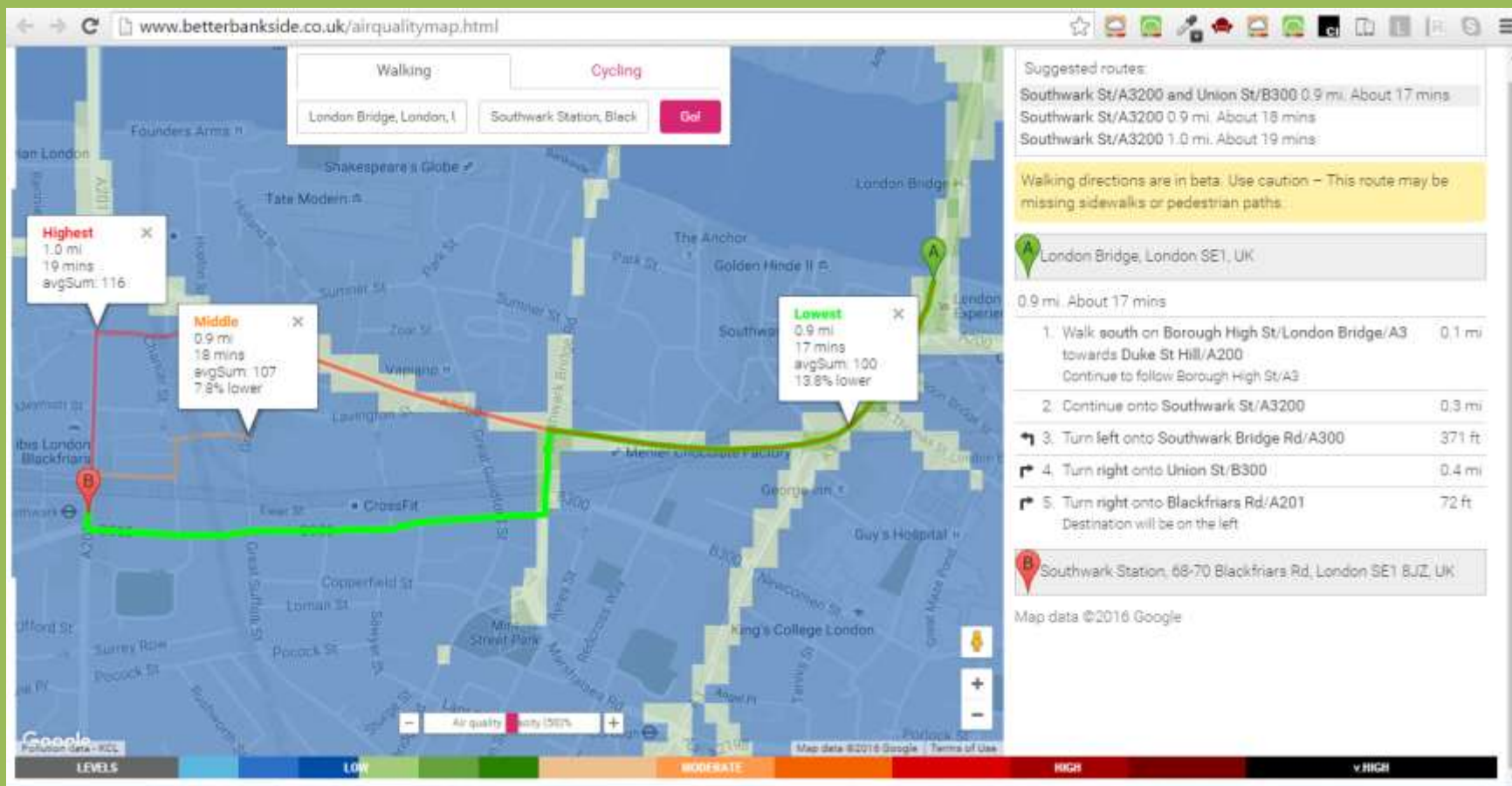
## Bankside Air Quality

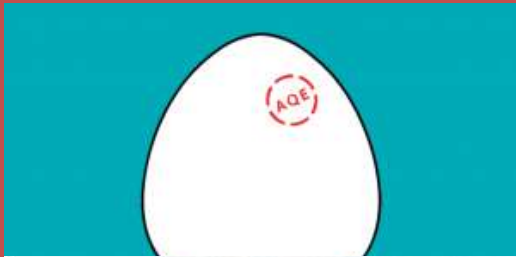


Real time air quality for  
Find out more



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# Air Pollution Small Sensors A Review

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Brendon Harper (CRP)

# **CABB1 EVALUATION & CABB 2 UPDATE**



# CABB1 EVALUATION

## The good

- Networking
- Funding
- Sharing
- Collaborative projects
- Increased awareness

## The lessons

- More practical programmes
- Increased profile
- Advanced notice
- Concise notes



# CABB2 UPDATE

- £400,000 MAQF2 award to match £500,000 partner pledges
- 67% match rate
- Some movement in partner pledges
- GLA/TfL 'OK' for first interventions
- Remaining interventions to be finalised ASAP
- Collective programme
- Procurement, monitoring & evidencing

# CABB2 BUDGET

CABB2 Budget	
Partner pledges	£500,000
MAQF2 award	£400,000
CRP management	£67,000
MAQF2 for projects	£333,000

- For each £1 partner pledge:
- 80p MAQF2 funding awarded
- Minus 13p management fee
- Leaves 67p MAQF2 available for projects

SUPPORTED BY  
**MAYOR OF LONDON**



All CABB Partners

# **BID & BOROUGH ROUND-UP**

# A.O.B

- CRP 'Clean Air Better Business' Event – 7<sup>th</sup> September 2016 (Swan at the Globe Theatre) **RSVP via Eventbrite**
- Next CABB meeting date – 12th October 2016 (VTBC)  
**Need a venue to host meeting (can count towards 'in-kind' match-funding contribution)**

# Questions?

Brendon Harper

Air Quality Project Manager  
Clean Air Better Business

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: @CRP\_CABB