

# Healthy Streets Fund for Business

Bidding Guidance | February 2019



## About the fund and why you should apply

We are pleased to open and invite applications for the Healthy Streets Fund for Business. This is an exciting opportunity for businesses to lead the way on what Healthy Streets mean to London. We are looking to do this by supporting projects which will either:

- reduce freight and van traffic in London while supporting essential deliveries and servicing; or
- promote sustainable travel habits while reducing car dependency to heavily congested areas.

The population of London is forecast to reach 10.49 million by 2030, resulting in an increase in demand for goods and services. We predict an additional 5 million trips will be added to the 26 million<sup>1</sup> trips already made in London each day. If no action is taken, congestion is forecast to increase 60 per cent in Central London by 2031.

Freight and servicing is crucial to London's success. It gets food and drinks to shops; it supplies our restaurants and cafés and ensures the delivery of other supplies ranging from clothes and household goods to London's stores and blood and other critical supplies to hospitals. Safe, clean and efficient freight and servicing is essential to every aspect of life in London and to support Good Growth.

Emissions from road transport harm air quality and the health of Londoners. As well as causing pollution, making streets unpleasant and delaying buses, congestion on our roads reduces the efficiency of freight and essential business journeys. It is these journeys that keep the shops stocked and London's businesses running.

[The Mayor's Transport Strategy \(MTS\)](#) sets out a vision for transport that delivers healthy streets and healthy people. It aims to support essential journeys while limiting the impact of motorised road traffic, primarily freight and private car use. The MTS includes a target to reduce total morning peak freight into central London by 10 per cent on current levels by 2026, and to increase travel by walking, cycling and public transport to 80 per cent of all trips taken across London.

Reducing the number of vehicle trips, whether these are car commute trips or deliveries and consolidating goods and services into fewer vehicles, are some of the key ways that London can rise to this challenge.

**Applications are invited from Business Improvement Districts (BIDs) and partnerships.**

The Healthy Streets Fund for Business offers these organisations and groups the opportunity, with their member businesses, to implement tried-and-tested initiatives, exemplify best practice, and make a telling positive contribution to their community and benefit London.

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<sup>1</sup> Travel in London: At a glance, TfL February 2016

## What are the aims of the fund?

The Healthy Streets Fund for Business has two key aims:

- To support initiatives and solutions which:
  - improve the efficiency of the road network, local air quality and road safety by reducing the number of vehicle trips, particularly during the busiest times of the day (07:00-10:00) and reducing emissions from the vehicles used
  - encourage active travel modes (such as walking and cycling) in areas that heavily rely on private car use
- Evaluate the effectiveness of different initiatives and solutions, capture and share achievements and lessons learned with TfL and the business community.

## What type of solutions and initiatives could be funded?

We're seeking to support BIDs and Partnerships' that reduce vehicle trips for deliveries and servicing or car use and improve local air quality. Initiatives could involve micro-consolidation, the use of preferred suppliers, or the use of more sustainable forms of transport for last or first mile journeys. Examples schemes implemented by BIDs using funding secured in the previous round of applications include:

### **Better Bankside Green Logistics Centre**

The project will create a Green Logistics Centre (GLC) for use by businesses in Borough Market. Stallholders at the Market have little storage for their goods requiring them to make frequent deliveries by diesel vans, contributing to poor air quality in the area.

The GLC will provide businesses and traders storage for their goods together with space for parking and recharging cargo bikes, which will be used for zero emission 'last mile' deliveries between the GLC and Borough Market.

### **Team London Bridge Cycle Freight scheme**

The project will deliver recommendations set out in the London Bridge Cycle Strategy, to increase the number of deliveries made using cargo bikes by re-modifying existing deliveries from motorised vehicles to clean cycled deliveries. Challenges and barriers to making the change will be explored and resources developed to enable others to replicate. These will include, but not be limited to: identifying appropriate loading and unloading facilities; engagement events; code of conduct for cycle operators; list of preferred suppliers for cycle couriers and delivery operators.

This round of the Healthy Streets Fund for Business is also available to support BIDs and Partnerships' plans to encourage sustainable travel habits in areas of London where car usage and congestion are high. Electric bikes for employee use are a great example on how HIS Markit are encouraging sustainable commuting among their employees:

### **Electric bikes for employee use**

IHS Markit, a leading global business information and analytics provider, leased a fleet of dock less electric bikes for employees at their London offices to use for business travel. They initially provided six branded dock less bikes at the company's London office allowing the 1,500 London staff to unlock the zero emission bikes using an app or a swipe card. When the bikes are not being used at night, employees can ride them home. If the scheme proves popular, the company plans to add more bikes both in London and across its global offices. This low-cost initiative will save the company money on business travel costs, improve employee health and wellbeing, and improve congestion and air quality in the area.

## Available funding

This is a collaborative exercise and so those applying are required to secure match-funding for their proposals. This can be through a combination of private investment or resource time for example.

A maximum of £50,000 is available for each proposal from TfL - £100,000 total value including match-funding from the applicant or another secured sponsor.

Successful applicants will be required to sign a Grant Funding Agreement with TfL. You can find more information on this in Appendix A.

## How to apply

We want to help ensure your application is successful and so we're inviting interested applicants to submit an **Expression of Interest (EOI)** outlining their proposal and how this fits with our aims as well as yours and your members' strategic vision. You'll find a EOI template in Appendix B.

We will review any completed Expressions of Interest and engage with applicants to help shape a successful application. This could mean refining areas where more detail is required, or signposting to projects that have previously been undertaken and can provide relevant insights and lessons learned.

It is not compulsory to submit an EOI, we accept applications without one. However we would recommend you do so as we can help to guide and advise on your application.

Proposals developed during this phase will then need to be submitted using the **Proposal submission** template (Appendix C) for evaluation and funding decision. Appendix D is an example of a completed application.

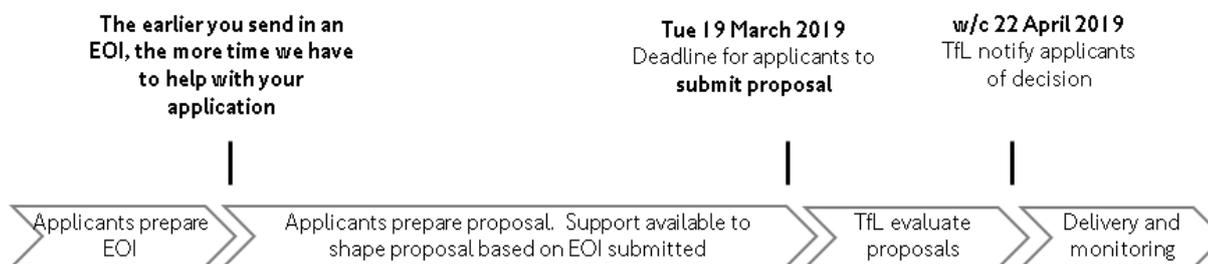
We will accept submissions for proposals without a preceding expression of interest. However we encourage applicants intending to make a submission to work with us by first providing an expression of interest. We will be hosting information sessions on the 28 February and the 4 March, for those interested in hearing more about the Fund or to talk to us in more detail about applying.

## How we'll evaluate submissions

We will evaluate proposals against the following criteria:

- 1) Anticipated quantifiable reductions in the number of vehicle trips (freight/car) to sustainable modes, particularly during the busiest times of the day (07:00-10:00) and / or anticipated reduced emissions from vehicles used
- 2) Quality of planned evaluation to capture data before and after implementation of initiative, e.g. number of deliveries or number of employee or visitor journeys made by car
- 3) Quality of overall project plan including spend profile, risk and issue identification & management, milestones, targets and means of monitoring & evaluation.
- 4) Initial indicators of feasibility / anticipated success of proposals, e.g. local market for new service
- 5) Commitment to and means of sharing project progress, outcomes, achievements and lessons learned with members and TfL
- 6) Credible outline plan for financial self-sufficiency beyond the lifecycle of the funded proposed project e.g. incentive to attract and retain new customers
- 7) Anticipated scalability / applicability of proposed outputs and outcomes to other locations in London.

## Application process timings



Remember, we will accept applications that haven't submitted an EOI, but we recommend you do submit one so we can help to shape your application.

## How the bids will be processed and funding allocated

For each proposal received, the following process shall apply:

- The Fund's review panel including TfL and partners from industry will review the final proposals in line with the criteria above and recommend funding to successful applicants
- Funding will be approved in April 2019 however could be paid in 2019/20 or 2020/2021 dependent upon the project milestones within the submission. This will allow for schemes to be implemented over a longer period of time.
- TfL reserves the right to audit any partner or supplier invoices in relation to this funding.

**We are only accepting applications from BIDs and business partnerships, if you are unsure on whether your organisation meets the criteria please email [HealthyStreetsFund@tfl.gov.uk](mailto:HealthyStreetsFund@tfl.gov.uk)**

## Successful Applications

### Collaborative working

The key factor to making the most of the Fund is to have an open, collaborative approach. We encourage sharing best practice with ourselves and other successful applicants, and find that previous BIDs and Partnerships have excelled in their projects by openly discussing their progress. We are looking for BIDs and Partnerships who have a forward looking, progressive and open approach to sharing their work, and will expect regular updates with ourselves and other successful applicants.

We will expect a formal project updates every 4 weeks in an agreed format. This is so we can monitor your progress, and help where necessary.

To further encourage collaborative working we will provide guidance and advice throughout the project period, and will expect you to attend quarterly networking sessions and any other knowledge sharing sessions. Successful applicants in the past have found these sessions useful to hear how other business groups are using the Fund, and for sharing best-practice advice from other successful applicants. This collaborative approach will ensure you have the best level of support for your project.

We will release funding for the project monitoring and evaluation once the 'evaluation' project milestone has been achieved. For example, once your monitoring has been completed and the project evaluated.

## Publication and Formats

Any publications submitted as part of your project will need to be presented to **us** in a way that is accessible and clear and complies with our [Style Guide](#). This is to make your publications as accessible as possible.

If you choose to use diagrams/figures/maps and illustrations in your reporting, included in the final reports, they should be fully comprehensible when viewed in black and white or greyscale.

We will need you to include relevant document information and metadata when submitting a document in Adobe PDF format. We will provide guidance on the metadata required before the development of your documentation.

All reports, methodologies and content produced under this contract will remain the property of TfL and any intellectual property rights as further set out in Grant Funding Agreement (see Appendix A) remain with TfL.

## Publicity

We aim to publish all reports and case studies on [our website](#) to promote evidence-based policy and best-practice across London.

The successful applicant must not release or publish the research methodology, reports or case studies (including on their website) without the clear approval of TfL, and not before the reports or case studies are published by TfL.

All press work during delivery of the project and regarding the publication of the reports or case studies will be coordinated through TfL's press office (this includes the trade press). This is to ensure a joined up approach to promotion, and to ensure consistency across publicity.

To get the most out of your publicity, successful applicants will be required to participate and support any TfL promotional activity relating to this funding initiative.

### Contact us

**If you want to learn more about the Fund or have any queries please don't hesitate to get in touch. Email us at:**

**[HealthyStreetsFund@tfl.gov.uk](mailto:HealthyStreetsFund@tfl.gov.uk)**