

Deliveries Reduction Fund for Business Groups

Application Form
June 2018



All applications will be subject to an evaluation criteria set by Transport for London, details of which can be found in the supporting guidance

Please return your completed application form to [REDACTED]
by Friday 20 July 2018

General Information:

Lead Applicant:

Archway Town Centre Group

Other partners:

Islington Council

Do you have approval for this proposal from your Business Improvement District Board or senior management? If not, when do you expect this to be granted?

Yes

Lead Applicant Contact Details:

Contact name:

[REDACTED]

Email address:

[REDACTED]

Telephone number:

[REDACTED]

Project Team

Provide details of the proposed project team including external members e.g. resident group representatives, consultants; together with roles and responsibilities

Name	Organisation	Role	Responsibility
[REDACTED]	Archway TCG	Chair	Overall responsibility for delivery of the project, business engagement
[REDACTED]	Islington Council	Zero Emissions Network Manager	Practical delivery of the project, appointment of suppliers, promotion of the scheme



██████████	Islington Council	E conomic Development Officer	Contact with businesses, promotion of the scheme



Project overview: Please use the table below to provide a brief description of the proposed project. This will enable an understanding of how the proposal fits with the ambitions of the applicant's business.

<p>Background</p> <ul style="list-style-type: none"> • Brief description of the business(es) making the application • What is the relationship between the businesses in a joint application? • Any research undertaken to inform the planning of the project • Have similar projects been delivered in the district or by other groups? 	<ul style="list-style-type: none"> • Archway Town Centre Group (TCG) is an independent, not for profit, accountable body for the business community in Archway. Membership is open to all businesses in Archway, subject to subscription. • Archway TCG is working in partnership with Islington Council (Zero Emissions Network (ZEN) Team, Economic Development Team etc.) to create a thriving town centre at Archway which is clean, safe and accessible, with a diverse retail mix. • Archway ZEN project team has been working with businesses in Archway for the past 3 years and recently identified possible location suitable for long term lease to create cargo bike storage and space for long term storage to reduce the need of frequent deliveries. • Archway ZEN and Business Low Emissions Neighbourhood (LEN) are the projects currently being delivered and would support to promote this proposal. Archway TCG are also part of the DEFRA funded Clean Air Villages project with 9 other key shopping districts in London.
<p>Your Aspiration</p> <ul style="list-style-type: none"> • Why are you implementing the project? • What issue is being addressed? 	<ul style="list-style-type: none"> • The Archway cargo centre looks to transform the way local businesses deliver their goods within the area and provide the storage space to minimise the amount of deliveries where existing storage is an issue so the businesses rely on frequent stock delivery. • The main issue that we plan to tackle is reduce the amount of deliveries to local businesses by providing extra



<ul style="list-style-type: none"> • What is the “bigger picture” of the project? • How does this help to deliver the objectives / ambitions of the partnership? • What are the anticipated long term benefits to the partnership, members, and the wider community for example will improve air quality in the district. 	<p>storage facilities as well as provide the accessible local parking space for businesses that already use or plan to switch their last/first mile deliveries to other businesses and residents from car/van/moped deliveries to cargo bike deliveries where storage of cargo bike has been an issue.</p> <ul style="list-style-type: none"> • The scheme will fit well with current work with local businesses through the ZEN, Business LEN and Clean Air Villages projects and support suggested solutions for businesses in practical ways to save money and improve the environment. The recent removal of the gyratory at Archway alongside the launch of a new public space and cycling routes creates the perfect backdrop to the proposed project. Archway Zero Emissions Network has already engaged over half of all businesses in the local area, encouraging the take up of low and zero emission transport modes and energy efficiency measures to reduce local pollution. • Working together with the Council helps to tackle the air quality and traffic congestion in the neighbourhood by linking various projects together and ensuring the delivery of the projects is successful and on schedule. The partnership working also helps to keep Archway safer and cleaner for all community including businesses, residents and visitors. • The Archway TCG members include most of the large businesses, developers and employers in the area including Bode, McDonalds, Premier Inn and the Whittington Hospital. The proposed project delivers strategic objectives of both the Archway TCG and Islington Council of improving the air we breathe. The Archway TCG is
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	<p>committed to and already is working with all stakeholders including the council's economic development team and the Archway ZEN team and meet these teams on a monthly basis. The TCG will use these strong working relationships to liaise effectively on the project plans and ensure proposals fit within the council's plans for the local area and comply with any restrictions.</p>
<p>Brief description of the project</p> <p>Archway Cargo Centre</p> <p>London has some of the worst air quality in Europe and in London, air pollution caused by emissions from heating and transportation causes over 9,000 premature deaths in London each year. Areas like Archway are particularly prone to bad air pollution because of the density of residential and retail premises, coupled with the location on a main route into central London (A1 running through Archway).</p> <p>Delivery vans and collections are one of the main contributors to air pollution in the area. The proposed project is looking at minimising diesel/petrol vehicle deliveries by providing extra storage facilities to store higher amount of goods for local businesses where the storage space is limited and therefore more frequent deliveries are required. The proposed centre will also consist of parking spaces for cargo bikes as this has been identified as the main problem by businesses in the area preventing them to make the switch to zero emissions alternatives. The proposed centre will be equipped by charging facilities for e-bikes.</p> <p>The objectives of the proposed project are mirrored in Islington Council's Air Quality Strategy and planning and transport priorities to reduce freight deliveries and through effective collaborative working we aim deliver benefits to local businesses and community.</p>	



What is the location of proposed project? Please provide either a map showing the geographical area or a description

The proposed storage facilities will be part of Vantage Point, which is above Archway station. Their current usage of parking spaces is currently less than 50% which means over 20 car park spaces have been unused long term. The current ZEN/LEN overall area comprises of businesses along Holloway Road (A1), Junction Road, Highgate Hill and Archway Road. The use of proposed cargo centre will be offered to businesses within current Archway ZEN/LEN boundary.

Location of Vantage Point



Archway ZEN/LEN boundary



Aims and objectives of the proposed project



The main objectives of the proposed project are:

- Create cargo bike parking facilities for local businesses with provision of electrical sockets to enable e-bike charging.
- Establish extra storage facilities for business community to minimise the frequency of deliveries by bulk buying and local storage.

The overall aims of the projects are:

- Reduced congestion on the nearby roads
- Improved road safety by decreasing delivery vehicles in the area
- Improved air quality and reduced emissions
- Increased stock availability at retail premises
- Reduced cost to businesses
- Improved health of staff, visitors and residents of the area



Delivery approach e.g. 4 phases. Please list what's in scope and out of scope?

The Archway TCG have previously successfully managed six-figure grants to deliver projects and given this track record there is a high level of delivery confidence for Archway Cargo Centre. Systematic monitoring of the project will show that the intended benefits have been achieved.

The delivery of the project will be processed in following stages:

Stage 1 – Initial scoping of business interest

- Work required: Business engagement to gauge initial interest and requirements for businesses, analyses of data and proposal of options to Vantage Point
- Key milestones: September 2018 – business engagement, October 2018 – data analysis and proposal to Vantage Point

Stage 2 – Agreement with Vantage Point

- Work required: Decision on location of suitable parking spaces, assessment of location and installation of necessary equipment, e.g. sockets, lights
- Key milestones: November 2018 – agreement of location, December 2018/January 2019 – assessment of location and preparation works

Stage 3 – Purchase and installation of necessary equipment

- Work required: purchase containers, bike stands, installation of equipment at agreed locations
- Key milestones: February 2019 – complete purchases, March 2019 – installation of equipment

Stage 4 – Engagement with business community

- Work required: marketing of the scheme, recruitment of early adopters, awareness raising
- Key milestones: April 2019 – onwards – marketing, May/June 2019 – first businesses using the centre, July 2019 – onwards – ongoing communications campaign to promote the centre and ensure that it will be fully used.

Stage 5 – Monitoring and evaluation

- Work required: monitor effectiveness of the scheme and uptake, monitoring of air quality in the area, report on findings
- Key milestones: May 2019/March 2020 – effectiveness and update monitoring, September 2018/March 2020 – monthly progress reports, air quality monitoring



Provide detailed project plan including information listed in example below:

Provide a separate, detailed project plan including information illustrated with example in table below

Information required	Example
Primary activities / tasks:	<ul style="list-style-type: none"> Engage with 100 businesses. Provide infrastructure to reduce deliveries to/from local businesses. Recruit 10 businesses to convert their deliveries from diesel/petrol vehicle to cargo bike. Recruit 3 businesses to use extra storage facilities in order to reduce the amount of deliveries received.
Timescales	September 2018 – March 2020
Milestones	<ul style="list-style-type: none"> Scoping and assessment Agreement with Vantage Point Purchases of equipment Installation of equipment Promotion and marketing Engagement with business community Recruitment of businesses Monitoring and reporting
SMART targets	100 businesses engaged 10 businesses switching to cargo bike use by January 2020 3 businesses using cargo centre storage by September 2019
Key Performance Indicators (KPIs)	50 businesses engaged September 2018 – March 2019 50 businesses engaged April 2019 – February 2020 5 businesses recruited for cargo switch September 2018 - March 2019 5 businesses recruited for cargo switch April 2019 – February 2020 3 businesses recruited for storage use October 2018 – September 2019
Outputs and deliverables	Before and after data from all recruited businesses (vehicle usage, bike usage, cost savings etc.) AQ monitoring details
Risks / issues	Businesses are not interested in making the switch towards greener alternatives -
Mitigation	Archway ZEN currently offers grants towards purchases of cargo bikes so we hope this will help with initial uptake.



	Delays in installing necessary equipment – Archway TCG has been responsible for various projects and dealing with multiple stakeholders so the risk of delay is low.
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Monitoring and Evaluation – What will success look like?

How will the project delivery and performance be measured, monitored, reported and evaluated?

What monitoring and evaluation will be undertaken to measure the impacts of the proposed project against the objectives?

How will you gather financial information to assess the long term viability of the project and costs to roll-out to a wider audience?

Monthly monitoring reports (as requested by TfL) will detail the progress of the scheme to date. The reports will include the details of the number of businesses and organisations engaged within the project and highlight the interest from businesses who sign up to Cargo Centre use. We assume this will commence from the 1st quarter of 2019 and continue until the end of 2019/20 financial year.

The project will be implemented building up on the successful work undertaken by Archway TCG and Islington Council to date, including good relationship with the management of Vantage Point, and will ensure that it meets specific targets:

- Install 3 containers in the car park spaces
- Provide the parking facilities for 10 cargo bikes
- Engage with 100 businesses in the area (50% of all businesses in the area) to encourage use of Cargo Centre
- Transform the way businesses run deliveries by 20%

The monitoring and evaluation of the project will be considered under several key elements:

- Environmental (reductions of vehicle use, PM/NO2 reductions)
- Economic (financial savings, cost benefit of using zero emission vehicles)
- Behavioural (influence from early adopters to convince others to take action)

Once the delivery and monitoring is completed the project team will share the details with other organisations, partners, communities and boroughs to encourage them to adopt similar practice on the London wide basis.

Vantage Point management does not expect increase in demand for parking spaces as the premises are marketed as student accommodation and the location is extremely accessible via public transport facilities therefore created cargo hub is expected to remain in place after initial 5 years' period. Archway TCG together with Islington Council will promote the hub continuously as part of our commitment to the project and reducing air pollution.





Set-out amount of funding requested from TfL together with itemised list of what it is to fund together with identified sources of match-funding:

Expenditure item	Detail	Funding Source	2018/19 £k	2019/20 £k
Storage containers	3x storage containers	TfL	12	
Lease of parking spaces	8x car park space use for 5 years	TfL	15	
Bike storage preparation	10x cargo bike stands, electricity provision	TfL	15	
Business engagement	Steering groups, one to ones, business recruitment	Archway TCG	5	7
Marketing	Marketing materials, website development, social media	LBI	4	4
Officer time	Assessment of the area, meetings, implementation of scheme, air quality monitoring	LBI	10	10

To comply with State Aid rules in awarding financial assistance, please list funding received from public-sector sources over the last 3 financial years e.g. Transport for London, Boroughs, GLA, etc (See Appendix A in Guidance for further information)

Financial Year	Date	Funding Source	Amount £'000
2016-17			
2017-18			
2018-19			
TOTAL			

Note: On 5th June 2018 the funding (185k) was awarded from Greater London Authority to London Borough of Islington in partnership with the Archway Town Centre Group for



Business Low Emission Neighbourhood project, however looking at the State Aid rules we do not consider this grant as financial assistance to Archway TCG so it's not listed above.

Please return completed application form to:
[REDACTED] by 20 July 2018

