

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:

Old Street District Partnership

Other partners:

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:

Email address:

Telephone number:

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]	OSDP	Programme Director	Lead project
[REDACTED]	Islington Borough Council	Air quality officer	Assist on advice and guidance around the air quality agenda for borough council
TBC	TBC	Consultancy firm to	To lead on waste



		be appointed through a tender	consolidation scheme and management of waste tender
	OSDP	Administration	Administration of project and business engagement
	Hudson Fuggle (as part of the Old Street District team)	Social Media and PR	To lead on social media and PR marketing campaign
	AHMM and Chair of Old Street District partnership	Chair	Lead on support of project by board businesses and public realm steering group



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? 	<p>The Old Street district partnership was formed in the summer of 2016 to help drive forward a powerful agenda for change. Membership of the group includes landowners, commercial occupiers and statutory partners. Our aim is to develop the area as a dynamic urban district, delivering a range of interventions to support community development and create a premier business location with high quality public realm and environment that produces a safe, vibrant and inspiring destination for employees, residents and visitors alike. Since 2016 the partnership has been conducting consultation, engagement and demonstration projects. This is a lead in to the partnership becoming a full Business Improvement District, with the timeline plan of holding a BID ballot in the summer of 2019</p> <p>Currently high on our strategic agenda is that of air quality control. This is of particular importance given that the Old street area suffers from highly congested traffic areas and little green space. Coupled with the regeneration and positive steps by TFL and the LA to improve the Old Street roundabout use, it feels the time is pressing to encourage business ownership around this agenda. Based in the heart of central London, the area is subject to pressures on traffic congestion and air quality control. With London's poor air pollution being responsible for around 9000 premature deaths every year, it is important that businesses play a part in the road to prevention from this.</p> <p>The partnership has also recently conducted a perception analysis with 500 of the Old Street Businesses. With nearly a 40 % turnout rate, it is clear that both air quality control, greening of areas, and CSR are equally important to the businesses of Old Street.</p> <p>Through this business consultation and through the partnership's public realm steering group (where such issues are discussed), it has become apparent that businesses within the Old Street Area, along with that of Islington Council, would like to</p>
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	<p>see further investigation and operational projects put in place around alternative sustainable practices for waste collection and freight consolidation through a preferred supplier scheme.</p>
<p>Your Aspiration</p> <ul style="list-style-type: none"> • Why are you implementing the project? • What issue is being addressed? • 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>The old street are is a very diverse and creative area with a varying mix of business industries, coupled with close proximity if residential accommodation.</p> <p>This invariably has a great impact on public realm, highways, congestion and subsequent air quality. Equally the perception and appearance of the old street area is one of noise, pollution, grottness, and high congestion (results evidenced form the recent perception analysis completed)</p> <p>The need for this project makes absolute sense with road traffic being responsible for half of London’s emissions of nitrogen dioxide, and servicing and delivery vehicles accounting for a large portion of this.</p> <p>Already tried and tested in many areas, our scheme will focus on procurement of the same suppliers looking at achieving a reduction, possible retiming and subsequently removal of vehicles. An element of our project will also be dedicated to looking in particular at waste consolidation services.</p> <p>Preferred suppliers /Waste consolidation Service = reduced deliveries = removal of vehicles = improved air quality</p> <p>Our project seeks to address all the above issues. Whilst considering the bigger picture at the same time. The sheer mix of businesses, creates an increased amount of freight and delivery trucks on the roads. These businesses rarely work together to consider this impact. The project will help facilitate these conversations, awareness raising plus provide a practical solution to assist businesses in reducing their freight loads.</p> <p>The partnerships aim is to provide what the businesses want for the area. The perception analysis has reconfirmed that this is not only better greening of areas and improved pubic realm, but also a reduction in congestion, noise, dirt and business running costs.</p> <p>By running a preferred supplier/waste</p>



	<p>consolidation project steps are being taken to deliver this ambition.</p> <p>Wider benefits will naturally come from this. Not only will congestion be reduced by less freight on the highways, but air quality will also be improved. Business will also fulfil part of their Corporate social responsibility agendas by participating and also achieve business saving costs.</p> <p>From a wider point of view, the appearance and welcoming nature of Old Street will also be improved and as such the perception of the area will begin to change. This will have added benefits in terms of marketing Old Street as a destination to visit and as such bring a wider, varied visitor audience to experience the offer of Old Street.</p>
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Brief description of the project

Our proposed project is a holistic preferred supplier scheme that has 2 arms to it. The focus will be on not only on general preferred suppliers but also waste management. During the consultation and research phase of the project we will also look at the potential of re timing of deliveries and future possible expansion to the project (funding / conclusion pending) of a cycle / last mile delivery arm.

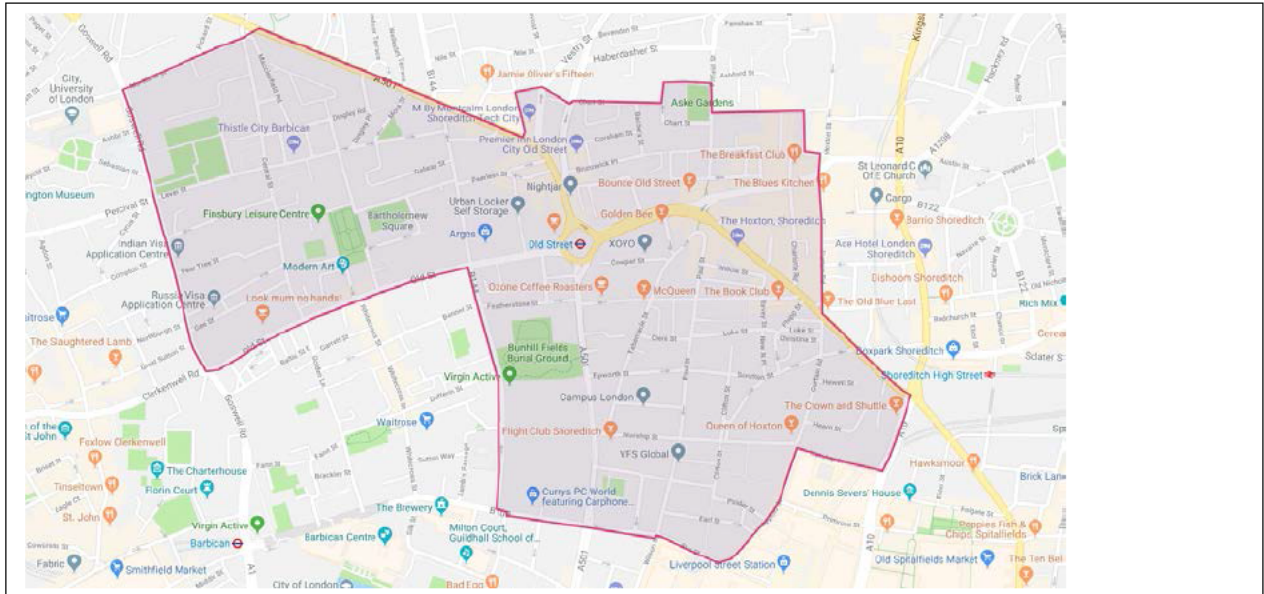
The Old Street District Partnership team will commence the project to assess current business position, suppliers and more detailed views on retiming and waste procurement, plus will develop the marketing strategy and appropriate marketing material. Specialist consultants will be used to design and deliver the actual preferred supplier scheme and to conduct the waste procurement tender. The reason for the use of consultants is due to the staff resourcing. As the Old Street District Partnership is not as yet at full BID status, resources are reduced and as such a consultant will allow for the project to be successful. A full transparent tender will take place to appoint the specialist consultant. Work has already begun on this as the project had previously been highlighted as something the area needs to consider.

Current specialists we have already approached were Cross River Partnership and Meercat Associates. The tender will be revised should we be successful to detail this project plan and it will be opened up to further specialists.

The project has been designed using TFL's waste consolidation guide and complimenting toolkits to ensure we are using tried and tested procedures and guidance, ensuring a more successful and robust outcome of processes, engagement and data collection. This will also ensure the project runs smoother, as previous lessons learned are already taken into account.

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





Aims and objectives of the proposed project

Project Aims

Overall

- Removing work from businesses
- Providing tangible cash savings
- Reducing businesses environmental impact
- Improved the experience of the Old Street District area to staff, residents and visitors
- Improve the perception of the Old Street District area as a clean and healthy place to visit – removing the image of Silicon roundabout only
- Improving air quality
- Improving staff, visitors and residents health
- Educating businesses regarding sustainability and air quality control
- Contributing to businesses CSR aspirations

Objectives

- Engage 180 (40%) of Old Street District businesses within the initial survey stage of scheme
- Sign 110 businesses up within initial period of project to preferred supplier scheme
- Reduce waste operators in the Old Street District by 60%
- Reduce waste operators movements by 70%
- Reduce emission type CO₂, NO_x, PM₁₀, PM₂₅ by 75%
- Consolidate other preferred suppliers by 40%
- Improved perception of area by 30%

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

The project will be broken down into 5 phases as below. Please see the detailed delivery plan of how these will be facilitated and managed

Phase 1:

Area scoping / business assessment/ consultation and data analysis - IN SCOPE

Phase 2:

Marketing campaign / tender completed for consultant / stakeholder meetings / project design - IN SCOPE

Phase 3:

Consultant selection / facilitation - IN SCOPE

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:	Engage with businesses to recruit 10 participants in project
Timescales	May – July 2018
Milestones	Recruitment completed
SMART targets	10 businesses recruited by 31 July 2018
Key Performance Indicators (KPIs)	5 businesses recruited 1 May - 15 June 5 businesses recruited 18 June - 31 July
Outputs and deliverables	Business Engagement Plan Data from 10 businesses before and after initiative implemented
Risks / issues	Businesses are not interested in participating
Mitigation	Rate businesses in order of expectation to be involved and target most likely first

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?

Using pre and post project survey's to businesses will firstly allow us to capture data regarding use of delivering and waste collection services and the growing costs of these, capturing any savings and positive impact for the businesses.

This evidence will be used to validate any success of the project to roll out and encourage further business take up of the project.

As part of the consultant's role whilst facilitating the main stakeholder meetings, project design, and waste consolidation tender will be to evaluate on going costs and projected expansion of the project. They will also be directed to assess future impact of cycling / last mile deliveries and the potential cost of such schemes.

These costs will assist the Old Street partnership in designing the on-going sustainability of the project. Whilst moving the partnership towards a full business improvement district, on-going costs can then be factored in to the 5year business plan and budgets drawn up for the full BID.

As the perception analysis (which drives this business plan) has already demonstrated there is a want and a need for this project and so it is now an ideal time to be able to build a sustainable project, that is tried and tested to work, in to the longer term budget and business plan proposals.



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
Officer Time	<ul style="list-style-type: none"> Area Scoping Consultation/ survey/ PA Data analysis Marketing Strategy Ongoing project sustainability 	Old Street District Psh'p	£19,500	£7,500
Specialist Consultants	<ul style="list-style-type: none"> Design Implementation Tendering Site visits Stakeholder meetings Cycle freight strategy development 	TFL	£30,000	
Marketing Collateral	<ul style="list-style-type: none"> Marketing materials Website development Social media / PR contract 	Old Street District Psh'p	£5,500	£2,500
Air quality data / project analysis	<ul style="list-style-type: none"> Air pollution analysers Business data collection 	TFL	£2,500	£2,500

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		N/A	
2017-18		N/A	
2018-19		N/A	
			£000



TOTAL			
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 [REDACTED] by 20 July 2018

