

From: Hatch Andrew <[REDACTED]@tfl.gov.uk>
Sent: 20 October 2021 09:56
To: [REDACTED] ' [REDACTED]@themeans.co.uk>
Subject: REPLY: Tuesday 26 October, 6pm - Kensington BID steering group meeting

Good morning [REDACTED]

Thank you for the invitation. I cannot make next week's meeting but I have been thinking about how best to give you TfL's position. I think the part we're most interested in hearing more about is: "[*The BID will*] *Test innovative solutions to improve air quality and reduce congestion*"

This certainly aligns with one or two of our highest priority strategic objectives as an organisation. Much of what we do to transform London's streets is aimed at cleaning up London's air, which in many parts of the city is illegally toxic.

Enabling and inspiring 'modal shift'—which is to say encouraging people to walk, cycle and take public transport more—is a huge part of what we do to try to achieve this. By treating the cause of air pollution (i.e. traffic) rather than the symptoms of it we believe the most gains can be made. This is why we're implementing policies such as the expansion of the Ultra-Low Emission Zone (ULEZ) to the north and south circular from 25 October. We know there are certain journeys which can only be made by road, not least deliveries servicing your member businesses, but reducing the reliance on private cars where journeys *can* feasibly be made via other modes of transport is critical. We're therefore interested to hear what sort of measures the BID will propose to reduce congestion and improve air quality, with the borough's blessing (noting that Ken High Street is a borough owned and maintained road).

I've provided links to the relevant policy information to have a read of below, which may help your discussions going forward by providing the transport policy context. I would draw your attention in particular to the link about the economic benefits of walking and cycling, which your member businesses may find interesting / applicable.

If you have any questions about any of this, please let me know. I hope this helps.

- ULEZ: <https://tfl.gov.uk/modes/driving/ultra-low-emission-zone>
- Vision Zero: <https://tfl.gov.uk/corporate/safety-and-security/road-safety/vision-zero-for-london>
- Economic benefits of walking and cycling: <https://tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling>
- Improving Buses: <https://tfl.gov.uk/modes/buses/improving-buses>

Kind regards

Andrew Hatch | Community Partnerships Specialist (West)

Transport for London | City Planning | Local Communities & Partnerships

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From: [REDACTED] <[REDACTED]@themeans.co.uk>
Sent: 19 October 2021 17:50
To: [REDACTED] <[REDACTED]@themeans.co.uk>
Subject: Tuesday 26 October, 6pm - Kensington BID steering group meeting

Dear all,

Next week's steering group meeting will be held on **Tuesday 26 October from 6 – 7.30pm at Café Phillies** (Phillimore Gardens, W8 7QB). Please let me know if you can make it.

As the ballot gets ever closer, we have some important decisions to make over the coming weeks. In terms of next steps:

- We now have most of the necessary information from the Council and have begun the detailed process of mapping business co-ordinates to model the BID boundary. In next week's meeting we will present potential zones within the proposed BID area and a narrative around each. We will ask the group to consider these against set criteria to help inform the final BID boundary.
- We will also discuss BID arrangements such as:
 - the threshold which is set to determine which businesses automatically become members of the BID,
 - the cap. The maximum amount any single levy payer will contribute
 - exemptions and / or discounts
 - and the levy multiplier which is applied.
- We will use the vision and thematic pillars to craft wording for the proposal document, incorporating feedback given from the group in the last meeting. Once Chalk (the appointed creative agency) have the brief, they will apply the look and feel and the final designed document will be circulated to the group with a short window for final comments.
- BID name and brand – on 6th October we invited members of the steering group, along with some new attendees, to join us for a branding workshop with Chalk to delve into the character and identity of Kensington. The workshop was hugely insightful, and Chalk have been using the feedback to develop the BID name and creative route. This week we will be testing some proposed routes independently with stakeholders from key sectors who haven't yet been represented in the steering group. Following this, a proposed name and brand will be circulated to the group.

I have attached minutes and papers from the 30th September meeting, along with an ideas sphere which captures the feedback from the group around the thematic pillars.

Please let me know if you can attend on Tuesday, or of course if you have any questions.

Best regards,

[REDACTED]

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