

Subject: Viability of Transport for London's Sponsored Transport Schemes

Report to: Budget and Performance Committee

Report of: Executive Director of Secretariat

Date: 3 July 2014

This report will be considered in public

1. Summary

- 1.1 This report provides information on the Committee's investigation into the viability of Transport for London's (TfL) Sponsored Transport Schemes as background to the Committee meeting.¹

2. Recommendation

- 2.1 **That the Committee notes the report, puts questions to the guests and notes the discussion.**

3. Background

- 3.1 The Committee held its first meeting on sponsored transport schemes on 25 June 2014. A panel of experts was questioned about the performance of the Barclays Cycle Hire Scheme and the Emirates Air Line and TfL's current plans for these schemes. In particular, the Committee explored how these schemes have performed compared to initial expectation, both in terms of costs to TfL and expected benefits. By investigating the performance of these schemes, the Committee aims to influence thinking on the use of sponsorship by TfL in the future.
- 3.2 This meeting will be used to discuss TfL's plans to use sponsorship to generate income and its strategy for ensuring it gets best value from sponsored transport schemes in the future. Guests at the meeting will include representatives of TfL as well as experts from the sponsorship industry.

4. Issues for Consideration

- 4.1 The terms of reference for the Committee's investigation were agreed on 25 June 2014 and are:
- To examine how much the Emirates Air Line and Barclays Cycle Hire Scheme have cost TfL and how this compares with original expectations;

¹ The scoping paper for the investigation is available here:
<http://www.london.gov.uk/mayor-assembly/london-assembly/investigations>

- To examine the role that sponsorship has played in making these schemes financially viable and how TfL can go about maximising sponsorship from similar schemes in the future;
- To examine TfL's current plans for the Emirates Air Line and Cycle Hire Scheme and how these are expected to affect usage, income and profitability.

4.2 The Committee will produce a report of its findings with recommendations to the Mayor and TfL which will be published in Autumn 2014.

4.3 Guests invited to attend this meeting include:

- Graeme Craig, Director of Commercial Development, TfL;
- Richard de Cani, Director of Strategy and Policy, TfL;
- Richard Busby, Chief Executive Officer, BDS Sponsorship; and
- Jackie Fast, Managing Director, Slingshot Sponsorship.

5. Legal Implications

5.1 The Committee has the power to do what is recommended in this report.

6. Financial Implications

6.1 There are no direct financial implications of this report.

List of appendices to this report:

None

<h3>Local Government (Access to Information) Act 1985</h3> <p>List of Background Papers: None</p>
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