


Grants Determination Sub Committee 16 th January 2020	
Report of: Ann Sutcliffe, Corporate Director, Place	Classification: Unrestricted
Zero Emissions Network Project Phase Three	

Lead Member	Councillor Blake, Deputy Mayor for Planning, Air Quality and Tackling Poverty
Originating Officer(s)	David Tolley, Head of Environmental Health & Trading Standards
Wards affected	Spitalfields & Banglatown, Weavers, Whitechapel and Millwall
Key Decision?	Yes
Forward Plan Notice Published	16/12/19
Reason for Key Decision	N/A
Community Plan Theme	People live in a borough that is clean and green

Executive Summary

This report outlines the implementation of the Zero Emissions Network Project Phase 3 (ZEN 3), covering the period April 2019-March 2022.

The ZEN Project is a partnership project between Hackney, Islington and Tower Hamlets Councils to improve local air quality. The project has secured £390,000 funding from the London Mayor's Air Quality Fund (MAQF) 2019 and match funded by each borough to continue the work of ZEN phases 1 and 2 to implement a business engagement environmental sustainability programme. The fund is equally shared between boroughs over the three year project.

The main aim of the project is to promote the use of sustainable travel and low emission technology to businesses in order to improve local air quality. Targets have been set for the number of businesses that are engaged and number of audits of environmental footprints undertaken. Environmental action plans are then submitted to businesses with a range of measures to implement in order to reduce emissions. Businesses are invited to apply for grant funding from the project up to a maximum of £2,000 to implement reduction measures to encourage staff to travel sustainably. The grants are awarded following application to Hackney Council by a panel of officers following technical evaluation of the bids.

Recommendations:

The Grants Determination Sub - Committee is recommended to:

1. Note the contents of this report and agree the grant process.
2. To delegate the granting on monies by the process outlined in the report
3. To note the Equalities Impact Assessment/specific equalities considerations as set out in Paragraph 4.

1. **REASONS FOR THE DECISIONS**

- 1.1 Issuance of grants to businesses in the borough to implement measures to reduce air pollution.
- 1.2 To enable Tower Hamlets to continue to work with neighbouring boroughs to combat air pollution

2. **ALTERNATIVE OPTIONS**

- 2.1 This is an informing report so there are no alternative options to consider.

3. **DETAILS OF THE REPORT**

- 3.1 Tower Hamlets is declared an Air Quality Management Area under the UK Air Quality Strategy due to exceedance of nitrogen dioxide (NO₂). The Council has produced an Air Quality Action Plan (AQAP) (a statutory document) detailing remedial measures to improve air quality. Action point 56 of the AQAP commits the Council to continue the ZEN project "*engaging businesses with advice and grants to enable them to reduce their air quality impact*". DEFRA have recognised the project a good practice example in the Clean Air Strategy 2019¹.
- 3.2 The aim of the ZEN project is to reduce pollution from business operations by offering services and advice to businesses on low emission technology and sustainable travel options. Phase 1 of the project (June 2014- March 2016) was an extension of an existing project from Hackney into Tower Hamlets and Islington. Phase 2 of the project (April 2016-March 2019) was a continuation of phase 1 working mainly in the city fringe area. An evaluation report for phase 2 can be found in Appendix 1.
- 3.3 Phase 3 is to expand the project by creating ZEN satellite hubs across potential LEN areas while maintaining the central hub in the City Fringe. For

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https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/770715/clean-air-strategy-2019.pdf

Tower Hamlets, the satellite hubs are Whitechapel (extending east to Cambridge Heath Road and neighbourhood) and Canary Wharf ward.

- 3.4 The aim of the project is to create a business network with a view to improving air quality by changing businesses behaviour. This is to be achieved by creating a business network with a strong local identity, encouraging the uptake of lower emission energy and travel options through provision of high quality information, direct engagement, business surveys, enhanced infrastructure, and trials and incentives of low emission technology. Appendix 2 demonstrates the deliverables of the project.
- 3.5 As part of the project a grants scheme will operate as outlined in Appendix 3. Each grant will be for a maximum of £2,000. The evaluation criteria, performance measures and monitoring to be imposed are also summarised in Appendix 2.
- 3.6 To monitor the success of the phase 3 project, the impact of the scheme on businesses and air quality will be evaluated by:
- Using the grants scheme as a method to attain travel data when first working with business/residence, and then undertaking a follow up survey after 12 months to compare;
 - Estimating the impact of the project on modal shift and likely resulting reductions in air quality emissions for participating businesses;
 - Considering whether trends in traffic and air quality data may be apportioned to the project;
 - Case studies and qualitative feedback from clients.
- 3.7 The three boroughs have match funded the contributions made by MAQF as required by the terms and conditions. Tower Hamlets' contribution is £120,000 which has come from Section 106 funding for sustainable travel. Match funding will be used to pay the salary of the LBTH ZEN project officer. The project officer is directly employed by Tower Hamlets. The MAQF funding will be used for all ZEN related project cost including grants to businesses, publicity, business engagement events.
- 3.8 The MAQF funding sits in Hackney Council budget and the issuance of grants and relevant expenditure will be administered by Hackney.
- 3.9 Financial reporting will be undertaken to external and internal project sponsors as required.

Administration

- 3.10 The project will be managed and delivered by ZEN project coordinator and three supporting staff based in Hackney. A project board made up of managers from the three local authorities will have an overview of the work of the team. The board is sponsored by lead Members in each authority and externally by the GLA and TfL.

Monitoring and Evaluation

- 3.11 The measure of success of the project is based on number of businesses/residents recruited, measures undertaken by businesses, surveys undertaken and online presence on social media.
- 3.12 A progress report will be made at the end of the financial year and at the end of the project. Each report will include consideration of air quality monitoring data from local air quality monitoring networks, traffic/cycling data and uptake from companies involved in providing incentives and trials.
- 3.13 Every small and medium size enterprise taking part in the scheme and receives a grant must demonstrate a commitment to reducing the impacts on air quality and undertake a robust grant process, giving written quotations for the work to be undertaken and staff surveys before and after the grant.

4. EQUALITIES IMPLICATIONS

- 4.1 The scheme is open to participating businesses, which do not themselves have protected characteristics under the Equality Act 2010. All residents and those who work within the project area will equally benefit from improved air quality.

5. OTHER STATUTORY IMPLICATIONS

- 5.1 This section of the report is used to highlight further specific statutory implications that are either not covered in the main body of the report or are required to be highlighted to ensure decision makers give them proper consideration. Examples of other implications may be:
 - Best Value Implications - The Zero Emissions Network Project is an existing project that was initiated and implemented in Hackney. The decision to extend the project into Tower Hamlets and Islington was preceded by the identified need for collaborative working to address trans-boundary air pollution. Suppliers of goods and services were already in place. Some suppliers are ISO 14001 Accredited and are specialised and therefore uncommon in terms of the type of services offered, but all the providers are local to London. For example electric car clubs and electric bicycles. Efficiencies and effectiveness has been realised by way of the project board structure which also affords the project resilience as well as ensuring business continuity.
 - Consultations – Not required. Continuation of the ZEN project is a commitment in the Council's AQAP. The AQAP was adopted following a consultation,
 - Environmental (including air quality) -, The ZEN project creates an opportunity for organisations to assist in developing a greener environment. The fund and the associated Air Quality Action Plan are central to this objective.

- Risk Management - The European Commission has begun infraction proceedings against the UK in February 2014 for being in breach of obligations to comply with limit values for nitrogen dioxide in the EU Air Quality Directive. Tower Hamlets is within the UK and EU exceedance zones for pollution and the entire borough is declared an Air Quality Management Area under the UK Air Quality Strategy and Environment Act 1995. The implementation of this satisfies the requirements and demonstrates compliance with the provisions of the UK Environment Act 1995 by the borough and compliance with the EU directive by DEFRA. Non-compliance could result in an infraction fine which could potentially be passed down to Tower Hamlets through the Localism Act 2011. The Council therefore needs to implement this project to demonstrate compliance with working towards achieving the air quality objectives and improving public health.
- Crime Reduction- Recent research suggests improving air quality may play a role in reducing crime²,
- Safeguarding- No safeguarding implications

6. COMMENTS OF THE CHIEF FINANCE OFFICER

- 6.1 There are no direct financial implications impacting on revenue or capital budgets that emanate from this report. The ZEN Project is a partnership project between Hackney, Islington and Tower Hamlets Councils to improve local air quality. The project has secured £390,000 funding from the London Mayor's Air Quality Fund (MAQF) 2019
- 6.2 The partner Authorities are match funding the MAQF and for Tower Hamlets this represents a cost of £120,000. Section 106 funding for sustainable travel has been approved and will be used to fund LBTH's contribution.

7. COMMENTS OF LEGAL SERVICES

- 7.1 The Council has the legal power to make the grant referred to in this report. As a technicality, the grant is being made to the London Borough Of Hackney who will then administer the funds to individual businesses in line with the grant process outlined in this report.
- 7.2 This Council will ensure that the expenditure of the match funding we provide represents Best Value through the monitoring of grants via the project board. The Council also needs to ensure that the monitoring performed by Hackney is robust enough to ensure that grant applicants use the money for the purposes stated in the application on a time for time basis.

² <http://www.lse.ac.uk/GranthamInstitute/publication/crime-is-in-the-air-the-contemporaneous-relationship-between-air-pollution-and-crime/>

- 7.3 Applicants must also provide the quotes they have obtained for the activities on which they are to spend the grant money prior to any funds being given. This will also assist in the demonstration of Best Value.
- 7.4 There are no direct legal implications relating to the Council's Equality Duty under this report.
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Linked Reports, Appendices and Background Documents

Linked Report

- NONE

Appendices

Appendix One: Phase 2 Evaluation Report

Appendix Two: ZEN 3 Key project deliverables/outputs

Appendix Three: Process of Issuance of ZEN grants

Background Documents – Local Authorities (Executive Arrangements)(Access to Information)(England) Regulations 2012

NONE

Officer contact details for documents:

Muhammad Islam

Appendix 1- Phase 2 Evaluation Report

Zero Emissions Network – Final Project Report Mayor's Air Quality Fund

Introduction

Name of Project: Zero Emissions Network (Round 2)

Boroughs and organisations involved: London Boroughs of Hackney, Islington and Tower Hamlets

Name and organisation of person completing this report: Laura Parry, Islington Council

Project Overview

Please provide a short description of the project, including the key aims and objectives:

The Zero Emissions Network (ZEN) is an innovative business liaison and behaviour change project based in East London with a transferable model for tackling air pollution, managed jointly by the London Boroughs of Hackney, Islington and Tower Hamlets. The project was established in Hackney in 2012, and has been funded by MAQF Rounds 1 and 2 since 2013. The ZEN works with businesses and residents offering bespoke free advice and services to help them work cheaper, cleaner and greener. In addition, the project works with moped delivery riders to encourage the switch from mopeds to e-bikes. ZEN demonstrates that air quality as a cross boundary issue can be effectively addressed through collaborative working to reduce exposure to harmful air pollution and its adverse impacts on health.

What were the key outcomes/successes from the project? (please add a minimum of 4 outcomes/successes):

- a further 441 businesses joined the network, bringing the total to 1297 business members and 719 households
- over 800 measures were undertaken by businesses in total and 465 by residents
- creation of a high quality website (www.zeroemissionsnetwork.com)
- the project was recognised as best practice in Defra's National Clean Air Strategy 2019 and was shortlisted for the Most Innovative Transport Project at the 2018 London Transport Awards
- the creation of a high quality, nationally applicable guide for fleet managers switching from mopeds to e-bikes. The guide will remove a major barrier preventing larger businesses

switching to e-bikes but providing in-depth detailed information about e-bikes, maintenance, PPE etc. In addition, 11 moped riders switched from mopeds to e-bikes

- over 1800 households were targeted in a successful programme of Personalised Travel Planning, as part of the roll-out of the residential element of ZEN. This included the production of bespoke travel awareness materials and the recruitment of over 400 households to the network

- the annual ZEN networking event has grown in popularity and continued to raise the profile of the role businesses can play in improving air quality. The most recent event (November 2018) saw over 380 people register and 210 attend, including the Mayors of Hackney and Islington

- Archway ZEN and the Shoreditch Low Emissions Neighbourhood were both successfully implemented, in part due to close collaboration with ZEN City Fringe to share knowledge and communicate with businesses and stakeholders. The ZEN provided solutions to businesses in Shoreditch to prepare them for the changes such as the Ultra-Low Emission Vehicle (ULEV) Streets; sourcing zero-emission couriers, facilitating greater numbers of staff cycling to work and switching businesses to zero-emission taxis and vehicles. The ZEN increased public support and compliance with the ULEV Streets scheme and is a highly significant platform for preparing businesses for the ULEZ and its extension in 2021.

Were there any outcomes promised in your application that were not delivered? If so please describe these and state the reasons why:

Objective 4.2.1 - 10 Households to switch to EVs

This objective was not successfully achieved. 1 resident purchased an electric vehicle following a free trial procured by ZEN. Key barriers included anxiety around the cost of purchasing an EV, availability and accessibility of charge points and vehicle range. The project has used free EV trials to ease these concerns and promoted the locations of EV charge points within the City Fringe.

Objective 4.2.2- 10 households to switch to cargo bike

This objective was not successfully achieved. This is partly due to the delay of the residential roll-out in Year 2, due to lack of staffing. Several residents have expressed an interest in cargobikes and undertaken trials. However, key barriers to switching have been identified, such as: cargo bike suitable storage and upfront cost of purchase. ZEN has collaborated with nurseries, cargobike retailers and couriers to offer cargobike roadshows and community events. However, this work programme has also been affected by seasonal changes which have hindered uptake. ZEN will address the barriers identified by setting up a pilot cargobike station where a rental scheme would operate, should the project be successful for MAQF Round 3 funding.

Objective 5.10.2 - Switch 100 delivery scooter drivers to bicycle/e-bike

The original aim of converting 100 delivery riders to e-bikes was not achieved. However 11 riders were successfully switched from mopeds to e-bikes, including 1 business. This was achieved through facilitating the hire and purchase of e-bikes and the provision of a £200 subsidy to remove financial barriers. It was identified that the primary barrier for larger fleets was not financial but knowledge-based. Liaising with managers of large delivery moped fleets led to the creation of an in-depth guide for fleet managers to aid the transition to e-bikes. This is now ready to be used by businesses and the first business has started using the tool. The projected outcome would far-exceed the initial target of 100 riders as the guide is nationally applicable and can be used by large and small businesses

What were the key challenges/learnings from the project?:

Staffing was a key challenge in ensuring the successful running of the project. In Year 2 there was a vacant post for 10 months, which impeded the progress of some objectives, most notably delaying the roll-out of the residential arm of the project and courier convert element (objective 5.1.2).

- The courier convert element of the project encountered a number of challenges/learnings. This was primarily due to changes in the delivery industry which saw a reduction in the number of businesses managing their own fleets, with the rise of platforms such as Deliveroo. Key learnings included: a major barrier for the adoption of e-bikes among delivery riders is their upfront cost, combined with the lack of financial stability provided by the gig-economy nature of courier work. A solution to this is focusing on e-bike rental, rather than solely on purchase. The other key learning is the different needs of delivery riders and fleet managers: riders require access to vehicles, whereas fleet managers and businesses need the information required to safely and successfully introduce e-bikes into their fleets.

Deliverables

What did the project deliver?
Please list all outcomes and outputs:

Refer to Tables 1,2 & 3 below

Benefit Metrics	Quantity	Further Detail (if needed)
Quantified emissions reductions in kg of NOx	231kg	Approximately 231kg of NOx is saved per year as a result of measures undertaken in ZEN2, where this could be reasonably estimated. The measures included in this calculation are: switches to electric vehicles, switches to cargo bikes, taxi switches, joining a car club and couriers switching to e-bikes. The figure is likely to be much higher than this due to the difficulty of calculating emissions savings resulting from modal shift to walking and cycling.
Vehicle kilometres reduced:		A more accurate estimate of this figure will be available following traffic modelling taking place in May 2019
Number of deliveries reduced:		Collaborated with the Clean Air Villages team at Cross River Partnership to provide businesses with bespoke advice on reducing deliveries
% increase in walking:	2% increase in walking for commuting among businesses who received a grant	
% increase in cycling:	6% increase in cycling for business trips among businesses who received a grant 4% increase in cycling for commuting among businesses who received a grant	

Number of people walking more (we need this figure as well as the percentage):	778	A 2% increase in the number of people walking to work was recorded among employees of ZEN member businesses in the ZEN travel survey. 2% of the pool of approximately 39,000 employees of ZEN member businesses is equal to 778 people.
Number of people cycling more (we need this figure as well as the percentage):	2333	A 6% increase in the number of people cycle for business travel was recorded among employees of ZEN businesses in the ZEN travel survey. 6% of the pool of approximately 39,000 employees of ZEN member businesses is equal to 2333 people.
Number of trees planted:	0	
Square meters of green wall delivered:	0	
Square meters of other greening delivered:	0	
Number of new greening improvements installed:	0	
Number of parklets delivered:	0	Closely involved in the installation of parklets in the Low Emissions Neighbourhood in Shoreditch: identifying locations, gaining support from local businesses and publicising
Number of secure cycle storage spaces provided:	96	8 businesses installed secure cycle parking on their premises with assistance from a grant based on an average of 12 spaces per installation
Number of standard cycle parking spaces provided:	0	
Number of rapid chargers installed:	0	

Number of regular chargers installed:	1	
Number of lamp-post chargers installed:	0	Closely involved in the installation of lamp-post chargers in the Low Emissions Neighbourhood in Shoreditch: identifying locations, gaining support from local businesses and publicising
Number of new/improved cycle lanes:	0	
Length of new/improved cycle lanes (meters):	0	
Length of new/improved walking routes/environments (meters):	0	
Length of new/improved cycle lanes (meters):	0	
Number of new clean air routes:	0	
% improvement in Healthy Streets scores (add more rows if needed for each areas assessed):	0	

<p>Number of people engaged with (please detail how in the adjacent cell):</p>	<p>23,536</p>	<p>1297 business members of the network, with each business having at least one contact person engaging with ZEN 1887 households were engaged with through Personal Travel Planning 14,645 new website users 1,416 business newsletter subscribers 245 resident newsletter subscribers 2034 Twitter followers 309 Instagram followers 293 LinkedIn followers Approximately 100 people were engaged with at each pop-up, totalling 1200 people At least 210 people have attended the annual ZEN networking event</p>
<p>Number of businesses engaged with (please detail how in the adjacent cell):</p>	<p>1300+</p>	<p>1297 businesses have signed up as members of the network and so are actively engaged with on a regular basis. Additional businesses are engaged with through door knocking, events and online communication channels.</p>
<p>Number of businesses actively taking measures to reduce pollution:</p>	<p>216</p>	<p>1297 businesses have joined the network and are thereby actively engaging with the issue of air quality and raising awareness of the issue within the organisations and their networks. 216 of these businesses have undertaken at least one ZEN offer since April 2016</p>
<p>Number of press articles (please attach links/screen shots):</p>	<p>7+</p>	<p>Please see appendix for full list of articles</p>
<p>Number of events/workshops held:</p>	<p>23</p>	<p>3 annual networking events 12 pop ups 6 business breakfasts 1 cargo bike roadshow 1 hospitality industry-specific networking event held jointly with ISEP, Camden Climate Change Alliance and Sustainable Restaurant Association</p>

Number of awards received (please list in adjacent cell):	0	Shortlisted for Most Innovative Project at London Transport Awards 2018 Recognised as best practice in major documents including DEFRA's National Clean Air Strategy 2019 The previous project, ZEN 1, received awards at the CSR Awards 2015 and Fleet Heroes Awards 2015
Number of people trained? (e.g. e.v. mechanics / cycle maintenance / air ambassadors, please detail in adjacent cell):	0	
Number of people receiving cycle training:	9	All of these sessions have been delivered to people working/living in Islington. Details are not available for the number of sessions delivered in Hackney and Tower Hamlets due to differences in the referral process. As a result, the total number is likely to be much higher.
Number of vehicles replaced by cargo bikes	14	
Number of vehicles replaced by electric vehicles	6	This figure includes only vehicles directly replaced with the purchase of an electric car or van. This does not include the transition to car clubs, electric taxis or e-bikes as an alternative to combustion engine vehicles as these figures are contained elsewhere in this report.

Table 1 – Project Objective Outcomes

Objective	Target	Status As of 01/04/2019
Objective 1.1: Update the existing business focussed ZEN materials and add residential focussed materials	Target 1.1.1: Update ZEN materials	complete
	Target 1.1.2: Produce sufficient ZEN materials throughout project	complete
Objective 1.2: Expand ZEN online presence	Target 1.2.1: Complete new ZEN website	complete
	Target 1.2.2: Increase social media presence (Twitter followers= 2250)	Twitter: 2034 Instagram: 309 LinkedIn: 293
Objective 2.1: Agree SLA	Target 2.1.1: Final agreement and sign off SLA	SLA replaced with IAA
Objective 2.2: Employ and manage ZEN staff	Target 2.2.1: Employ ZEN Senior Project Officer (Project Manager)	complete
	Target 2.2.2: Employ LBI ZEN Officer	complete
	Target 2.2.3: Employ LBTH ZEN Officer	complete
	Target 2.3.4: Effectively manage ZEN staff	complete
Objective 2.3: Develop CRM system	Target 2.3.1: Develop CRM system for ZEN clients	complete

Objective 2.4: Develop and agree detailed ZEN business plan	Target 2.4.1: Develop business plan	complete
Objective 3.1: Contact and recruit businesses on to the ZEN scheme	Target 3.1.1: To recruit 1,500 (additional 640) businesses on to the ZEN network of businesses	1297
Objective 3.2: Businesses undertake a pollution reducing measure	Target 3.2.1: 25% of new businesses undertake a measure	129 = 29%
	Target 3.2.2: 600 measures undertaken in total	823
Objective 3.3: Get participating businesses to change the way they do business to reduce impacts on air quality	Target 3.3.1: 10% reduction in motor vehicle use among recruited businesses.	The data for this will become clearer following traffic modelling in May 2019
	Target 3.3.2: Persuade 10% of new businesses recruited to agree to implement a permanent measure such as infrastructure improvements (eg cycle parking), change in policy, servicing or delivery arrangements or change fleet vehicle	104 = 23%
	Target 3.3.3: 300 permanent measures undertaken	339
Objective 4.1: Recruit residences to the scheme	Target 4.1.1: Recruit 1,000 households to the ZEN	719

Objective 4.2: Households undertake a pollution reducing measure	Target 4.2.1: 10 households switch to electric vehicle	1
	Target 4.2.2: 10 households switch to cargo bike	0
	Target 4.2.3: 25% of households implement a permanent change	149 = 21%
Objective 5.1: Work with e-bike partner to deliver scheme	Target 5.1.1: Tender e-bike project to e-bike companies	Not feasible
	Target 5.1.2: Switch 100 delivery scooter drivers to bicycle / e-bike	11

Table 2 – Business Measures Completed

ZEN Business Measure	Pre 2014	ZEN1 Total	ZEN2 Total	Grand Total
EV Trial	0	11	13	24
EV Taxi Sign-up	3	28	11	42
Car Club Membership	2	53	54	109
Dr Bike	1	49	63	113
Cycle Safety Seminar	3	1	9	13
Cargo Bike Trial	1	10	14	25
Cycle Training	0	17	9	26
Action Plans	4	82	74	160
Grants	4	64	54	122
ISEP Membership	0	6	3	9
Fix Your Bike Course	0	3	22	25
E-bike Trial	0	0	7	7
Eco Audit	0	36	27	63
Santander Cycle Hire	0	0	81	81
Brompton Bikes	0	0	4	4
	18	360	445	823

Table 3 – ZEN Household Measures

ZEN Household Measure	Undertaken
Car Club Memberships	10
Cargo Bike Trials	2
Cycle Hire	111
Cycle Training Referrals	105
Cycle Training provided	6
Dr Bike	2
SHINE Referrals	195
SHINE Service provided	14
EV Trials	6
Fix Your Bike	10
Ofo UK	3
Taxis	1
Total	465

Press Articles

[1,000 firms sign up to City Fringe Zero Emissions Network to tackle London's filthy air](#), Hackney Gazette, 19/4/17

[Business network tackling toxic air in Shoreditch signs up its 1,000 member](#), The Docklands and East London Advertiser, 19/4/17

[Air quality funding scheme open for council bids](#), Air Quality News, 29/11/17

[A pool ebike at Energy Saving Trust](#), Energy Saving Trust, 6/3/19

[28 'innovative' schemes to share £3m to improve local air quality](#), Air Quality News, 2/4/19

[Councils secure £3m in air quality funding](#), ENDS Report, 3/4/19

[Hackney Council wins funding to expand pioneering Zero Emissions Network for businesses](#), Hackney Gazette, 12

Appendix 2- ZEN 3 Key project deliverables/outputs

Deliverables

The project will consist of the following work programmes:

1. ZEN Satellite Hubs – Increase ZEN business members to 2,000 and residential members to 1500 and focus on implementing measures that delivered the highest pollution savings from ZEN1 and ZEN2. There is a strong appetite from businesses outside of the Shoreditch to join the network and benefit from the project incentives. The below highlights the work programmes that will be delivered in each hub.
 - 1.0 – Research and design – set up of client management and offers
 - 1.1 – 1200 additional businesses recruited to the ZEN (2,000 in total)
 - 1.2 – 30% of new businesses undertake a measure
 - 1.3 – 1500 measures undertaken in total
 - 1.4 – 20% of new businesses implement a permanent change
 - 1.5 – 500 permanent changes undertaken in total
 - 1.6 – website update and maintenance
 - 1.7 – 500 additional households recruited to the ZEN (1200 in total)
 - 1.8 – 30 households to switch to electric vehicles
 - 1.9 – 25% of households implement a permanent change
2. Cargobike Stations – Deliver a solution for businesses that do not have capacity to keep a company cargobike and would like access to a shared resource, which could also be used by residents. This will be piloted in the City Fringe and if successful, support the expansion to the satellite hubs. This will be a sustainable and transferable solution for businesses in other areas. Activities would focus on advertising and servicing of the scheme and supporting the LENS.
 - 2.0 – 1 cargobike station installed in the ZEN City Fringe pilot area
 - 2.1 – Support expansion of cargobike stations to satellite hubs and sign up users
 - 2.2 – 120 businesses to use a cargobike from the cargobike stations
 - 2.3 – 60 residents to use a cargobike from the cargobike stations
3. Scooter Switch Scheme – a sophisticated model has been developed to increase moped to e-bike conversions with a £200 subsidy. There is also a Scooter Switch Toolkit to encourage fleet managers of large companies to replace their fleet with e-bikes and will use the ZEN satellite hubs as an opportunity to extend reach across the LEN areas:
 - 3.0 – 150 delivery riders to switch from moped to e-bikes
 - 3.1 – 10 delivery businesses to switch petrol mopeds fleets to e-bikes (40 bikes)

4. Campaign Days –increase awareness of poor air quality which will have longer term benefits.

4.0 – 150,000 people reached along main routes of ZEN hubs

4.1 – 100,000 people reached during national campaigns

4.2 – 500 people engaged during internal sustainability campaigns at business sites

Outputs

Below is an outline of the projected outputs and NOx savings against the work programmes proposed. With the main benefits of the scheme quantified in terms of emissions and other proxy measures, the following is expected to be achieved:

1. ZEN Satellite Hubs

1.1– 1.5: Recruiting 1200 new businesses to the ZEN while concentrating on measures that have the highest air quality benefits would deliver cumulative savings of an additional 797kg NOx over three years.

1.7– 1.8: Recruiting 800 new households to the ZEN and targeting 25% of households to implement a permanent change would deliver cumulative savings of an additional 2059kg NOx over three years.

2. Cargobike Stations

2.2– 2.3: The cargobike 6 stations would target 120 businesses and 60 residents to use the scheme, potentially replacing 180 polluting vehicles and delivering cumulative savings of approximately 1774kg NOx.

3. Scooter Switch Scheme

3.0: Enabling 150 delivery riders from mopeds to e-bikes would deliver cumulative savings of approximately 876kg NOx over three years.

3.1: Delivery companies have an average of 12 mopeds in their fleet and are likely to switch 25% of the fleet to e-bikes. Enabling 10 delivery companies to switch their fleet would deliver cumulative savings of approximately 243kg NOx over three years. Additional benefits of reduced noise pollution and KSI numbers would also be realised in addition to the public health benefit of increased cycling activity.

4. Campaign Days

Increase awareness of air pollution across all the ZEN satellite hubs through pop-up events, door-knocking, newspaper ads and our online communication channels so residents are more informed of exposure to pollution.

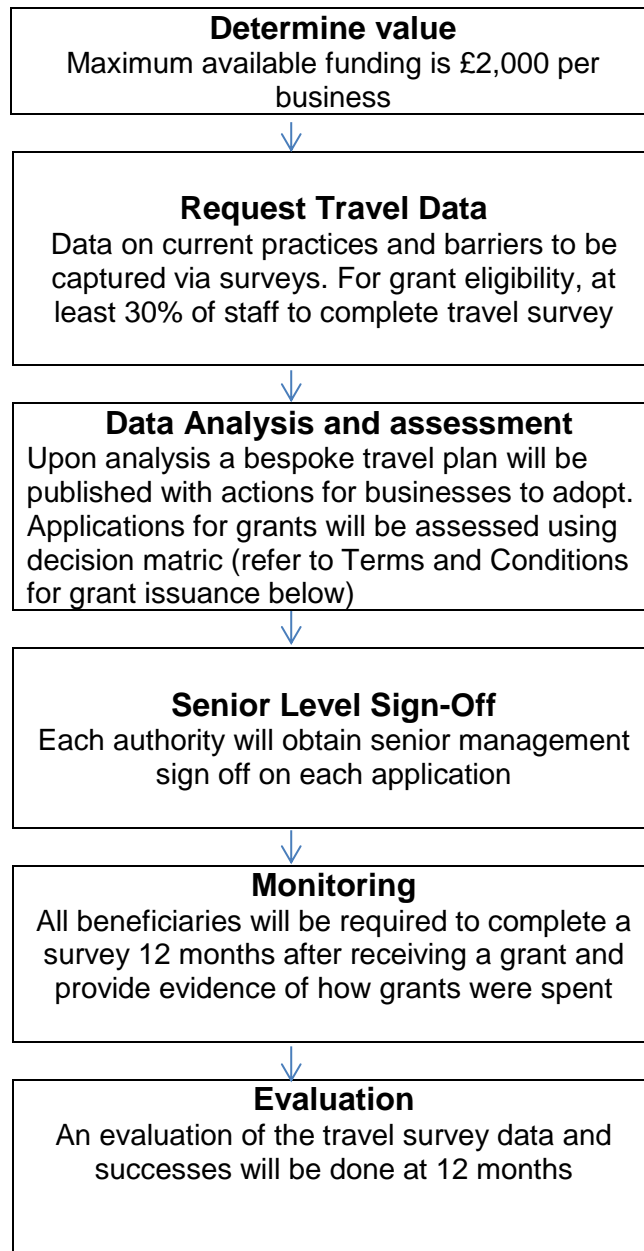
Appendix 3 – Process of Issuance of ZEN grants

Phase 3 of the ZEN project will continue the work of phases 1 and 2 and also create satellite hubs in Whitechapel and Canary Wharf. A ZEN project officer for Tower Hamlets has been recruited to work with businesses within Tower Hamlets. The officer is based 1 day in Tower Hamlets and 4 days in Hackney.

Hackney Council is the lead borough responsible for administering the MAQF fund. A project board has been established on which Tower Hamlets has representation from the Environmental Health & Trading Standards service. The board will meet quarterly for progress reporting purposes and risk mitigation. Daily delivery of ZEN is managed by a project team based at Hackney and consisting of project officers from all three boroughs. The team is managed by a Principal Transportation Planner based at Hackney.

The ZEN travel grant will enable businesses to apply for funding to help them implement sustainable travel initiatives for their staff and visitors. Applications are welcome from all ZEN members regardless of business size. A basic search of Companies House will be undertaken as part of due diligence check. All applications received will be reviewed by the ZEN project team and those for Tower Hamlets will be forwarded for sign off by divisional director of Place.

The decision making process for the issue of grants is as follows:



Terms and Conditions for Grant Issuance

Grant applications will be assessed as follows:

- A response rate of 30% from the staff employed within the business will need to complete a travel survey before a grant application can be considered
- Applicants are required to demonstrate a % change in modal shift to sustainable forms of travel. A percentage change of 5-10% would be acceptable. This will be monitored via the year end assessment on the grant use. Applicants are also encouraged to match fund grants issue by ZEN project and the grant will be paid in advanced.
- Applicants are required to provide one quotation for works to be carried out
- They will need to give an undertaking and indicate on their application form details of other measures to be implemented that is tailored to them as part of the service the ZEN project offers.

The level of funding will be assessed based on the below criteria:

1. The reasons why the workplace has applied for the grant
 - a. initiatives to reduce emissions by reducing reliance on car
 - b. potential shift towards more sustainable transport
 - c. supporting and encouraging staff to use sustainable transport
2. The completeness of the application i.e. is further information needed to be able to assess the application;
3. The size of the organisation will be considered in order to prioritise applications in case of over subscription. Ideally targeting those that may not have carried out this work without a financial incentive and also has an impact on air quality.
4. Whether the workplace received a ZEN Sustainable Transport Grant previously;
5. Whether the workplace are providing match funding
6. Additional measures the workplaces are undertaking to support sustainable travel

Successful applicants will be required to complete a grant agreement.