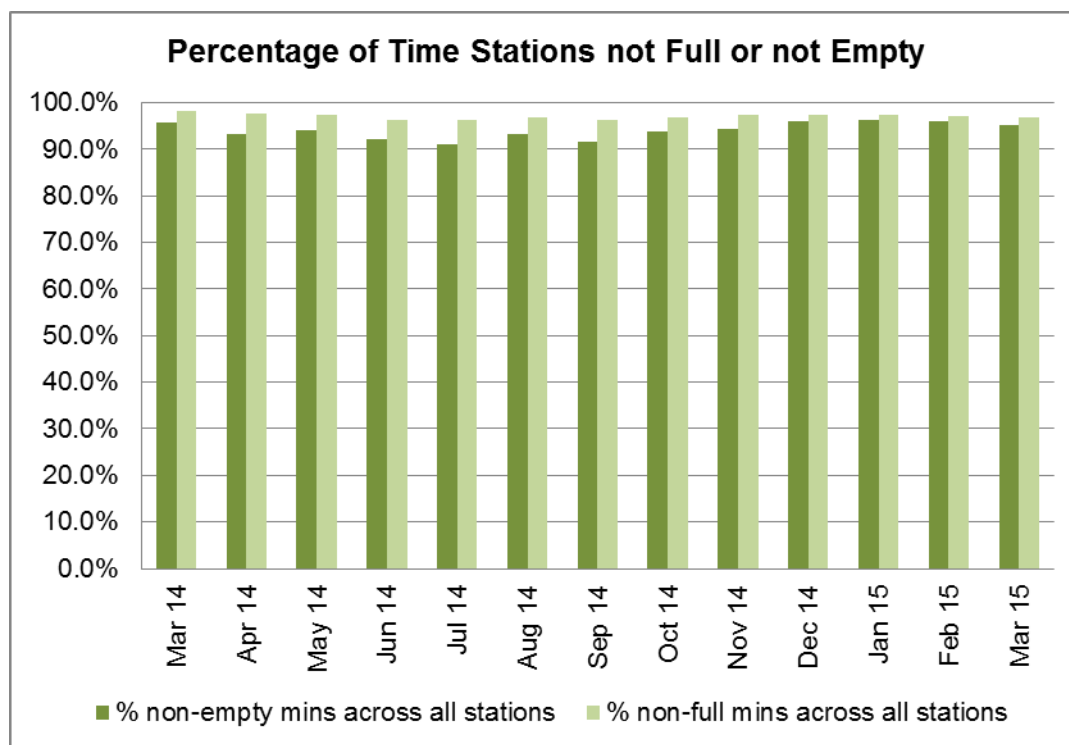


# Santander Cycles

## Frequently requested statistics

This information is published on a quarterly basis; next publication is due in July 2015.

### 1. Not full / not empty graph to March 2015

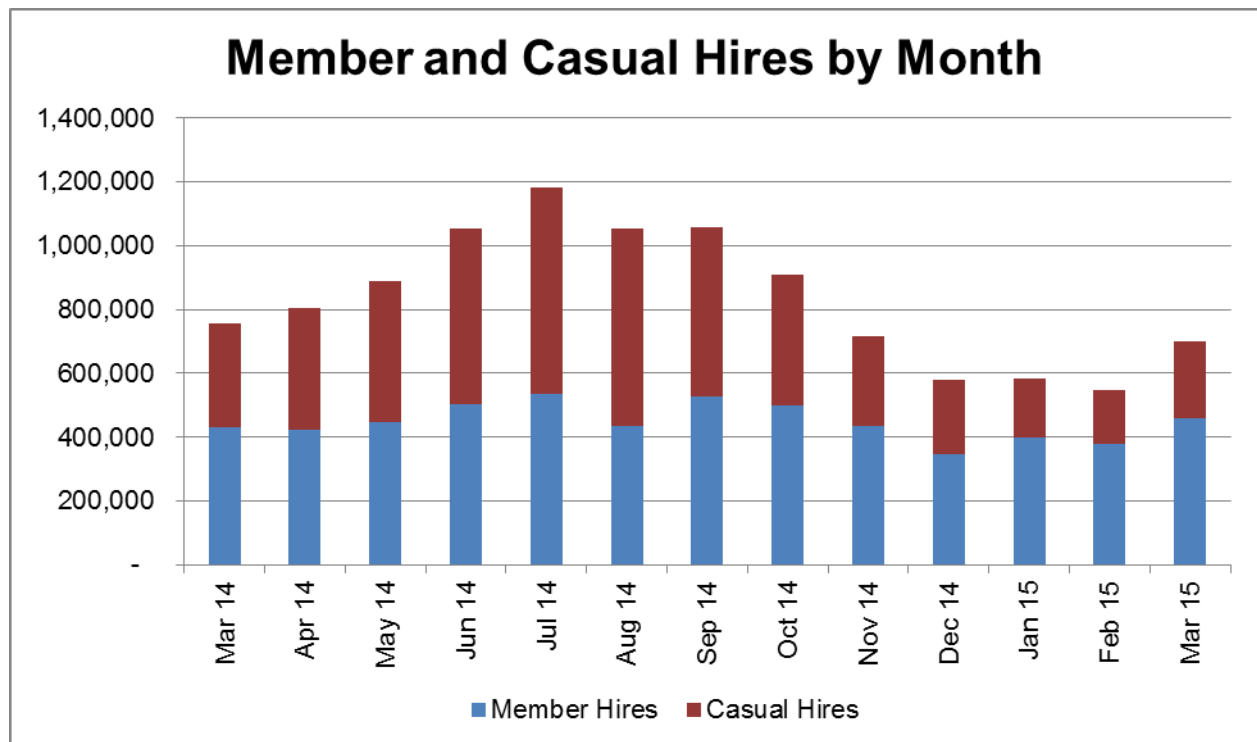


### 2. Member data January - March 2015

The first quarter of 2015 saw a net increase of 3,252 members to the scheme and 41 users leaving the scheme. This means that for each account closed, 79 customers joined the scheme.

Month	New members	Accounts closed
New members for January 2015	1185	24
New members for February 2015	915	12
New members for March 2015	1152	5
Total	3252	41
Current active memberships at end of 2014	169,330	

### 3. Trend data (Mar 2014 – Mar 2015)



### 4. Top 10 largest docking stations (by no of docking points)

Cycle Hire expanded to the south west of London at the end of 2013, and there is now two 50+ docking point sites near Clapham Junction Station and one 50+ docking point site in Parsons Green.

Site	Docking Points
Waterloo Station (Waterloo)	126
Grant Road West, Central & East (Wandsworth)	120
Southwark Station (Southwark)	82
New Road (Whitechapel)F	73
Edgware Road Station (Edgware)	64
Jubilee Plaza (Canary Wharf)	63
The Green Bridge (Mile End)	63
South Quay West (Canary Wharf)	60
Royal College Street (Camden Town)	57
Lightermans Road (Tower Hamlets)	57

## 5. Most popular journeys by origin/destination for most recent 6 weeks

Waterloo is our busiest station with 34,823 hires and docks made over this 6 week period, with an average of 1,161 hires and docks every weekday. As expected, and seen in previous years, usage increases as the weather becomes warmer especially for casual hires.

*Data based on past 6 weeks 23/02/2015 – 05/04/2015*

### Member Journeys

Most Frequent Journeys	Number of Journeys (over 6 weeks)
Waterloo Station, Waterloo → Stonecutter Street, Holborn	530
Newgate Street, St Pauls → Waterloo Station, Waterloo	416
Waterloo Station, Waterloo → Newgate Street, St Pauls	414
Waterloo Station, Waterloo → Godliman Street, St Pauls	363
Waterloo Station, Waterloo → Finsbury Circus, Liverpool Street	354
Waterloo Station, Waterloo → Queen Victoria St, St Pauls	345
Finsbury Circus, Liverpool Street → Waterloo Station, Waterloo	291
Stonecutter Street, Holborn → Waterloo Station, Waterloo	284
Queen Street 2, Bank → Waterloo Station, Waterloo	273

### Casual Journeys

Most Frequent Journeys	Number of Journeys (over 6 weeks)
Hyde Park Corner, Hyde Park → Hyde Park Corner, Hyde Park	1927
Speakers Corner, Hyde Park → Speakers Corner, Hyde Park	1626
Albert Gate, Hyde Park → Albert Gate, Hyde Park	926
Black Lion Gate, Hyde Park → Black Lion Gate, Hyde Park	892
Hyde Park Corner, Hyde Park → Speakers Corner, Hyde Park	553
Albert Gate, Hyde Park → Speakers Corner, Hyde Park	541
Speakers Corner, Hyde Park → Albert Gate, Hyde Park	510
Hyde Park Corner, Hyde Park → Albert Gate, Hyde Park	456
Hyde Park Corner, Hyde Park → Black Lion Gate, Hyde Park	439
Speakers Corner, Hyde Park → Hyde Park Corner, Hyde Park	438

## 6. Most recent KPI table for Serco

The Service Provider (Serco) who service the scheme, are measured against a stringent performance indicator (PI) regime, which we adapt to improve the level of service provided.

### CHEI Regime - Jan 2015 to Mar 2015

#### Summary of Pass/Fails (after lets have been applied)

PI	Area of Service	Jan 2015	Feb 2015	Mar 2015
1a	Membership Applications (within 3 days)	✓	✓	✓
1b	Membership Applications (within 7 days)	✓	✗	✓
2a	Priority 1 Contacts Requiring Follow-Up (within 10 days)	✓	✓	✓
2b	Priority 1 Contacts Requiring Follow-Up (within 3 days)	✓	✓	✓
3a	Priority 2 Contacts Requiring Follow-Up (within 10 days)	✓	✓	✓
3b	Priority 2 Contacts Requiring Follow-Up (within 5 days)	✓	✓	✓
4	Blocked Calls Objective	✓	✓	✓
5	Abandon Rate	✓	✓	✓
6	Queuing Time Objective	✓	✓	✓
7	Call Centre Availability	✓	✓	✓
8	Timely application of Refunds	✓	✓	✓
9	Terminal Performance - Subscription Purchase & Release Code	✓	✓	✓
10	Terminal Performance - Release Code	✓	✓	✓
11 & 12	Docking Point Performance - Subscription Purchase & Active Subscription	✓	✓	✓
13	Services Website Availability	✓	✗	✓
14	Services Website Average Response Time	✗	✗	✗
15	Terminal Availability		✓	✗
16	Availability and Accuracy of Displayed Information	✓	✓	✓
17	Successful Customer Transactions	✓	✓	✓
18	Priority 1 - Empty Stations	✓	✓	✓
19	Priority 2 - Empty Stations	✓	✓	✓
20	Priority 1 - Full Stations	✗	✓	✗
21	Priority 2 - Full Stations	✓	✓	✓
24	Bicycle Availability - Daily Minimum	✓	✓	✓
25	Contract Compliance	✓	✓	✓
26	Timely, Complete & Correct Provision of Reports	✓	✗	✗
27a	FOI & Data Protection Legislation Requests (Information Request)	✓	✓	✓
27b	FOI & Data Protection Legislation Requests (Subject Access Request)	✓	✓	✓
28	Data Protection Breaches	✓	✓	✓
29	Accurate Application of Payments	✓	✓	✓
30	Customer Satisfaction Index Benchmark Variance - Contact Centre	✓	✓	✓
31	P1 Full or Empty Docking Station Maximum Time Period	✗	✓	✗
32	P2 Full or Empty Docking Station Maximum Time Period	✗	✓	✗
33	P1 and P2 Full or Empty Docking Station Maximum Time Period Overnight	✓	✓	✗

## 7. Most recent cost/revenue data

£m	2010/11	2011/12	2012/13	2013/14	2014/15
Cycle Income	2.4	6.5	7.5	8.8	10.9
Sponsorship Income	3.8	5.2	5.4	4.2	4.6
Other income	0	0	0	0.5	0.1
Operating Costs	(13.3)	(20.9)	(24.0)	(24.1)	(25.2)
Sponsorship Changeover Costs	0	0	0	0	(0.3)
Marketing Costs*	0	0	0	(0.2)	(1.5)
<b>Net Operating Costs</b>	<b>(7.1)</b>	<b>(9.2)</b>	<b>(11.1)</b>	<b>(10.8)</b>	<b>(11.6)</b>

\* Marketing costs previously formed part of central TfL Marketing budget