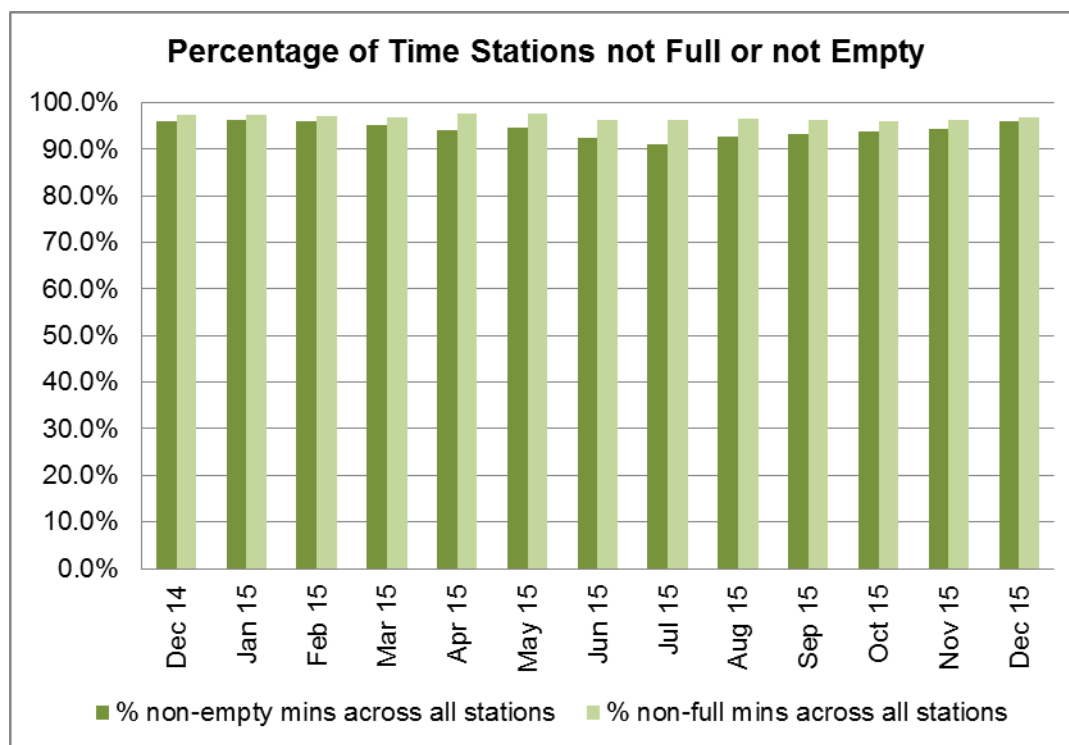


Santander Cycles

Frequently requested statistics

This information is published on a quarterly basis; next publication is due in April 2016.

1. Not full / not empty graph to December 2015

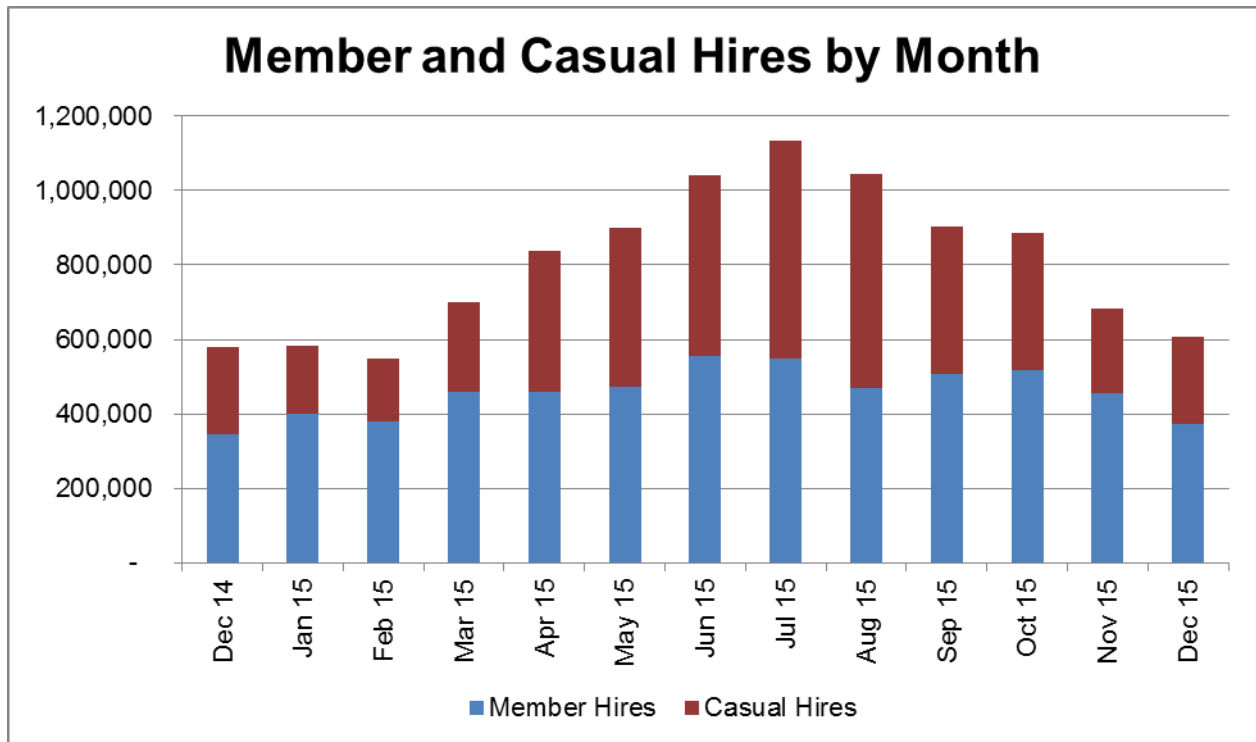


2. Member data October – December 2015

The final quarter of 2015 saw a net increase of 5,696 members to the scheme and 79 users leaving the scheme. This means that for each account closed, 72 customers joined the scheme. We always see a decrease in people signing up to the scheme in the winter months due to the poorer weather.

Month	New members	Accounts closed
New members for October 2015	2,412	39
New members for November 2015	1,643	19
New members for December 2015	1,641	21
Total	5,696	79
Current active memberships at end of December 2015	203,409	

3. Trend data (Dec 2014 – Dec 2015)



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

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 28,122 hires and docks made over this 6 week period, with an average of 937 hires and docks every weekday. As expected, and seen in previous years, usage decreases as the weather becomes cooler especially for casual hires.

Data based on past 6 weeks 21/12/2015 – 31/01/2016

Member Journeys

Most Frequent Journeys	Number of Journeys (over 6 weeks)
Waterloo Station, Waterloo → Stonecutter Street, Holborn	414
Waterloo Station, Waterloo → Finsbury Circus, Liverpool Street	357
Waterloo Station, Waterloo → Newgate Street, St. Paul's	338
Newgate Street, St. Paul's → Waterloo Station, Waterloo	336
Queen Street 2, Bank → Waterloo Station, Waterloo	332
Waterloo Station, Waterloo → Queen Victoria Street, St Paul's	320
Waterloo Station, Waterloo → Queen Street 1, Bank	311
Waterloo Station, Waterloo → Godliman Street, St Pauls	304
Finsbury Circus, Liverpool Street → Waterloo Station, Waterloo	285

Casual Journeys

Most Frequent Journeys	Number of Journeys (over 6 weeks)
Speakers Corner, Hyde Park → Speakers Corner, Hyde Park	965
Hyde Park Corner, Hyde Park → Hyde Park Corner, Hyde Park	948
Albert Gate, Hyde Park → Albert Gate, Hyde Park	545
Black Lion Gate, Hyde Park → Black Lion Gate, Hyde Park	454
Speakers Corner, Hyde Park → Albert Gate, Hyde Park	310
Albert Gate, Hyde Park → Speakers Corner, Hyde Park	307
Hyde Park Corner, Hyde Park → Speakers Corner, Hyde Park	233
Wellington Arch, Hyde Park → Wellington Arch, Hyde Park	231
Speakers Corner, Hyde Park → Hyde Park Corner, Hyde Park	225
Palace Gate, Kensington Gardens → Palace Gate, Kensington Gardens	216

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.

Please note: PI 4 (Blocked Calls) is currently unavailable due to a change of service provider.

CHEI Regime – October 2015 to December 2015

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

PI	Area of Service	Oct 2015	Nov 2015	Dec 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	NA	NA	NA
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)	(25.1)
Sponsorship Changeover Costs	0	0	0	0	(0.3)
Marketing Costs*	0	0	0	(0.2)	(1.5)
Net Operating Costs	(7.1)	(9.2)	(11.1)	(10.8)	(11.5)

* Marketing costs previously formed part of central TfL Marketing budget