

**Boris Johnson
Mayor of London**

City Hall
The Queen's Walk
London SE1 2AA
Switchboard: 020 7983 4000
Web: www.london.gov.uk

Our ref: LG
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Dear Boris,

I wish to raise with you some serious concerns about the sponsorship deal of the London cycle hire scheme.

My questions to you relate to a number of very serious allegations made in the recent BBC London television report, broadcast on Thursday 27th July, but also in relation to your decision to announce the further extension of the sponsorship contract with Barclays for three years, without any tender being sought.

I would be most grateful if you could provide answers to the following questions:

1. Why was a decision made to extend the sponsorship contract with Barclays from 2015 to 2018, without the new contract going out to tender so that other expressions of interest by other commercial organisations could be considered? Why was a decision specifically made to not test the market and see whether far more sponsorship income could be generated from 2015 onwards?
2. Could you explain why after just one year of the current contract being completed you are certain that Barclays will definitely meet their contractual obligations over the next four years?
3. Before a sponsorship deal was achieved is it true that you personally made only one direct approach to a bank – that of Barclays – to encourage them to consider sponsoring the cycle hire scheme? If this is true why was no consideration given to approaching a number of banks or other organisations? Was no consideration given to encouraging a "bidding war" for the sponsorship of the cycle hire scheme?
4. Following the advertisement placed in the Official Journal of the EU in Spring of 2009 inviting applicants to sponsor the cycle hire scheme, which did not lead to a successful sponsor, do you believe the legal procedures were correctly followed in the further stages that were taken, in subsequently seeking a sponsor? To help clarify matters, it would be useful if you published a detailed timeline showing how the final contract was

advertised, applicants considered and the decision ultimately made in accepting Barclays as a sponsor.

5. Can you confirm whether it is the case that the details of the contract finally agreed with Barclays exclude any other bank from sponsoring a Mayoral cycling event?
6. Can you clarify the exact arrangements as to what access to personal data of cycle hire users Barclays have?
7. What is your response to the claim that the commercial benefits for Barclays of the sponsorship arrangement are for each year estimated to be between £9 and £15 million? Considering this information do you believe that the contract, and your extension of it with Barclays, is ultimately a good commercial deal for TfL and Londoners?
8. Can you explain why your office has refused to answer a freedom of information request, asked in mid May, requesting details of all meetings you have held with Barclays since May 2008? The request for this information has now passed the statutory deadline over 20 working days ago and is obviously a serious breach of the freedom of information act. Please provide this information by return.
9. What evaluation was undertaken by TfL before deciding on the current expansion of the cycle hire scheme west and southwest? Please provide full details.
10. I understand you are working on "Phase 3" of the Cycle Hire Scheme at the moment. Please can you tell me what areas you are considering for this expansion, and set out the criteria you are using for your final decision? Will you agree to consult with Londoners before making any further decisions?

Finally, due to the immense controversy that exists with the sponsorship of the cycle hire scheme I would ask that you now publish in its entirety the contract that you have agreed with Barclays Bank.

I await a prompt and detailed reply to these serious questions.

With best wishes,

Yours sincerely,



Caroline Pidgeon AM
London Assembly Liberal Democrat Group Leader