



WHY

Barclays is enabling people to travel around the City of London in a low carbon way through the Barclays Cycle Hire scheme.

HOW

- Barclays sponsors the London-wide bicycle hire infrastructure.
- The scheme allows Londoners to easily hire bicycles for short journeys around the city, which reduces journey times, saves on carbon emissions and promotes an active lifestyle.
- The bicycles and hire points all carry Barclays branding.

BUSINESS VALUE



REPUTATION

Brand sentiment – Research shows Londoners think Barclays is making positive contributions to the city.

CONSUMER VALUE



FUNCTIONAL

Bicycles enable people to travel with ease and be more active.

RESULTS

- Barclays Cycle Hire scheme was awarded with a European Sponsorship Award in 2011. [Source](#)
- 70% of the schemes' users agreed that Barclays was making positive contributions to London. [Source](#)